

## CAPABILITY STATEMENT

Public Relations | Brand Reputation | Media | Event Management | Community Outreach | Employee Engagement | Video Production | Digital Media

## IT'S ABOUT BUILDING RELATIONSHIPS TO GENERATE WINNING OUTCOMES

- Through our partnerships Paula Pedene & Associates focuses on results, earning respect, being innovative, and garnering success.
- We strategize on how to use best-practice models and theories to create successful outcomes.

## OUR AWARD-WINNING SERVICES

- Reputation Management
- Community Outreach
- Media Relations
- Internal Communications
- Employee Engagement
- Websites and Social Media
- Content Strategy
- Public Information Training
- Public Relations Training
- Television Production

## OUR LEADERSHIP SUCCESS

- National, Regional, and Local Public Affairs/Public Information Expertise spanning 40 years of federal service.
- Public Relations Professional of the Year (2015), Ethics Advocacy
- Distinctive National Awards, from the Public Relations Society of America, Silver Anvil Awards

- ~ **PRSA Silver Anvil, Institutional Programs (2004)**
- ~ **PRSA Silver Anvil, Reputation Management (2007)**
- ~ **PRSA Silver Anvil, Community Outreach (2010)**
- ~ **PRSA PR Professional of the Year for her government whistleblowing activities (2015)**
- ~ **PRSA Silver Anvil, Award of Excellence, Public Service (2020)**
- ~ **PRSA Silver Anvil, Award of Excellence, Community Service (2020)**

- Western District Chair (3500-member district)
- Western District Platinum Award for Leadership
- Health Academy Chair (900-member section) with awards for innovation
- Phoenix Chapter President (300-member section)
- Phoenix Chapter Percy Award for Leadership service



**SERVICE-DISABLED VETERAN  
AND WOMAN OWNED SMALL  
BUSINESS**



DUNS Number: 079098619

State Corp: 18388978

### NAICS Codes:

541820 Public Relations Agencies

541613 Marketing Consulting Services

541430 Graphic Design

541810 Advertising Agencies

541850 Display Advertising

541511 Web Page Design/Custom Services

512110 Video Production

541830 Media Buyer

541840 Media Representative

541890 Other services related to advertising

541910 Marketing Research and Public Opinion Polling

711510 Independent Artists Writers and Performers (Photography Services)

PSC B553 Communications Studies

PSC R422 support professional market research/public opinion

PSC R708 support management PR

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