

J.M. HELFGOT

COMMUNICATIONS

A different kind of approach.

A DIFFERENT KIND OF APPROACH — AN INTRODUCTION

Why are you reading this overview?

What can a coherent communication campaign accomplish for you?

Will a communication effort improve your bottom line?

And for goodness' sake, how much will it cost?!

Here at J.M. Helfgot Communications, we've read our fair share of propositions from public relations, marketing and consulting firms, and we're sure that you have, too. So why read this one?

What makes us so special?

The answer is: we're not. You are. Your organization *is* special, you have a unique story to tell, and you want to share it with the world. Otherwise, chances are you *wouldn't* be reading this.

By the way, we agree. Our belief here at JMHC is that every business, organization and individual is unique and has a story that should be told.

And that's where we come in.

J.M. Helfgot Communications is dedicated to telling your story — and to helping you continue to write it.

What makes our approach to that effort different from other firms you may have encountered in the past is that we look beyond the traditional role of a communications firm. Most communications firms have a single focus, or a small set of "full service offerings," be they advertising, P.R., direct mail, online communications, etc. Don't get us wrong — these are all great and valid exploits. However, they can be somewhat limiting.

Our approach goes beyond the traditional "comprehensive" communications approach. We believe that the image you communicate to the world is not just about what you say and do; It's about the entire sphere of *your* world and how it is perceived by everyone connected with you and your organization: employees, partners, clients, consumers, press, investors — everyone who is touched by the unique presence of your business.

Allow us to explain...

OUR APPROACH DEFINED

Our approach to your communication strategy is designed to position you in such a way as to achieve your communication goals in the most time- and cost-efficient manner possible.

Successfully communicating on behalf of any individual or organization requires a fine balance of art and science, skill and experience. The science is simple. We can study past successes and missteps in the communication world, analyze impact and measure reach. The art is a little more complex. It is based on experience in a wide range of communication scenarios, some simply creatively driven, some extremely delicate, and others extremely adverse.

We've learned one thing from these combined experiences: there is more to communicating effectively than just pitching stories to the press and putting on media events (of course, we do both, but that's just the beginning).

The J.M. Helfgot Communications approach is a strategic vision, designed to position you within the marketplace and the community, with civic leadership, and with other businesses and organizations that can extend your goals and help you to gain dynamic new opportunities for exposure, revenue and growth.

By connecting you with the right people and organizations, we can help you boost your image, your business, your revenues and your positive exposure. Connecting the right people is key to what we do, whether putting you in front of the editorial board of a major newspaper, gaining you valuable time with an elected official, or simply putting you together with a worthy business partner to create an image that is greater than the sum of its parts, our efforts for you don't end with press releases and pitch letters.

To achieve your goals, our services include:

- Long- and Short-Range Communication Strategies
- Public Affairs Strategies
- Public Relations
- Media Relations
- Corporate Communications
- Marketing Communications
- Crisis Avoidance, Intervention and Recovery
- Event Services - Design, Planning and Management
- Editorial & Writing Services
- Speechwriting
- Publications - Concept & Development
- Media Training / Coaching
- Image Development

HOW WE WORK

J.M. Helfgot Communications is dedicated to working with you at all levels of your communication growth, from helping you define communication objectives to achieving and surpassing those goals.

Whatever your requirements, we can — and will — work with you.

Based on your needs and the underlying objectives you hope to achieve — raising awareness, growing a consumer or client base, reaching out to new markets, alleviating a public relations stumble, learning how to better communicate your key messages to an audience, defining those messages and audiences, or any other communication objective — we will develop a plan of action and execute it.

WHO WE ARE

J.M. Helfgot Communications was founded in Phoenix, Ariz., in 2006 by veteran communications professional Jeremy M. Helfgot.

With more than 15 years as a media and communications professional, Jeremy has worked in editorial journalism, corporate and agency communications, publicity and crisis response and intervention.

Most recently, Jeremy has turned to working in Arizona's political landscape, serving on the statewide communications staff for Jim Pederson's historic and high profile campaign for the United States Senate. Helfgot performed a number of functions for the campaign, including serving as Pederson's primary advance throughout the state. He also served as principal advance and media coordinator for the campaign's highly successful June 2006 event with former U.S. President Bill Clinton.

Prior to his service to the campaign, Jeremy served as a communications consultant or staff member for a range of Arizona-based organizations, including the Valley of the Sun Jewish Community

“I've had the pleasure of working with Jeremy Helfgot on several critically important public image and public relations projects. In each case he has delivered as promised with measurable results and top professionalism. And even when the going is tough — like the time we hired him for an urgent writing project and a 72-hour deadline — you can count on Jeremy. He delivers!”

- Gregg Ostro, President, GO Media, Inc.

Center in Scottsdale; Mario E Diaz & Associates, a Phoenix-based public affairs operation led by former Deputy Chief of Staff to Arizona Governor Janet Napolitano, Mario Diaz; and GO Media, the 2004 Greater Phoenix Chamber of Commerce small business of the year.

Before coming to Arizona, Helfgot spent more than a decade in the Los Angeles music industry, where he did work in journalism, publicity and artist relations. Helfgot's music industry ventures included serving as publicist for MCA Concerts and L.A.'s premiere concert and theatre venue, the Universal Amphitheatre; publicist for magician David Copperfield's "The Magic is Back" tour; manager of media relations and marketing for independent labels Quality Records, Cheetah Records and Warlock Records; and as a consultant for various artists and projects.

As a journalist, Jeremy wrote for local, regional and national outlets, including *The Hollywood Reporter*, *Hits Magazine*, *Launch.com*, *allstarnews.com*, *Factor-X Magazine*, *L.A. Vision Magazine*, and daily newspapers *The Riverside Press-Enterprise* and *The Torrance Daily Breeze*. He also served as associate editor of *Music Connection Magazine*.

Later in his music career, Helfgot moved into the digital landscape, serving first as an editorial content producer and later as manager of special projects for the highly successful multi-billion-dollar publicly-traded music service provider MP3.com, Inc. There he developed and oversaw corporate communications strategy, designed and ran the program for the third annual MP3 Summit conference, and managed an array of corporate projects, including creation of the company's groundbreaking — and record-level revenue producing — e-mail marketing program. He helped spearhead the company's successful efforts to survive costly and highly publicized litigation filed against it by a large consortium of major international media conglomerates, working directly with the company's chairman/CEO, Michael Robertson, and president, Robin Richards.

Following MP3.com, Jeremy held editorial and communications posts with Tonos.com and digital startup eLiberation Corporation. He served as a communications consultant to energy drink maker Red Bull North America; to Elixir Records and recording artist Fabrice Morvan (surviving member of the controversial Milli Vanilli); and to StreamCast Networks, Inc., makers of the popular and controversial Morpheus peer-to-peer file-sharing application. Helfgot helped to shepherd StreamCast's communication efforts through the high-profile litigation filed against them that led all the way to the U.S. Supreme Court.

Since forming J.M. Helfgot Communications, Jeremy has continued to provide top-notch communication and public affairs strategies to new and existing clients in Arizona and California.

“As campaign manager for the Jim Pederson campaign for Senate in 2006, I hired Jeremy Helfgot as the deputy press secretary. Jeremy was an outstanding, loyal and hard-working member of the team. Jeremy's natural ability to handle the most difficult media situations in a calm and politically astute manner saved the campaign countless negative stories. I highly recommend Jeremy Helfgot to be part of any organization.”

- Mario E Diaz, President, Mario E Diaz & Associates

IN SUMMARY — LET’S WORK TOGETHER

At J.M. Helfgot Communications we are always looking forward to working with dynamic organizations like yours (otherwise, we wouldn’t be talking with you!). We’re eager to work with you to define and achieve your objectives, increase your visibility, navigate rough waters (or help you avoid them) and connect you with the resources you need to catapult your efforts to the next level.

However we can help — with a full-blown communication strategy and campaign, or with individual services such as event planning and development or media training for your leadership and executives — we’ll work with you to create a package that is right for your needs and your budget.

You’re doing great and unique things.

It’s time that the whole world knew about them.

We’re ready, available and enthusiastic to help.

“Jeremy Helfgot is a valuable resource and asset for the StreamCast Networks communications team. He excels at creating messages that resonate with consumers, investors and the media, and he does it under the gun and on the tightest of deadlines. I was glad to have Jeremy in my arsenal when StreamCast went before the U.S. Supreme Court and I would recommend him to anyone in need of effective messaging — especially when they need it fast!”

- Brian O’Neal, Sr. Director of Communications, StreamCast Networks, Inc./Morpheus