



**Fred Muir**  
COMMUNICATIONS



## *About Fred Muir Communications*

Fred Muir Communications, LLC, works at the intersection of business, government, policy and community to assist our clients in telling a compelling story and engaging their audiences.

We are a Los Angeles-based strategic communications consultancy that specializes in crisis communications, media relations, public affairs, electoral campaigns and labor relations communications.



Fred Muir Communications serves an array of clients with high-stakes communications needs – from national corporations to prominent Southern California firms, trade associations, government agencies, non-profit research and advocacy organizations and political campaigns.

The firm is led by Fred Muir, a three-time Pulitzer Prize-winning journalist with more than 35 years of combined experience as a print journalist and communications consultant.

With our roots in journalism, Fred Muir Communications provides clients with an insider's view of the media and the strategic press contacts that are the bedrock of successful public relations

We offer large-firm experience with the personal service of a boutique.

## *Senior Team*

### **Fred Muir** **CEO, Fred Muir Communications**

Fred Muir is a three-time Pulitzer Prize-winning journalist with more than 35 years of combined experience as a print journalist and communications consultant.

Prior to forming Fred Muir Communications, Fred was CEO of Rose & Kindel / Grayling, a specialty public affairs and media relations firm based in Los Angeles. Earlier, he was Managing Director and Southern California Market Chairman for Burson-Marsteller and served as Senior Vice President of public affairs with Fleishman-Hillard.

Fred distinguished himself as an editor and reporter at respected California and national publications, including The Wall Street Journal and the Los Angeles Times.

Fred is an adjunct professor of public relations at the University of Southern California, where he teaches in the graduate studies program.





## Services

### Crisis Communications

We have an experienced team of crisis communications professionals battle-tested in numerous crisis situations.

Our team has navigated a wide variety of crisis situations, from 60 Minutes investigations and a Fortune 50 corporate financial collapse, to a government agency facing charges of corruption, organizations attacked by radical groups, labor strikes, product recalls and high-stakes litigation among others.

Our CEO's expertise is reflected in his appointment as an adjunct professor at the Annenberg School for Communication and Journalism at the University of Southern California, where he lectures on crisis management and communications.



### Media Relations

Fred Muir Communications has a team of media relations experts that include former award-winning journalists with California and national media outlets including the Los Angeles Times, The Wall Street Journal and the San Diego Union-Tribune.

Our experience includes proactive campaigns to promote client initiatives as well as defensive strategies to limit negative or unwanted media coverage.

We engage editorial boards to gain their support, and place commentaries that enable clients to directly tell their story to the demographically important audience of editorial pages.

Our core services include building message platforms, creating communications materials, media training, serving as spokesperson and executive level writing.



### Public Affairs

We are passionate about public policy. We know how to drive initiatives and sell ideas. We know government and politics and have worked with clients on the local, state and national level for more than a decade.



We help clients crystalize their messages and bulletproof their positions, including preparing for stakeholder presentations, public hearings and forums and litigation.

We work with clients that have issues of public or community interest or are subject to government oversight. In addition to individual companies, we represent business trade organizations and issue advocacy groups.

### Electoral Campaigns

Our staff works hand-in-hand with candidates and ballot measure proponents and opponents to develop strategy, positions and messaging that resonate with media and voters.

We partner with other campaign consultants and team members in a coordinated approach to support advertising, community relations, events and other aspects of a campaign.



Our team develops communications materials that help candidates, organizers and supporters to deal effectively with media, and we can also serve as spokespersons.

### Labor Relations Communications

Fred Muir Communications works with management on a broad array of labor situations, from strikes and demonstrations to contract negotiations, organizing drives and corporate campaigns.

We support management and the legal, human resources and contract negotiating teams in designing and executing communications programs to reach key constituencies, including employees, media, customers, suppliers, public officials and regulators.



We have represented individual companies and multi-employer groups.