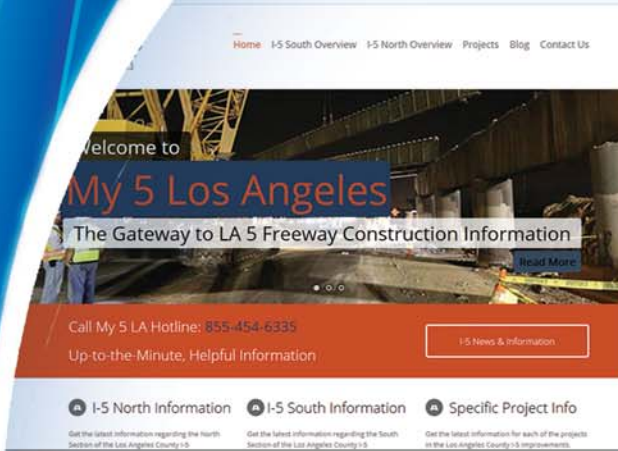


COMMUNITY RELATIONS & PUBLIC AWARENESS CAMPAIGNS



CALTRON understands the importance of effective communication with the public on sensitive transportation infrastructure construction projects. We also understand that the key to each successful project starts with a well-planned and managed communications strategy - one designed to mitigate concerns and minimize impacts to the traveling public and businesses. To achieve these goals, we provide in-house public relations services specializing in proactive community outreach and the development of successful public awareness campaigns that build awareness among all project stakeholders and generate public support.

Our experienced public relations specialists are adept at identifying target audiences and building broad-based coalitions for community support; creating strategic communications programs to explain complex and controversial issues; and promoting our clients' goals and objectives with a positive presence in the community. CALTRON public relations specialists have a proven track record in developing creative and highly successful public awareness campaigns for our clients.

Our public relations services include:

Research - We conduct ascertainment studies or create surveys using the findings as a baseline in the overall development of a public awareness campaign.

Marketing - CALTRON creates strategic marketing programs to ensure our clients are well-positioned in the marketplace.

Coalition Building - We help clients build and sustain alliances with civic-based organizations and key community opinion leaders to strengthen public support.

Media Relations - We utilize the most effective media channels for each situation from message development to media placement. This includes using Web-based media to advance key project message goals.

Government Relations - We provide our clients with access to the right people who can make the difference in moving a project forward.

Event Planning - Whether it's a community ground breaking event, ribbon-cutting ceremony or a public workshop, CALTRON coordinates planning for high-profile, high-impact events.

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