

Today, information is available from abundant sources. This raises the risk that incorrect and misinterpreted data can be quickly spread to a wide audience. Social media and other online outlets challenge the ability to ensure an accurate flow of information.

A proactive and strategic communications approach is critical to achieving a positive public image. Vita Nuova works with its clients to develop and implement communications programs designed to build community trust and achieve corporate objectives.

Public Relations Process

Situation Assessment

- Understand client goals and objectives
- Review historic flow of information
- Determine current public perception
- Analyze local and regional communications networks
- Identify community leaders and advocates

Establish Stakeholder Relationships

- Proactive outreach with elected officials
- Interact with neighbors and community leaders
- Engage local media and establish lines of communications

Create Proactive and Standby Materials

- Website or other online presence
- Fact sheets
- Standby statements and talking points

Provide Ongoing Media and PR Support

- Online communications monitoring
- Strategic communications plans
- Press releases
- Situation standby statements
- Communications tools and public presentations
- Media briefings and interviews

Establishing strong stakeholder relationships can vastly improve community relations and result in positive outcomes.

Successful public relations requires a consistent presence in the community. Understanding the unique character of a community and embracing its culture is essential. Vita Nuova helps owners establish themselves within a community by providing research, engaging with community groups and supporting community programs.

Vita Nuova uses public relations tools and strategies to communicate issues to diverse audiences. Our communications professionals are extremely effective at translating complex technical data into clear and concise information that the media and general public can comprehend. Vita Nuova's staff establishes a consistent flow of information through a combination of traditional media exposure, community outreach and online presence.

Our strategic approach to media relations focuses on a controlled flow of communication. By engaging the local media in a project at the appropriate times, we minimize misinformation and build strong ties with the media and the community. Regular review of local publications and monitoring of media outlets provides critical insight to public perception.



Vita Nuova created a project website to support the redevelopment of a former industrial property in Oakley, CA. The website serves as a proactive communication tool to provide a consistent flow of accurate information to stakeholders and the media.

