

# California's Political Leaders Recommend Paramount Communications



*"...professionalism, efficiency, and excellent grasp of the intricacies of political strategy and the mechanics of political campaigns. I highly recommend the services of Paramount Communications."*

State Senator  
**Jeff Denham** (R-12th District)



**Paramount Communications**  
 P.O. Box 2123  
 Salinas, CA 93902  
 (831) 753-1419

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# When Winning Is All That Matters—Paramount Communications

## Paramount Communications

Paramount Communications is the only full-service political consulting, public relations and advertising agency located on the Central Coast. Paramount offers creative and hard-hitting public relations and advertising campaigns that win victories for political candidates and win public attention and recognition for corporate clients. Paramount believes that just as no two individuals are exactly alike, neither is a political campaign. We approach each political race differently, developing or modifying strategies and tactics to meet the unique challenges each race poses.

*"Paramount Communications helped craft and implement the successful strategy which led to my historic win as Santa Barbara County Sheriff. I strongly recommend their services to other candidates in our area."*

Santa Barbara County Sheriff  
**Bill Brown**

## Political Consulting

Paramount Communications provides a complete package of political campaign services, including strategy, television and radio advertising, direct mail, field operations, speech training, polling and opposition

*"Paramount helped me win a tough campaign. Their strategic advice and direct mail program were superb."*

**Anthony Botelho,**  
San Benito County Supervisor

research. We also formulate the campaign plan, calendar, budget and cash flow schedule. As Paramount limits the number of political campaigns it handles each cycle, our clients are assured of personal attention, regular communication and direct access to our principals.

## Public Relations

Paramount Communications will create innovative strategies to build a favorable public image for your company or cause. Our services include producing effective news releases, feature news stories, editorial page columns, preparing publicity kits, arranging press conferences, broadcast interviews and speaking engagements, and commissioning public opinion surveys. Paramount will also mobilize grassroots support for your program or project. We will activate and equip volunteers and community organizations with the information and strategies necessary to "sell" your issue to the general public and persuade elected officials.

## Advertising

Paramount Communications offers first rate creative service and professional media planning. Our areas of expertise include newspaper, direct mail, television, radio, and websites. At Paramount we are not content to take a "cookie-cutter" approach to advertising. Today's consumer is bombarded with so many ad messages that it is imperative for your ad to "break through the clutter" and advance a message that is unique and compelling.

## Fundraising

No political campaign is successful without proper funding. Paramount Communications will design and implement a finance plan for your campaign, including finance committee, direct mail, telephone and events. Paramount Communications controls numerous local fundraising lists and has access to sophisticated

*"Paramount Communications provided outstanding direction and guidance to my campaign for city council."*

**Jeff Haferman,**  
Monterey City Council member

donor databases. We will craft your fundraising message, identify large donors, and work with your volunteers to assure that you raise the maximum amount possible for your race.

*"Paramount Communications played an important and key role in my election victory."*

**Tom O'Malley,**  
Atascadero City Council member

## Two Offices to Serve You

### SALINAS

P.O. Box 2123  
Salinas, CA 93902  
(831) 753-1419

### SANTA BARBARA

3463 State Street, Suite 402  
Santa Barbara, CA 93105  
(805) 962-5480

paramount@montereybay.com  
www.paracomconsulting.com

Haferman, Downey finish ahead of pack in race for two seats  
**Old and new faces on council**

Salinas, Denham cruise to victory

**MEET THE NEW SHERIFF**

**Caballero, Velazquez close Assembly race**

**O'Malley, Pacas win council seats**

**Botelho wins District 2**

By Jed Logan  
The Free Press  
JUAN BAUTISTA

