

Rojas Communications

Rojas Communications, founded by Jaime Rojas, Jr., is a communications consulting firm specializing in community and public relations, communications strategies, government relations and marketing. Through years of direct project experience, Rojas Communications has assisted clients in reaching their goals through various services:

- **Community Relations**
 - Community Outreach
 - Community Issues Resolution
 - Community-Based Organization (CBO's) Training

- **Government Relations**
 - Consensus & Coalition Building
 - Governmental & Legislative Access
 - Land-Use & Entitlement Process
 - Campaign Strategy & Communication

- **Marketing & Communications**
 - Marketing Plans & Strategies
 - Branding Development
 - Media Relations, Strategies & Training
 - Social Marketing Development, Integration, & Maintenance
 - Website Consulting & Development
 - Online Advertising Consulting
 - Public Relations Consulting
 - Seminar Series Presentations & Motivational Speaking

Rojas Communications has helped clients influence the course of government and public policy through effective communication campaigns and unique organizing techniques. Our corporate, community, and governmental outreach efforts cover a full spectrum of experiences from health education campaigns, political campaigns, marketing and advertising. Rojas Communications has the unique ability to evaluate your needs, develop a viable strategy and realize your organizational goals. Our staff clearly understands the integral nuances of community-based organizations, government entities and the private sector and how they work together.

Jaime Rojas has formulated a method to affect change through a combination of maintaining close relationship with policymakers, opinion communities & leaders, and by negotiating winning situations for clients. Our team works in concert with the client

to assure that their specific goals and objectives are being met in a cost-effective manner and timely manner.

Community Relations & Communications

Rojas Communications works with public and private entities to influence change within specific communities. We have an experienced and qualified staff to educate communities about a particular issue, person or product. We will discuss ways to improve your outreach efforts and how to communicate the true benefits of your product, service, or message.

Rojas Communications develops communication plans that strategically frame the client's issue or product to maximize its impact. Our strategic plans not only identify key stakeholders but establish a course of action to assure that the informational materials and briefing meetings are done in a timely manner. Rojas Communications staff has the unique ability to educate and mobilize entire communities. Whether it is scheduling "one-on-one" meetings with opinion leaders or coordinating a townhall meeting with various stakeholders, we can communicate your message to achieve your goals.

Community Issue Resolution

Rojas Communications can help your business address issues, concerns and ideas with your surrounding community and government officials. We assist you with defining your issue and communicate it clearly to communities by educating key stakeholders about your business, services or specific issue. Rojas Communications establishes direct lines of communication with local communities and key opinion leaders. Such efforts can lead to a better, more effective way of doing business with your neighbors in the community.

Community-Based Organizational Training

Rojas Communications will train community-based organizations (C.B.O) and non-profit groups on improving their effectiveness by instructing internal leadership and staff on how to access government, develop leadership and improve community outreach efforts.

Rojas Communications will train your organization on volunteer recruitment, how to lead successful meetings, and community forums. Rojas Communications will educate organizations about the tools of community involvement --- forums, conventions, house meetings, community surveys, and personal visits.

Rojas Communications will train your organization in developing and strategizing plans to assist in your organization's capital campaigns and fundraising efforts.

Government Relations

Consensus & Coalition Building

Rojas Communications works with elected officials, community-based organizations, community leaders, neighborhood associations, chambers of commerce, school leaders, and churches to educate, raise awareness and build consensus for your issue. Our team has a long history of building broad-based, cross-cultural, local, regional and national coalitions to achieve the goals of clients.

Governmental & Legislative Access

Jaime Rojas has a deep-rooted history in the Latino community and is well known for his efforts to elect officials for local, state and national offices. It is through his long-established relationships with political and community leaders, both statewide and on a national level, that he has established a proven record of success in helping clients meet their organizational goals. Rojas Communications uses these relationships to effectively convey your issues or situations. We will work to apply the right kind of influence for the best possible results.

Land-Use and Entitlement Process

Rojas Communications specializes in acquiring land entitlements from local government agencies. We work collaboratively with the client, governmental agencies, local elected officials and community leaders to secure land-use entitlements for property owners. Rojas Communications strategically organizes efforts to move your project through the appropriate governmental jurisdictions. Our staff has the expertise

and proven track record to shepherd your entitlement project in a timely manner, through bureaucratic planning agencies.

Marketing & Communications

Rojas Communications provides direct and targeted access of your product, service, or message to various communities through our extensive understanding and expertise about various markets. This allows the client to focus on their core business, while we provide the marketing strategy to achieve your goals.

Rojas Communications staff has a full range of experience from providing event-planning expertise. For example, Mr. Rojas assisted The White House in promoting Latino focused events and concerts. Our expertise in event coordination from Gala's to fundraisers has been met with great success. Our staff has been involved in all aspects of media planning, media buying, event coordination, talent placement, artist management and press relations.

Clients (Partial List)

- **The White House** – GOTV outreach and event planning (Clinton Administration)
- **California Air Resources Board** – Community Outreach
- **Ports of Long Beach and Los Angeles** – Community Outreach
- **Pasadena Gold Line Extension** – Community Outreach
- **GenCorp – Aerojet** – Community Information and Public Affairs
- **China Shipping** – Crisis management and community outreach
- **MBIA MuniServices** – Government services (municipal finance)
- **Gateway Council of Governments** – Community Outreach
- **Loyola High School** – Community Outreach and Entitlement process
- **City of Compton** – revenue consulting (sales tax, property tax, user utility tax)
- **City of Las Vegas** - revenue consulting (business license)
- **City of Goleta** – revenue consulting (sales tax, property tax, hotel tax)
- **Mariachi Vargas de Tecalitlan** – production consulting
- **Mariachi Tlaquepaque de Antonio Ramos** – management and production consulting