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FOR IMMEDIATE RELEASE
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Announcing Pendleton Communications!

Montana-based Public Relations and Communications Consulting Firm Commences Operations

BILLINGS, MONT. – There is a new resource available for business owners and organizations that need a professional communications department, but are challenged by the costs and complications associated with hiring full-time personnel.

With a communications career spanning two decades, public relations veteran and former broadcaster James (JP) Pendleton has formed Pendleton Communications – focusing on strategic communications consulting and public and media relations. “Communicating an effective message can be a daunting task,” said Pendleton. “It is very easy for a business to allow competitors to define them, stifling growth and alienating clients and customers. If, instead, businesses proactively tell their own story, they realize multiple benefits: stronger customer loyalty, community goodwill and potential clients.

“There are a number of excellent advertising firms here in Montana that provide a valuable component of marketing. However, business owners and directors are missing out on an important facet of effective communications when they neglect regular media interaction and a concerted community relations effort.

“Simply casting a press release out on the waters is unlikely to garner the desired results. Even worse, many organizations only address communications issues when they become problems rather than taking the initiative and putting together a long-term plan. An executive needs someone who understands the media, their needs and pressures, and is able to build a bridge of cooperation and mutual respect regardless of the subject matter.”

James (JP) Pendleton began his career working as an announcer and reporter for a news station in Anchorage, Alaska. Moving to Montana fifteen years ago, Pendleton worked for KBLG 910 AM in Billings as their Program Director and Morning Host (he was known on the air as ‘J.P. Donovan’) and was also heard as the Public Address announcer for Billings Bulls Hockey, Billings Mustangs Baseball, Saturday night races at Magic City Speedway, and other local sporting events.

For the last six years, Pendleton served on the staff of U.S. Senator Conrad Burns of Montana. As Communications Director, he managed all facets of public and media relations for the Senate office. Serving as spokesperson, speechwriter, media liaison, marketer, and multimedia coordinator, JP wore many hats and tackled numerous challenges in his tenure with the Senator.

Pendleton Communications is a full-service public relations firm specializing in strategic communications planning, message generation, media and public interaction, speech writing and coaching, and materials creation including multimedia and web-based content.

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