



STRATEGY. STORY. COMMUNITY TRUST.

Integrated, multimedia marketing communications, public relations, and crisis communications for local government.

One Team. Two Specialities. Every Channel.

Sister companies, St. Steven Public Relations and Vicarious Multimedia work hand-in-hand to give municipal leaders strategic guidance, responsive execution, and the capabilities of an in-house communications department without the full-time overhead.

MULTIMEDIA MARKETING

Website management and updating, graphic design, content for newsletters/social media, video production.

PUBLIC RELATIONS

Public information campaigns, community engagement, media relations and strategic counsel.

CRISIS + MEDIA TRAINING

Preparedness, rapid response, reputation management. Crisis communications and media training.



LISTEN → CUSTOMIZE → COMMUNICATE → BUILD TRUST

Every partnership begins by understanding the community, its history, priorities, culture and goals.



ST. STEVEN PUBLIC RELATIONS

Clarity when the message matters.

From positive news to difficult moments or an all-out crisis - we help public-sector leaders communicate with confidence - and build, or rebuild trust.



Public Relations + Public Information Campaigns

Strategic initiatives that inform, educate, and engage residents – while building trust and transparency. Message and narrative consulting and development, facilitated in-person engagement, media relations, and coordinated digital/print communications. All are designed to increase awareness of local initiatives and strengthen connections with your community.

Crisis Communications (Comms) Management + Consulting

Prepare for, respond to and recover from unexpected events with clear, accurate and timely communications. Services include emergency messaging, media relations, strategic counsel and reputation management to reduce misinformation and help leaders communicate with confidence while building - or rebuilding, trust.



Crisis Comms + Media Training

Half-day Crisis Communications training on the pillars and principles of crisis response, to guide local government leaders on how gain control of the narrative and lead through crisis. Half-day and full-day Media Training includes coaching and on-camera practice to communicate with confidence, credibility and clarity during interviews, press conferences and other public appearances. Officials learn how to navigate difficult questions, stay on message and effectively represent their community.

Engage@StStevenPR.com • Call/Text 312-719-2332 • StStevenPR.com



VICARIOUS MULTIMEDIA

Every channel. One clear voice.

Guidance, training, consulting and management for municipal communications across the channels residents use every day.

Content + Communications Services

A flexible communications bench that can plug in for a project, train staff, or manage the function consistently through short or long-term monthly retainers.



Website Content + Management

Writing, editing, graphic design, management and updating services that keep municipal websites current, clear and useful for stakeholder news and information.



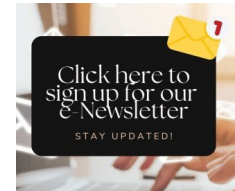
Graphic Design

Professional design transforms complex information into clear, visually engaging communications that strengthen branding, educate residents, promote initiatives and enhance engagement across print/digital platforms.



E + Print Newsletters

Content creation through writing, editing and graphic design for e-communication execution/publishing or management and fulfillment of print newsletters.



Social Media Management + Monitoring

Content creation/publishing, plus page monitoring so community outreach is acknowledged and addressed. Managed channels include Facebook, Instagram, Nextdoor, LinkedIn, YouTube, TikTok and other emerging platforms.



Video Production

Script development, on-site or remote production for short- or longer-form video that educates residents, promotes initiatives and increase transparency.

Remote productions can reduce costs.



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COMMUNICATION **PARTNERS** - NOT SIMPLY VENDORS.

Hello!

Thank you for reviewing our brochure and considering how either - or both - of my firms might assist with your communication needs.

Prior to founding **Vicarious Multimedia** in 2004, I was a writer, editor, reporter and broadcaster in radio. That experience provided me with exceptional training for what we, in essence, do today: we act as a newsroom on behalf of our clients.

After many years of providing PR/public information campaigns, crisis communications consulting/training, and media training through Vicarious Multimedia, I established **St. Steven Public Relations** in 2022 because PR is a specialty that deserves to stand on its own.



**"We act as a newsroom on
behalf of our clients."**

Melanie Santostefano
Founder and President

St. Steven Public Relations
Vicarious Multimedia



The Team Behind the Work

Our team is cross-trained and nimble with 10+ years of experience managing communications and community engagement challenges that local governments face.

I have been proud and honored to work closely with dozens of local government leaders over more than a decade to strengthen their organizations' communications in many ways. Our highly skilled team has a true passion for serving leaders who impact daily life and quality of life for the communities they manage and serve.

I would love to set up a virtual or in-person meeting if you have immediate needs, or simply talk about your vision for engagement with your community. I'm very happy to chat!

All my best,
Melanie Santostefano

LET'S TALK!

**Reach out through
email or phone:**

Melanie@VicariousMM.com
312-719-2332

**Virtual or in-person
meetings available.**