

ONE IN 10

Americans live in California

California would have the

6<sup>th</sup>

largest economy if it were a country

California's population is one of the world's most diverse; no race or ethnic group constitutes a majority of the state's population

California is a complex, ever-changing state. Aside from its tremendous size and growing diversity, successfully engaging in The Golden State necessitates that you either understand the realities that make California unique...or you hire a firm that grasps the state's public policy, political and regional nuances, and has a proven record of success.

4 million

people reside in the City of Los Angeles, the U.S.'s second-largest media market.

If Los Angeles County were a state, it would be the

9<sup>th</sup>

largest by population

EK,  
SUNKIN  
& BAI

60%

of the state's residents live in Southern California

Ek, Sunkin & Bai is a full-service public affairs, strategic communications and government advocacy firm.

We successfully represent corporations, trade associations, non-profits and public agencies with issues before all levels of government. Our team has worked on public affairs and issues management projects in more than 20 states and 35 countries. The Los Angeles Business Journal ranked Ek, Sunkin & Bai the number one lobbying firm in Los Angeles County for 2016.

## Team Leader



**Alice Walton**

Alice spent more than a decade reporting on Southern California politics for the Los Angeles Times and KPCC radio. She provides senior-level assistance to the firm's government and issues

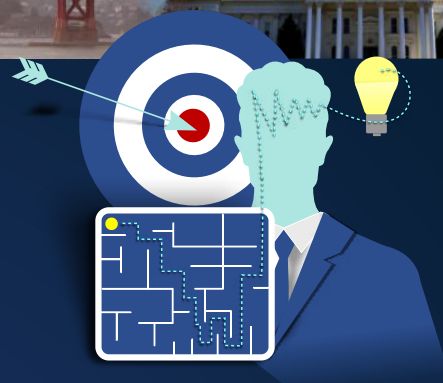
management clients, and plays an integral role in helping them develop effective proactive and reactive media strategies.



# Strategic Communications & Issues Management

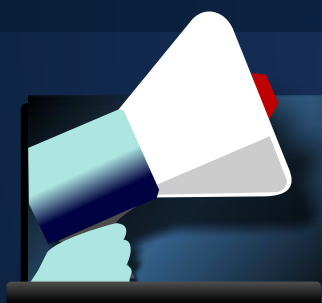
Ek, Sunkin & Bai's strategic communications and issues management team assists clients by helping them comprehensively engage, influence and impact the decision-making process.

We maintain longstanding relationships with elected officials at all levels of government, thought leaders, reporters and columnists, bloggers and community influencers throughout the state. Our team conducts the following services as stand-alone activities or as part of larger government relations campaign teams.



## Issues & Campaign Management

We've worked for hundreds of corporations, trade associations, candidates for elected office and government entities and helped them to understand and respond to emerging trends in California's ever-changing socio-political environment.



## Advocacy Advertising

We have created and placed newspaper ads in mainstream and ethnic publications, produced memorable direct mail and run targeted digital ads to influence California communities. We effectively integrate advertising into our comprehensive communications strategies.

## Media Relations & Crisis Management

We help clients connect with mainstream, business, ethnic and community media throughout California. We conduct statewide editorial board tours, write and place op-eds, brief reporters, engage with bloggers and help mitigate crisis situations. We know what it takes to make news and, when necessary, to avoid the spotlight.



## Stakeholder Engagement

Our clients benefit from the firm's existing statewide database of business, community, ethnic, environmental and healthcare-related groups. The firm's multi-lingual staff ensures that we engage with targeted communities in a linguistic and culturally appropriate manner.