



ATLAS STRATEGIC COMMUNICATIONS

CAPABILITIES STATEMENT

Atlas Strategic Communications is a majority female-owned and registered DBE in Idaho. At Atlas, we do not shy away from nuance, opposition, or complexity. We specialize in public involvement and public relations, working with our partners to identify project goals and help build the road map to get there. Our team delivers exceptional strategic communications planning, content and materials, and community engagement for transportation projects of all sizes across the state.

➔ NAICS CODES

- **541820** | Public relations agencies
- **541810** | Advertising Agencies
- **541830** | Media Buying Agencies
- **541860** | Direct Mail Advertising
- **541910** | Public opinion polling services
- **611699** | Public speaking training
- **541810** | Advertising agency consulting services
- **561410** | Letter writing services
- **541611** | Strategic planning consulting services
- **561920** | Event and meeting planning services
- **541430** | Graphic Design Services

➔ SERVICES

- Public involvement
- Stakeholder mapping
- Facilitation
- Focus groups
- Public meetings
- Non-scientific surveying
- Public relations
- Microsite development
- Collateral development
- Digital + paid media
- Social media
- Media relations
- Copywriting

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