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**Eskew, Public Strategies Veterans Join Forces to Launch Public Affairs Firm**

WASHINGTON, D.C.—Former Bush administration communications executive Tucker Eskew has joined forces with three former Public Strategies executives to launch a new management and communications consulting firm, **ViaNovo**, which will provide public affairs and other strategic counsel to corporations, governments, and non-profits.

Eskew will be joined by Blaine Bull, founder of The StratCom Group; Matthew Dowd, most recently of Dowd Strategic Consulting; and James Taylor, founder of CIMA Strategies.

“Our clients face pressures such as regulatory uncertainty, on-demand media and an always demanding public,” says Eskew, who heads the firm’s Washington, D.C. practice. “ViaNovo brings together culturally aware, plugged-in strategists to solve big problems and reposition leading organizations.”

The four will apply a new, proprietary process they call AIMD (Audience, Insight, Message and Delivery) across a range of services including strategic planning and communications, threat assessment and competitive positioning, crisis communications, brand strategy, media relations, issue campaigns, alliance and coalition building, and grassroots mobilization.

“We prepare our clients to cope with continual change at home and abroad,” says Taylor. “In today’s increasingly integrated world, communications can profoundly affect organizations. ViaNovo works with corporate and government leaders across the Americas, Europe, and beyond, in discovering new ways to succeed in today’s complex world.”

Bull is an expert in government affairs, media relations, issues management, and public opinion. Prior to starting the strategic communications firm The StratCom Group in 2004, he was a founding officer and shareowner of Public Strategies and before that legislative director to former U.S. Senator Lloyd Bentsen (D-Tex.).

Prior to forming Dowd Strategic Consulting last year, Dowd was chief campaign strategist for Bush-Cheney 2004, overseeing the campaign’s media, message development, targeting and research. Earlier, he was senior advisor to the Republican National Committee and director of polling and media planning for the 2000 Bush for President campaign and president and founding partner of Public Strategies.

While leading the Eskew Strategy Group, Eskew served as a spokesman and strategist for the Bush-Cheney 2004 campaign. He was also deputy assistant to President George W. Bush for global communications and during the war in Afghanistan, served in London as the President’s communications representative to No. 10 Downing Street.

Before founding the strategic consulting firm CIMA Strategies, Taylor was a founding director and shareholder of Public Strategies, where he created and managed the international division and counseled government and corporate leaders in Mexico and the United States.

**Waggener Edstrom Joins Eurocom PR Network**

SEATTLE—Technology public relations giant Waggener Edstrom has joined Eurocom Worldwide, a collaborative network of independent, founder-owned and -managed public relations firms.

Through Eurocom, Waggener Edstrom will offer its clients local media-relations expertise and services in markets where the agency does not currently have a presence. In turn, Waggener Edstrom will work with Eurocom members seeking an established partner in the U.S. and the U.K.

According to Melissa Waggener Zorkin, founder, president and CEO of Waggener Edstrom, “Our clients often require PR services in multiple markets. The Eurocom network extends our geographic reach with affiliate agencies focused on providing strong client service and local PR expertise.”

Mads Christensen, network director of Eurocom Worldwide, said Waggener Edstrom’s membership would strengthen the organization’s presence in key markets.

“Eurocom has been seeking stronger representation in the US as well as the UK,” he says. “We’re very pleased to have Waggener Edstrom, now our largest affiliate, as a key member for those regions, adding to the strength of our existing agency memberships in those markets.”

Eurocom has 28 member firms and six additional affiliates, and brings together 1,100 communications professionals in 60 offices.