



MISSION-DRIVEN COMMUNICATION

Behind every cause is a story. How the story is told shapes its impact. Let's work together to tell your story.

Catherine Soileau Heitman

*With more than three decades of experience in issues management, government agency transformation, and disaster and crisis response, **Catherine Heitman** offers a seasoned approach to communication strategy, message development and implementation.*

Catherine started her career as a staffer in the U.S. Senate, and has since gained extensive experience as communication liaison to governors, federal agencies and nonprofit partners.

*She has guided communication for the **La. Department of Children and Family Services, La. Recovery Authority, University of La. System, La.***

Department of Education, La. Office of Youth Development (now Office of Juvenile Justice), La. Highway Safety Commission, LED FastStart, La. Public Facilities Authority and Community Coffee Company.

In her media relations roles, Catherine has engaged with journalists at local, state, national and international news media organizations. ♦



MEDIA RELATIONS

- Media strategy
- Press releases
- Earned media campaigns
- Media events
- Interview preparation
- Media training



DISASTER AND CRISIS COMMUNICATIONS

- Rapid response
- Targeted communication
- Stakeholder outreach



DIGITAL COMMUNICATION

- Web content development
- Social media
- Texting
- Email newsletters/publications



GENERAL COMMUNICATION

- Speech writing
- Testimony preparation
- Presentations
- Internal communication
- Customer relations
- Event planning