



OUR GLBT EXPERTISE

- Business-to-Business Marketing
- Civil Rights
- Crisis Planning
- Demographic and Market Knowledge
- Employment and Workplace Issues
- Event and Organizational Branding
- HIV/AIDS
- Lesbian and Gay Men's Health and Healthcare
- Strategic Marketing

OUR SERVICES

- Our GLBT marketing and communication services include:*
- Strategy and Business Plan Development
 - GLBT Opinion and Market Research
 - GLBT Media Relations
 - Organizational and Event Sponsorships
 - Executive Briefings
 - Management Education and Consensus Building
 - Strategic Business Partnerships
 - Advertising/Direct Marketing Counsel
 - Community Relations
 - Employer/Employee Communications

WITECK • COMBS COMMUNICATIONS is the nation's premier strategic public relations and marketing communications firm with unmatched expertise in the gay and lesbian market.

Our clients include major corporations from American Airlines, IBM, and Ford Motor Company to the community's leading nonprofits such as the Human Rights Campaign, GLAAD, the Elton John AIDS Foundation and the Federation of Gay Games.

Named twice to the Gay Financial Network's list of the nation's most influential openly gay business leaders, Bob Witeck and Wes Combs created their innovative, values-based company on a core belief that causes, relationships and social ethics contribute profoundly to an organization's long-term success.

The visibility of gay, lesbian, bisexual and transgender (GLBT) consumers along with accurate research on their households and economic behavior have grown dramatically in the past few years. Increased competition among companies for this market has also transformed a cultural trend into solid marketing and partnering opportunities. Without question, the gay and lesbian market offers brand loyalty and a consumer demographic whose value makes this segment too promising to overlook or mishandle.

"We've worked shoulder to shoulder with Witeck-Combs Communications for nearly nine years. American Airlines could not have a more expert counselor as well as trusted eyes and ears inside the gay community in America. We believe strongly our reputation is our most valuable asset, and there's no question in our mind that Witeck-Combs shares major credit for helping American secure our premier standing among gay and lesbian customers."

**RICK CIRILLO, GLOBAL SALES MANAGER FOR THE GAY AND LESBIAN COMMUNITY,
AMERICAN AIRLINES**

MARKETING STRATEGIES REQUIRE EXPERT COMMUNICATIONS COUNSEL

WITECK • COMBS COMMUNICATIONS sees avoidable issues of consumer backlash, communications failures and public relations gaffes by companies grappling with sensitive market issues. What many companies may believe are straightforward objectives can and do demand delicate, experienced approaches. Even the best-intentioned outreach can become misunderstood or difficult to address for all levels of management.

By combining our marketing-communications skills with our public relations expertise, we offer a comprehensive approach to gay and lesbian marketing efforts by developing and implementing actionable strategies that produce results. We help companies and organizations leverage their investments and plan for contingencies.

As volunteers and professionals, we also support a wide range of national and community groups — with our own dollars and with voluntary board participation and pro bono support.

POWERFUL PARTNERSHIPS

By working together with our strategic research partner, Harris Interactive, WITECK • COMBS COMMUNICATIONS conducts path-breaking market research about the GLBT consumer. Tapping into Harris Interactive's multi-million person online consumer-panel, we have developed a unique GLBT specialty panel that — for the first time — allows companies and organizations to accurately analyze the behaviors, characteristics and attitudes of this highly sought after population.

Additionally, our partnership with US Newswire, the world's leader in electronic distribution of public-policy news releases, has created a strategic alliance to deliver the most comprehensive news distribution services throughout the GLBT news media in the United States.

OUR CLIENT LIST INCLUDES:

American Airlines
Cathay Pacific Airways
Cathedral of Hope
Citigroup
Coors Brewing Company
Cornell University Press
Elton John AIDS Foundation
Food & Friends
Ford Motor Company
The Gill Foundation
Gay and Lesbian Alliance Against Defamation (GLAAD)
Human Rights Campaign
IBM
International Gay & Lesbian Travel Association
MTV Networks
National AIDS Fund
PlanetOut Partners (Gay.com and PlanetOut.com)
SBC Communications, Inc./Pacific Bell
Sears
Serono
RSVP Travel Productions
Running Press Book Publishers
University of Massachusetts Press
Wachovia

"Bob Witeck and Wes Combs' professional, insightful, and ethical approach to public relations is among the most impressive in their industry. By being extremely selective in representing only clients whom they respect and in whom they believe, their organization has earned a high degree of credibility and respect in the Gay and Lesbian community."

SCOTT COORS, COORS BREWING COMPANY

"The visibility of the Human Rights Campaign's key educational program, the National Coming Out Project was dramatically enhanced thanks to the creativity and strategic counsel of Witeck-Combs Communications. Working closely with HRC, Witeck-Combs Communications secured corporate sponsorships and initiated our celebrity spokesperson campaign, helping HRC to reach more gay, lesbian, bisexual and transgender Americans than ever before about the importance of coming out."

CATHY NELSON, DEVELOPMENT DIRECTOR, HUMAN RIGHTS CAMPAIGN

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