



# August

STRATEGIC COMMUNICATIONS

PREPARED FOR  
ASPEN  
MASTERMIND



# About Us

What, when,  
and how you  
communicate  
matters more  
than ever.

# What we believe

- » We can deliver the greatest value by focusing on practice areas where we have extensive experience and specialized expertise.
- » Empowering the most talented and experienced people is the best way to achieve excellence in helping clients tell their stories in times of greatest need.
- » Listening actively, gathering facts, and anticipating issues are the foundations of effective narrative development and holistic communications strategies.
- » Diversity of background and thought are essential elements of effective communications strategies.
- » There is nothing more important than building trust with our clients, our colleagues and external stakeholders through good judgment, integrity, and empathy.



# How we approach our work

August recognizes each situation requires understanding of unique dynamics and careful balancing of reputational, legal, and financial objectives

## Gather Information

We apply a diligent, holistic approach to gathering information that will inform strategy

## Identify Key Stakeholders

We identify key internal and external audiences, and their “what about me?” issues

## Develop Narrative

We develop concise, compelling, and empathetic narratives to advance client objectives

## Execute Strategy

We partner with our clients to implement communications strategies and tactics that take into account external dynamics







We focus on core areas of expertise reflecting the experience of our professionals.





# Practice Areas

# Crisis Management

## OVERVIEW

### OUR APPROACH

- » Effective response strategies require organizational discipline and diligent fact gathering to ensure that all communications are accurate, transparent, credible, and consistent.
- » The guiding principles of any crisis communications strategy should be empathy, transparency, speed of response, and respect for individuals and communities.
- » The August team includes former attorneys and other professionals who have extensive experience dealing with various types of crisis situations.
- » Our deep experience enables us to ask the right questions and use the information gathered to develop effective and comprehensive response strategies.
- » We also work with individuals, organizations, and corporations to help them prepare for crises by instituting policies, procedures, and crisis plans that can be leveraged when the unexpected occurs.





# Crisis Management

## OVERVIEW

### KEY CONSIDERATIONS

- » Crises by their nature are unpredictable and dynamic and therefore require constant monitoring and adaptability.
- » Reputation and value are most often affected by how organizations respond to a crisis more than the crisis itself.
- » Knowing the facts involved in any crisis situation is the most important element of communications strategy.
- » The speed of social media has the potential to elevate any crisis, but social media must also be evaluated to determine its influence and reach.

### SERVICES

- » Message and communications development
- » Stakeholder engagement
- » Crisis plans and tabletop exercises
- » Media training
- » Media relations and acting as media spokespeople







# Litigation & Investigations

## OVERVIEW

### OUR APPROACH

- » Litigation, internal and government investigations require a specialized understanding of legal and regulatory issues that must be carefully considered when developing a strategic communications strategy.
- » August's team, which includes several attorneys and other experienced professionals, recognizes that the most effective communications strategies closely align with and support the legal strategy.
- » We begin engagements with diligent fact gathering and familiarizing ourselves with complex legal/regulatory issues to help our clients achieve their legal and business objectives.
- » August apply a multidisciplinary approach because social, political, economic, and cultural factors have great influence on communications strategies.
- » Our team has extensive experience working with legal and financial reporters and acting as spokespeople for our clients.



# Litigation & Investigations

## OVERVIEW

## KEY CONSIDERATIONS

- » In litigations and investigations – more than any other practice area – communications strategy must align with and support legal strategy.
- » However, there also must be careful balancing of reputational impact and legal outcomes.
- » Often the best way to convey key messages is through legal filings  
In most situations media strategy is handled carefully through careful and tactical use of off-the-record and background engagement.

## SERVICES

- » Message and communications development, including talking points, Q&A, media holding statements, and constituent communications
- » Media relations and acting as media spokespeople
- » Digital strategies and campaigns
- » Review and input on legal filings to ensure they are best positioned to convey desired narratives
- » Monitoring court hearings and managing media inquiries







Jon Corzine







# Who We Are



# Steven Goldberg

CHIEF EXECUTIVE OFFICER

Steven believes in the power of narrative development and creative storytelling to help clients navigate challenges, take advantage of opportunities, create value, and protect reputation.

As a former corporate attorney, Steven has highly specialized skills enabling him to develop communications strategies that balance reputational and legal objectives. His training and practice as an attorney taught him the value of gathering facts, anticipating issues, and applying a holistic approach to communications.

He has 20 years of strategic communications experience and has advised clients in some of the most high-profile and complex crises, litigations, restructurings, and transactions of the past 20 years.

His experience includes a focus on financial restructurings, as well as white collar criminal and civil litigations and government investigations.

Steven also has extensive expertise in media relations strategies and acting as a spokesperson.

Steven is an avid sports fan with a passion (and some might say irrational) for Duke basketball. As a college student, he applied his love for sports as the color commentator for Duke basketball and football games and the co-host of Duke SportsCenter. Steven also is the author of a self-published novel.

📍 Los Angeles, California  
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📞 323.892.5562

## RECENT & REPRESENTATIVE EXPERIENCE

- » Chris Cuomo on legal and reputational issues resulting from his termination from CNN
- » Shanies Law Office and Innocence Project on the exonerations of the convicted murderers of Malcolm X
- » NPC International on its Chapter 11 restructuring and sales of its assets, as well as various issues related to the impact of the COVID-19 pandemic
- » The Chief Legal Officer of a Fortune 500 company on the defense of FCPA charges brought by the Department of Justice, as well as related litigation
- » Fox Corporation on its acquisition by Disney
- » PG&E Corporation on its Chapter 11 Restructuring and legal and reputational issues resulting from liabilities stemming from California wildfires
- » DraftKings on multiple legal and regulatory issues related to the legality and oversight of the daily fantasy sports industry
- » Jon S. Corzine on legal and reputation issues resulting from the collapse of MF Global

## EDUCATION



**University of Pennsylvania Law School** J.D., Moot Court Board



**Duke University** A.B., Political Sciences, cum laude





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