

# WHO WE ARE



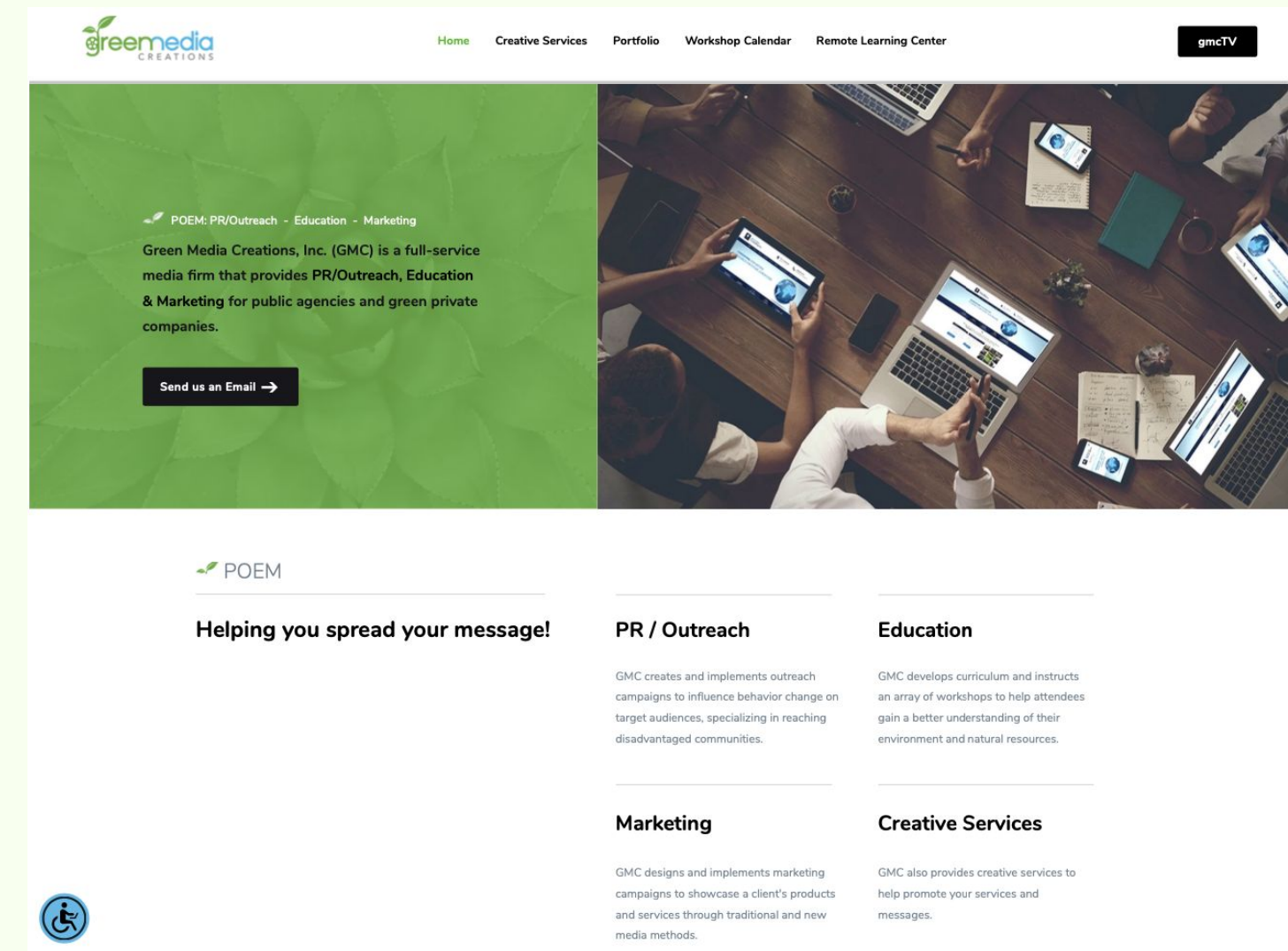
Presented By

**Armando Salas  
Marketing Director**

# GREEN MEDIA CREATIONS, INC. (GMC)

## BACKGROUND

- Complete media company
- Formed in 2011
  - Founder (25+ years in Outreach/Education/Marketing)
- Small Business Entity
- Minority-Owned Business
- Specialize in disadvantaged communities
- Trilingual: English, Spanish, Mandarin
- Worked with over 80 public & private agencies



# POEM SERVICES



**PR/Outreach**



**Education**



**Marketing**

# POEM



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## PUBLIC RELATIONS/OUTREACH

- Event Coordination
- Speaking Engagements
- Tabling Events
- Surveying
- Neighborhood Canvassing
- Community Based Organization Collaboration
  - CAPs – Combat Poverty
- Collateral Materials
- gmcTV

# POEM



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## EDUCATION

- WaterWELL (Water Efficient Landscape Learning)
  - Professionals (IA Certified)
  - Homeowners
- GMC Academy
  - Designed for agency personnel
  - Contact Hours
- UGoGreen - Sustainability
  - Homeowners
  - Businesses
- Curriculum Development
- Remote Learning Center (RLC)

# WWW.GREENMEDIACREATIONS.COM/RLC



Welcome to our new Remote Learning Center (RLC) where you will find helpful and educational online content to keep your customers engaged and informed on water efficiency and other sustainability topics! We offer classes in two ways and provide how-to video licensing opportunities.

## Class Topics

[Click here to contact us](#)



### Residential Leak Detection

- General yet impactful leak stats
- Ways to investigate and isolate leaks
- How to read a water meter
- Common indoor and outdoor leaks
- Tips and tools to fix common leaks

[Class Login](#)

### Drought Tolerant Plants

- How these plants thrive in CA
- The benefits of drought-tolerant plants
- How to prepare the soil
- Planning, amending and maintenance
- Examples of flowers, trees, shrubs, groundcovers

[Class Login](#)

### CA Native Plants

- How these plants boost our ecosystem
- The benefits of native plants
- How to prepare the soil
- Planning, amending and maintenance
- Examples of flowers, trees, shrubs, groundcovers

[Class Login](#)

### Edible Gardening

- How edible gardening can be sustainable
- The benefits of edible gardening
- How to prepare the soil
- Planning, amending and maintenance
- Proper watering guidelines
- Examples of common edible plants

[Class Login](#)

- Residential Leak Detection
- Drought Tolerant Plants
- CA Native Plants
- Edible Gardening for Beginners
- Landscape Tips for Fire Prevention
- Sustainable Landscape Design
- Sprinkler & Drip Irrigation Basics
- Landscape Care for Homeowners
- Composting for a Healthy Garden
- Greywater in California
- The CA Water Picture

# POEM



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## MARKETING

- Strategic Planning
- Branding/Corporate ID
- Marketing Campaigns
  - Development
  - Implementation
  - Social Media Campaigning
  - Graphic Design of Collateral Materials
  - Web Design – Portal/Database Integration
  - Video Production

# THANK YOU FOR YOUR TIME!

## CORPORATE OFFICE CONTACTS

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