



Media/Press Release
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Effective Communication Strategies Inc. Named to GSA List

A four-year-old Scottsdale communications company, founded by retired Air Force Reserve Colonel Phil Johnson, has been added to the Government Services Agencies List of Approved Contractors. Making the list qualifies ECS for potential federal, state and local government Media and Public Relations contracts.

Johnson, a Vietnam-era and disabled Veteran, says “The process for meeting the federal standards is tough, but Effective Communication Strategies and its associates have more than 75-combined years of technical expertise, experience and success in producing national, regional and local communications products.”

ECS produces television programs, commercials, infomercials, training videos, public service announcements (PSAs) and “live” broadcasts for its clientele which have included the U.S. Air Force, Ford, Subaru, Suzuki and Isuzu.

The company also qualified for GSA’s public relations category. Their specialty is the development of integrated public relations, crisis communication and media plans. Please note, ECS also conducts media training classes as part of their crisis communication plans.

Col. Johnson is the author and publisher of *The Reporter’s Military Directory*, a 256-page book which lists over 1,300 Army, Air Force, Marine and Navy public affairs offices around the world.