

**FULTON COMMUNICATIONS**

**2937 Josephine Dr.**

**Henderson, NV 89044**

**PH: 702.834.5877**

[fulton@fultoncom.com](mailto:fulton@fultoncom.com)

[www.fultoncom.com](http://www.fultoncom.com)

**COMMERCIAL PRICE LIST**

**Effective 01/01/2022**

Fulton Communications, a small woman-owned business, is a communications issues management firm in Henderson, Nevada that provides communications consulting, facilitation and training. Our particular niche in this business is that Sandy Martinez and Keith Fulton both worked in the chemical industry for 10 and 34 years respectively.

The training, facilitation, consulting and design work that Fulton Communications provides is very "hands-on." Even the "lecture" portions of our training are two-way dialogues and sometimes include on the spot role-playing of situations that they could face with the public. The whole objective of our courses, consulting and design work is to develop communications skills to communicate about any issue with any stakeholder (internal or external) in any setting.

Both Sandy Martinez and Keith Fulton spent a combined 16 years out there on the firing line and know the value of good hands-on approach with clients since they faced the public and media, usually in conflict and negotiating situations.

**Consulting and Facilitation Services**

Service	Experience Level	Location OnSite or OffSite	Price Per Hour
Executive Consultant/ Senior Engagement Manager	10 years	Both	\$299.24
Senior Consultant/Senior Functional Specialist	10 years	Both	\$249.37
Consultant/Functional Specialist	2 years	Both	\$154.61
Consultant/ Engagement Analyst	2 years	Both	\$124.69
Administrative Assistant	1 year	Both	\$39.90

Fulton Communications provides expert advice, assistance, guidance or counseling in support of management, organizational and business improvement efforts. This may also include studies, analyses and reports documenting any proposed developmental, consultative or implementation efforts.

Examples of consultation include but are not limited to:

- strategic, business and action planning
- high performance work
- process and productivity improvement
- systems alignment
- leadership systems
- organizational assessments

- cycle time
- performance measures and indicators
- program audits, and evaluations

### **Facilitation Services**

Fulton Communications provides facilitation and related decision support services to agencies engaging in collaboration efforts, working groups, or integrated product, process, or self-directed teams. Fulton Communications can assist agencies bringing together diverse teams and/or groups with common and divergent interests in:

- the use of problem-solving techniques
- defining and refining the agenda
- debriefing and overall meeting planning
- resolving disputes, disagreements, and divergent views
- logistical meeting/conference support when performing technical facilitation
- convening and leading large and small group briefings and discussions
- providing a draft for the permanent record
- recording discussion content and focusing decision-making
- preparing draft and final reports for dissemination

### **Survey Services**

Fulton Communications provides expert consultation, assistance, and deliverables associated with all aspects of surveying.

Fulton Communications can assist with, and/or perform all phases of the survey process to include, but not limited to:

- planning survey design
- sampling; survey development
- pretest/pilot surveying
- defining and refining the agenda
- survey database administration
- assessing reliability and validity of data
- determining proper survey data collection methodology
- administering surveys using various types of data collection methods
- analyses of quantitative and qualitative survey data

Production of reports to include, but not limited to: description and summary of results with associated graphs, charts, and tables; description of data collection and survey administration methods; discussion of sample characteristics and the representative nature of data; analysis of non-response; and briefings of results to include discussion of recommendations and potential follow-up actions.

## Training Courses

Course Title	Course Length	Maximum Participants	Training Location – OnSite or OffSite	Domestic or Overseas	List Price Per Course
Introductory Risk Communication	3 day	50	Both	Domestic	\$12,000.00
Introductory Risk Communication	3 day	50	Both	Overseas	\$16,000.00
Introductory Risk Communication	2 day	50	Both	Domestic	\$8,000.00
Introductory Risk Communication	2 day	50	Both	Overseas	\$12,000.00
Introductory Risk Communication	1 day	50	Both	Domestic	\$4,000.00
Introductory Risk Communication	1 day	50	Both	Overseas	\$8,000.00
Introductory Risk Communication - Executive Session	1 day	50	Both	Domestic	\$2,970.00
Introductory Risk Communication - Executive Session	1 day	50	Both	Overseas	\$5,940.00
Managing Conflict	3 day	50	Both	Domestic	\$12,000.00
Managing Conflict	3 day	50	Both	Overseas	\$16,000.00
Managing Conflict	2 day	50	Both	Domestic	\$8,000.00
Managing Conflict	2 day	50	Both	Overseas	\$12,000.00
Managing Conflict	1 day	50	Both	Domestic	\$4,000.00
Managing Conflict	1 day	50	Both	Overseas	\$8,000.00
Managing Conflict - Executive Session	1 day	50	Both	Domestic	\$2,970.00
Managing Conflict - Executive Session	1 day	50	Both	Overseas	\$5,940.00
Pandemic Crisis Risk Communication	3 day	50	Both	Domestic	\$12,000.00
Pandemic Crisis Risk Communication	3 day	50	Both	Overseas	\$16,000.00
Pandemic Crisis Risk Communication	2 day	50	Both	Domestic	\$8,000.00
Pandemic Crisis Risk Communication	2 day	50	Both	Overseas	\$12,000.00
Pandemic Crisis Risk Communication	1 day	50	Both	Domestic	\$4,000.00
Pandemic Crisis Risk Communication	1 day	50	Both	Overseas	\$8,000.00
Pandemic Crisis Risk Communication - Executive Session	1 day	50	Both	Domestic	\$2,970.00
Pandemic Crisis Risk Communication - Executive Session	1 day	50	Both	Overseas	\$5,940.00
Cross Cultural Community Relations	3 day	50	Both	Domestic	\$12,000.00
Cross Cultural Community Relations	3 day	50	Both	Overseas	\$16,000.00
Cross Cultural Community Relations	2 day	50	Both	Domestic	\$8,000.00
Cross Cultural Community Relations	2 day	50	Both	Overseas	\$12,000.00
Cross Cultural Community Relations	1 day	50	Both	Domestic	\$4,000.00
Cross Cultural Community Relations	1 day	50	Both	Overseas	\$8,000.00
Cross Cultural Community Relations - Executive Session	1 day	50	Both	Domestic	\$2,970.00

Course Title	Course Length	Maximum Participants	Training Location – OnSite or OffSite	Domestic or Overseas	List Price Per Course
Cross Cultural Community Relations - Executive Session	1 day	50	Both	Overseas	\$5,940.00
How to Conduct Public Meetings	3 day	50	Both	Domestic	\$12,000.00
How to Conduct Public Meetings	3 day	50	Both	Overseas	\$16,000.00
How to Conduct Public Meetings	2 day	50	Both	Domestic	\$8,000.00
How to Conduct Public Meetings	2 day	50	Both	Overseas	\$12,000.00
How to Conduct Public Meetings	1 day	50	Both	Domestic	\$4,000.00
How to Conduct Public Meetings	1 day	50	Both	Overseas	\$8,000.00
How to Conduct Public Meetings - Executive Session	1 day	50	Both	Domestic	\$2,970.00
How to Conduct Public Meetings - Executive Session	1 day	50	Both	Overseas	\$5,940.00
Developing a Strategy for Effective Community Outreach Programs	3 day	50	Both	Domestic	\$12,000.00
Developing a Strategy for Effective Community Outreach Programs	3 day	50	Both	Overseas	\$16,000.00
Developing a Strategy for Effective Community Outreach Programs	2 day	50	Both	Domestic	\$8,000.00
Developing a Strategy for Effective Community Outreach Programs	2 day	50	Both	Overseas	\$12,000.00
Developing a Strategy for Effective Community Outreach Programs	1 day	50	Both	Domestic	\$4,000.00
Developing a Strategy for Effective Community Outreach Programs	1 day	50	Both	Overseas	\$8,000.00
Developing a Strategy for Effective Community Outreach Programs - Executive Session	1 day	50	Both	Domestic	\$2,970.00
Developing a Strategy for Effective Community Outreach Programs - Executive Session	1 day	50	Both	Overseas	\$5,940.00
Focus Group Design and Facilitation	3 day	50	Both	Domestic	\$12,000.00
Focus Group Design and Facilitation	3 day	50	Both	Overseas	\$16,000.00
Focus Group Design and Facilitation	2 day	50	Both	Domestic	\$8,000.00
Focus Group Design and Facilitation	2 day	50	Both	Overseas	\$12,000.00
Focus Group Design and Facilitation	1 day	50	Both	Domestic	\$4,000.00
Focus Group Design and Facilitation	1 day	50	Both	Overseas	\$8,000.00
Focus Group Design and Facilitation - Executive Session	1 day	50	Both	Domestic	\$2,970.00
Focus Group Design and Facilitation - Executive Session	1 day	50	Both	Overseas	\$5,940.00
Team Building	3 day	50	Both	Domestic	\$12,000.00

Course Title	Course Length	Maximum Participants	Training Location – OnSite or OffSite	Domestic or Overseas	List Price Per Course
Team Building	3 day	50	Both	Overseas	\$16,000.00
Team Building	2 day	50	Both	Domestic	\$8,000.00
Team Building	2 day	50	Both	Overseas	\$12,000.00
Team Building	1 day	50	Both	Domestic	\$4,000.00
Team Building	1 day	50	Both	Overseas	\$8,000.00
Team Building - Executive Session	1 day	50	Both	Domestic	\$2,970.00
Team Building - Executive Session	1 day	50	Both	Overseas	\$5,940.00
Valuing Difference	3 day	50	Both	Domestic	\$12,000.00
Valuing Difference	3 day	50	Both	Overseas	\$16,000.00
Valuing Difference	2 day	50	Both	Domestic	\$8,000.00
Valuing Difference	2 day	50	Both	Overseas	\$12,000.00
Valuing Difference	1 day	50	Both	Domestic	\$4,000.00
Valuing Difference	1 day	50	Both	Overseas	\$8,000.00
Valuing Difference - Executive Session	1 day	50	Both	Domestic	\$2,970.00
Valuing Difference - Executive Session	1 day	50	Both	Overseas	\$5,940.00
Media Communication	3 day	50	Both	Domestic	\$12,000.00
Media Communication	3 day	50	Both	Overseas	\$16,000.00
Media Communication	2 day	50	Both	Domestic	\$8,000.00
Media Communication	2 day	50	Both	Overseas	\$12,000.00
Media Communication	1 day	50	Both	Domestic	\$4,000.00
Media Communication	1 day	50	Both	Overseas	\$8,000.00
Media Communication - Executive Session	1 day	50	Both	Domestic	\$2,970.00
Media Communication - Executive Session	1 day	50	Both	Overseas	\$5,940.00
Improving Your Organizational Effectiveness	3 day	50	Both	Domestic	\$12,000.00
Improving Your Organizational Effectiveness	3 day	50	Both	Overseas	\$16,000.00
Improving Your Organizational Effectiveness	2 day	50	Both	Domestic	\$8,000.00
Improving Your Organizational Effectiveness	2 day	50	Both	Overseas	\$12,000.00
Improving Your Organizational Effectiveness	1 day	50	Both	Domestic	\$4,000.00
Improving Your Organizational Effectiveness	1 day	50	Both	Overseas	\$8,000.00

Course Title	Course Length	Maximum Participants	Training Location – OnSite or OffSite	Domestic or Overseas	List Price Per Course
Improving Your Organizational Effectiveness - Executive Session	1 day	50	Both	Domestic	\$2,970.00
Improving Your Organizational Effectiveness - Executive Session	1 day	50	Both	Overseas	\$5,940.00

**Course Descriptions**

**Introductory Risk Communication**

This course will provide “hands-on” communication skills training on Risk Communication. The training provides skills to respond to any question or statement on any issue from any stakeholder or stakeholder group in any setting.

This includes responding to the Three Arenas of Risk Communication:

- Emotions such as anger, fear, distrust, concern
- Agendas such as personal, economic, political, cultural and historical
- Perception of science, data and facts concerning risks

The instructors will demonstrate that risk communications is a unique form of communicating unlike public speaking and how anyone with the right training can be very effective with this type of training. Some of the specific skills needed in risk communications will be demonstrated.

A hands-on exercise on difficult questions in the most challenging situations the participants have received or could receive in their jobs. The instructors will role play for the participants ways to respond to these situations.

Additional communications skills covered in this course include:

- How and when to deliver “bad news”
- How to improve your non verbal observation and awareness skills, including listening

**Managing Conflict**

This course will show the attendee how to turn conflict and negotiations into a “win-win”.

Course includes:

- Exercise – How to think “out of the box”
- How conflict can be a process you manage
- What are your “conflict hooks”?
- Active listening and non verbal communication during negotiation
- Exercise – How to find common ground
- Review of your Conflict Style Profile and what that means for you in resolving conflict
- Emotions and negotiations
- Dealing with activists, hostiles and hostile audiences
- Principled versus Positional Negotiation
- Exercise – How to negotiate across different interests

**Pandemic Crisis Risk Communication**

The training provides skills to respond to any question or statement on any pandemic issue from any stakeholder or stakeholder group (internal or external) in any setting.

The course will provide “hands-on” communication skills training with focus on communicating with different stakeholders such as other health care workers, family members, the sick, communities, other agencies and the media during a pandemic crisis. This will include discussions on quarantine, isolation, stigmatization, lack of services and other issues.

This includes responding to the Three Arenas of Risk Communication:

- Emotions such as anger, fear, distrust, concern
- Agendas such as personal, economic, political, cultural and historical
- Perception of science, data and facts concerning risks

The instructors will demonstrate that crisis risk communication is a unique form of communicating and how anyone with the right training can be effective with this type of training. Some specific skills needed in crisis risk communication will be demonstrated.

A hands-on exercise on difficult questions in the most challenging situations during a crisis both pre-pandemic and during pandemic. The instructors will role play ways to respond to these situations.

Additional communications skills covered in this course include:

- How and when to deliver “bad news”
- How to communicate what you do know versus what you don’t know in a crisis
- How to improve your non verbal observation and awareness skills, including listening

The attendees will be able to:

- Recognize and demonstrate which crisis risk communication skills and tools to apply that will result in effective communication with stakeholders prior to, during and after a pandemic.
- Identify the Three Arenas of Risk Communication during the phases of a pandemic crisis. These arenas include 1) Emotions such as anger and fear, 2) Perception of risk concerning science, data and facts and 3) Agendas such as personal, economic, political, cultural and historical.
- Analyze data and prepare appropriate responses to difficult questions while interacting with stakeholders during the phases of a pandemic crisis.

### **Cross Cultural Community Relations**

Course includes:

- Brief overview of Basic Risk Communication as applied to different cultures
- Discussions of how we mentally group people in various ways and how that impacts communications across these groupings
- Understanding of what culture is and an exercise of developing their own cultural outline
- Conducting Risk Communication in different community cultures
- Stereotyping and pre-judging – how it affects Risk Communication
- Exercise – A cross cultural simulation exercise

### **How to Conduct Public Meetings**

This course provides skill building for conducting public meetings and how to recognize which Arena of Risk Communication is being expressed. Participants develop tools and techniques for planning and conducting meetings under any circumstance.

Course includes:

- Extensive checklist of items to consider when planning a meeting
- What to do in hostile situations including groups or individuals who try and keep you from speaking
- Pros and cons of “Town Hall” type meetings versus “Poster Station” meetings
- Survey community to determine concerns
- Presentation skills for public meetings
- Cross cultural considerations
- Simulation and exercise

### **Developing a Strategy for Effective Community Outreach Programs**

Course includes:

- Defining your goals and objectives
- Methods to determine stakeholders
- Methods for determining concerns
- Developing strategies for conducting two-way dialogue
- Message development
- Training your primary and secondary communicators
- Cross cultural communication skills development
- Conducting public meetings
- Meeting planning and execution
- Evaluating effectiveness

### **Focus Group Design and Facilitation**

Course includes:

- Development of objectives
- Assisting in determining the target group and demographics
- Process design and timeline development
- Development of discussion guide for use in focus group facilitation
- Facilitation and moderation of focus groups
- Analysis of data
- Report preparation and presentation

### **Team Building**

Course includes:

- Definition of a team
- Work components
- Developmental stages and how to manage each stage
- Working with individual differences in a team environment

### **Valuing Difference**

This course deals with group differences in the workplace that may be hindering progress. The course is tailored to any group difference that is negatively impacting an organization. Differences could include: age, hierarchy, race, ethnicity, gender style and competing functions.

Course includes:

- Dynamics of working across differences and why obstructions occur regardless of the differences
- Why we tend to see differences as negative rather than a strength



- Exercise and simulations
- Developing and implementing a plan

### **Media Communication**

Course includes:

- Determining your key messages
- How to bridge to your messages
- Establishing a working relationship with the media
- Crisis Media Communication versus Non Crisis Media Communication
- The difference between communicating with the media versus with communicating with the public
- Non verbals

### **Improving Your Organizational Effectiveness**

Course includes:

- Team Building
- How to work together as a team
- Managing conflict
- Understanding “differences”
- Recognizing low trust/high concern situations
- Celebrating the victories