

PUBLIC COMMUNICATIONS WITH FIXIT PR

ALL POLITICIANS
THRIVE OR FALTER
BASED ON THE
STRENGTH OF THEIR
COMMS TEAMS

FIXITPR



Your office works through words

Public office involves daily communication.

Your team handles statements, public notices, event reports and press enquiries. We are here to make that work easier.



Where we support your team

- 01 Media monitoring and reporting
- 02 Communication team training
- 03 Media relations and digital publishing
- 04 Crisis preparedness and factual response
- 05 Bulk SMS and WhatsApp distribution
- 06 Impartial public-opinion research





Media monitoring with POLITIQ

Why it matters

Your team needs an organised record of what the media and public channels are saying.

Our service

POLITIQ supports ongoing monitoring of public coverage INCLUDING TV, radio, social media and YouTube, covering emerging topics and any unusual blogging activity that warrants review.

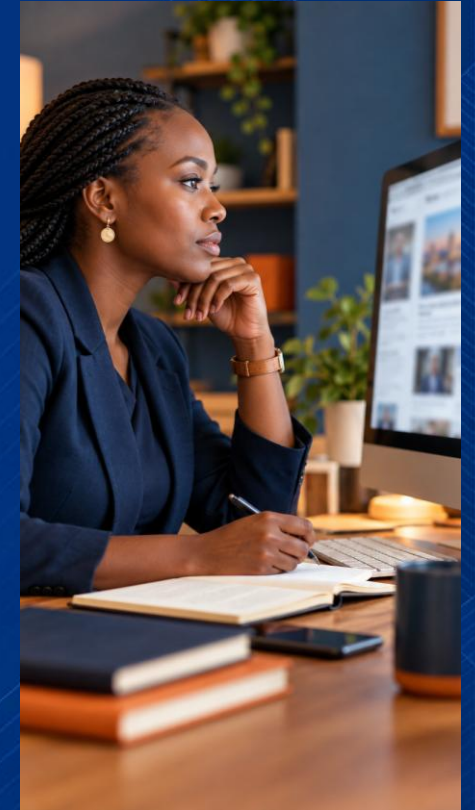
You receive

An app with system access, a weekly findings report and a monthly coverage review.

Demo: <https://politiqkenya.com/demo/ruto>

Our reports are the best in the business

Record	What the report explains
Coverage	Outlet, date, link and the subject covered
Public discussion	Observed themes and the channels monitored
Sentiment	Method, sample and uncertainty
Activity flags	Observed pattern and verification status
Follow-up	Corrections, unanswered questions and owners



Online sentiment describes the observed sample. It is not a representative opinion poll.



Training for your communication team

Why it matters

Good material can become unusable because the sound is poor, the framing is wrong or the facts are incomplete. Additionally, any person speaking for you must be WELL TRAINED to do so.

Our service

A focused session for bloggers, press attachés, content staff, photographers and videographers on factual messaging, video packaging and audio quality.

You receive

A one-off training engagement with practical production exercises.



Media relations

Why it matters

News from your public engagements needs to be packaged quickly, accurately and shared promptly with the press.

Our service

We turn verified event material into news briefs, quotations, photographs and broadcast-ready audio or video, then send it promptly to appropriate news desks.

You receive

Event news packages, distribution records and a coverage report with clips and sound bites.



Digital news publishing

Why it matters

Your updates need a reliable publishing route and a clear source.

Our service

We own and operate two in-house digital blogs. We prepare factual articles and publish approved updates through these platforms, with clear attribution and supporting material.

You receive

Articles on our two digital blogs, with publication links and a coverage record.



Crisis preparedness

Why it matters

A preventable incident can cause lasting harm when your office handles it poorly. A clear response process helps avoid further mistakes.

Our service

We help your office establish an escalation process, verify facts, manage media enquiries and issue approved corrections or updates.

You receive

An agreed response workflow and crisis communication support during the retainer.



Bulk SMS

Why it matters

Your office needs a direct channel for timely public notices and service information on people's phones.

Our service

Discounted SMS packages for consented contact lists, including public notices, event logistics and service information.

You receive

An agreed sending package and delivery reporting.



WhatsApp distribution

Why it matters

Your WhatsApp notices need a clear process for approval, consent and distribution, so the information stays accurate and traceable.

Our service

We support distribution of approved factual notices through opted-in lists and groups whose administrators have agreed to receive them.

You receive

Source-labelled content, an agreed distribution record and a feedback process.



Public-opinion polling and research

Why it matters

A few loud comments cannot tell you what a whole community thinks.

Our service

We offer impartial research on public concerns and service experiences, using neutral questions and a documented sampling approach.

You receive

A research report with methodology, sample details, fieldwork dates and limitations.

What delivery looks like

At the start

Agree scope, reporting access and approval contacts.

Each week

Review findings and share the coverage record.

Each month

Review observed reach, coverage quality and sentiment methodology.

For separate projects

Agree training, distribution or research deliverables before work begins.



Confidentiality

Your confidential work stays confidential.

We do not disclose political client engagements or use them as public case studies.

We use government communications examples only where the client has given express written permission. This presentation contains no client examples.



An engagement built around your needs

Retainer

Ongoing monitoring, reporting and factual communications support, including agreed crisis support.

Separate engagements

Team training, SMS packages, WhatsApp distribution and research receive their own scope and quotation.

We agree the deliverables, fees and approval process before work begins.

Contact: 0701 895 995 or info@fixitpr.co.ke