

# Credentials

We are the main PR firm in the south of Chile

# Periodistas Asociados

Periodistas Asociados (PA) is the main PR agency in southern Chile, with 11 years developing successful communication strategies and managing communication plans mainly for industrial projects in this part of the country.

Throughout these years, PA consultants have been close actors in Chilean infrastructure and regulation changes, assessing major investments in the following areas:

- Power generation
- Water & Wastewater
- Forestry and Pulp & Paper industry
- Sea ports
- Agro industry
- Fisher industry, and
- Road construction
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Periodistas Asociados is based in Concepción - Biobio Region, the second city in Chile, located 500 km south of Santiago. This region is the heart of national industrial activity - excluding mining.

Through a team of journalists and a sociologist, PA delivers valuable ideas and efficient implementation to achieve business goals. As a result of best practices developed by its team, PA has established an academic alliance with the Universidad del Desarrollo, which includes academic research and educational contents for the Masters degree in Strategic Communications and Business.

# Services

## PA delivers its clients

- Research & Strategy
- Press relations, local and national
- Community relations
- Crisis communications
- Public affairs
- Communication Trainings
- CSR Communications & specific programs
- Internal communications
- Corporate copywright

# Clients

## (\* ) In association with other PR firms

- CMPC
- Essbio – Nuevosur
- Beneo orafti
- Acciona Ruta 160
- Gassur
- FoodCorp
- Norske Skog
- Endesa (\*)
- Arauco (\*)

## A new paradigm for pulp mills

In 2005, Arauco, one of the main Chilean forestry and pulp & paper groups, began a massive investment in pulp mill facilities. The first one, located near Valdivia (800 km from Santiago), would become the most modern plant of its kind. Few weeks after start-up, the whole population of black-necked swans from the Cruces River, next to the factory, flew away and some were found dead. For the general public, the event was a consequence of pollution coming from the newly inaugurated pulp mill. The episode became a landmark for Chilean industries on their environmental management and social responsibility.

With these credentials, Arauco faced the construction of an even more modern plant, the Nueva Aldea complex, located in the Biobío Region, with a US\$1.500 million investment. The high opposition and reputation issues faced by the company required a strong local strategy to initiate and maintain a positive dialogue with authorities, media, activists, community, academics, and other social leaders, which were key in order to construct a trust stock while demonstrating that the Nueva Aldea pulp mill could be located in an area of agricultural development. PA, in association with Tironi Asociados, was in charge of the local issues of this strategy and today constantly supports the implementation of the communications & community relations' plan.

Nueva Aldea is now perceived as best practice in CSR, community engagement, and local development in this part of the country.

## Water privatization & waste water plants

In 1999, Chile began a privatization process of water utilities. The objective was to allow private investors to develop the water and wastewater infrastructure and manage the companies through new regulation promoted by the state.

PA became the local agency in charge of the process in the Biobío Region, which had become the most complex for the government due to high opposition from political and social forces. With a public discussion about the real benefits of the

privatization process and the urgent need of new investments to upgrade and achieve the environmental standards in the region, PA lead SAE (The management system for state owned companies) to develop a positive local debate to reduce conflict. Today, and since 2001,

PA has become the communications agency for Essbio, the private water company awarded utilities management in the region. All investments in water and wastewater production and management have been successfully concluded. Essbio has even been awarded the CIDERE CSR Award, which is awarded by the industries based in the Biobio region.

## The german way v/s Chilean agriculture

In 2005, the Belgium Orafti, the leader in chicory prebiotics for food industry, was acquire by the Sudzucker group, one of the biggest sugar producers in the world. By the time, PA was the local PR agency for the US \$200 investment for a new processing plant. The task was to help Beneo orafti to introduce the chicory crop and built good credentials as a secure partner for local producers.

The chicory crop is by now one of the best options for producers and Beneo orafti is perceived as a very opened company.

# Main consultants

## **Michael Cáceres T.**

Founding partner of Periodistas Asociados.

Journalist and Master in Education & Multimedia.

Communications consultant in privatization processes, industrial investment projects in health sector, power generation, forestry and agribusiness, among others.

In public policies, has been a strategic communications consultant for the promotion of technological innovation and entrepreneurship & business incubation.

He is teacher in the Master's degree program in Strategic Communications and Business at the Universidad del Desarrollo and also a member of its academic council.

He is also permanent columnist in El Sur newspaper, from Concepción.

## **Hugo Campos M.**

Partner of Periodistas Asociados.

Journalist and Masters in Strategic Communication, also is certified by the Global Reporting Initiative (GRI) in Chile, for the development of sustainability reporting.

He is consultant in public affairs, fisheries, power generation and infrastructure clients, among others.

He addresses the areas of communications management and service for Communications skills training and crisis.

In media, worked in television and radio news programs.

He was professor at the Universidad del Desarrollo and Universidad del Pacífico.

He has experience in the public sector and government where he worked on health sector and regional government. There was Regional Director of Communications.

Is counselor of the Fundación Un Techo para Chile.

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**Periodistas**  
A S O C I A D O S

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