



# Creative + Strategic Communications

Los Angeles + Austin + Brooklyn + Washington DC

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

**THINK**  
**BIG**  
**BE FEARLESS**  
**EXPECT THE**  
**UNEXPECTED**



# Who We Are

We are a fully integrated public relations and marketing communication agency with a passion for building companies and brands.

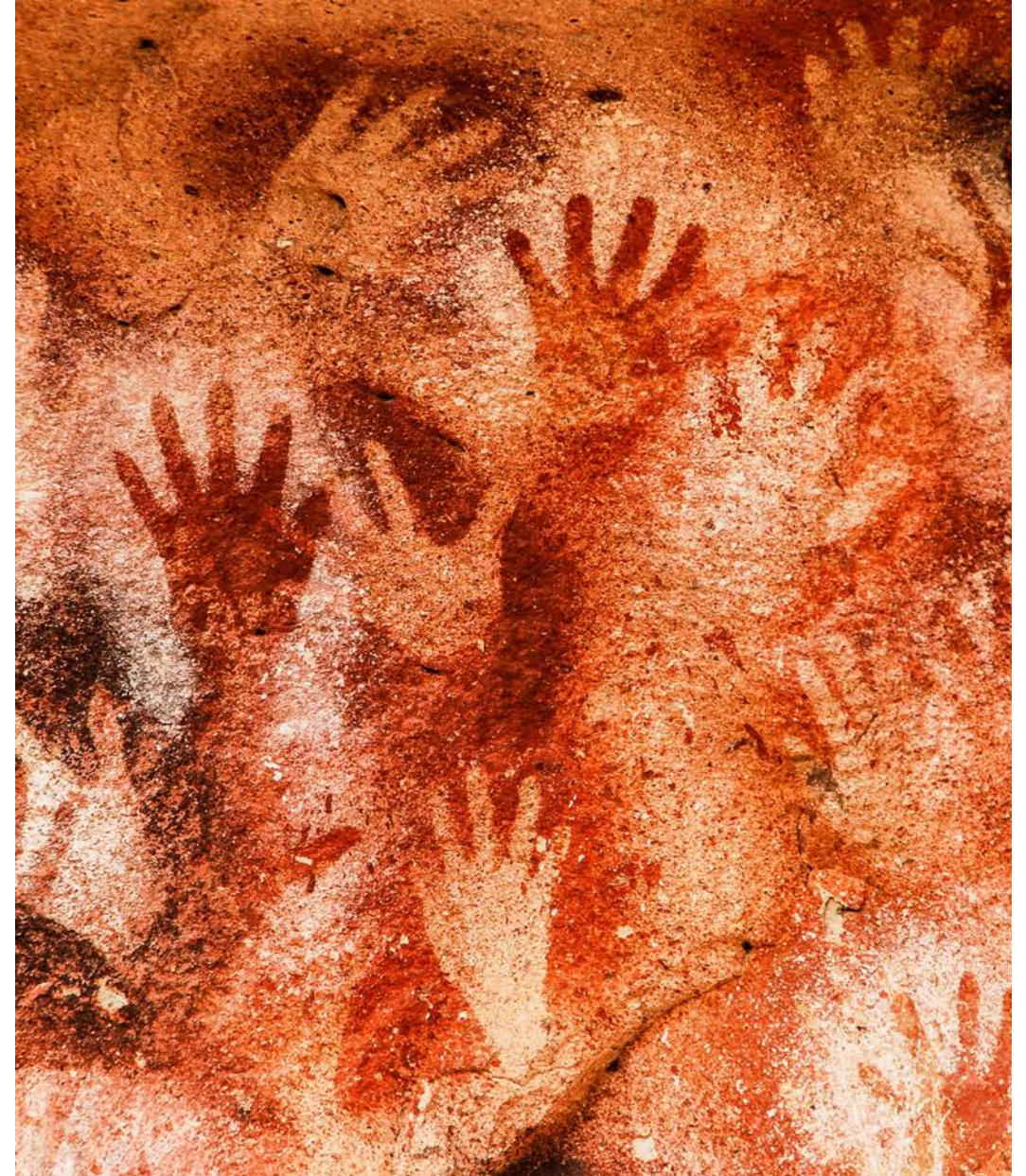
We are a diverse group of collaborators – writers, designers, publicists, digital media makers, strategists, photographers – who work closely with our clients to create and execute unique, effective communications programs.

We are storytellers and data-driven problem solvers. We believe in the power and synergy of teamwork.

We are generators of new ideas, innovative strategies and measurable results.

“ Excellence is not a random event. It is a habit. We are what we repeatedly do.

– Aristotle



# What We Do

Our marketing communication team brings decades of strategic and creative agency experience into play for our clients. We work with start-ups, small and mid-size businesses, corporations, CEOs, entrepreneurs, nonprofits, authors, artists and thought leaders. We tailor our campaigns, programs and services to each individual client's needs and goals.

Another core area of strength is content creation - developing, designing, distributing and promoting unique, omnichannel, branded assets that help generate leads, build trust with target audiences and establish expertise.

While our home base is Los Angeles, we have colleagues in Brooklyn, Austin, Washington DC and elsewhere around the country to assist with our national, regional and local campaigns.



Brand Strategy & Architecture



Graphic, Digital, & Motion Design



Website Design & Development



PR/Media & Influencer Relations



Storytelling, Writing & Presentations



Digital & Print Advertising



Social Media Marketing & Rapid Growth



Reputation Building & Thought Leadership



Photography, Videography & Content Creation



# Creating Content

In the last few years, there has been a seismic shift in communications. While earned and social media remain key, content is king and clients need their messages expressed through creative, shareable assets.

The Busby Group is a one-stop, digital content leader handling creative strategy, design and execution. To help build client brands, we've:

- Designed all aspects of virtual events (for authors, CEOs, non-profits) including technical execution, securing moderators and assuring strong turn out
- Conceived and produced video trailers for client projects that can grab mindshare on social
- Leveraged our network of satisfied clients to cross-promote the work of new clients
- Created themed Instagram pages and unique content for other digital platforms to drive traffic to clients' websites, products, services and events



The Busby Group Presents  
**REUBEN LEDER**  
JULY 29TH 6 TO 7:30PM PDT  
Multiple-Emy nominee Reuben Leder in Conversation with His Sisters Mimi and Geraldine Leder about Hollywood, his new book *You Might Feel a Little Prick* and more.  
**FREE VIRTUAL EVENT**  
It's a family affair with - Mimi, an AFI-honored and multiple Emmy winning director (*On the Basis of Sex*, *Deep Impact*), and Geraldine, a CSA and Emmy-winning casting director for *Arrested Development*.  
The event will be moderated by Richard Jewel, former Chair for the Study of American Film at USC and Professor of Critical Studies.  
**FOR MORE INFORMATION AND TO REGISTER TO ATTEND:**  
<https://reubenleder.eventbrite.com>  
CO-SPONSORED BY BOOK SOUP

Neil Bockoven  
Published by Neil Bockoven [?] · July 29 · ⚙️  
You have to love an article with the subtitle, "SOME HUMANS JUST COULDN'T RESIST INTER-SPECIES SEX." The main thing I like in this article is the map that shows the timing and our likely migration pathways as we dispersed into all parts of the world.

INVERSE.COM  
Neanderthal Hook-Ups Put Ancient 'Lost' Genes Back Into Human DNA  
15,963 People Reached 2,140 Engagements Boost Again

Instagram  
Search  
carlamalden Follow  
94 posts 4,470 followers 1,746 following  
Carla Malden  
Critically acclaimed author, new novel: SHINE UNTIL TOMORROW  
→ bit.ly/ShineUntilTomorrow  
somethingshappeninghere.eventbrite.com  
Events Review... Books Contact About

POSTS TAGGED  
"I flash a peace sign. And, click a tourist at the back of the bus snaps a photo of me - a hippie, apparently in my natural habitat."  
"Memory's a funny thing. It's all one really piece of the past. But when I was in the past, it was all I had of the future."  
"go with the flow, let it all hang out, and let Mladen work her magic."  
"I figure the band must be some sort of electro, hippie-chic thing..."  
"I had too much to dream last night..." (Th Electric Prunes)  
"The Job Pirate - Ten Rules of Employment"  
Brandon Christopher

# Testimonials

“The Busby Group brought our firm into the 21st Century with new and effective branding, website, social marketing and video messaging. Creative Director Holly Peters and her team were wonderfully talented and efficient. **Scott Busby was responsive, committed and proved to be among the few exceptional strategists that I have known in the PR/Marketing realm.** He was subsequently appointed to our Advisory Board. I'm pleased and proud to endorse The Busby Group.”

**Dennis Duitch**  
CEO, Duitch Consulting Group

“I cannot speak highly enough of The Busby Group. As a new author, I was unknown in the literary world, but **Scott Busby and his creative team changed that in a hurry.** They wrote superb press releases and produced some amazing videos, got my book reviewed by more than a dozen quality reviewers, super-charged my social media presence, set up key TV and radio appearances, arranged interviews for me with top-tier publications and newspapers, and put together an awesome and successful six-city, West Coast Book Tour. **These guys are your secret weapon in the literary world of today.**”

**Brandon Christopher**  
Author, *The Job Pirate*

“The Busby Group has done far more for me than merely getting press releases and plant stories in the trades. In short order they have helped me build a platform from which I can voice ideas and opinions I wish to express. More than ‘press agents,’ **they have been agents and partners in my career.**”

**John Ridley**  
Oscar-Winning Screenwriter |  
Author | Political Commentator

“Scott Busby is a class act. He and his team attacked the college market with fervor, like a dog on a bone, way exceeding my expectations. He has a savvy for hitting the local media and college campuses with military precision.”

**HeathCliff Rothman**  
President | Founder, FYI-Film  
Your Issue, Everyone Matters  
and Shine Your Light

“Thank you Busby Group for all of your support and efforts in raising awareness of our organization and bringing the stories of our amazing kids to light. **You are all incredibly talented and I enjoyed our time working together.**”

**Ana Campos**  
President & CEO, After-School All-Stars, Los Angeles



# Meet Our Team



**Scott Busby**  
President & Founder

Scott has been an active writer and a leader in the communications field for 30 years. His varied background as a top executive at a major communications agency, professional journalist and produced screenwriter – a rare combination among publicists – provides him with unique insight into the business and an extensive network of relationships with which he effectively advocates for his clients.

He grew up in a political family in Austin, Texas, and Washington DC. His father, Horace W. Busby, was a long-time advisor and speechwriter to Lyndon B. Johnson.

Scott received his Bachelor's Degree in Journalism from the University of Texas at Austin and is a member of the Writers Guild of America, West.



**Holly Peters** | Creative Director



**Anthony Tamayo** | Photographer & Videographer



**Hugh Hamilton** | Photographer & Videographer



**Tara-Shae Dabbieri** | Coordinator, Designer & Researcher



**Vince Robbins** | Content Ninja



**Eric Lindbom** | Lead Publicist & Senior Media Strategist



**Jian Huang** | Social Media Director, Publicist & Account Manager



## FEATURED CLIENTS

# Arts & Entertainment

Los Angeles is the world leader in entertainment production - with the film, TV and music industries out front. It also is the home to a burgeoning, hyper-creative art scene abounding with lofts, galleries and world-class exhibitions.



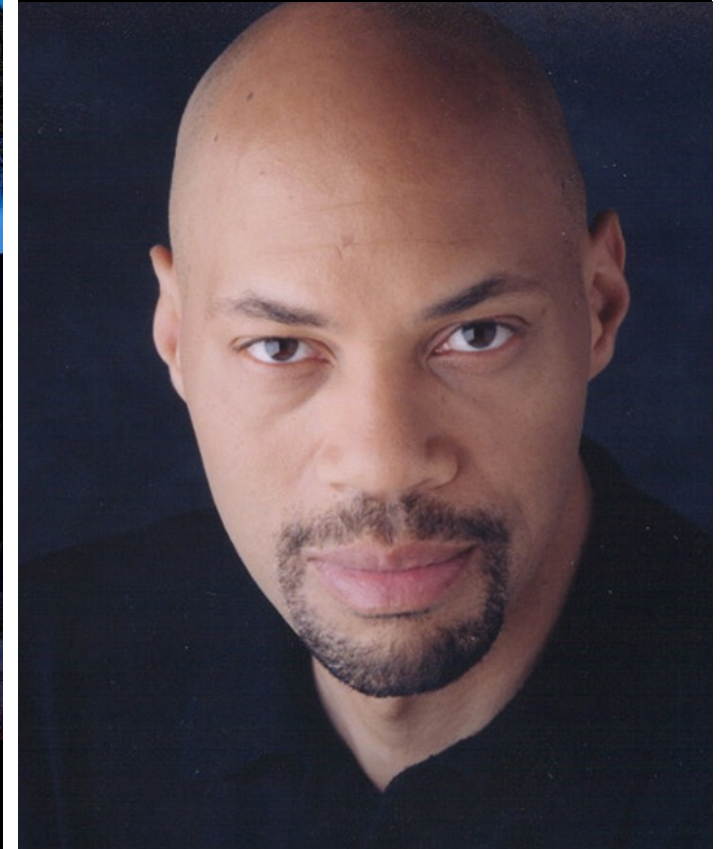
**Heather James Fine Art**

The largest Picasso Exhibition in the history of Southern California | Palm Desert, California, plus 14 other gallery locations in the U.S.



**John Ridley**

Oscar-Winning Screenwriter, Author & Political Commentator | Los Angeles, California





## FEATURED CLIENTS

# Business & Technology

Whether it's B2B or B2C, corporations or small businesses or entrepreneurs, we keep our eyes on the prize - the future. We know how to build national and regional brands, launch new businesses, and let the genie out of the bottle on growth and sales.



### Duitch Consulting Group

Dennis Duitch - The Business Therapist | Los Angeles, California



### American Solar Direct

Donated new, solar-powered house to a wounded veteran & his family via Homes for Our Troops | Valley Center, California



### Brad Englert Advisory

Technologist: Three Decades of Strategic IT Solutions | Austin, Texas



### Booz | Allen | Hamilton

Project: The Future of Manufacturing Conference | Cleveland, Ohio  
New York, New York



### Japan Business Association of Southern California

Contributing more than 20 billion dollars and 100,000 jobs to the local economy | Torrance, California



### Youville Haussmann Park

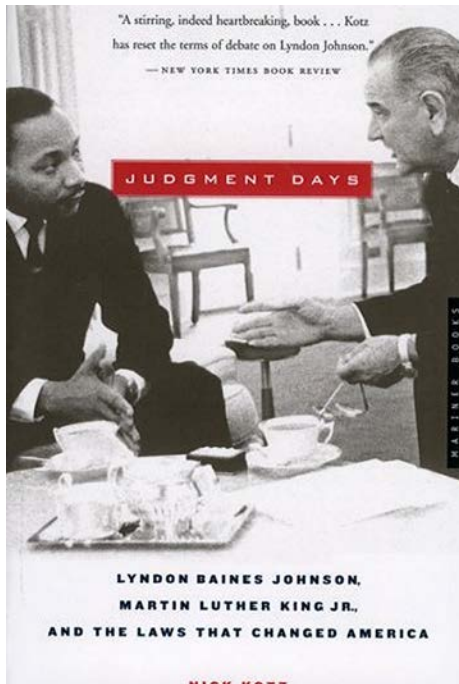
MetaVenue - Transforming the trillion-dollar-per-year events industry | Montreal, Canada



## FEATURED CLIENTS

# Books & Authors

From reviews & testimonials and PR/marketing/advertising campaigns to social media rapid growth, influencer outreach and virtual events, we provide a full array of services to fiction and nonfiction authors.



### Nick Kotz: *Judgment Days*

Pulitzer-Prize-winning journalist re-examines LBJ, MLK and the laws that changed America.

Exclusive  
Virtual Event  
with Acclaimed Author  
Joe Di Prisco  
Thursday, June 25  
at 4pm  
Sponsored by Orinda Books  
Buy the book via Orinda and

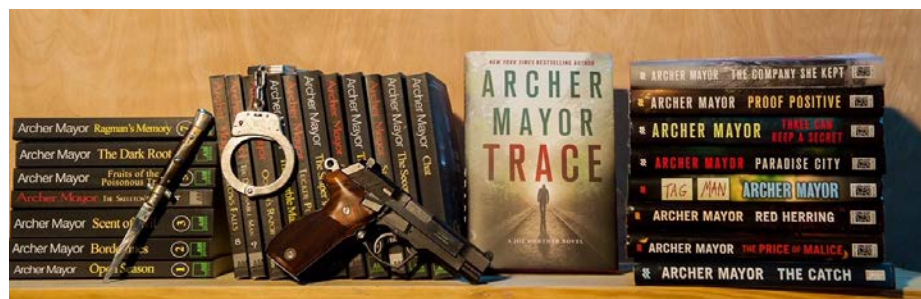


**Joe Di Prisco: *The Good Family Fitzgerald***  
Irish Independent: "A big fat gem of a book ....mesmerizing."

BOOK SOUP PRESENTS  
**CARLA MALDEN**  
FEBRUARY 2  
6 TO 7PM PST



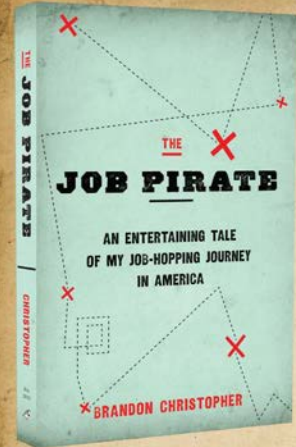
**Carla Malden: *Search Heartache & Shine Until Tomorrow***  
BookTrib on Shine: "... a delightfully nostalgic romp."



### Archer Mayor: *Trace* (award-winning Joe Gunther mystery series)

New York Times: "[Best-selling author] Archer Mayor is The Boss Man of police procedurals."

"...BE PREPARED TO LAUGH...  
THE JOB PIRATE DOESN'T JUST  
STAND OUT: IT SHINES."  
- D. Donovan, Midwest Book Review



"INVENTIVE WRITING...CHRISTOPHER [SEES] HIS FORAYS INTO THE PROFESSIONAL WORLD AS PERFORMANCE ART..."  
- LA Weekly

"...AN IRREVERENT SURVIVAL GUIDE FOR FELLOW GEN-XERS AND MILLENNIALS..."  
- George Rede, The Oregonian

"...GENUINELY HILARIOUS AND BRACINGLY SELF-CRITICAL..."  
- Kirkus Reviews

**AVAILABLE NOW IN BOOKSTORES AND ONLINE**

*Bleeding Heart*  
PUBLICATIONS

**Brandon Christopher: *The Job Pirate***  
Kirkus: "Genuinely hilarious and bracingly self-critical."

# More Testimonials

“**“Working with Scott Busby and all the team members at The Busby Group has made the loathsome task of self-promotion not only palatable, but downright fun. Scott’s expertise is matched only by his grace and ease. He -- along with his cohorts, Holly Peters and Jian Huang -- are consummate professionals, never over-promising, while consistently over-delivering.** The Busby Group always made it their business to express goals clearly and to keep me thoroughly up to the minute as to our progress in achieving them. I am only sorry I didn’t know Scott when I had previous books released. Being able to work with him and his team again will be something to look forward to as I continue work on the next project. Whoever thought PR could be a carrot dangling at the end of making one’s way to “The End.”

**Carla Malden**  
Author, *Shine Until Tomorrow* and *Search Heartache*

“**“Scott Busby and his team of professionals at The Busby Group have been invaluable to me. They have supported me – a first-time author – personally and professionally in every way during a very exciting and challenging time in my writing career. Their sense of foresight, attention to detail and overall approach to marketing and publicity has been the driving force behind the success of my novel.”**

**Aida Zilelian**  
Author, *The Legacy of Lost Things*

“**“The Busby Group did a phenomenal job promoting our niche land development business. They worked tirelessly, and in only one month we were interviewed on the cover of the Los Angeles Business Journal. We are seeing a significant inflow of prospective property leads due to the Busby team’s efforts.”**

**Matt Winefield, MS, MBA, PE**  
Winefield & Associates, Inc.

“**“My writing partner Angie Brenner and I hired Scott and his excellent team in advance of the release of *Anatolian Days & Nights*. They built upon their media contacts and ours to create a successful media relations campaign that got us excellent press and listings here and abroad.** I travel in New York literary circles and can say that my contacts were impressed with The Busby Group’s overall PR effort and elegant media kit, as were we.”

**Joy Stocke and Angie Brenner**  
Co-Authors, *Anatolian Days & Nights*

“**Thank you for (all your efforts) and this beautifully conceived and composed Wrap Report. Scott, Jian, Eric, Holly and the team—I will always remember you all fondly, and I will look for the right opportunities to work together again in the future.** You also really moved the ball way downfield for the New Literary Project. Thanks so much, Team Busby!

**Joe Di Prisco**  
Author, *The Good Family Fitzgerald* and *Subway To California*; Chairman, The New Literary Project

“**The Busby Group took an element of literary life that has always mortified me — self-promotion — and somehow made it fun. Their steadfast belief in their clients is matched only by the energy and skill that they pour into promoting them.** I am so grateful to Scott, Jian and Vince for all that they’ve done for me, and must add that **months after they stopped actively promoting my book, I’m still reaping the benefits of their work.”**

**Zach Wyner**  
Author, *What We Never Had*



## FEATURED CLIENTS

# Education & Non-Profits

This is the most important work we do. Over the last 15 years, we have helped numerous nonprofits of every description in California to raise awareness of their missions and drive donations and funding to support their good works.



**One in three women** in the U.S. experience violence from their partners in their lifetimes.

**Haven Hills**  
Celebrating 40 years of providing safety, shelter and support to domestic violence survivors. | Canoga Park, California



### After-School All-Stars - Los Angeles

Founded in 2002 by Governor Arnold Schwarzenegger, ASAS-LA is the premier, K-12, after-school program serving kids with the greatest needs and fewest resources in the country. | Los Angeles, California



### Jay Nolan Community Services

Enabling children and adults with autism and other developmental disabilities to live fulfilling lives since 1975. | Mission Hills, California



## FEATURED CLIENTS

# Real Estate & Construction

The real estate market in Southern California is so immense and diverse it's hard to measure, but there's always room for an award-winning general contractor and a resourceful developer specializing in environmental remediation.



### **Legacy Construction & Development, Inc.**

Award-winning general construction company with more than 40 years of industry experience in Los Angeles and across California. | Westlake Village, CA



### **Winefield & Associates: Real Estate Ventures**

Turning contaminated properties into profits | Long Beach, California



## FEATURED CLIENTS

# Architecture, Luxury & Lifestyle

Beautiful architecture and interior design and the finer things in life give us inspiration and pleasure and remind us that "all glory is fleeting" - so best to take one for the team and enjoy it while you can.



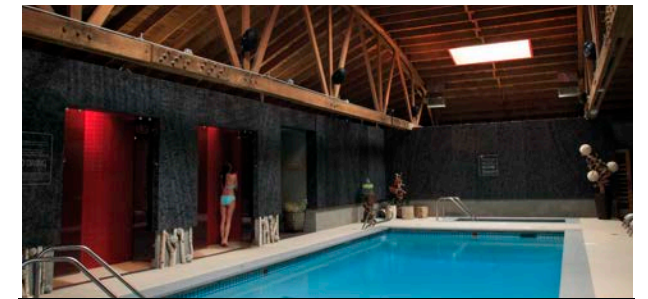
**Dianna Wong Architecture & Interior Design**  
Project: W Hotel Grand Opening | Washington DC  
Los Angeles, California



**Blackburn Architects, PC | Equestrian Horse Barns**  
Project: Coyote Rock Ranch | Central Oregon  
Washington DC



**ChocolateBox Cafe**  
Award-winning, artisanal Belgian chocolates  
La Canada & Malibu, California



**Voda Spa**  
Indulge all your senses  
West Hollywood, California



## FEATURED CLIENTS

# Environment & Sustainability

John Muir, who co-founded The Sierra Club and helped establish Yosemite National Park, once said: "There must be places for human beings to satisfy their souls." The Busby Group is committed to protecting our planet, oceans, wilderness and wildlife.



**International Fund for Animal Welfare**  
Protesting Japan's resumption of illegal whaling in international waters. | Washington, DC



**Wildlife Forever**  
Celebrating 30 years of conversation education, habitat preservation, fish and wildlife management. | White Bear Lake, Minnesota



### Exxon Valdez Remembrance Committee

In 1989, the Exxon Valdez oil spill unleashed a deadly black tide of 10.8 million gallons of crude oil into one of North America's most pristine marine environments. Twenty years later, the disaster continues to affect the wildlife and Native American populations in the area. | Kodiak Island, Alaska





## FEATURED CLIENTS

# Travel, Journalism & Photography

Scott Busby and his entire crew have a profound passion for these three occupations / preoccupations. Seeing and experiencing the world, writing about it and photographing it is what makes us all tick. No wonder we have so many clients in these categories.

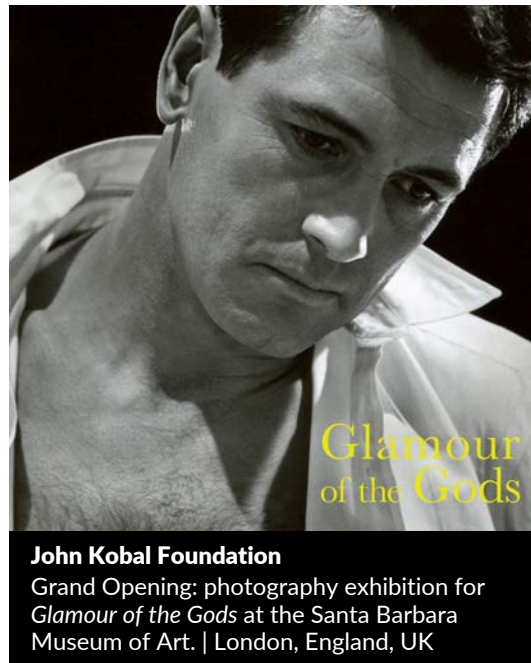


Two years after the Deepwater Horizon disaster, Public Radio's **BURN: AN ENERGY JOURNAL** drills down into the heart of America's quest for energy independence.

**The HUNT for OIL**

**Broadcast April 20-22**  
on more than 300 public radio stations nationwide

National Public Radio's *BURN: An Energy Journal*  
Energy enables all that we do and now threatens all that we have become. | Los Angeles, California



**Glamour of the Gods**

**John Kobal Foundation**  
Grand Opening: photography exhibition for *Glamour of the Gods* at the Santa Barbara Museum of Art. | London, England, UK



### East-West News Service

An unique website devoted to stunning photography and well-researched, colorfully written articles for adventurous world travelers. | Sherman Oaks, California

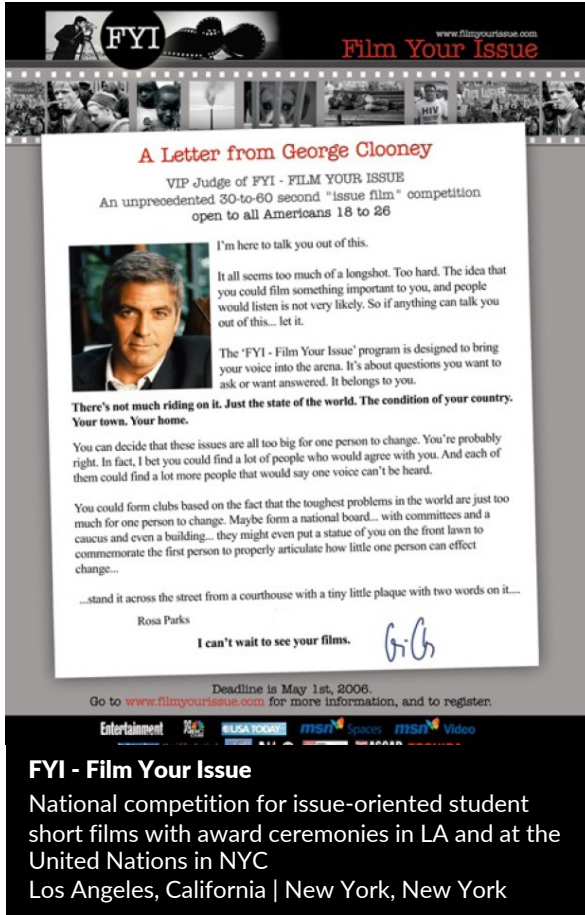




## FEATURED CLIENTS

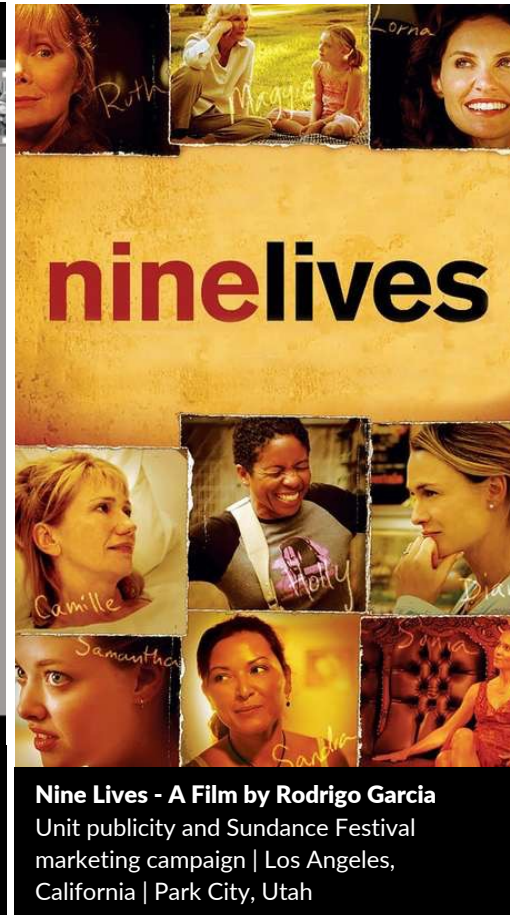
# Films & Documentaries

The Busby Group started as a film and entertainment industry niche agency in 2005. We still are mesmerized by the magic of the big (and not so big) screen and moved and motivated by the righteous power of visual storytelling.



The poster for 'FYI - Film Your Issue' features a collage of film stills at the top. The main text reads: 'A Letter from George Clooney', 'VIP Judge of FYI - FILM YOUR ISSUE', 'An unprecedented 30-to-60 second "issue film" competition open to all Americans 18 to 26'. It includes a quote from George Clooney: 'I'm here to talk you out of this. It all seems too much of a longshot. Too hard. The idea that you could film something important to you, and people would listen is not very likely. So if anything can talk you out of this... let it.' Below this is a photo of George Clooney and more text about the program. At the bottom, it says 'Deadline is May 1st, 2006. Go to [www.filmyourissue.com](http://www.filmyourissue.com) for more information, and to register.' and lists media partners: Entertainment, USA Today, MSN, Spaces, MSN Video.

**FYI - Film Your Issue**  
National competition for issue-oriented student short films with award ceremonies in LA and at the United Nations in NYC  
Los Angeles, California | New York, New York



The poster for 'Nine Lives' features a collage of film stills at the top. The title 'ninelives' is prominently displayed in the center. Below the title is a collage of film stills featuring the main cast members: Camille, Samantha, and others. At the bottom, it says 'Nine Lives - A Film by Rodrigo Garcia' and 'Unit publicity and Sundance Festival marketing campaign | Los Angeles, California | Park City, Utah'.

**Nine Lives - A Film by Rodrigo Garcia**  
Unit publicity and Sundance Festival marketing campaign | Los Angeles, California | Park City, Utah



The poster for 'King Kong' features a large image of the gorilla King Kong holding a woman in his hand. The title 'KING KONG' is prominently displayed in the bottom right corner. Below the title, it says 'NOW IN THEATERS'.

**Universal Pictures - King Kong**  
Special video diary promotions for Peter Jackson's blockbuster remake of the Hollywood classic using state-of-the-art special effects | Los Angeles, California | Auckland, New Zealand



## FEATURED CLIENTS

# Public Affairs & Advocacy

There are so many vitally important causes to fight for in this world. Among others, we've taken on the two heavyweights presented on this page - helping to save our planet from ecological collapse before it's too late, and helping our families and friends to survive and overcome the scourge of addiction.



Oasis Earth

April 2021

## Urgent Policy Actions 2020 - 2030

Our Last Best Chance to Save Our World

SPECIAL REPORT



Marine Conservationist Rick Steiner's Oasis Earth Project | Urgent Policy Actions 2020 - 2030

Special Report to U.S. President, Cabinet & Congress: Our Last Best Chance to Save Our World | Anchorage, Alaska



Author Brian McAllister's *Full Recovery*

Change.Org Campaign to pass legislation that requires insurers to cover addiction treatment. | Fairfield, New Jersey

BRIAN MCALLISTER

## FULL RECOVERY

The Recovering Person's Guide to  
Unleashing Your Inner Power

"One of the best how-to books I have read in a long time. This book abounds with information and exercises to live a more abundant life. With Brian's advice, you can't miss."  
-FREDERICK T. REHL, CEO, Freedom House, drug and alcohol treatment center

ADDICTION  
LOOKS LIKE A  
*Mother*

Share if you know  
someone who has been  
affected by addiction.

X FULL  
RECOVERY

#ADDICTIONTREATMENTNOW

change.org

ADDICTION  
LOOKS LIKE A  
*Neighbor*

Share if you know  
someone who has been  
affected by addiction.

X FULL  
RECOVERY

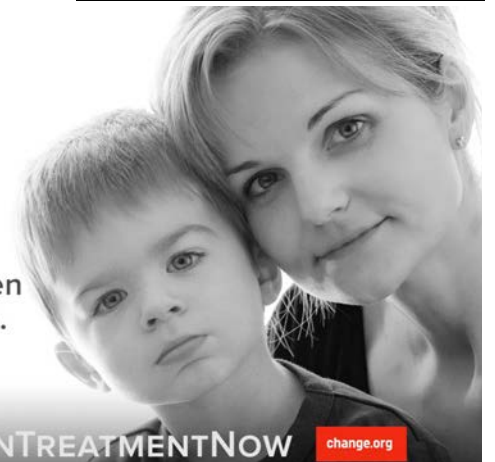
#ADDICTIONTREATMENTNOW

ADDICTION  
IS A DISEASE

X FULL  
RECOVERY

#ADDICTIONTREATMENTNOW

change.org







**TAKE THE FIRST STEP**  
*Let's talk about the possibilities.*

[scottb@thebusbygroup.com](mailto:scottb@thebusbygroup.com)  
310.439.9400

**THINK BE FEARLESS**  
**BIG EXPECT THE**  
**UNEXPECTED**