POLITICAL CONSULTING FIRMS

A.B. Data Ltd.
A.B. Data provides services in areas including integrated fundraising, direct mail, digital fundraising, analytics and planning, list services, and production management. The firm has offices in Washington DC, Wisconsin, and New York.
www.abdata.com

California Strategies, LLC
California Strategies is a full-service public strategy firm that focuses on helping clients navigate through California’s political, regulatory, legislative, and media environments on a state and local level. The firm is located in California.
www.calstrat.com

Campaign Solutions
Campaign Solutions is a full-service online consulting firm specializing in fundraising, advertising, mobile, social media, and web development. The firm has offices in Virginia, New Jersey, and California.
www.campaignsolutions.com

The Campaign Workshop
The Campaign Workshop is a full-service political consulting firm that specializes in direct mail, print, and online advertising for issue advocacy, candidate, and ballot initiative campaigns. The firm is located in Washington, DC.
www.thecampaignworkshop.com

The Eppstein Group
The Eppstein Group specializes in advertising, public relations, opinion polling, and elections. The firm is located in Texas.
www.eppsteingroup.com

First Tuesday Strategies
First Tuesday Strategies is a full-service political and grassroots consulting firm that specializes in areas such as campaign strategy, online and print media, direct mail, video and radio production, marketing, and advertising. The firm is located in South Carolina.
www.firsttuesdaystrategies.com

Global Strategy Group
Global Strategy Group (GSG) is a public affairs and research firm specializing in research, strategic communications, digital strategy, grassroots and grasstops organizing, marketing and branding. GSG is one of New York’s leading consulting and polling firms, with clients including Fortune 100 companies, national political leaders, associations and nonprofits.
http://globalstrategygroup.com/

Updated 8/16
Impact Politics
Impact Politics is a political consulting firm for candidate and initiative campaigns, parties, advocacy organizations, and nonprofits. Impact Politics oversees and implements all of the online aspects of a political or advocacy campaign – from fundraising strategy and email writing, to online advertising strategy, production, and creative. Impact Politics is located in Florida.
www.impactpolitics.com

KC Strategies
KC Strategies is a full service political consulting firm that specializes in areas such as political consulting, television and radio, direct mail, online advertising and social media, robo calls, polling and research, and mobile canvassing and VOip phone banking. The firm is located in Texas.
www.kcstrategies.com

McLean/Clark
McLean/Clark is a full service political consulting firm that tailors campaign strategies to the needs of individual clients. They provide services in areas such as general campaign strategy, fundraising, media, and communications. The firm has offices in Washington DC, Tennessee, and New York.
www.mcleanclark.com

National Media Research, Planning and Placement (NMRPP), LLC
NMRPP provides media planning and placement for local, statewide, and national campaigns using a research-driven approach. NMRPP is located in Virginia.
www.natmedia.com

The Parkside Group
The Parkside Group provides services in public relations, advertising, government affairs, and campaign management. The firm is located in New York.
www.theparksidegroup.com

PoliticalConsulting.com
PoliticalConsulting.com is an organization of media experts with backgrounds in technology, the web, online and offline marketing, online reputation management, and campaign consulting. The firm’s emphasis is on harnessing new media to gain a broader appeal and larger audience for clients.
www.politicalconsulting.com

Red Horse Strategies
Red Horse Strategies specializes in political analysis, strategy and implementation. The firm is located in NYC.
www.redhorsestrategies.com

Reihl Group, LLC
The Reihl Group provides government relations, crisis management, strategic consulting, political consultation, and regulatory services and is located in Virginia.
www.riehlgroup.com

SKDKnickerbocker
SKDKnickerbocker is a full service consulting firm that provides political, communications, media training, and advertising strategies for issue and public advocacy campaigns on the national, state, and local level. The firm is located in New York.
www.skdknick.com
INTERVIEW TYPES

Screening Interview:
The screening interview does just that — screen out candidates whose qualifications don't meet the job specifications. The first interview is typically conducted by a human resources professional and will probably focus more on your resume and qualifications than anything else. Screening interviews may be conducted in person, by telephone, or by video conferencing (see Telephone Interview and Video or Skype Interview sections).

- Articulate your skills and what you accomplished at each previous job experience.

Second Interview:
Second round interviews are often more difficult to prepare for because their purpose is more subtle — to determine which candidates will best "fit" with the company. Second interviews may be comprised of behavioral and competency-based questions (see Behavioral Interview and Competency-based Interview sections).

- Ask questions about the work environment.
- This stage may also include reference checks and testing.

Case Study Interview:
Consulting firms and certain financial institutions may include a case study or word problem based on a real-life or simulated consulting situation as part of their interview process. In this instance, the interviewer will present you with a case study and ask how you would approach and solve the dilemma at hand. The interviewer is simply trying to determine your analytical abilities through this interview method, so try not to get flustered!

- You can usually ask relevant questions in your efforts.
- There are a number of online and hardcopy resources available through the Office of Career Services to help you prepare for these types of interviews.
- It is also imperative to be part of a student study group and practice together since these interviews are very demanding.

Behavioral Interview:
In these interviews, the interviewer will ask you to talk about a real situation you've encountered and your response to that situation. A sample question could include, "Tell me of an incident when you failed," instead of a hypothetical question such as "How you would handle a mistake or failure?" The employer assumes this will be a good indicator of how you would handle situations in the future.

- Stay calm and answer the question as completely as you can, using the SAR formula as your guide:
  - S – What was the situation or problem that you were presented with?
  - A – What action did you take? (Specifically highlight the skills used.)
  - R – What were the results of your actions? (Be specific and quantify results when possible.)

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**The Strategy Group**
The Strategy Group provides services in areas including direct mail, initiative and proposition campaigns, internet advertising, and general political consulting. The firm has offices in Washington DC, Illinois, California, Pennsylvania, and Michigan.
www.strategygroup.com

**Tactical Communication Strategies, Inc.**
Tactical Communication Strategies, Inc. is a public affairs and political communications firm with services in areas including general campaign and field operations consulting, public affairs and community outreach, online advertising campaigns, and crisis communications. Tactical Communication Strategies is located in California.
www.tcstrategy.com

**Twenty-First Century Group, Inc.**
Twenty-First Century Group is a consulting firm specializing in federal government affairs that offers strategic advice to clients dealing with issues before the House, the Senate, and the Executive Branch agencies. The firm is located in Washington DC.
www.tfcgrp.com