

About MountainCrest Communications

MountainCrest Communications is a public relations / advertising / editorial services firm specializing in the music, audio products, and technology industries. Established in 2004, the firm is owned and operated by Roger Maycock, an industry veteran whose background includes positions on both the manufacturing and publishing sides of the business. He served as West Coast Editor for Pro Sound News and EQ magazines as well as Technical Consultant for Mix magazine and has held key marketing positions with Roland, TASCAM (TEAC Professional Division) and QSC Audio. His ad creative is widely recognized and his public relations efforts have reaped dramatic rewards such as TASCAM's Technical Emmy Award for the DA-88 Digital Audio Recorder—which to this day, remains among the company's most highly recognized achievements.

MountainCrest Communications provides editorial services to a number of companies in the broadcast, contractor/installation, pro touring, MI, and pro audio markets. Past and present clients include DAS Audio (loudspeakers for live sound reinforcement), Neutrik (connectivity solutions), Lectrosonics (wireless microphones / audio processing technology), Altinex (modular AV solutions for the contractor market), Stagetec (large format digital audio consoles / networking), and Royer Labs (microphones). We use the gear - we understand the application. We speak your language. The benefit to you? You'll spend less time correcting our writing than you will the majority of our competitors.

In this challenging economy, a vibrant, consistent public relations program not only provides editorial visibility at dramatically reduced expense when compared to advertising, it also brings a level of credibility (through "success" stories) that simply cannot be achieved via advertising alone. This is where MountainCrest Communications excels. Our clients have a strong editorial presence in the trade publications and websites.

MountainCrest Communications' full range of marketing services revolves around a three-step process: Consultation, Development, and Execution. We can process one project at a time, or develop and manage a comprehensive effort running over a longer duration—be it print or electronic media, public relations, direct mail, or tradeshow support.

Consultation: Together, we'll identify your concerns, examine the competition and related market conditions, and assemble a clearly defined course of action that meets both your time constraints and budget.

Development: One of our key strengths is consistency of message across a broad range of advertising and promotional initiatives. On that note, our goal is to be thought of as your company's "in-house" creative resource—providing the same high levels of responsiveness you'd expect from an internal department. With advancements in document management via the Internet, we make the process of review and modification easy, ensuring the project is properly aligned with your expectations.

Execution: Be it ad creative, public relations, or an electronic presentation, look to MountainCrest Communications as your delivery vehicle of choice. We maintain first-name relations with editors, ad reps, and other professionals within the publishing sector, facilitating high visibility placement of your message.

For additional information, visit us online at www.mountaincrest.net.

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