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Montagne Communications Hires Former WZID News Director Debra Daigle

Strategic Communications Company Adds New Clients

Manchester, NH – Montagne Communications, New Hampshire’s leading strategic communications firm, run by longtime New Hampshire advertising, public relations, and political consultant Scott Tranchemontagne, has announced the hiring of veteran radio journalist and former WZID News Director Debra Daigle. Daigle, who began at Montagne on July 1, 2007, was hired to assist the firm through its rapid growth, including the addition of several new clients to its roster.

“We are on the move, literally and figuratively,” said Tranchemontagne, president of Montagne Communications. “We’ve recently been hired for public and media relations services by FairPoint Communications, the Rootovich for Mayor campaign in Nashua, and The Club at Lime Rock Park in Lakeville, CT. We are thrilled to welcome Deb Daigle to our team, and look forward to utilizing her considerable expertise with New Hampshire and Boston media to benefit our clients.”

Montagne Communications’ existing clients include Citizens Bank New Hampshire, Waste Management, Cathartes Private Investments (Parade Mall Development, Portsmouth), Hawthorne Partners (developments in Bedford, NH and Mystic, Conn.), Chelsea Property Group (Merrimack Premium Outlets), and Qroe Farm Development (development in Lebanon/Hanover).

“From helping our clients deal with skeptical abutters, ‘leafy robbers’, or political opponents, we offer a full-range of public relations services to a diverse client base, including a client specialty in media, community and government relations,” added Tranchemontagne. “I couldn’t be more

pleased with our continued growth here in New Hampshire and New England as we capitalize on our experience with local, regional and national clients.”

Tranchemontagne launched his new company May 1, 2007. Previously, he was Executive Vice President, Director of Public Relations at Griffin Bodi & Krause (GBK). Two veteran communications specialists from GBK (now Griffin York & Krause) Kim Moore and EJ Powers also joined Montagne Communications at its launch. Deb Daigle joins the firm as a Public Relations Account Executive.

Daigle has been an award-winning broadcast journalist for nearly 25 years, in both radio and television. She has worked in numerous markets, including most recently, Manchester, NH, where she served as news director and afternoon-drive news, weather and traffic anchor for WZID-FM. Daigle received the 2004 First Place AP Award for Best Newscast, the judges citing her excellent writing skills and engaging on-air manner. Back in the early 1990s, Daigle worked with Tranchemontagne at WGIR-FM as morning-drive co-host, and WGIR-AM as a reporter. Currently, she is working part time for NHPR as a weekend program host.

Daigle has been the recipient of the prestigious UPI National Best Reporting/Individual Achievement Award in 1987; this, for her work on everything from spot and breaking news, to a special series marking the 25th anniversary of the death of President John F. Kennedy. This award led to her being offered a national correspondent’s position at the former RKO Radio Network (Unistar) in Washington, DC, where she covered a wide array of stories on Capitol Hill, as well as the White House and Supreme Court, to name a few. Daigle has won numerous other awards and honors throughout her broadcasting career, including an AP first place award for Continuing Coverage of a Breaking Story in Worcester, Massachusetts, when she was granted an exclusive interview with the mother of a teenage murder victim.

“We are thrilled and excited to welcome Deb to Montagne Communications,” said Tranchemontagne. “Her knowledge, experience, and understanding of the news media will be a terrific asset to the company and our clients, and she brings a unique set of skills and experience to this growing team.”

Montagne Communications offers strategic consulting and public relations services to its clients, including media relations, media training, community relations, issues advocacy, government and public affairs, special promotions and event planning, and political consulting.

“I am very proud of our team, and confident about our abilities to service our clients’ needs and expand upon opportunities to grow the business,” added Tranchemontagne. “Building a strong base, solidifying client relationships, providing quality service, and developing creative and effective public relations solutions for our clients’ communications challenges will continue to be our primary goal.”

For additional information on Montagne Communications, please contact Scott Tranchemontagne at 603-540-4380 or scott@montagnecommunications.com; Kim Moore at kmoore@montagnecommunications.com; E.J. Powers at epowers@montagnecommunications.com, or Deb Daigle at ddaigle@montagnecommunications.com.

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