

Press release

## **Consulting in media politics: GOLDMEDIA Political & Staff Advising GmbH newly established**

- *GOLDMEDIA and Clemens Appel have created a new consulting company for media politics and personnel development*
- *Clemens Appel, the former director of the Brandenburg State Chancellery, will serve as the managing director and as a GOLDMEDIA partner*

*Berlin, February 23 2010.* The GOLDMEDIA Group expanded on February 1, 2010 through the founding of a new company, GOLDMEDIA Political & Staff Advising (<http://www.goldmedia.com>). Clemens Appel, the former director of the Brandenburg State Chancellery, is to serve as the managing director and as a GOLDMEDIA Group partner. The new company is located in Berlin.

GOLDMEDIA Political & Staff Advising GmbH offers consulting services in the fields of media politics, telecommunications, and personnel development. The addition of the new company will allow GOLDMEDIA to offer consulting expertise for all questions regarding media politics even more efficiently.

As law graduate, Clemens Appel has held a variety of leadership positions in Brandenburg's state government, including as State Secretary for the Ministry for Employment, Social Welfare, Health, and Women and as State Secretary for the Ministry for Urban Development, Housing, and Transportation. From 2004 to 2009, Appel was the director of the Brandenburg State Chancellery. As director, Appel oversaw matters involving broadcasting politics and played an important role in the planning and negotiation of the German Federal Film Fund.

*"I'm pleased that I'm able to bring many years' experience working in media politics to my consulting work", says Clemens Appel, explaining his decision to join the GOLDMEDIA Group. "Various projects over the years have acquainted me with GOLDMEDIA, leading me to choose the partnership."*

*"We are very pleased to welcome Clemens Appel, a leading expert in matters relating to media politics, as a GOLDMEDIA partner", says Goldmedia Group's managing director, Dr. Klaus Goldhammer. "His expertise and contacts will certainly provide an impetus for our consulting group's further development."*

In addition to the newly-founded GOLDMEDIA Political & Staff Advising GmbH, the consulting group includes GOLDMEDIA GmbH Media Consulting & Research, GOLDMEDIA Sales & Services GmbH, and GOLDMEDIA Custom Research GmbH.

GOLDMEDIA companies advise national and international customers, specialising in the fields of media, entertainment, and telecommunications. GOLDMEDIA cooperates closely with international partners like Screen Digest in Great Britain and is a founding member of the consulting network European Media Consulting Association (EMCA). In addition to the Berlin headquarters, GOLDMEDIA is also represented in Hamburg, Frankfurt, Munich, and Düsseldorf.

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**Press contact**

GOLDMEDIA Group: Dr. Katrin Penzel, Tel: +49-30-246 266-0  
Oranienburger Str. 27 | 10117 Berlin-Mitte | Germany  
Tel. +49-(0)30-246 266-0 | Fax: +49-(0)30-246 266-66 | [www.Goldmedia.com](http://www.Goldmedia.com)

[Katrin.Penzel@Goldmedia.de](mailto:Katrin.Penzel@Goldmedia.de)  
Further information can be found here: [www.Goldmedia.com](http://www.Goldmedia.com)

**GOLDMEDIA Group: <http://www.goldmedia.com>**

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GOLDMEDIA GmbH Media Consulting & Research  
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**GOLDMEDIA Political & Staff Advising GmbH**

GOLDMEDIA Political & Staff Advising GmbH was founded at the beginning of 2010. The company specialises in consulting services in the areas of media politics and telecommunications. Consulting solutions for all matters concerning personnel politics and development are also offered. The company is headquartered in Berlin.