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News Release

Communication and media company Vague Apparatus launches

- *Vague Apparatus specializes in communication consulting and media projects, led by accomplished business communication professional James Irwin*
- *The ability to communicate effectively and quickly with staff, customers, and ecosystem partners is one of the most important tools for a business today*
- *Irwin expects to also use Vague Apparatus to explore possibilities in podcasting, book publishing, and other projects*

WAYNE N.J., 17 January 2023—Vague Apparatus, a limited liability company specializing in communication consulting and media projects, has launched in Wayne, New Jersey. James Irwin, principal of Vague Apparatus, expects it to serve as an umbrella for not only his marketing communication consulting work but also as an incubator for fiction and nonfiction editorial projects, podcasts, video production, and learning content.

“Today’s business environment places a huge emphasis on communication across a wide variety of formats and channels,” says Irwin, who most recently held a leadership role in global marketing communications at international business services giant Deloitte. “Nearly every organization, large and small, is having to face change and disruption at speeds that will tax their ability to engage with all of their stakeholders as they respond. While resilience is one of the most important tools for a business today, the other is the ability to communicate effectively and quickly with staff, customers, and ecosystem partners.”

Irwin brings decades of experience in external and internal organizational communication. In addition to his time as Global Industries Communication Lead at Deloitte, where he provided external marketing and internal communication guidance and support across more than 20 sectors within six industry verticals, he held leadership roles at EY, where he ran a series of global change communication programs, and Comcast, where he was a founding digital managing editor. He has won professional awards from Ziff-Davis, USA Today, and the Jersey Shore Public Relations & Advertising Assoc, and has taught media and communication at a variety of institutions including University of California Berkeley, San Francisco State University, Fairleigh Dickinson University, and Wm. Paterson University.

Founding Vague Apparatus is a return to his roots for Irwin, who early in his career was a principal in Ellis-Irwin Associates, a boutique marketing and public relations consultancy in San Francisco that specialized in collaborative projects between their corporate clients and Northern California arts and

cultural organizations. His clients back then included Transamerica, Equitable Real Estate, and The Lurie Company.

Irwin established Vague Apparatus over a year and a half ago and conducted a 'soft launch' during that time. But it wasn't until his decision to leave Deloitte and strike out on his own that Vague Apparatus came to the forefront of his professional strategy. Offerings include:

- Business editorial, including feature articles, ghostwritten leader blog posts, website content, newsletters, and social media posts.
- Change strategy and implementation, for companies undergoing a cultural shift or adopting new processes or standards.
- Video development and production. This includes scriptwriting, and coordination of production.
- Skills training and business learning, including developing new content.

Irwin also expects to use Vague Apparatus to explore possibilities in podcasting and book publishing.

"The media landscape is so diverse now, and fragmented," says Irwin. "Whether you are a company or an individual, it is challenging to get your message in front of the right people at the right time. You need to be on the channels they use, in the form they prefer. Versioning and flexibility are two important skills these days!"

More information can be found at <https://jirwin.com/vague-apparatus-llc/> or by contacting vagueapparatus@gmail.com

About James Irwin

James Irwin is an award-winning writer, media artist, and business communication expert. Currently the principal of Vague Apparatus, a media and consulting firm based in Wayne, New Jersey, he previously served in marketing and communication leadership roles at Deloitte Global, EY, and Comcast. He has taught media and communication at universities on both the east and west coasts of the country, is a co-founder of the New Jersey Communication Association, and an associate editor of the Atlantic Journal of Communication. As a much younger man he was a widely exhibited media artist and made walking-around money as a tennis instructor. More information at <https://jirwin.com/>

About Vague Apparatus

Vague Apparatus is a limited liability company based in Wayne, New Jersey. It is a media and communication firm, serving as the business umbrella for the professional work of writer, media producer, and business communication expert James Irwin. Besides offering communication consulting services, Vague Apparatus also serves as an incubator for creative work in video, podcasting, and fiction. Learn more at <https://jirwin.com/vague-apparatus-llc/>, or contact vagueapparatus@gmail.com

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