

""Twitter handle (and profile name): Momentum\_Comm (Momentum)

**Twitter description:** Momentum Communications Group is an award-winning PR agency that specializes in communications for nonprofit, social impact and arts organizations.

**Description of the organization from a third party source:** "Momentum Communications Group is a team of award-winning public relations experts in nonprofit and education. With more than two decades of collective experience in education and nonprofit PR, the Momentum team provides communications solutions that elevate client reputations and influence stakeholder decisions."

**Scraped text from their home page of their website:** Titles: Home page - Momentum CG

**Headings:** Gaining Momentum; Gaining Momentum; Latest News; Momentum Named Platinum PR Awards Finalist; A Decade of Milestones; Momentum Recognized at Nonprofit Communications Awards; Momentum Wins PRSA Big Apple Award; Momentum Shortlisted for 2021 Big Apple Awards; What we do; Who we are; 10 Reasons to engage Momentum; Award Winners; Reputation Builders; Ethical PR; Passionate People; Nonprofit Knowhow; Dedicated Digital; In The Media Capital; Buttoned Up; Team Players; Goal Oriented; Our Core Values; How we build Momentum; We reframe conversations; We get down in the trenches; We enlist stakeholders who can make a difference; We speak to your audience in their own language and lifestyle; We tell the untold story; Awards; We are; We get you there.

**Paragraphs:** Finding the right agency means finding a true partner who listens first, then recommends the best path.\_x000D\_x000D\_

**A collaborator who is creative, innovative, ethical and progressive.\_x000D\_x000D\_**

**Who brings your voice into the national conversation and gains recognition for leadership.; The right agency gets you.; AND GETS YOU THERE.; Finding the right agency means finding a true partner who listens first, then recommends the best path.\_x000D\_x000D\_**

**A collaborator who is creative, innovative, ethical and progressive.\_x000D\_x000D\_**

**Who brings your voice into the national conversation and gains recognition for leadership.; The right agency gets you.; AND GETS YOU THERE.; Momentum has been named a finalist in the 2023 Platinum PR Awards. The agency's campaign for Common Ground Committee, "Healing a Polarized America: Elevating Common Ground," earned a place among five finalists in the Public Affairs category. The campaign**

sought to inspire a culture shift towards a more positive, bipartisan vision of American politics that prioritizes listening...; Momentum celebrated its 10th anniversary in October of 2022. Here's a look back at key milestones from the agency's first decade. October 2012: Momentum opens for business on East 23rd Street in Manhattan with three staff members and four clients September 2013: Wins first Nonprofit PR Award - Best Media Relations Campaign - for its...; Momentum was honored at PR Daily's 2022 Nonprofit Communications Awards this month in the Media Relations Campaign category. The agency was recognized for a campaign on behalf of Partners for Justice, a nonprofit combating mass incarceration by building capacity in public defenders' offices. The campaign, Writing Humanity Into the Criminal Legal System, reached a potential...; The Public Relations Society of America New York chapter honored Momentum with its Best of the Best Award for Reputation Management at the 2021 Big Apple Awards. The prestigious annual awards recognize outstanding PR campaigns across the U.S. and were handed out at a gala event at Manhattan's Edison Ballroom on September 28, 2021. Momentum...; Momentum is a finalist for the 2021 Big Apple Awards in the Reputation and Brand Management Group category! The agency's "Educators in Crisis: Supporting a Nation of Teachers in a Pandemic Landscape" campaign has been recognized for its work with education nonprofit Teaching Matters. The communications campaign reached nearly 125 million people through press coverage...; ; Momentum took the time to deeply understand the culture of eating disorders and master our voice. I'm extremely impressed with their ability to turn around valid, interesting content for media outlets and guide us on social media best practices and trends.; ; Momentum helped AFA build new levels of awareness and participation in our programs, and increased our followers and fan base on Facebook and Twitter. We have been able to extend the reach of our message and expand our voice into the national conversation about Alzheimer's disease and the importance of early detection.; ; Momentum has been instrumental in helping us build the Philharmonia Orchestra of New York brand. Sold out concerts. Tremendous media attention. An active and growing fanbase. Their passion, creativity and inspired marketing solutions have helped us establish an audience and advance our vision for the future of classical music.; ; Momentum helped bring a new level of public awareness to Ethical NYC and brought our voice into the media conversation on the ethical issues of our time. Momentum helped diversify and expand the audiences exposed to our message - a vital goal as we look to ensure the sustainability of our Society for generations to come.; ; Momentum lived up to its name when we engaged them to raise awareness for the neglected population we serve at Children of Promise, NYC. In the span of just six months Momentum brought a whole new level of media attention to the needs of the children of incarcerated parents and what we are doing to help meet those needs.; ; Momentum's team of professionals does a phenomenal job of getting our message of STEM educational outreach out to the public. They really have a passion for what we're doing at the Foundation and for opening doors for us through major placements and alliance opportunities.; Momentum Communications Group was named one of The Most Powerful Nonprofit PR Firms of 2018 (Observer's PR Power List). We specialize in communications for nonprofit, social impact and arts organizations. Momentum helps clients build awareness and influence through media relations, social media, digital marketing, events,

and thought leadership. Based in New York City, we are a home for exceptional communicators dedicated to social good and a hub for innovation in purpose-driven storytelling.; Nonprofit PR Agency Team of the Year (2020 Nonprofit PR Awards). Best Advocacy or Awareness Campaign (2019 Nonprofit PR Awards.) One of The Most Powerful Nonprofit & Public Affairs PR Firms (Observer PR Power List 2018.) PR News Agency Elite Award-Best Nonprofit Specialist PR Firm. PR Daily Award-Best Media Relations Campaign Under \$100,000. Honors for Media Training, Opinion Pieces, Word of Mouth/Viral, Marketing, and Event PR.; We've built national reputations for diverse clients in education, health, financial services, sustainability, the arts and more.; There's a reason the American Ethical Union chooses Momentum. We believe ethics matters.; Our people bring more than top-shelf communications skills to the table. We're passionate about using those skills to do good in the world.; We empower nonprofits and foundations large and small with the specialist focus they deserve, giving our clients a competitive advantage.; Our dedicated digital team helps clients increase share of voice, engage stakeholders, build followers and inspire action.; Momentum operates in New York City, the nation's media hub, where we regularly work with editors, writers and producers who put our clients in the news.; Our clients are held to the highest standards by the communities they serve. We meet them there with a deep commitment to getting the details right.; We thrive on collaboration with our clients and colleagues.; Publicity for its own sake? Not here. Communication is a means to an end - helping clients fulfill their missions.; Curiosity. A desire to know.; We are curious and interested. We want to know the why and how. We ask probing questions and welcome diverse, even opposing, information, views and ideas. We never settle for the obvious, easy or conventional. We do not assume. We look for facts and evidence to inform our strategy and measure our impact. We test and refine. We delight in deepening our understanding.; Listening. To hear with thoughtful attention.; We listen to each other, our clients, the media and the culture. We listen to foster respect, empathy, inclusion and shared purpose. To unlock a universe of possibilities. To catch the nuances, learn when to change course, and allow the best ideas to rise to the top, whatever their source. To understand, appreciate and celebrate diverse perspectives and ideas.; Collaboration. To work together.; We collaborate to bring out the best in each other and our work. We adapt and innovate based on the exchange of diverse ideas and perspectives. We encourage each other and ourselves to actively engage and contribute. We are receptive to feedback and constructive in how we give it.; Creativity. Involving originality of thought and expression.; We challenge ourselves to be creative in how we think, communicate and tell stories. We recognize and reward fresh thinking and innovation. We invent and develop original ideas. We access and encourage our imaginations.; Excellence. The quality of being outstanding, surpassing ordinary standards.; We aim for excellence in every aspect of our work and culture. We take the extra step to be the very best. We are clear and compelling in our communication. We think critically while fostering positivity. We partner with our clients to advance their missions and achieve big picture goals while getting the details right. We aim to delight and surprise with work that surpasses expectations.; (C) 2024 Momentum Communications Group

**Scraped text from their about page of their website:** Titles: Meet Momentum - Momentum CG

**Headings:** Meet Momentum; Jim Miller; Kylee Siaw; Zachary Halper; Lisa Quirindongo; Chloe Miller; Ogo Sylla; Olivia Parker; Andrew Smith; Stephanie Gentile; Linnea Lipson; Millie Wert; Nicholas Comaratta; Jamaal Fisher; Joshua Kurzer; Katrina Dizon; We are; We get you there.

**Paragraphs:** Jim launched Momentum in 2012 to bring a specialist focus to nonprofit communications. In 2023, he was named to City & State's Responsible 100, an annual list of New York's most outstanding corporate citizens setting new standards of excellence, dedication and leadership in improving their communities. He previously served as Managing Director of Dentsu Communications. Jim lived in Germany in the 1980s, a short walk from the Wall that divided East and West Berlin. He studied acting at NYU and won a piece of the Death Star model from Return of the Jedi in a Star Wars writing contest. He lives with his husband and son in Westchester County, New York.; PR Daily: A Day in the Life; ; Jim serves on the Board of the Hudson Valley Singers, one of Westchester County's oldest choral groups, where he sings in the tenor section.; A graduate of Columbia Journalism School, Kylee marries her love for storytelling with her reverence of non-profits as an Account Supervisor at Momentum. She lives in East Harlem but can often be found wandering around Central Park or the Whitney Museum of American Art.; Bucket List: Kylee hopes to run a half marathon in every US state... she has a long, long way to go\_x000D\_x000D\_

**Book Worm:** She is the author of a children's book called The Golden Crayon; Zachary knew he wanted to be a writer after reading Tolkien's The Hobbit for the first time. He joined Momentum out of this love for storytelling and passion for nonprofits. He uses his background in creative writing and digital marketing to devise unique ways to tell each client's story. He lives with his wife and two rabbits in Brooklyn.; Bucket List: Zachary hopes to visit New Zealand one day (and not just because The Lord of the Rings was filmed there).\_x000D\_x000D\_

**Favorite Star Wars Movie:** Return of the Jedi; A native New Yorker, Lisa has always loved a great story. As a child, she remembers being enthralled by her many aunts who would mix humor with a sprinkle of fright when sharing episodes from their childhood in Puerto Rico. Lisa developed her inner storyteller as a student at Columbia University. After graduating, she zeroed in on a television broadcast career. As a reporter, she would often admire the PR people who were especially good at turning out media.; Never Too Late: Lisa learned how to swim as an adult, telling all it's never too late to learn. \_x000D\_x000D\_

**On Her Bookshelf:** She owns over 100 cookbooks and countless food magazines.; Chloe brings a combination of experience working for nonprofits and top media companies like FOX Sports. She works to build awareness, enhance client reputation and connect clients with key audiences to tell their stories. Before joining Momentum, she was a public relations specialist and social media manager for a well-established nonprofit social justice

organization, SisterLove, Inc., headquartered in Atlanta, Georgia. A native of Rochester, New York and a graduate of St. John's University with a degree in Public Relations, she thrives in environments where she is able to tell meaningful and purposeful stories through her writing that connects, inspires, and teaches others about their world.; ; Ogo is passionate about leveraging the power of storytelling to drive social impact and promote advocacy efforts. Prior to joining Momentum, Ogo graduated from Syracuse University to become a sports journalist and then Baruch College to bring his communications skills to the nonprofit sector.\_x000D\_\_x000D\_

**Outside of work, he indulges in storytelling around a virtual table where he crafts high-fantasy adventures alongside his Dungeons & Dragons group.; ; Olivia is passionate about using storytelling to advance social change. A graduate of UCLA, Olivia studied communication with a focus on digital media. Prior to joining Momentum, she used her skills in narrative building and digital engagement to manage online youth voter registration campaigns during the 2020 election. She loves the beach, spending time outdoors and exploring all of New York City's everything bagels.; ; Andrew brings more than two decades of experience as a newspaper journalist to his role at Momentum Communications Group. He's worked at The Times-Picayune in New Orleans and Newsday in New York, where he was part of a team that won a Pulitzer Prize for spot news. His work included stories that explained why there's no easy way to dispose of nuclear waste and others that showed how a prosecutor's office prevented defendants from getting fair trials by withholding evidence from them. Then, as a supervisor of COVID-19 case investigators during the pandemic, he helped his team explain new and complex health concepts to sick and worried people.\_x000D\_\_x000D\_**

**Andrew joined Momentum to help those helping others tell their stories more effectively. The commitment to fairness that buttressed his work in journalism drew him to Momentum. His experience as a reporter and editor helps him understand how best to reach and engage journalists. He also helped a new generation of reporters learn how to find information and explain it when he taught at the Stony Brook University School of Journalism.\_x000D\_\_x000D\_**

**Andrew usually writes his notes and outlines with one of his embarrassingly many fountain pens.; ; Stephanie is a progressive communications professional with extensive experience in political public relations, advocacy and government affairs. Writing is her passion, and she is committed to using it to encourage meaningful social change. Stephanie's career began in political communications for the New York State Legislature, where she worked with a state Senator to communicate his innovative ideas at the local, state and national levels, exposing injustices and contributing to their resolution. Her enthusiasm for sustainability and functional transportation bolstered her success as a consultant on the Long Island Rail Road Expansion Project, where she developed in-depth communication plans and high-level media materials. Stephanie studied at SUNY Cortland, earning a B.A. in**

Communications, a concentration in Public Relations, and a minor in Sociology with the intent of working with advocates promoting positive impacts.\_x000D\_x000D\_

In her free time, Stephanie enjoys exploring restaurants in Astoria, taking photographs and posting memes on her Aquarius-only Instagram account that Paris Hilton has been known to frequent.; ; Linnea Lipson has a variety of experience building and nurturing reputation for corporate clients through meaningful storytelling. At Momentum, her clients include West Side Campaign Against Hunger, Care Not Cuffs, Blue Star Families, The Urban Assembly and Commission on Rehabilitation Counseling Certification. Throughout her career, she has worked with large global public relations agencies and small, boutique firms alike, helping clients perfect their brand strategy, craft unique thought leadership and tell purpose-driven stories. Linnea cultivated her passion for writing and storytelling at Northwestern University's Medill School of Journalism, graduating with degrees in Journalism and Integrated Marketing Communications.; ; Millie is a strategic thinker and life-long writer. As a Senior Account Executive, she combines her storytelling experience with her passion for nonprofits by helping her clients craft messaging and tell stories through media relations campaigns. She is results-driven and dedicated to amplifying causes and organizations that create a positive impact in New York City and beyond. Her clients include Ackerman Institute for the Family, Blue Star Families, City Parks Foundation and the Commission on Rehabilitation Counselor Certification.\_x000D\_x000D\_

Prior to joining the Momentum team, Millie spent six years at a communications agency in Nashville, TN. She gained media relations, digital media, event planning and team management experience working in a variety of industries, including healthcare, transportation, finance, real estate and architecture. She currently lives in Brooklyn and spends her free time exploring bookstores and coffee shops around the city.; ; Nicholas is a writer, marketer and event producer based out of Brooklyn, NY. With experience ranging from digital and experiential marketing to executive communications and paid media, he brings a host of exciting new skills to the Momentum team. He works to develop holistic online media strategies for clients, with an eye for delivering key messaging in unique and engaging ways. Prior to Momentum he has worked in agency environments supporting clients such as IBM, Ford and Amazon where he helped sustainability and equity projects forward across various platforms.\_x000D\_x000D\_

Originally from Buffalo, NY, Nicholas graduated from Santa Clara University with a degree in History prior to moving to New York City where he has resided since 2015. A creative and musician in his own time, he can be found producing and playing in bands around the city or enjoying some of the best art and cinema around the city.; ; Jamaal brings a wealth of experience on how to promote the excellent work of nonprofit organizations through media relations, written communications, and social media content. Prior to Momentum, Jamaal worked at Anat Gerstein Inc., where he

executed effective media campaigns for clients such as the Brooklyn Children's Museum and The Fortune Society. While there, Jamaal honed his pitching and media relation skills as well as his writing abilities.

He holds a B.A. in Journalism from University at Albany SUNY. When he is not working, he is watching his beloved Knicks or Yankees play.; jfisher@momentum-cg.com; ; Josh comes from a diverse professional background with experience in a variety of industries. Early in his career he worked on a congressional campaign and got his start in the nonprofit sector with the Jesse White Foundation in Chicago. Josh then pivoted to the agency world and joined the team at Fitz and Co, where he worked with clients such as Art Basel and Storm King Art Center. He then spent two years at Coyne PR, executing campaigns and pitching media in the automotive industry.

Josh graduated from the S.I. Newhouse School of Communications at Syracuse University with a degree in Public Relations. In his free time, you can find Josh on the baseball diamond coaching Little League or enjoying some rest and relaxation at the Jersey Shore.; ; Katrina brings a mix of in-house and agency experience to Momentum to fulfill her passion for positively impacting the world. She has worked with clients across the consumer, healthcare, art and entertainment industries, most recently at MoMA, and now uses her love for storytelling to contribute to sustainable change and social impact. She delved into PR after graduating with a B.A. in Journalism from Emerson College. In her spare time, Katrina enjoys playing with her cats Bruno and Nemo, watching comedies and Korean dramas, drinking overpriced iced vanilla lattes and eating plenty of New York bagels.

**Bucket list:** To travel to one new country every year

**Favorite quote:** "The trouble is that we have a bad habit, encouraged by pedants and sophisticates, of considering happiness as something rather stupid. Only pain is intellectual, only evil interesting... But to praise despair is to condemn delight, to embrace violence is to lose hold of everything else." - Ursula K. Le Guin (The Ones Who Walk Away From Omelas); ; (C) 2024 Momentum Communications Group

**Scraped text from their mission page of their website:** Titles: NA

**Headings:** NA

**Paragraphs:** NA

**Scraped text from their history page of their website:** Titles: NA

**Headings:** NA

**Paragraphs:** NA

**Summaries of Links:** Based solely on the provided information, it can be inferred that this organization is a public relations and communications firm called Momentum Communications Group (Momentum-CG). The organization's website includes sections dedicated to their services, clients, work, and partnership, suggesting that they offer a range of communications services to a diverse client base. The presence of news and blog categories indicates that they actively engage with industry trends and share their expertise. Additionally, the inclusion of social media links and contact information implies that they prioritize client engagement and accessibility. The mention of awards and recognition in the news section highlights the organization's achievements and industry standing. Overall, the information provided suggests that Momentum-CG is a reputable and experienced communications firm focused on delivering effective strategies and solutions to its clients. ""