

What Our Clients Have to Say About PRMG

"Thank you for all of your assistance in helping to make the 2002-2004 SBPLI-Long Island FIRST Robotics Competitions so successful. PRMG's experience, creativity and initiative have allowed us to increase the recognition of our cause throughout the Long Island business and education communities. We are grateful for your dedication and concern for education and the future of Long Island's workforce"

-Fred Breithut

President, School-Business Partnerships of Long Island and the Long Island FIRST Robotics Competition

PRMG Clients/Previous Employments (partial list)

- Congressman Rick Lazio
- Suffolk District Attorney
- Nassau County Executive
- Telecommunications, Inc.
- Cablevision
- Riverhead School Board President
Lori Hulse Montefusco
- Patchogue-Medford School Board
V.P. Brian Brady
- Long Island Game Farm
- School-Business Partnerships of Long Island/L.I. FIRST Robotics Competition
- School Construction Consultants

The Public Relations and Marketing Group, LLC

Courthouse Corporate Center,
Suite 2400A
320 Carleton Avenue
Central Islip, New York 11722

Phone: (631) 297-8592
Fax: (631) 297-8595
Email: info@theprmg.com
Web: www.theprmg.com

PRMG

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Helping Your School District Find Its Way

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The Need for Public Relations

Today, school districts face many challenges. The communications age and technological change are having a broad impact on the way individuals, families, groups, community organizations, businesses and government interact. Changes such as the home computer, the internet, e-mail, the multitude of 24-hour news channels and local news stations have resulted in changes in the ways in which school districts communicate with parents, residents, community leaders and elected officials.

These changes, coupled with increased demands for educational excellence, standardized test score reporting, increased budget constraints and an aging population, pose tremendous challenges for school districts in their efforts to provide the best possible education for the children they serve.

In the face of this more complicated world powered by information, it has become imperative for school districts to seek professional guidance to help them communicate their successes and ensure that they have the resources they need to accomplish their goals.

PRMG's Services

Strategic Planning and Research

Marketing Plans

Public Relations Plans

Survey and Polling Developments

Content Analysis

Media Relations and Publicity

Media Advisories

Press Conferences

Press Releases

Event Photography

Government Relations

Policy Analysis

Issue Advocacy

Community Relations

School District Newsletters

Bond Referendum Campaigns

Event Planning

Fundraisers

Issue and Crisis Management

Crisis Planning

Crisis Response

Internet

Web Site Content

Marketing

Advertising

Direct Marketing

Newspaper, Television, Radio Ads

Political Consulting

Campaign Management

Fundraising

Long Island News Clipping Service

Monitor LI News Organizations

Why Choose PRMG?

A full-service public relations and marketing firm such as PRMG can provide the services necessary for the school district to communicate effectively towards reaching its educational goals. Whether it is the crisis that faces you today, or the long-range planning that will allow your district to succeed in its mission of providing the best possible education, we stand ready to provide you with the assistance you need.

All too often, school districts must choose between “cookie cutter” school public relations firms that must juggle multiple clients, and expensive in-house staff, who do not have adequate media contacts or access to the latest technology. PRMG was created to address these problems in the industry by providing personalized and professional services.

Pricing

Clients can choose to hire PRMG on a monthly retainer, at an hourly rate, or based on a particular event or project. At PRMG we work to build long-term relationships with our clients to ensure that they are receiving the services they need most to succeed and grow as organizations. At PRMG, we recognize the limited budgets of school districts and the importance of demonstrating value to constituents.