

## For More Information

PRMG's Summer 2003 Newsletter is a publication of The Public Relations and Marketing Group, LLC. For more information about PRMG, please complete and return the form below or contact:

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### PRMG Information and Free Consultation Request

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What areas of service are you interested in?

Please mail me PRMG's (check boxes):

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|---|--|
| <input type="checkbox"/> PRMG Overview DVD                | <input type="checkbox"/> Digital Video Production Brochure |
| <input type="checkbox"/> PR for School Districts Brochure | <input type="checkbox"/> PR for Law Firms Brochure         |

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*Helping Your Organization  
Find Its Way*

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**Summer 2003 Newsletter**

## PRMG Moves to CI, Adds David Kennedy as VP

Having celebrated its first year of service to Long Island's business, non-profit, legal and educational communities, The Public Relations and Marketing Group, LLC, recently moved to new offices in Central Islip and added a Vice President of Public Relations to meet the demands of its growing client base.

David M. Kennedy joined the firm as Vice President of its Public Relations Division. Mr. Kennedy joins PRMG after spending the last nine years working for the New York State Assembly. As Deputy Director of the Long Island Regional Office for the NYS Assembly Minority Conference, Mr. Kennedy was responsible for media and intergovernmental relations for nearly a dozen members of the Assembly across Long Island. Kennedy was also responsible for advising and promoting Long Island's issues and agendas to the Assembly Leadership in Albany.

"Dave brings unique qualities and skills to our firm. First and foremost he is a 'people person' who loves to promote innovative concepts to the public at large. Dave also has excellent contacts within the government and political sectors that will expand our client base as well as assist our established clientele," stated PRMG President John

Zaher.

While working full-time, Kennedy attended both SUNY Buffalo and Stony Brook and is completing a BA in both History and Political Science at Excelsior College. Mr. Kennedy was a candidate for the Suffolk Legislature in 1993 and served as an elected



member of the Village of Patchogue Board of Trustees from 1996-2000. In that capacity, David led an overhaul of the Village Building and Housing codes and spearheaded the Village of Patchogue's river redevelopment plan that is still followed today.

"My whole professional career thus far has been dedicated to public service. This move to the private sector is actually an extension on my public service since the modern trend is, in part, about creating public/private partnerships for a better Long Island. The experience and know-how between John and myself will put us on the cutting edge of our new environment," added Kennedy.

Besides the addition to staff, PRMG has moved to new offices in Central Islip at the Courthouse Corporate Center. The facility includes a state-of-the-art production suite for a full range of video, audio and print production needs.

With the addition of Kennedy, PRMG is certain to be active during this year's crucial political campaign season. For more information, call PRMG at (631) 297-8592.

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## PRMG'S Digital Video Production Services

The Public Relations and Marketing Group's Digital Video Production Services Division provides a full-range of video production services.

For commercial advertising and public service announcements, to video streaming for your website, our professional and creative staff, will work with you to develop the professional image you require for your organization. With a combined 25 years of video production and marketing experience, PRMG can help you develop video that will allow your organization to stand out from the competition. Our staff uses advanced digital video production equipment and multiple video formats to design commercial advertising to fit your budget. Our marketing staff will work with cable providers and programmers to ensure that you are reaching your targeted audiences and that you are getting the best value for your money.

PRMG's award winning staff has a history of developing Long Island's best public service announcements. We will work with you to plan and develop full length videos to tell your organization's story. We'll show you how to utilize free and low cost resources available from the cable industry. Let us develop video images that will bring your web site to the next level and track your organization's media appearances.

At PRMG, we work to build long-term relationships with our clients. Our rates are designed to be flexible and affordable and vary depending on our client's specific needs.



### Case Study - Breast Cancer Video

-by Terence Dollard, Vice President, Digital Video Production Division

In Autumn of 2002, we at PRMG began production on "Marking 10 Years of the Breast Cancer Mapping Project," for Breast Cancer Help, Inc. The 10 minute long documentary was a challenge requiring a full day of video production, countless hours of researching TV appearances and press clippings, as well as 40 hours of editing time. Copies of the video have been distributed by Earthrite Textile Recycling to obtain new locations for Breast Cancer Help's clothing donation bins. Suffolk and Nassau

County officials, as well as local, state, and federal officials have also received a copy. The video was used for fundraising, and for distribution to the media. Adding to the flexibility of our project, it was assembled into a 30 minute block and aired on Cablevision Public Access.

"Marking 10 Years of the Breast Cancer Mapping Project" was an ambitious undertaking, but when looking at its impact and results, it was worth the effort.



## Fundraising Opportunities

PRMG works with Green Mountain Springs, Inc. (a natural spring water company) to raise funds for charities in need of assistance. If your organization, or someone affiliated with you, sells products to the general public, contact us to explore fundraising possibilities.

PRMG also works with Breast Cancer Help, Inc. and Earthrite Textile Recycling, Inc. to aid in the fight against breast cancer. The Breast Cancer Help Clothing Recycling Program is seeking parking lot locations with high visibility and/or

visitor frequency where residents can drop off unwanted clothes. The clothes are sold with a portion then donated to Breast Cancer Help to support its programs on Long Island in the fight against breast cancer.

For more information about these opportunities, please contact PRMG at (631) 297-8592.



## PRMG's Services

### Strategic Planning and Marketing

Marketing Plans  
Public Relations Plans

### Media Relations and Publicity

Media Advisories  
Press Conferences  
Press Releases  
Event Photography

### Issue and Crisis Management

Communications Plans  
Crisis Response

### Government Relations

Policy Analysis  
Issue Advocacy

### Political

Campaign Management  
Political Fundraising

### Internet

Website Development  
Marketing

### Advertising

Direct Marketing  
Newspaper, Television,  
Radio Ads

### Publications

Logo Design  
Newsletters  
Brochures  
Business Cards

### Event Planning

Fundraisers  
Informational Seminars  
Community Forums

## The Need for PR and Marketing

Unless your organization is so unique that it faces no competition, you must have an effective strategy to differentiate you.

The communications age and technological change is having broad impact on the way individuals, families, groups, community organizations, businesses and government interact. Changes such as the home computer, the internet, the multitude of 24 hour news channels and local news stations coupled with increasing diversity, the need for environmental balance, and the proliferation of government and regulations, challenge organizations in their delivery of services and efforts to build strong relationships with key publics.

In the face of this more complicated world powered by information, it has become imperative for organizations to seek professional guidance to ensure that both they, and the services they provide, are fairly represented and correctly understood.

**For a Free Consultation  
Call (631) 297-8592**



## 10 Tips for Successful Printing -by Jim Altebrando, Printing Spectrum

**1) Contact Your Printer or Service Bureau First** - Your document may look great on your computer screen, but that doesn't mean that it will meet the Prepress and Press requirements.

**2) Make Your Document/Page Layout the Same Size as your Printing Specs** - It's recommended you let your application generate correctly positioned crop marks.

**3) Use Numbers** - The best way is by typing the exact number into the control palette, allowing you to achieve the most accuracy in the placement and sizing of your page element.

**4) Simplify Your EPS Graphics** - Composite the graphics together within one program, or in the case of graphics created by multiple programs, save each element as a separate file and compose them within your page layout program.

**5) Using Fonts** - Only use style or weight directly from the font menu. Don't use small, thin serif typefaces in four color process or any reverse type. This helps you avoid misregistration and broken type.

**6) Give Your Fonts to Prepress** - You must send the files containing both the screen (bitmapped) fonts and printer (outline) fonts for the PostScript typefaces you've used.

**7) Make Smooth Gradients** - To make a smooth gradient screen it is best to create a Photoshop blend then add three pixels of noise under Noise Filter and import into another layout application.

**8) Using Color Correctly** - Convert all RGB colors to CMYK, or, if it is a spot color job, it should be converted to a duotone with the right colors chosen.

**9) Preflight** - Check for any omitted elements, improperly defined colors or PostScript errors.

**10) Laser Prints** - Make Laser prints of everything to indicate color breaks. Always give your Prepress Department something to refer to.

*Printing Spectrum is a full service 4-color printer based in Setauket, Long Island, New York. For more information, contact (631) 689-1010 or visit [www.printingspectrum.com](http://www.printingspectrum.com)*

