# PRMG

The Public Relations and Marketing Group, LLC

In This Issue	
Introduction	1
PRMG Events	i
Elements of Professiona Web Design	al 1,3
Communicating with Newsletters	2
Fundraising Opportunities	2
PRMG Services	3

# **PRMG** Events

PR 101 Seminar

PR and Marketing 101 Seminar Friday, November 12, 2004 8:30 a.m. - 5:00 p.m. **Holiday Inn Express** Hauppauge NY 11788 L.I.E. Exit 56

PR and Marketing for Lawyers Wednesday, November 17, 2004 12:00 noon - 2:00 p.m. **Suffolk County Bar Association** 560 Wheeler Road Hauppauge, NY 11788

Courthouse Corporate Center 320 Carleton Avenue, Suite 2400A Central Islip, New York 11722 Phone (631) 297-8592 Fax (631) 297-8595 E-mail: info@theprmg.com Web: www.theprmg.com

#### Fall 2004 Newsletter



September 8, 2004

Dear Friend,

I am pleased to present to you our Fall 2004 newsletter.

This issue includes articles about what makes a professional web site and how to communicate with newsletters. We also provide information about fundraising opportunities through some of our clients.

Of particular note, I would like to invite you to our PR and Marketing 101 seminar scheduled for Friday, November 12th. The seminar was developed to provide a comprehensive overview of public relations, marketing and advertising for businesses and non-profits. The cost is only \$45, including materials, breakfast and lunch. All those attending will receive data copies of our media, government and community databases.

As you review the newsletter and our services, please do not hesitate to contact me with any questions you might have at (631) 297-8592.

Sincerely,

John C. Zaher President, PRMG

# **Elements of** Professional Web Design

by Leisl Schrader

The vast majority of all users. The Web is a Every line of HTML, or its Consortium (W3C), or exer- quality site. cise professional, efficient code that is obsolete, just inserting objects in many other factors. invalid, or not accessible to Frontpage or Dreamweaver.

companies with Web sites capricious, complicated modern successor XHTML, will never go beyond the technology; expert, special- must be carefully structured. basics. Their sites are static, ized skills are absolutely But aesthetics should not be unorganized, and inefficient. necessary for a Web site to ignored for the sake of effi-Even fewer follow the stan- stand out from the crowd ciency. Designers must also dards for Web sites put forth and bring together the innu-consider ease of navigation, by the World Wide Web merable factors that make a color usage, loading time,

readability, placement of ele-Building a truly unique ments, spacing, crossdesign practices. Most use Web site requires more than browser compatibility, and

- continued on page 3

# Communicating with Newsletters by John C. Zaher

As a fully integrated public relations devote time to even flip through, let alone base, duplicate addresses can be easily clients. Newsletters are an excellent lownew business leads while communicating to current clients. Businesses should send newsletters to current clients, prospects, included in newsletters. For non-profits, media. Likewise, non-profits should send

Breast Cancer Help, Inc

newsletters to organization members, elected officials, community leaders and members of the media.

With readers having very little time, it is recommended that they be brief, either 2 or 4 pages. With

this in mind, frequency provides advantages over bulk. For instance, it is often better to have 4 quarterly newsletters at 4 pages than one annual newsletter at 16 pages. While quarterly newsletters may cost more in terms of printing cost and postage, they allow you to make four impressions rather than one. Further, it is doubtful that a reader will

and marketing firm, PRMG often recom- read, 16 pages. If you are sending an found and eliminated. mends and develops newsletters for its annual newsletter, then your clients or target audiences may have forgotten you PRMG clients, including Breast Cancer cost vehicle in which to develop and target since the last newsletter and news items Help, Long Island Game Farm, and may be old news by now.

There are many items that can be referral sources and members of the subjects can include event photos and articles, topical articles, membership and donation forms, news items, and photos. Businesses can also include upcoming events, information requests, informational articles, case studies, and news about new services.

> Once prepared, it is important to have a good database to work from. Microsoft Access is highly recommended for maintaining membership, prospects and other mailing lists. Access is a very powerful pro-

gram and is often already included in your Microsoft softwarepackage. Access allows you to easily manipulate contacts and decide who you should send your newsletter to. Creating mailing labels takes no time at all. Within a data-

You can see sample newsletters for School-Business Partnerships of Long Island by visiting:

www.theprmg.com/graphicweb.html



# Fundraising Opportunities

AD

About SBF B FRST

fundraising event. Both locations are ideal for the entire family.

Island Game Farm, children can interact with animals



while enjoying a picnic. Country Fair is also an ideal location for corporate picnics. While enjoying a barbecue, children and parents can take swings at the driving range, experience two 18-hole miniature golf courses, take tries in the batting cages, and experience grand prix racing.

PRMG also works with Breast Cancer Help, Inc. and Earthrite Textile Recycling, Inc. to raise funds in the fight against

The Public Relations and Marketing breast cancer. Breast Cancer Help's Group's clients The Long Island Game Clothing Recycling Program is seeking Farm and Country Fair provide excellent businesses with parking lot locations venues for your organization's next where residents can drop off unwanted clothes. The program helps fund Breast Cancer Help's efforts in the fight against breast cancer, including programs at its Long Island Cancer Help and Wellness Center.

> To learn more about these fundraising programs, contact The Public Relations and Marketing Group at (631) 297-8592 or e-mail us at info@theprmg.com.









#### - continued from page 1

the design for the Sullivan & Kehoe Web as well as ease of reading on paper. site (www.sullivanandkehoe.com) was designed in Adobe Photoshop, then prepared for the web. The School Business Partnerships of Long Island Web site (www.sbpli-lifirst.org) was made using CSS, using no tables or <font> tags. The Law offices of Russell Marnell Web site (www.marnelllaw.com) was created using PHP, increasing efficiency and lowering loading time. Our own Web site (www.theprmg.com) utilizes Macromedia Shockwave to let potential clients view streaming previews of our video work. The CSS layout on

Recent PRMG Web site projects have met the Web site of Carol Mellor, Attorney at the requirements of professional design, Law (www.carolmellor.com) automatically standards-compliant coding, and most uses an alternate style sheet when the page importantly, client satisfaction. For example, is printed, enabling the right look on screen

For more information, visit these sites:

www.w3.org www.w3schools.com www.alistapart.com www.sitepoint.com www.section508.gov











## **Did You Know?**

- HTML tags considered invalid include <font>, <center>, <marquee>, and <u>. They have been obsolete since 1999 and should not be used.
- The W3C requires that every Web document must declare what language, and what version of the language, it is written in at the beginning of the document. This is referred to as a Doctype Declaration, or DTD.
- Cascading Style Sheets (CSS) are used to format objects in Web documents. This is the W3C recommended method for styling text, positioning objects, and structuring layouts, as opposed to <font> tags and tables. CSS also enables designers to format their sites for print, wireless, and braille devices.
- The Hypertext Preprocessor (PHP) language is a powerful Web programming language that can be used to perform an amazing array of functions, including sending email, sorting data, displaying information dynamically, creating user-specific content, and pulling information stored in a database.

# **PRMG Services**

## **Public Relations & Marketing**

## **Strategic Planning & Research**

Public Relations Plans Survey and Polling Development **Content Analysis** 

#### **Media Relations and Publicity**

Media Advisories **Press Conferences** Press Releases

**Event Photography** 

**Government Relations** 

Policy Analysis Issue Advocacy

**Political Consulting** 

Campaign Management Fundraising

#### **Community Relations**

Crisis Management **Speaker Arrangements** Community Events

#### Marketing

Marketing Plans Media Buying

## **Advertising & Graphic Design**

Advertisements Brochures **Newsletters** Fliers & Posters Logos & Business Cards Direct Mail **Publicity Visuals PowerPoint Presentations** 



# **Digital Video Production**

Television Commercials Public Service Announcements Company & Non-Profit Organization Long Form Overviews Web Site Video Streaming

## Web Design

W3C Standard XHTML/CSS PHP Applications Flash Applications Layout Design Content Development Content Maintenance E-Newsletters

# **Public Relations 101 Seminar**

The Public Relations and Marketing Group, LLC is teaming up with Advertising Works, Inc. to hold a PR and Marketing 101 Seminar on Friday, November 12th at the Holiday Inn Express, Hauppauge NY, Exit 56 on the LIE from 8:30 a.m. - 5:00 p.m. The seminar will be an intense, one-day primer for the non-profit and small/medium business owner. Lectures will cover a host of public relations, marketing and advertising subjects and will include a media roundtable discussion. The cost of the seminar is \$45 per person and includes a continental breakfast, hot/cold lunch, as well as lecture materials and our media, government and community organization datbases. To register, fill out the form below or newsletter insert

TOTHI DETOW OF HEWSTELLER INSERT.
PR & Marketing 101 Seminar - Registration Form
Name:
Company:
Phone Number:
Address:
E-mail:
Areas of Interest:
Complete form and fax to (631) 297-8595 or mail to: PRMG, 320 Carleton Avenue - Suite 2400A, Central Islip, NY 11722





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** STD PRESORT US POSTAGE PAID Permit No.54 Bay Shore NY The Public Relations and 11706 Marketing Group, LLC

Advertisin 💆 Works

PR and Marketing 101

Join us for a comprehensive one-day seminar for a full

review of public relations and marketing techniques.

public relations and marketing 1830 a.m. Registration/Breakfast
9:00 a.m. R 101 - John Zaher, PRMG
9:00 a.m. PR 101 - John Zaher, PRMG
1.m. - "From My Dining Room Table to Prime Time Live",
1.m. - "From My Dining Room Table to Prime Time Live",
1.m. - Marketing 101, Ron Gold, Advertising Works
11:30 a.m. - Lunch/Media Roundtable
101 p.m. - Marketing 101, Ron Gold, Advertising Works
1.m. Web Design and Marketing - Leisl Schrader, PRMG
1.m. Marketing A Non-Profit Organization,
1.m. And Marketing A Non-Profit Organization,
1.m. Advanced M

3:00 p.m. Marketing A Non-Profit Organization,
schwimmer, Chairman, Foundation for Sight & Sound
Renaissance Associates Merchant Services
D.m. Effective Networking - Ron Gold, Advertising Works
A:30 Television Advertising - Terence Dollard, PRMG

To register, fill out form on reverse and fax to: 631.297.8595 or return
The Public Relations and Marketing Group, LLC
The Public Relations Avenue - Suite 2400A
320 Carleton Avenue - Suite 2400A

or can: her, PRMG at 631.297.8592 or Works at 631.444.0176

 Continental Breakfast Hot/Cold Lunch
 Lecture Materials