

Corporate Entities



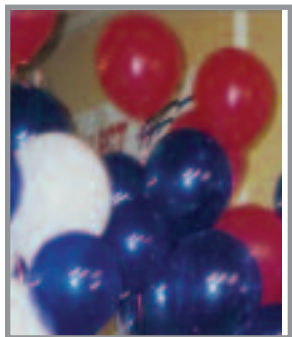
Today's business climate of consolidations and increasing competition make public relations and marketing strategies more important than ever. Keeping one step ahead of the competition and in the public eye is the goal of every corporation. Public relations services for businesses can include anything from product launch media campaigns to crisis management. Marketing services can include direct mail, print advertising, television commercials and e-marketing. PRMG works with its business clients to ensure that their investments in public relations and marketing are reaching the audiences needed to build business.

Non-Profit Organizations



Successful non-profit organizations provide the public with needed advocacy and services, but also have comprehensive and integrative public relations and marketing strategies needed to support their government relations, fundraising and public's awareness of their programs. PRMG uses a variety of public relations and marketing techniques to ensure that its non-profit clients access all available media resources and are using hard-raised dollars efficiently to support the organization's mission and goals.

Political Campaigns



Over the years, PRMG and its staff have worked with some of Long Island's leading political organizations and governmental leaders. PRMG President John Zaher has over ten years of public sector and political campaign experience. From pre-planning for your announcement to your victory speech, PRMG will provide the guidance needed to win your campaign, including everything from grassroots techniques to developing and implementing your message and targeted media campaigns.



PRMG
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H Helping Your Organization Find Its Way

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Law Firms



Due to the increasing competitiveness of the legal profession, attorneys must have an effective public relations and marketing strategy to inform the public, clients and those in the legal profession of the services they provide and what differentiates them from the competition. Technological changes combined with the proliferation of attorneys and legal services have had a tremendous impact on how practitioners obtain business and service their clients. PRMG President John Zaher works with law firms to develop and implement public relations and marketing plans designed to build business while ensuring that the integrity of the profession is maintained.

School Districts



Today, school districts face many challenges. Increased demands for educational excellence, standardized test score reporting, growing 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. Recent reports of school district corruption and accounting irregularities compound these challenges making it even more imperative for school districts to seek professional guidance to help them communicate their successes and ensure they have the resources needed to accomplish their goals.

Restaurants and Entertainment Venues



PRMG has a proven track record of combining customer relations with public relations and marketing to keep your guests coming back and bringing new ones to grow your business. Our clients include entertainment, hospitality and restaurant venues.

"PRMG's wide range of services, professionalism and dedication on behalf of our organization has helped our organization grow and provide advocacy, support and services in the fight against breast cancer and other cancers."

- Lorraine Pace, Co-Founder/Co-President,
Breast Cancer Help, Inc.

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Public Relations

The communications age and technological change is having broad impact on the way individuals, families, groups, community organizations, businesses and government interact. These changes challenge organizations in their delivery of services and their 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 they, and the services they provide, are fairly represented and correctly understood. Whether it is the crisis that faces you today, or the long-range planning that will allow your organization to excel and expand, we stand ready to provide you with the assistance you need.

Media Relations and Publicity

- Press Conferences
- Press and Photo Releases

Government Relations

- Policy Analysis
- Issue Advocacy

Community Relations

- Newsletters
- Public Forums

Special Events

- Grand Openings
- Program Launches
- Fundraisers

Crisis Management

- Media Inquiries
- Trial Publicity
- Public Outreach

Marketing

Unless your business is so unique that it faces no competition, you must have an effective marketing strategy supported by public relations to differentiate you from the competition.

Unlike dealing directly with advertising sales representatives from media outlets and service vendors looking only to sell their service or products, at PRMG we work with you to identify your target audiences and then develop and implement the marketing campaign that best suits your objectives and budget. This often means using a variety of advertising and marketing techniques.

Marketing Plans

- Survey and Polling
- Development

Advertising

- Print
- Television
- Radio
- Web/E-Mail

Direct Mail

- List Development
- Fundraising Campaigns
- Brochures
- Post Cards
- Business Reply

E-Marketing

- E-Newsletters
- E-Mail Campaigns
- Web Development

Event Management

- Grand Openings & Open Houses
- Community Lectures
- Special Events

Digital Video Production

The Public Relations and Marketing Group's Digital Video Production Services Division provides a full-range of video production services. From commercial advertising and public service announcements, to video streaming for your web site, 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, we can help you develop video that will allow your organization to stand out from the competition.

Commercial Advertising

PRMG uses digital video production and multiple video formats to develop a commercial for your broadcast, cable or web audience.

Public Service Announcements

Our award-winning staff has a history of developing Long Island's best public service announcements.

Long Form Organization and Company Overviews

Sometimes it is not possible to say everything in just 30 seconds and you need to develop full length videos to tell your organization's story.

Public and Leased Access

Whether in the studio or on location, our staff's production team will work with you to utilize free and low cost resources available from the cable industry.

Web Video Streaming

Let us develop video images that will bring your web site to life.

"PRMG's professional commercial and advertising campaign has propelled us to the next level as one of the fastest growing Social Security Disability law firms. While maintaining the integrity of the profession, our commercials have provided us the best value in acquiring new clients."

- Michael Sullivan, Esq., Partner,
Sullivan & Kehoe, LLP

Graphic & Web Design

The Information Age that has swept the globe demands that companies keep up with the rapidly expanding technology. It is easy to let your marketing plan fall behind. Those who focus on getting ahead are the ones that stand out.

Let PRMG's full service design department create media and materials that get your message across to your target audiences and match your corporate image. We will design and develop stand-out print and Web media to meet all of your organization's needs.

Graphic Design

- Logos
- Business Cards
- Fliers
- Brochures
- Newsletters
- Print Advertisements
- Direct Mail
- Posters
- Banner Ads
- Publicity Visuals
- PowerPoint Presentations

Web Design

- W3C Standard
- XHTML/CSS
- PHP Applications
- Flash Applications
- Layout Design
- Video Streaming
- Content Development
- Content Maintenance

"Our web site is not only professional, but has really helped to increase visitors to our park and interest in our special programs. The site and our targeted marketing efforts from the information collected from visitors, is having more impact than any other marketing effort we have undertaken in our 36 years of operation."

- Diane Novak, President, Long Island
Game Farm, Inc.

