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PRKent Associates  
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### **New student PR firm to target small businesses in Northeast Ohio**

**Kent, OH- Aug. 29, 2012-** A new Kent State student-run PR firm targeting local nonprofits and small businesses in Northeast Ohio is charging one-third the market rate for services. A full-time faculty member and two retired executives, who combined have more than 75 years of experience, will supervise the students.

“Nonprofit organizations usually hire younger, less experienced PR people, since they can’t afford veteran professionals,” said Jennifer Kramer, managing director for the firm.

“PRKent Associates can provide advice from senior-level pros while also providing valuable experience to PR students – the best of both worlds.”

Before coming to KSU, Kramer specialized in nonprofit PR management for more than ten years, and then opened her own PR firm, Kramer Integrated Communications, LLC.

Executives on staff are: John Sabolovich, former senior VP of public relations of Action Toys, Inc., Canton, Ohio; Alice Romanoff, former senior partner of the New York City PR firm, Romanoff and Rayback.

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This is an opportunity for PR majors to grow and obtain internships. It will also provide companies that do not have the funds for a private sector to gain public relations services.

“Students can work with senior practitioners—elbow-to-elbow—and learn a great deal from experience,” Kramer said. “It’s a classic part-time job for the students—doing what they’ve trained to do and getting paid for it.”

### **About PRKent Associates**

PRKent Associates charges about \$40 per hour for services. There will be between 15 and 20 students employed to assist with research and project planning. They will be making \$15 an hour. Profits generated from the firm will fund scholarships for Kent State PR majors.

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