



Public Relations Global Network

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Contact:

Jessica Lee

Landis Communications, Inc. for Public Relations Global Network

415-359-2312

jessica@landispr.com

www.landispr.com

www.prgn.com

Public Relations Global Network (PRGN) Expands Throughout the United States, Elects New President

*New agencies added in New York, Denver and Dallas;
Brazil's José Luiz Schiavoni elected new PRGN President*

SAN FRANCISCO, CA, May 13, 2009 -- Public Relations Global Network (PRGN)

(www.prgn.com), the international network of leading independent public relations agencies, today announced a major expansion with the addition of three new agencies in New York, Denver and Dallas. The worldwide network now numbers 40 independently-owned public relations agencies on six continents. **PRGN** announced the new agencies following its semi-annual meeting in São Paulo earlier this month.

Joining the ranks of PRGN are:

- **CooperKatz & Company (New York)**
www.cooperkatz.com



Ralph Katz



Andy Cooper

CooperKatz is an independent, full-service, Manhattan-based 30-person marketing/public relations firm with strong strategic, creative and social media credentials. Founded in 1996 by Andy Cooper and Ralph Katz, two long-time senior PR agency executives, CooperKatz offers a full-service public relations capability to a national client base across these industry sectors: consumer products/services, financial

services, technology, telecommunications, healthcare, professional services, business-to-business, government and non-profit organizations. The firm's current consumer clients include Coldwell Banker, Popeyes, Polar, Zipcar and MSN.

Katz commented, "We are pleased to be joining this outstanding global network of independent public relations firms. Our membership will assure that we can best serve our clients who seek exposure in international markets. Conversely, we hope to assist clients of PRGN members looking for greater visibility in this important U.S. market."

- **Ground Floor Media (Denver)**

www.groundfloormedia.com



Ramonna Tooley



Laura Love

GroundFloor Media, an award-winning Denver-based public relations agency, is one of the fastest-growing companies in Colorado. Within the past year, GroundFloor Media was recognized by The Holmes Report as the Best Boutique Agency to Work For and one of three finalists named to the Denver Metro Chamber of Commerce's Small Business of the Year award, and the agency boasts a roster

of notable clients from a variety of industries. Staffed entirely by senior-level PR pros, GroundFloor Media's clients include Qdoba Mexican Grill, Point B Solutions, Bellco Credit Union, Rally Software Development, Morton's The Steakhouse, Colorado Garden Show Inc. and The Children's Hospital.

"As the public relations industry continues to rapidly evolve, it is more important than ever to stay at the forefront of this paradigm shift," said Vice President and Managing Partner Ramonna Tooley. "The Public Relations Global Network provides GroundFloor Media with expanded reach on the domestic front, as well as a footprint on the international stage. Most importantly, it allows us to enhance our service offerings to our current and prospective clients and bring dynamic and strategic partnerships with other PRGN members to the table."

- **The Harrell Group (Dallas)**

www.theharrellgroup.com



Jackson Harrell

The Harrell Group (THG) is a Dallas-based, full-service strategic communications firm with a long, successful record of helping companies do business in Texas, and helping Texas do business with the world. Its senior professionals provide the experience and judgment typically found in the large, international firms, applied with the focus and responsiveness of an entrepreneurial local firm. THG's services include: public relations, public affairs, marketing communications, media relations (traditional and new media), corporate social responsibility, reputation

management, environmental communications, litigation support, crisis avoidance and crisis response management.

“The Public Relations Global Network is an important resource for our clients. Its member firms span the globe, each led by solid professionals who have unsurpassed knowledge of their markets – and who, as owners of their agencies, have skin in the game every time we call them for our clients,” said CEO Jackson Harrell. “We are excited to be part of this worldwide public relations organization.”

New PRGN President Named



Left to right: New PRGN president José Luiz Schiavoni with new PRGN members Jackson Harrell (Dallas), Ralph Katz (New York), Ramonna Tooley (Denver) and former PRGN president Frank Cullen

José Luiz Schiavoni, chief executive of São Paulo, Brazil-based PR firm [S2 Comunicação Integrada](#), has assumed leadership as president of PRGN.

Schiavoni previously served as Vice President of the network. He takes over from Frank Cullen of Dublin, Ireland-based [Cullen Communications](#). Schiavoni is the first PRGN president from South America, and the first to come from outside Europe and the United States.

“To be the president of such an amazing organization is a challenge and an honor for me,” said Schiavoni. “Public relations services have evolved to become a very strategic role in organizations in this connected, globalized world. PRGN is a talented group of world-class

professionals with many years of experience in the field. We share not only clients and best practices – we collaborate to define trends in the PR industry.”

“Among my priorities as the new president are to bring together our members’ experience to win international PR projects and bids and grow PRGN’s presence in other markets such as Eastern Europe and Asia,” said Schiavoni.

Schiavoni started his career in 1982 and worked in many publishing houses including daily newspaper Folha de S.Paulo and International Data Group. In 1989, Schiavoni and his partner, Ronaldo de Souza, founded S2 Comunicação Integrada. Specializing in crisis management projects and executive training programs, Schiavoni is one of the founders of Public Relations Agencies Association in Brazil (Abracom) and served as the group’s president from 2004 to 2008.



José Luiz Schiavoni

S2 Comunicação Integrada, founded in 1989 and headquartered in Sao Paulo, Brazil, is among the top 10 agencies in the country. With a team of 60 professionals, S2 provides services in media and public relations, digital communications, training, event organization and crisis management, among others. S2 boasts more than 40 clients, including international companies such as Microsoft, Coca Cola FEMSA, Canon, General Mills, Puig, Korn/Ferry and HTC. S2 Comunicação Integrada has been a member of Public Relations Global Network since 2005.

New PRGN Cabinet

At the São Paulo meeting, PRGN also elected the PRGN governing cabinet – Patricia Perez of [VPE Public Relations](#) (Los Angeles) as President-Elect, Derek Jones of [Currie Communications](#) (Melbourne) as Secretary and Joe Ledlie of [The Ledlie Group](#) (Atlanta) as Treasurer.

Public Relations Global Network:

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More than 1,000 clients across six continents depend on the combined resources of the Public Relations Global Network (PRGN) to deliver targeted public relations campaigns in more than 80 markets around the world. With revenues of more than \$100 million (U.S.D.), PRGN is among the world's top five public relations networks. PRGN harnesses the resources of 40 independent public relations firms, 50 offices and more than 800 communications professionals to connect international companies and organizations with individual and culturally diverse markets globally. Visit PRGN online at: www.prgn.com.

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