

PR, et CETERA, INC.

PUBLIC RELATIONS
MARKETING COMMUNICATIONS

PR, et Cetera, Inc. is an experienced public relations and marketing firm... that serves the PR and communications needs of small public, privately held and non-profit organizations. Specializing in written materials and custom e-promotionals, we can address all of your business and personal communications needs - from press releases to personal profiles.



When introducing your company, product or service to potential customers or clients, you should employ use of visual representations of your offerings while making a positive and memorable first impression.

Make good first impressions with quality, well-written materials...

In order to project the best possible image, it is essential that you convey pertinent information about your product or service using presentation materials that are flawlessly and simply written. **PR, et Cetera, Inc.** can help!

Good communications affords you the best opportunity to attract media attention, as well as that of prospective clients, customers or your target audience. It is critical to your being noticed, respected and taken seriously.

PR, et Cetera, Inc. will provide the essential creative publicity required to attract attention to your company, product or service.

PR, et Cetera, Inc. furnishes its clients with imaginative and poignantly written materials, providing them with a visible and measurable advantage over their competitors.

Where we excel ...

Media Relations

News Releases
Media Advisories
Public Service Announcements
Press Kit Development
Media Behavioral Counseling

Marketing & Communications

Event Promotion
Image Consulting
Business Proposals
Write & Edit Collateral
Personal & Company Profiles

We'll assist with ...

- ▶ promoting your new book
- ▶ advertising your special event
- ▶ an image makeover
- ▶ sponsorship or fundraising letter
- ▶ a new product or service offering
- ▶ introducing your keynote speaker
- ▶ letters of introduction
- ▶ personal or company profile

Communications with Integrity!

A few current & past clients ...

Beebe Memorial Cathedral CME Church

Brian Copeland, comedian | radio personality

Carl Ray, actor | educator | activist

CFK & Associates

CityFlight Media Network

Coach Ken Carter

Denise Michelle Harris, author

D.R. Roberts Event Management

East Bay Community Law Center

Frankie Holtz-Davis, author

hayden[creative]

Lorraine Hansberry Theatre

MoAD

Montalvo Arts Center

Myia Jones / MYIA, Inc.

New Orleans Bill's Creole Foods

Oriki Theater

R.T. Fisher & Associates

Rowlan Hill, award-winning auctioneer

Silicon Valley Black Chamber of Commerce

Sisters Network, Inc., San Francisco Chapter

Tabia African-American Theater Ensemble

Tavis Smiley

The Smiley Group, Inc.

TheatreWorks

Urban Golf Gear

VIPLineup

West Contra Costa Unified School District

Xcel Educational Services

Youngblood Timepieces, Inc.



Clients' Remarks ...

"Oriki Theater has enjoyed the great expertise that PR, et Cetera brings to its clients in the area of marketing and audience development. ... I am always impressed with your ability to turn our sometimes sketchy ideas into full blown and professionally executed marketing campaigns. Oriki Theater is honored to join the long list of your happy clients. Thank you for your commitment to excellence and community spirit, it is always a joy working with you."

Chike C. Nwoffiah, Executive Director
Oriki Theater, Inc., Mt. View, CA
www.oriiki.org

"I credit Toni Beckham with obtaining the overwhelming media coverage that ultimately led to a Paramount Pictures feature film based on my life story. The film, titled "Coach Carter," is being produced by MTV Films and Tollin/Robbins Productions. Veteran actor Samuel L. Jackson will portray me in the movie. Singing sensation Ashanti will perform in her first movie acting role. The film is scheduled to reach movie theaters late 2004."

Coach Ken Carter, Richmond, CA
www.coachcarter.com

"PR, et Cetera, Inc. has facilitated tremendous media exposure throughout the world for MYIA, Inc. and 14-year-old company founder and president, Myia Jones. Toni Beckham's efforts have resulted in worldwide media coverage for the nonprofit company and its founder, which lead to awards, recognitions and panel and keynote speaker engagements. A highly professional, cutting-edge entity, PR, et Cetera is our only choice for a public/media relations firm."

Herb Jones, CEO, MYIA, Inc.
www.MyiaJones.com



Toni Beckham, president and CEO, possesses several years experience and academic specialization in written and verbal communications. For 12 years, she was a front line communications professional for a leading high-tech Silicon Valley company.

During several recent years, Toni served in various volunteer capacities for which she received many awards and public recognitions. Toni serves in an advisory capacity on the Board of Directors of two

Bay Area non-profit organizations. She holds memberships in the Bay Area Black Journalist Association (BABJA), National Professional Black Women's Networking Alliance (NBPWNA), Professional Businesswomen of California (PBWC), and Silicon Valley Black Chamber of Commerce.

PR, ET CETERA, INC.

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