



Inside Look: Jason Brown, Local PR Expert

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The PR company was founded in 2008, by Jason Brown, a media specialist, with over a decade of experience as an executive of media and community relations.



"PublicCity PR was built to help small-to-medium sized businesses and organizations raise their media and community visibility," says Brown...I think PublicCity offers something that not many other companies can - an affordable and results driven PR solution. That's why I think I've been so successful in my first five months of business."

Prior to build his own brand, The Michigan State alumni developed and managed communications programs and projects for leading companies, such as Dunkin' Donuts, eBay and Microsoft and General Motors. He has successfully placed a number of regionally-based clients in front of the national media spotlight, which include, Business Week, Wall Street Journal, New York Times, Entrepreneur, Inc. and Fortune Small Business.

Despite the current economy, Brown has found a way to stay competitive.

"I think I have priced my services fairly given the economy, so it is palatable for a potential new client. I think whether your an independent practitioner, or a global agency - we all must adjust to the times...I have lived my entire life in Michigan and Detroit holds a special place in my heart. Despite the rough ride, I am still proud to call Michigan my home and will do everything in my power to promote what a great state it is."

Brown says, unlike advertising, public relations can bring tremendous opportunities that an advertising and/or marketing campaign can not provide.



PublicCity PR's Jason Brown poses with his client, Tom Sesti, President of Bandals, (www.bandals.com) following a recent meeting at Java Hutt in Birmingham.

For example, one of his recent projects, Whistle Stop Restaurant & Bakery, was able to gain recognition for its "Name Your Price" week from local media outlets like The Detroit Free Press, all three local TV stations, and the national spotlight with Inside Edition, CBS Early Show and NBC Nightly News.

Although he has provided national attention for a few of his clientele, the majority of his current accounts are looking for a more local, community-based strategy to raise their visibility with the local media and the communities they serve.

When he's not promoting his clients, he's promoting community service.

Locally he is on the PR/Marketing committee for the non-profit organization, Forgotten Harvest, which rescues perishable food in Oakland, Wayne and Macomb Counties. He also is a member of the Detroit Chapter of the Public Relations Society of America and Detroit Regional Chamber.

For more information contact 248-252-1687

jbrown@PublicCityPR.net

www.PublicCityPR.net

Charlena Hall

Charlena@DetroitFashionPages.com

Photos by Ruth Synowiec

ruth.q.love@gmail.com