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FAHLGREN MORTINE PUBLIC RELATIONS ADDS TO DAYTON CLIENT ROSTER

DAYTON, Ohio (October 14, 2009) – Fahlgren Mortine Public Relations was recently selected by the Southwestern Ohio Council for Higher Education (SOCHE) to create a plan for driving marketing collaboration among its member institutions.

SOCHE is a consortium of representatives from 21 southwestern Ohio schools that is dedicated to advancing and promoting the higher education opportunities our region has to offer.

“Throughout the agency selection process, it was clear to SOCHE’s public relations and marketing task force that Fahlgren Mortine understood the primary objective and what we hope to achieve through a collaborative marketing campaign for higher education,” said Sean Creighton, executive director for SOCHE.

Fahlgren Mortine will work with the consortium to help leverage the attributes of southwestern Ohio schools among prospective students. The plan will also identify opportunities to tout the attainability and benefits of higher education.

“This is an important project for SOCHE and for the entire Southwestern Ohio region,” said Neil Mortine, president of Fahlgren Mortine. “The programs and resources these schools have to offer are really tremendous, and we know that marketing them collectively will prove to be a powerful approach.”

SOCHE member institutions include Air Force Institute of Technology; Antioch University McGregor; Cedarville University; Central Michigan University; Central State University; Clark State Community College; Edison Community College; Kettering College of Medical Arts; The Kettering Foundation; Miami-Jacobs Career College; Miami University – Middletown; Sinclair Community College; Southern State Community College; Union Institute & University; United Theological Seminary; University of Dayton; Urbana University; Wilberforce University; Wilmington College; Wittenberg University; and Wright State University.

Fahlgren Mortine’s Dayton office was established in 2006 and clients in the Dayton region include Crown Equipment and Midmark Corporation. The firm has also supported various projects for Standard Register, Good Samaritan Hospital, Goodwill Easter Seals Miami Valley and others.

About Fahlgren Mortine Public Relations

Based in Columbus, Ohio, Fahlgren Mortine Public Relations is a wholly owned business unit of Fahlgren, Inc. The firm, which is among PR Week's Top 70 nationally, offers the full range of corporate and marketing public relations services to clients looking to build brands, influence public opinion and enhance reputation. Work is local, regional and national in scope and includes consumer, business-to-business, health care and information technology sectors. Fahlgren Mortine, a member of the IPREX worldwide network, had \$5.6 million in revenue for 2008 and employs 36 professionals.

www.fahlgrenmortine.com

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