



TREVELINO/KELLER
COMMUNICATIONS GROUP

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TREVELINO/KELLER LAUNCHES PR STARBASE^{TK}

Face-to-Face/Social Network Service Designed to Support the Market's Influx of PR and Marketing Candidates

ATLANTA – January 5, 2009 – Trevelino/Keller Communications Group, one of the most reputable public relations firms in the Southeast, today launches PR StarBase^{TK}, a face-to-face, social media initiative to support career placement in the public relations industry. The public relations market, like a number of service industries, is experiencing a significant influx of great talent into the marketplace. In response, Trevelino/Keller will begin its PR StarBase^{TK} initiative in January with the launch of its social media network, PRStarBase on Ning.com as well as its PR StarBase Interview Camp Series, which the firm will host bi-monthly.

“Our weekly resume counts are very high, across a broad range of experience levels, industry backgrounds and specialty areas of expertise,” explains Dean Trevelino, principal with Trevelino/Keller. “Now is the time for us to step up our efforts to be supportive, collegial and consultative with professionals either entering the industry from college or working to extend their career in public relations.”

PR StarBase^{TK}

Beginning in January, Trevelino/Keller will host PR StarBase Interview Camps which are full-day efforts dedicated to meeting with job candidates. Each candidate will have 45 minutes with the firm: five minutes on agency overview and hiring practices, 20 minutes for candidate credentials, 10 minutes for agency feedback and 10 minutes for Q&A.

Following Interview Camps, candidates will be classified into one of the four groups: Up and Comers, Top Prospects, Seasoned Pros and Marketing Execs. Within 24 hours of Camp, they will

receive an online invitation to sign up at Trevelino/Keller's Ning site, www.prstarbase.com where they can become a member and post their resume to the appropriate group. The ning site will be open to anyone interested in a career in public relations or marketing; however, only those candidates who go through Interview Camp have access to one of the four groups.

"Our intention is to elevate the visibility of great candidates interested in public relations or marketing careers," explains Genna Keller, principal with Trevelino/Keller. "We see this effort as a much more personable, vetted process to assist companies and other agencies to find the best talent. Selfishly, we expect to leverage PR StarBase for our own hiring needs which we anticipate to be soon."

About Trevelino/Keller

Headquartered in Atlanta with offices in Charleston, SC, Trevelino/Keller is a public relations firm specializing in strategic and creative communications. Its areas of practice include Advanced Technologies, Consumer Lifestyle, Vertical B2B and GreenWorks. In 2005, Trevelino/Keller founded the Atlas Alliance, made up of likeminded boutiques that bring cultural, geographic and specialty expertise to the firm's clients. In 2006, it launched the Start-Up Council to serve start-up companies through a multi-disciplined consortium of consultants and boutique firms. In 2008, it launched FirstGear^{TK} a suite of services designed for emerging companies. It also launched Crisis+Less, a not-for-profit approach to providing crisis communications to companies faced with crises. Clients include Verizon Wireless, Raving Brands, SITA and The Weather Channel. For more information, please call 404-214-0722 or visit www.trevelinokeller.com.

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