




2024

AGENCY INFORMATION



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 www.rdgpr.com

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**RDG PUBLIC RELATIONS
& COMMUNICATIONS**
PRESENTING YOU TO THE WORLD

About Us



2019

Founded



**Utah &
Oklahoma**
Offices

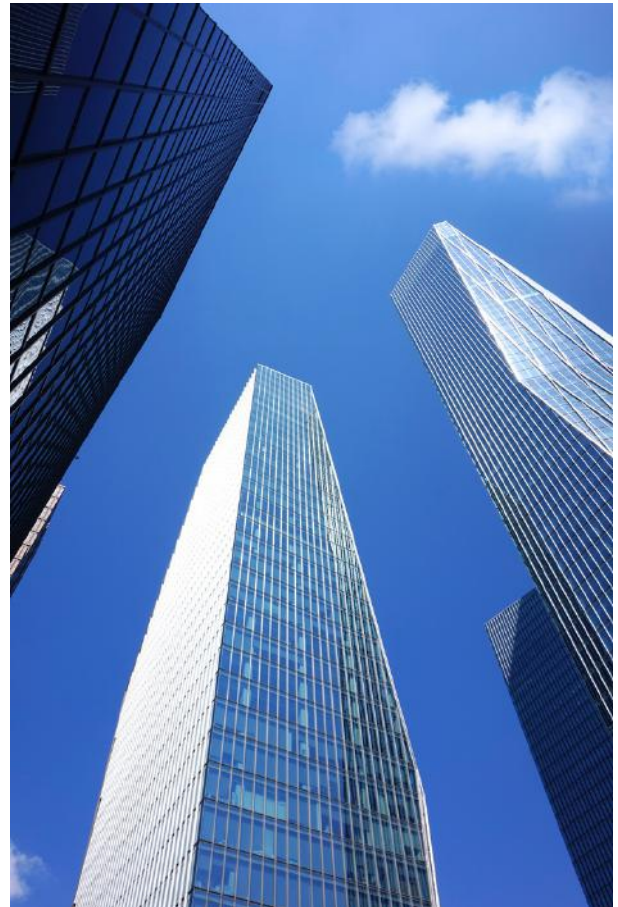


11

Employees &
Contractors



U.S & European
Clients



COMPANY PROFILE

We specialize in nonprofit organizations and small and medium size businesses. We understand budget constraints and work within your budgets, offering big city services that fit your budget.

Vision & Mission

Mission

We aim to showcase your business and organization to the world.

Vision

Helping businesses and organizations succeed by providing them with **innovative and effective solutions.**

At RDG Public Relations, we make it a priority to understand our client's business and industry. Knowing the details about the essence of the brand and what sets them apart in the marketplace **allows us to focus our strategies and efforts on developing programs that will capture the media's attention and consumer's loyalty.**

Awards



RDG Communications
Best Independent PR &
Communications Agency 2023
Western USA



Our Team

Our team consists of professionals with a collective century of expertise in public relations, media, advertising, and research. Additionally, we collaborate with contracted specialists who each run their own specialized companies as our partners.



RANDY D. GIBSON, M.A.
CEO /Owner
RDG Public Relations



BARBARA FULLER, PH.D. (ABD)
Vice-President
Grants/Training/Events



SIMON TAIT
Marketing/Partnership
Development

Our Team

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BOBBY COOK
Web Team Lead
CEO, C3 Group Partner



BOB STOVALL
Video Production Lead
CEO, Vision Media Partner



WENDY JORDAN, MPhil
Research Lead
Cambridge University, United Kingdom

Services

- Public Relations
- Media Pitching and Press Releases
- Promotional and Advertising Campaigns
- Video Production and Projects
- Website Development
- Media Buying
- Nonprofit Management and Strategy
- Special Events and Conference Planning
- Advertising
- Celebrity and Musician Contacts
- Grant Training, Writing and Advising
- Media Training

Investment

Investing in public relations and promotional efforts is a vital strategy to cultivate rapport with customers and the general public. In the contemporary digital era, maintaining a proactive stance in promoting your organization and adeptly managing crises is imperative for the stability of your business.

Engaging with RDG Public Relations can establish credibility with your audience and the public, ensuring preparedness for any potential crisis scenarios.

Investment

Monthly Retainer Fees

By engaging in a monthly retainer at any tier, you gain access to our entire team, partners, and network at the retainer client rate, irrespective of the monthly hours selected. Please note that video production costs are not included in the retainer fees as they are determined separately, reflecting the diverse requirements of each project.

- Up to 10 hours per month: \$950/month
- Up to 20 hours per month: \$1,750/month
- Up to 35 hours per month: \$2,750/month
- Up to 75 hours per month: \$5,000/month

Video Fees

- \$1,000 8/hr day (+travel fees if any)

Video fees are for shooting and post-production, based on 8 hours per day. This price is for the videographer and post-production team. If a director, props, actors, sound and lighting specialists, special equipment rental, etc. are needed for the project they will be billed accordingly.

Investment

Individual Project Fees

Projects can be bid on a per-need basis. In general, the fees are as follows:

- Press release writing \$150 for a one-two page release
- Wire distribution \$1,000
- Website development \$165/hour (average website 8 hours)
- Video production \$1,000 per 8-hour day for shooting and post-production editing (*+ travel fees if necessary*).
- Media Training Sessions: One-Day \$5,500/Two-Day \$10,000 (*+ travel fees if necessary*)
- Brochures, Infographics, Ad Creation \$150/hour
- Communications Plan Development (includes creative) \$5,000
- Media List Builds/Distribution \$100/hour
- Grant Research and Writing
 - Retainer/Start Up Costs (paid upfront) \$2,350
 - Grant Research \$25/hr
 - Grant Writing Non-Federal \$40/hour
 - Grant Writing Federal \$50/hour
 - Post-Award Project Management \$40/hour

Success Stories



RDG Communications

Success Story



Randy of RDG Communications has been a great addition to our Native American business entrepreneur cohort group.



ONABEN

Randy of RDG Communications has been a great addition to our Native American business entrepreneur cohort group. As we have met in places across the U.S., Randy has made multiple presentations to the group during his time of being in the organization, sharing experiences throughout his career. He has provided valuable advice in public relations, publicity, social media, and entrepreneurship to those in attendance.

A strong team player, Randy has partnered with others in the group on RDG client projects, helping grow and promote their businesses as well. We greatly appreciate his activity in our organization.

Veronica Maturina



RDG Communications

Success Story



RDG Communications worked with Stephenson Cancer Center to raise more than \$60,000 in a special program with University of Oklahoma Athletics and the Pride of Oklahoma Marching Band

In a special project with the University of Oklahoma Athletic Department and the University of Oklahoma Marching Band, RDG Communications staff worked to promote cancer research and awareness in honoring survivors and loved ones lost to cancer. Over the course of two football seasons, the band featured the center at a home football game by adding a special sash with a loved one's name on the band member's uniform. The two year project raised more than \$60,000 cash and increased awareness for the center throughout the state.

[Click Here for news story on the initiative.](#)



Success Stories



RDG Communications

Success Story



When the Libera Boys Choir from London visited the United States for a summer tour, there was one performance in the midwest. Ticket sales were not what they had hoped, so the choir partnered with RDG Communications to boost their visibility with the hope of selling more tickets to the concert.

After partnering with RDG, the concert was a sellout and people as far away as Nebraska drove down to hear the choir perform in what was for many audience members a once-in-a-lifetime chance to hear this exceptional European choir perform live.

RDG Communications was honored to be presented with an international MarCom Gold Award for the radio ad they produced to promote the concert.

With ticket sales lagging, Libera partnered with RDG for their only midwestern U.S. concert. The concert was a sellout with audience members coming to Oklahoma City from as far away as Nebraska.



[Click here to hear the award winning radio ad produced for Libera](#)



RDG Communications

Success Story



Echota Behavioral Health started from scratch as part of a business venture of the United Keetoowah Band of Cherokee Indians in Oklahoma to help those in northeastern Oklahoma. Echota partnered with RDG Communications to build their communications plan and begin the process of getting them promoted and noticed. With RDG's help, the system got donations from all across that portion of the state and had a free clothes giveaway at Christmas, and received a large monetary donation as well.

When Echota Behavioral Health started they trusted RDG Communications to establish all of their media strategies. Their plan helped the new group quickly grow and get clients with many types of needs.



The brochure created for Echota by RDG Communications won an international MarCom Platinum Award in 2020.



Success Stories



RDG Communications

Success Story

As the media and communications director for Cherokee Nation Health Services and Public Health, Randy of RDG Communications created and developed the Cherokee Challenge program, a multi-year campaign to help those on the Cherokee Reservation and throughout Oklahoma prevent obesity, heart disease, and cancer. Randy developed a campaign that included television, radio, print and billboards. He was able to develop partnerships with Nike, the University of Oklahoma, and Oklahoma State University to promote the campaign. Pre-assessment and post-assessment testing was done prior to and at the conclusion of the campaign which showed heart disease, diabetes, obesity, and cancer rates all lowered during the duration of the campaign.

Randy's campaign built strong partnerships with Nike, The University of Oklahoma, and Oklahoma State University and helped lower heart disease, diabetes, obesity, and cancer among those living in the Cherokee Nation.

[Click here to see video of CN Public Health Randy produced with the U.S. CDC.](#)

[Click here for video about dangers of commercial tobacco.](#)

Cherokee
ONE STEP AT A TIME
Challenge



RDG Communications

Success Story

"Randy and the team at RDG Communications has helped us better organize our organization, and even helped us gain our 501(c)3 status. The advice and counsel they have provided over the years has been a valuable asset to our success, our higher visibility, and better relations with members, university personnel, and donors. During that time, we have grown our membership, our sponsors and donors, and our excitement."

Cindy Barty Hawkins

"RDG Communications has helped us get more members, donors, and sponsors, helping increase scholarships for students."

[Click Here for 2019 OUBAA recruitment video](#)

**University of Oklahoma
Band Alumni Association**






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Thank You!

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