

Contact: Kent Pavelka

KENT PAVELKA & ASSOCIATES 219 South 96 Street
Phone: 402-699-9444
E-mail: kent@kentpavelka.com Omaha, NE. 68114
Website: www.kentpavelka.com

**KENT PAVELKA &
ASSOCIATES**

News Release

Broadcast Veteran Kent Pavelka Launches Advertising, Media Relations/Public Relations Firm

Omaha, NE—January 4, 2006

Creating media and public relations solutions for challenged Midlands businesses and institutions is the mission of a new company headed by longtime radio and television personality Kent Pavelka. **KENT PAVELKA & ASSOCIATES** will provide a variety of services, specifically designed for individual clients.

Pavelka said his company will be unique in that respect. "In the end, we'll accomplish goals via advertising, marketing and public relations." However, Pavelka said there is more to it. "Before we get to that point we'll identify problems and opportunities. That's the project development piece," Pavelka said.

One of the company's first projects is 'One City...One School District, the Right Thing to Do'. "We defined a public relations challenge and delivered a solution by educating the public using media. It's a good example of what we do," said Pavelka.

Pavelka formulated the concept, wrote and did the voice work for the "One City" radio and television commercials. "Thirty five years in the business equips us to provide a level of expertise in delivering radio, TV, and print messages that will be effective beyond the clutter," Pavelka said.

KENT PAVELKA AND ASSOCIATES will partner on select projects with marketing firms such as Heartland Marketing and Communications in Bellevue. "We'll provide our services to people in business, politics, government, issues advertising, and more." In addition to the school consolidation issue, Pavelka has been working on a project with Metropolitan Community College. "We'll announce more of what we're doing with other clients in the weeks ahead," said Pavelka.

Pavelka's career includes nearly three decades on-air at KFAB radio in Omaha (1974-2001). He is most widely known for his broadcasts of Husker football and basketball (through the 1995 season). He was host to a morning radio show on KKAR in Omaha from 2001-2005.

Contact:

Kent Pavelka

402-699-9444

kent@kentpavelka.com

www.kentpavelka.com

For Immediate Release

