



PR ETC.

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

Contact:
Rebecca Kopf
PR Etc.
(815) 282-9976

PR Etc. Hires Michelle Polivka to Join Team

ROCKFORD, IL (September 15, 2010) — PR Etc. today announced that it has hired Michelle Polivka as an account executive. Polivka, who will start in her new role on October 4th, will be responsible for assisting clients with strategic planning, event planning and implementation, writing and proactive media relations at a local, regional and national level.

Polivka has more than 10 years of media and public relations experience. For the past five years she worked in the corporate communications department of AMCORE Bank now Harris. She was responsible for writing and editing press releases, speeches and articles; media relations and training spokespersons for media interviews. Previously, she was the morning news anchor for WREX-TV and held two similar positions in Nebraska before returning to her hometown of Rockford.

Polivka earned her Bachelor's degree in broadcast journalism from the University of Illinois at Urbana-Champaign. As a journalist, her writing received an Associated Press First Place Award for Best Series Report. Additionally, she was named Favorite Local TV News Personality in the *Rockford Register Star* "What Rocks" poll.

"Michelle brings a well-rounded approach to communications to our team," said PR Etc. President Rebecca Kopf. "Having worked on both sides of the equation, Michelle has an intimate knowledge of the working relationship between the media and business. I'm excited that she will be able to share this expertise with the PR Etc. clients."

PR Etc. (www.pretc.net) is a full-service public relations, event planning and marketing firm which helps organizations gain a competitive edge in the marketplace through strong marketing programs that deliver measurable results. Its customized services ensure that its clients' programs are implemented in a professional and timely manner and that their messages are proactively and effectively communicated. PR Etc. has offices in Rockford, IL and Racine and Madison, WI.

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- 220 E. State Street, Ste. G-2 • Rockford, Illinois 61104 • 815.282.9976 •
- 4230 East Towne Blvd, Ste. 292 • Madison, Wisconsin 53704 • 608.239.0745 •
- 2310 S. Green Bay Road, Ste. C286 • Racine, Wisconsin 53406 • 262.880.6324 •
- Fax 815.282.9986 (use for all office locations) • www.pretc.net •