

# Full Scale Media

A Public Relations & Social Media Firm

Leveraging Two Decades of Experience, Expertise and Relationships

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We Help Our Clients  
Navigate the Dos and  
Don'ts of Good PR, Brand  
Messaging and the Media  
Through Our Core  
Philosophies

Targeted Media Pitches are more effective than press releases for startups and emerging brands.

Press releases are effective for announcing major news: funding, acquisitions and other marquee level news.

Media messaging begins with the pitch.

Producing original content ensures clients can direct their own narrative.

Identifying opportunities where public relations meets business development are a key component to growth.

Adjusting pitch approach for different categories of media/journalists is crucial for achieving coverage.

Brand recognition is of equal importance to sales volume.

We're owed a lot of favors because of the valuable content we provide to journalists and we leverage these quid pro quo relationships to create win/win deals for our clients.

Telephone interview preparation is different from on-camera and in-person or live broadcast media preparation. We prepare clients for all scenarios.

Press coverage is a powerful tool for driving a brand's identity, and its opportunities for growth. It also helps to insulate a brand from its competitors. We consult on the best ways to leverage press for brand and sales growth.

## WHY FSM?

Full Scale Media has represented clients across industries including: entertainment, health/wellness, new age/spirituality, technology/disruptive startups, business, hospitality, apparel, beauty, large scale Internet brands, celebrities, LGBTQ, automotive and 501 c3 non-profit organizations.

We elect to work with a diverse roster of clients because we know PR inside and out, and we are able to easily apply our tactics and best practices across a wide range of industries and projects. Through a combined two and a half decades working in public relations and all forms of media, we have worked with thousands of journalists across the globe to book countless pieces of top tier, niche and industry-centric media coverage for our clients.

Allison Kugel, Creative Director of Full Scale Media, has worked in public relations for nineteen years and she has worked as an internationally syndicated journalist and columnist for fourteen years. Her journalistic work has covered newsmakers from film, television, music, sports, health, popular culture, politics and current events.

Allison developed and taught the original Public Relations101 curriculum for popular New York City startup hub, GeneralAssemb.ly, which is now used as a blueprint for GA's ongoing Public Relations courses.

She has also written published columns and feature stories on technology, business and various societal issues.

Her diverse media career gives her unprecedented access to some of the world's most influential tastemakers and the ability to create compelling presentations that generate media coverage.

## Examples of Consumer Goods/Services Press Achieved for Clients

### **FoodFaves**

<https://www.youtube.com/watch?v=vDpRbrSDfvY>

<https://www.youtube.com/watch?v=HWpoi8LsywQ>

<http://www.fullscalemedia.com/foodfaves-app-in-new-york-business-journal/>

<https://totalfood.com/family-launches-foodfaves-app-doubles-down-on-foodporn-craze/>

<https://smallbiztrends.com/2017/05/foodfaves-app.html>

### **Feel Good Foods**

<http://www.fullscalemedia.com/feel-good-foods-on-msnbcs-your-business/>

<http://www.fullscalemedia.com/feel-good-foods-on-great-day-washington/>

<http://www.fullscalemedia.com/feel-good-foods-in-frozen-refrigerated-buyer-magazine/>

<http://www.fullscalemedia.com/feel-goods-foods-in-new-york-business-journal/>

<https://www.forbes.com/sites/cherylrobinson/2019/02/27/feel-good-foods/#78d71ed7d269>

### **Excellence Group/Finest Luxury Resorts**

<http://www.fullscalemedia.com/excellence-group-luxury-resorts-in-travel-weekly-magazine/>

<http://www.fullscalemedia.com/excellence-el-carmen-resort-in-florida-weekly/>

<http://www.fullscalemedia.com/finest-playa-mujeres-on-cbss-lets-make-a-deal/>

<http://www.fullscalemedia.com/excellence-resorts-in-life-style-weekly/>

<http://www.fullscalemedia.com/excellence-group-luxury-hotels-in-closer-weekly-magazine/>

<http://www.fullscalemedia.com/excellence-group-featured-in-recommend-magazine/>

### **M. Boutique**

<http://www.fullscalemedia.com/m-boutique-international-featured-in-us-weekly/>

<http://www.fullscalemedia.com/m-boutique-intl-in-northern-virginia-magazine/>

<http://www.fullscalemedia.com/m-boutique-candles-on-the-steve-harvey-show/>

<http://www.fullscalemedia.com/m-boutique-featured-in-equanimity-magazine/>

**Flexfit Headwear Case Study** - <http://www.fullscalemedia.com/flexfit-pr-case-study/>

## Example of Event Press Achieved

### **The Annual MatzoBall Event**

<http://www.fullscalemedia.com/matzoball-in-bloomberg-businessweek/>

<http://www.fullscalemedia.com/matzoball-featured-on-cosmopolitan-com/>

<http://www.fullscalemedia.com/matzo-ball-in-the-boston-globe/>

[https://www.youtube.com/watch?v=MS7EWSDa\\_4g](https://www.youtube.com/watch?v=MS7EWSDa_4g)

<http://www.fullscalemedia.com/matzoball-featured-in-the-washington-post/>

<http://www.fullscalemedia.com/matzoball-on-the-daily-mail/>

<http://www.fullscalemedia.com/matzoball-on-1010-wins/>

<http://www.fullscalemedia.com/matzo-ball-on-forward-com/>

<http://www.fullscalemedia.com/matzoball-on-the-daily-mail/>

<https://money.cnn.com/2014/12/24/smallbusiness/matzoball-xmas-eve/index.html>

<http://www.fullscalemedia.com/matzo-ball-on-forward-com/>

## Press Achieved for Various Experts/Public Figures

### **Intuitive Cold Case Medium – Troy Griffin**

<http://www.fullscalemedia.com/psychic-investigator-troy-griffin-on-abc-nightline/>

<http://www.fullscalemedia.com/psychic-investigator-troy-griffin-on-daily-mail/>

<http://www.fullscalemedia.com/psychic-investigator-troy-griffin-in-new-york-post/>

[https://www.vice.com/en\\_us/article/9k33av/a-psychic-detective-tells-us-how-he-solves-murders](https://www.vice.com/en_us/article/9k33av/a-psychic-detective-tells-us-how-he-solves-murders)

<https://www.benzinga.com/pressreleases/18/10/r12467194/psychic-medium-troy-griffin-and-the-north-american-psychic-investigati>

### **Social Media Personality – Misee Harris**

<https://www.youtube.com/watch?v=3pHidesF7VQ>

[https://www.youtube.com/watch?v=TpDQU2Ar\\_2E](https://www.youtube.com/watch?v=TpDQU2Ar_2E)

<https://nypost.com/2016/06/20/black-bachelorette-still-struggles-with-race-in-search-for-love/>

[https://www.huffpost.com/entry/misee-harris-first-black-bachelorette\\_n\\_2774673](https://www.huffpost.com/entry/misee-harris-first-black-bachelorette_n_2774673)

<http://www.fullscalemedia.com/misee-harris-on-popwrappedcom/>

<http://www.fullscalemedia.com/misee-harris-interviewed-on-sheknowscom/>

### **Fitness Expert Shanna Fried**

<https://www.womenshealthmag.com/weight-loss/a19935367/shanna-fried-weight-loss-story/>

<https://www.youtube.com/watch?v=r9jerUKJDul>

<https://www.redbookmag.com/body/news/a21491/woman-sheds-125-pounds-by-boxing/>

<https://www.mindbodygreen.com/0-16034/i-was-300-pounds-until-i-started-boxing.html>

<https://www.everydayhealth.com/columns/weight-loss-success-stories/125-pounds-lost-boxing-helps-shanna-get-fit/>



Example of Press  
Achieved in the  
Business Consulting  
Space

## Officemorph – project management startup

<https://www.asicentral.com/news/how-to/may-2019/how-to-build-out-your-new-office/>

<https://www.globest.com/2018/02/13/what-boutique-office-users-should-avoid/?slreturn=20190618105544>

<https://www.freep.com/story/money/business/2018/03/16/office-space-design/426042002/>

<https://www.sfgate.com/news/article/Where-Are-You-Gonna-Work-Today-The-Death-of-the-12618396.php>

<https://azbigmedia.com/blogs/13-office-construction-mistakes-avoid/>

<https://njbmagazine.com/monthly-articles/avoid-new-office-space-mistakes/>

<https://www.smallbizdaily.com/business-risk-shadow-threats-5-mistakes-kill-business/>

<https://www.asicentral.com/news/how-to/may-2019/how-to-build-out-your-new-office/>

## Human Interest Story Case Study

# Long Lost Sisters Find Each Other and Start a Business

<http://www.fullscalemedia.com/athyntiq-sisters-in-intouch-weekly-magazine/>

<https://www.sun-sentinel.com/entertainment/sfl-athyntiq-boutique-opening-photos-20160325-photogallery.html>

<https://cbs12.com/news/local/sisters-meet-on-facebook-open-boca-business-together>

<http://archive.gosanangelo.com/lifestyle/family/From-strangers-to-sisters-to-business-partners-375968981.html/>

<https://www.chicagotribune.com/sfl-athyntiq-boutique-opening-photos-20160325-photogallery.html>

<https://www.sun-sentinel.com/entertainment/sf-video-rod-twist-athyntiq-sisters-20160420-story.html>

<https://www.detroitnews.com/story/life/2016/05/01/strangers-sisters-business-partners/83799094/>

<https://www.washingtontimes.com/news/2016/mar/12/long-lost-half-sisters-reunite-open-boutique-toget/>



# An Overview of Our Clients Demonstrates the Diversity of our Work



ANNE FRANK FONDS®  
FOUNDED BY OTTO FRANK



EXCELLENCE  
RESORTS



matzoball  
Powered by  
aswipe



MiraBursto™  
Taste the Sweet Sensation

InterracialDatingCentral™  
Where love is more than skin deep



We Leverage our  
Celebrity Content and  
the Power of our Own  
Proprietary Newswire to  
Gain Media Coverage for  
our Clients



[USA TODAY](#)

[TheSpectrum](#)

[NewsOK](#)

[Oklahoman](#)

[TheHypeMagazine](#)

[Social Lifestyle Magazine](#)

[Beverly Hills Magazine](#)

[Deluxe Version Magazine](#)

[RollingOut](#)

[Music-News](#)

[W.E.N.N.](#)

[Tribute.ca](#)

[San Diego Entertainer](#)

[GoodLifeDetroit](#)

[Miami Living Magazine](#)

[L.A. Focus](#)

[St. George Daily Spectrum](#)

[Sorted Magazine](#)

[The Daily Mail](#)

[The Tennessean](#)

[BELLA NYC Magazine](#)

## Rates and services

**MONTHLY RETAINER FEES QUOTED INDIVIDUALLY**

**INITIAL FOUR MONTH PR AGREEMENT**

**FORTY CAMPAIGN HOURS PER MONTH**

**SUITE OF PR SERVICES:**

- Ongoing PR and Brand Consulting
- Media Pitch Creation & Ongoing Pitching to Media/Ongoing Follow Up with Media
- Writing of Materials as Needed to Fulfill Media Opportunities
- Ghostwriting Authoritative/Expert Articles for Publication Contributions
- Consulting on Content Created for Marketing & PR Purposes
- Press Release Writing and Distribution (Wire Distribution is Billed Separately (e.g. PR Newswire, PR Web, etc.)
- Coordination of All Media Opportunities from A to Z
- Business Development-Public Relations Initiatives Outreach
- Archiving and Leveraging Earned Media Coverage Achieved

# FSM CONTACT INFORMATION

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