



FOR IMMEDIATE RELEASE

June 9, 2009

**Gable PR of San Diego Adds
Krista Rogers as Account Coordinator**

*Walter Cronkite School of Journalism Graduate
Selected for Strong Media Relations, Writing Skills*

SAN DIEGO (June 9, 2009)— Gable PR, a growing public relations firm known for its sophisticated and successful approach to managing complex programs, today announced the addition of a new account coordinator Krista Rogers to their award-winning team.

Rogers returns to her southern California home and joins Gable PR after graduating from Arizona State University's Walter Cronkite School where she received a bachelor of arts degree in journalism and mass communication with an emphasis in public relations and a minor in business marketing. The ASU program included hands-on experience with the latest technology in television news and emerging digital newsrooms.

Rogers' role at Gable PR will include writing, research, and helping the agency pursue the highly-targeted fact-based media relations campaigns that have brought such success to its clients. She will also support the agency in its expanded use of online social media to drive client results.

Prior to joining Gable PR, Rogers worked in the marketing and communications department for semiconductor and integrated circuit driver manufacturer, Rogers Corporation. She assisted with project launches and press releases, compiled competitive and acquisition analysis reports, designed print advertisements, and helped Rogers Corporation launch an existing product into a promising new market.

Rogers previously worked for J Group Media as an assistant media relations director. She wrote for *944 Media* as a media relations intern and also contributed articles to both the Arizona Republic and the East Valley Tribune.

###

About Gable PR

[Gable PR](#), based in San Diego, delivers highly effective public relations and marketing communications programs for clients in a broad range of industries. Its tradition of

success goes back 30 years with Tom Gable, APR, PRSA Fellow and a nationally recognized authority on the strategic use of public relations for positioning, reputation management and delivering meaningful results. Clients have included private and public companies, organizations, institutions and government agencies at every stage in their life cycles, from start-up to a Fortune 100 company (Pfizer). Agency programs have earned the highest honors in the PR profession and helped clients of all sizes and needs succeed. For more information: www.gablepr.com.

Contacts:

Gable PR – 619-284-1714

Tom Gable

tom@gablepr.com

Cell: 619-251-3881

###