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a. Bright idea
verbal and visual communication

FOR IMMEDIATE RELEASE
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A. Bright Idea welcomes new additions to the advertising and public relations team

BEL AIR, MD – A. Bright Idea, LLC, announces the addition of T.J. Brightman, vice president of client services, Cobey L. Dietrich and Sarah J. West, communication specialists, to its advertising and public relations team. Dietrich and West join the public relations and advertising firm with a broad range of public relations skills and experiences and will focus on new business development, client relations, marketing, concept development, media placement, and copywriting. Brightman joins the team with over fourteen years experience in advertising and marketing, broadcast sales in radio and television along with an extensive background in sports marketing through associations with Major League Baseball and the National Football League.

“Cobey and Sarah’s combination of skills, education, and enthusiasm are assets to the team,” says Anita Brightman, founder and President of A. Bright Idea. “In addition, T.J.’s extensive advertising and marketing expertise and points of contact in the marketplace will help expand A. Bright Idea’s business and ability to offer more overall services to our clients. We look forward to utilizing their contributions during current and future creative opportunities.”

Brightman, a graduate of The Pennsylvania State University has worked in both radio and television sales, most recently vice president corporate sales and sponsorships for the Baltimore Orioles. Prior to overseeing Orioles Television and the team’s corporate sales effort, Brightman spent ten years with Infinity Broadcasting as a seller and manager. Brightman was the general sales manager for Infinity’s Baltimore sports station WJFK AM and co-managed the Baltimore Ravens Radio Network.

Brightman began his broadcast career in Aberdeen, Md., where he learned the business both on and off the air. At A. Bright Idea, Brightman will focus his efforts on developing new business relationships for the firm that include sports marketing and corporate sponsorship opportunities for clients.

As the news bureau editor at York College of Pennsylvania, a private, liberal arts college in Southcentral Pennsylvania, Dietrich developed media campaigns and handled media placement. Prior to joining the college, Dietrich served as a communication specialist at URS Coleman in support of the U.S. Army Non-Stockpile Chemical Materiel Program at Aberdeen Proving Ground – Edgewood Area.

Dietrich also worked in the public affairs department at Glatfelter, a specialty paper manufacturer in York, Pa., as she pursued her major in public relations at York College of Pennsylvania. Dietrich received her Bachelor of Arts degree from the institution in December 2002.

As a press intern for Congressman Bartlett on Capitol Hill, West authored op-ed pieces, conducted press conferences, maintained media relations, designed press releases, helped with the organization of special events, and developed detailed contact lists. A recent graduate of Towson University, West has thorough public relations training in writing, editing, strategic campaigning, ethics, speech, and leadership. She also has practical international experience with four years stationed at Ramstein AFB, Germany, as a military dependent.

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A. Bright Idea, an award-winning advertising and public relations firm located in Bel Air, Md., provides verbal and visual communication solutions to government agencies and contractors, private industry and nonprofit organizations.



CAPTION: T.J. Brightman, Vice President of Client Relations, A. Bright Idea

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