



MEDIA RELEASE

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PR-PDQ™ Celebrates Ninth Year as Public Relations Resource for Start-ups and Smaller Companies

Milwaukee, Wis. – November 2, 2020 – PR-PDQ™, a division of Murphy Associates, is celebrating its ninth year helping start-ups and small companies get the same high-level public relations exposure as larger companies. Judi Murphy, president of Murphy Associates, leads PR-PDQ™. She is also a partner at Brookfield-based Oak Hill Business Partners (www.OakHillBP.com).

Murphy said, “People can’t buy what they don’t know exists, so in 2011 I built a platform that gets the word out quickly for the smaller company. PR-PDQ provides a quality package that launches a start-up company’s public relations effort pretty darn quickly; the smaller company with the smaller budget benefits from using the program.”

Murphy co-founded Murphy Associates with her late husband John Murphy in 1993 and has over 25 years experience in public relations, marketing audits and strategy, and brand journalism.

She has served the community and non-profit boards including board chair of Greater Brookfield Chamber of Commerce, board member of Tempo Waukesha, board chair of Visit Brookfield (Brookfield Convention & Visitors Bureau), and on small business advisory boards for Waukesha County Technical College and Herzing University.

She currently serves on the leadership board of Exit Planning Institute – Wisconsin Chapter, is a member of Independent Business Association of Wisconsin (IBAW) and Corporate Casual, and continues as a 28-year member of the Greater Brookfield Chamber of Commerce, where she is public relations counsel and an ambassador.

Murphy’s expertise in marketing strategy also led her to be a member of the City of Brookfield’s marketing sub-committee of the economic development committee as well as a member of the City’s 2020 Master Plan committee. She has been a guest speaker on business ethics at Carroll University and Waukesha County Technical College.

PR-PDQ is a division of Murphy Associates, which provides public relations, brand journalism, and marketing audit and strategy services to southeastern Wisconsin companies. For more information, contact Judi Murphy at 262-786-7424 or judi@marketingwithmurphy.com, and www.linkedin.com/in/judimurphy