

# GAVIN™

## Porter and Chester Institute CASE STUDY



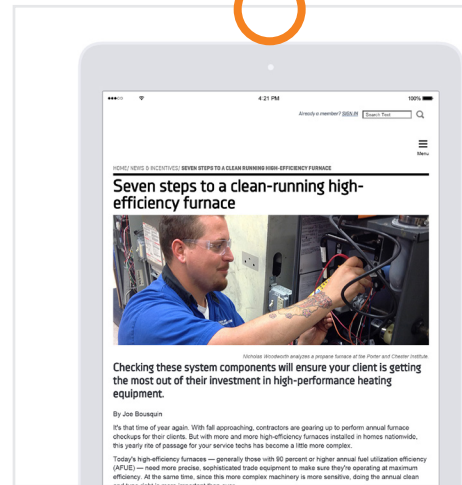
**Chauntel Davis**  
Electrician

CHANGING THE CONVERSATION

**career training benefits students & the community**

# finding the stories that matter

Frustrated by media that only seemed to cover the school when they heard reports of bad news on campus, Porter and Chester Institute released its New York City PR agency and named Gavin its agency of record for all nine campuses in Connecticut and Massachusetts. Our public relations strategy is built on communication and responsiveness — digging in to find the positive stories about people and events that reporters and editors want to cover.



# 91,000,000

media impressions in 2015

# \$312,000

in media equivalency value in publicity

