

PRACTICAL

Leonard & Finco Public Relations, Inc.

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Here is the latest edition of our electronic newsletter! Read-on to find tips and information for effective public relations.

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Top Tips for Trade Publication Coverage

"Why do our competitors always seem to be in industry trade publications? We've sent things to trade publications but they never seem to use the information." Do these statements sound familiar? All too often, businesses aren't quite sure how to generate interest in their stories with industry trade publications. Here are our top tips for getting noticed by trade pubs:

- **Download the publication's editorial calendar.** This can be found on most Web sites. It will tell you what the publication's feature areas will be for the coming year. Look for opportunities where your company might be a good fit.
- **Is there a specific reporter covering your particular type of business?** If so, you'll want to pitch the story directly to that reporter. Some publications even include the reporter's email address at the end of each story or column. If there isn't a specific reporter to contact, a good bet is to contact the managing editor who will, in most cases, be listed in the masthead found in the first few pages.
- **Call the reporter and/or managing editor.** Introduce yourself, tell them a little about your company (keep it brief) and let them know you're gathering some background information. You want to know what they look for in a story and what their deadlines are for story idea submission.
- **Be specific in your story pitch.** Don't just state "we would be a good fit for your publication." Instead, give them some specific information or facts that clearly link your story to their publication. Make sure it's newsworthy and something others will be interested in reading about.
- **Read the publication before you pitch a story idea.** Sounds simple, but it's amazing how often even subscribers to a publication don't take the time to really LOOK at what's in the publication over the course of a few months. Do they focus on feature stories? Are stories more likely to be about case studies; how a company solved a problem for one of its clients? Do they include a section on new hires or new business?
- **Look for trade publication reporters at trade conferences and shows.** Reporters often show up at industry events, so ask the organizers if any are expected. If the answer is yes, see if you can track them down and talk with them. Don't sell too hard - this is meant as an opportunity to create a relationship and find out what they look for in story coverage. Follow up with a note or email after the event.

Be consistent and persistent in your quest for coverage, but don't overdo it and don't give up. A few follow up calls that aren't returned are usually an indication the reporter isn't interested. However, continue to send information because you never know when it will hit the reporter as "just the right fit" for their next story.

Welcome to Kristin Rabas



Please join us in welcoming Kristin Rabas, the most recent addition to L&F's staff.

Kristin was hired as an Account Executive and is responsible for a number of Leonard & Finco accounts, working on issues management, media relations, crisis management and image campaigns.

Kristin received her Bachelor of Communication Arts degree from the University of Wisconsin and has previously held public relations positions with Time Warner Cable and Charter Communications.

Quick Quote

"Expect the best. Prepare for the worst. Capitalize on what comes."

-Zig Ziglar



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NAME Dropping

Leonard & Finco is proud to be a part of "A Pair & A Spare: Brown County's Undercover Challenge." This effort encourages community members to donate new socks and new underwear to those in need. From October 10 through October 22, 2008 collection boxes will be placed throughout Brown County. To find out more go to: www.undercoverchallenge.com

Here's a sampling of what's going on with our clients:

Automated Records Management Systems, Inc. (A.R.M.S.) has recently received AAA certification from the **National Association of Information Destruction, Inc. (NAID)**. A.R.M.S. chose to become certified to demonstrate its level of excellence in the information destruction services. The De Pere- based company is just one of three companies in Northeast Wisconsin with this certification.

Pathmakers, Inc., a Green Bay-based consulting firm specializing in family owned businesses, is among the experts featured in a story in this month's national **Fortune Small Business** magazine.

According to the **International Business Brokers Association (IBBA)**, more women are becoming certified business brokers. A news release about the trend, featuring IBBA members, received extensive coverage nationwide, including publications such as **Forbes.com, Yahoo! Finance, Los Angeles Business Journal, the Minneapolis/St. Paul Business Journal, and the Houston Chronicle.**

Welcome to our new clients:

Parallel 44 is a European style vineyard and winery located in Kewaunee, Wisconsin. Its name is a reflection of its location, the 44th parallel, which is the line of latitude that runs across the globe from Green Bay to Kewaunee and continues through Bordeaux, France and Tuscany, Italy, which are the world's finest wine regions. Maria Milano and Steve Johnson started the business as a result of their family's love and tradition of growing grapes and creating wonderful wines. For more information visit: www.parallel44.com.

A nine year project to remove substantial amounts of PCBs from the Fox River is now underway and the project will be good for the environment as well as the local economy. A majority of the contractors and workers on the project are from Northeast Wisconsin. The cleanup is being spearheaded by, and paid for by the **Fox River Cleanup Group**, which is comprised of three paper companies.

Quick Links...

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