

# PRACTICAL

*Tips and information for effective public relations — Fall 2006*

## Develop key messages

Before you head into an interview, it's critical to know what your messages are and to go over those messages several times. It boils down to focusing on two or three key points. More key points than that and your messages are likely to get lost.

It's important to remember that you don't have much time to get your message across. Today's sound bites, on the air or in print, are shorter than ever. Keep that in mind when developing the key points you want to get across during the interview.

Keep your key messages short, but don't be shy about weaving those messages into the interview in the beginning, during the middle and at the end. To be sure that your message hits the target as intended, don't be afraid to come back to your base message time and time again.

## Is Proofreading Becoming a Lost Art?

### Take a look at a some of these Classified Ads...

Lost: small apricot poodle. Reward. Neutered. Like one of the family.

Dinner Special—Turkey \$2.35; Chicken or Beef \$2.25; Children \$2.00.

Four-poster bed, 101 years old. Perfect for antique lover.

Have your ears pierced and get an extra pair to take home, too.

For Sale -- Eight puppies from a German Shepherd and an Alaskan Husky.

Dog for sale: eats anything and is fond of children.

If you think you've seen everything in Paris, visit Pere Lachasis Cemetery. It boasts such immortals as Moliere, Jean de la Fontain, and Chopin.

Get rid of aunts: Zap does the job in 24 hours.

Vacation Special: have your home exterminated.

Mt. Kilimanjaro, the breathtaking backdrop for the Serena Lodge. Swim in the lovely pool while you drink it all in.

For Rent: 6-room hated apartment.

Stock up and save. Limit: one.

## NAME

### Dropping

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

Be sure to check out Majors Bob & Ruth Fay of *The Salvation Army* and Sandy Duckett of *NWTC*, who are featured in the Bay Business Journal's "50 People You Should Know" edition.

Congratulations to *H.J. Martin & Sons*, which is celebrating 75 years in business *and* opening a new store in Neenah. This Green Bay based firm is known nationally for its expertise and services to the residential and commercial building trades.

*Menominee Indian School District* recently celebrated its academic successes with a special "Welcome Back Breakfast" for teachers and staff. Last school year, MISD had a 94% graduation rate, well above the State's required 80%.

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Welcome to our new clients:

IBBA, the *International Business Brokers Association*, based in Chicago has retained L&F to develop and implement an image campaign for the organization, as well as public relations tools for its 1,600 brokers.

*Azante Jewelry*, founded by Cheri Larson, is quickly expanding nationwide as women discover the beauty of the Azante hand-crafted jewelry lines. Azante and Cheri recently were featured on DivaVillage.com and will be included in a book being written about women

## QUOTABLE

**It usually takes me more than three weeks to prepare a good impromptu speech.**

**—Mark Twain, writer/humorist**

# Establishing Good Relationships with Reporters & Editors

Getting good media coverage isn't easy – especially if you haven't established good relationships with the reporters and editors who are important to your business. It's important to understand that media coverage is a two-way street – you need them and they need you.

How can you foster a good relationship with a reporter or an editor? Here are a few helpful tips:

- Make it a point to meet the reporters who cover your field. It's easier to pitch a story idea or deal with a negative situation when you know and trust the reporter and he or she knows you.
- Reporters are naturally skeptical and will seek out both sides of a story. It's nothing personal.
- Only pitch stories that are truly “newsworthy.” Of course, everyone's definition is different, but if you get to know the media outlets and reporters, you'll already have an idea about what they want to cover.
- Like all businesses these days, newsrooms are facing more work with less time to do it and fewer people. That means you may need to take some time to brief a reporter on your industry, business or situation before getting down to the story details.

Provide the media with as much written background information as possible. The press appreciates it when they have materials which can be referred to and referenced later while they're writing their story.

## NAME Dropping

*MBM* President Fritz Merizon was recently featured on the cover of Marketplace magazine.

The *Stockbridge-Munsee Band of Mohican Indians* was the main sponsor of this year's Indian Summer Music Awards, which honors the **best**, commercially released, Native American music.

The verdict is in... Seymour's claim to being the “*Home of the Hamburger*” was reaffirmed in an online vote as part of Akron's Hamburger Festival in August. Seymour outpolled Akron, Ohio, Athens, Texas and New Haven, Connecticut.



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