

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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Need a Speaker for Your Next Meeting?

Members of Leonard & Finco's experienced team are often asked to present to various organizations and conferences. Our firm specializes in strategic communications planning, issues management, community relations and education, media relations, image campaigns and crisis management. We can provide a presentation or breakout session on any of the following topics:

- Media relations: The Good, The Bad & The Ugly
- PR: It Can Make or Break a Business
- Crisis Management (crisis communication)
- Creating Community Outreach Programs That Work
- Shaping Positive Public Opinion
- Good Reputation or Bad? Image and reputation management

If you are interested in booking a speaking engagement for an upcoming **meeting or conference**, please contact Melissa Bowman at: mdbowman@LFpublicrelations.com or 920.965.7750 x148.

Social-media. Its influence is growing.

There's a lot of talk these days about "social media." But what is it and what will it do for you? In its broadest definition, social media is defined as consumers creating and sharing content and information on line. These consumers may be individuals, but they're just as likely to be organizations and businesses. Social media is not a single thing or entity; rather, social media is comprised of a number of elements that are being used in increasing numbers. Sites such as LinkedIn, Facebook, MySpace and others are a part of it. But so are blogs, widgets, YouTube and reader/viewer reactions commonly found on mainstream media Web sites. Social media is used for networking, exchanging information and providing information.

And while it may seem cutting edge or something "only the younger generation does," you need to be aware of it and include social media elements in your public relations / public affairs planning. Why? Because more and more people are involved and paying attention to what's happening in the social media world. In fact, a recent Brodeur study found that 75% of journalists say blogs and other forms of social media help shape editorial coverage. Another recent study, cited in PR Week found 70% of Americans ages 15 to 34 are actively involved in some form of social networking.

So while social media and social networking is a fairly new trend, it is clear from the growing number of people involved with it that social media is here to stay. In today's world, you can't rely on just one or two ways to communicate with others. That's why it's time to educate yourself and determine how social media can fit into your PR plans.

Have your competitors "Green" with envy

Going "Green" is one of the hottest buzz words today and it can be used to generate awareness for your business while helping Mother Nature.

Manufacturers, business leaders, engineers and contractors are realizing the benefits of "Green" construction and many engineers and contractors are going the extra step to become "LEED" (Leadership in Energy and Environmental Design) accredited.

The media has helped encourage this renewed interest in being environmentally friendly by reporting on the impacts humans are having on the planet and highlighting ways for us to make the changes necessary to better the planet for future generations.

How can you benefit from this renewed focus on environmentally friendly?

Be sure to include your company's "Green" initiatives when sharing information with the media. This includes preparing background information about the types of "Green" efforts you initiated and the positive impact it has had on the environment and your pocketbook. And, be ready to take advantage of the media's willingness to showcase companies that are utilizing new and innovative, environmentally friendly techniques.

The Wisconsin Department of Natural Resources' regional headquarters building in Brown County received a Gold level LEED rating by the United States Green Building Council and was featured in many publications for its LEED design.

So the next time you're renovating or designing a building and you're incorporating "Green" elements, be sure to brag about it. You're not only helping the environment, but you may help your business as well.

QUOTABLE

"The right to be heard does not automatically include the right to be taken seriously."

-Hubert H. Humphrey



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NAME Dropping

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

Citizen's Bank has been featured in several television and print news stories providing local expertise on such topics as FICA and the president's stimulus package and the impact it will have locally.

Julie Gordon White of BlueKey Business Brokerage will be featured in the April issue of Inc. Magazine. Julie contributed to their annual Valuation Guide.

Community Adoption Center president, **Kim Garner** and her family were featured in the February 2008 issue of INSIDE (University of Wisconsin - Green Bay Alumni publication). The article focuses on service-minded alumni. Kim and her family are also featured on the cover.

thinkmarriage promoted National Marriage Week in February with their love letter kit campaign. Kits filled with stationary and suggestions on how to write the perfect love letter were distributed for free in six Wisconsin counties. **thinkmarriage** was also featured by several radio and television stations and local newspapers. The hugely successful program even garnered requests for kits from military oversees.

This year's 32nd annual **Bellin Run** will be held June 14, 2008. The 10K (6.2 mile) run/walk through the streets of Green Bay and Allouez, WI, is the fourth-largest timed 10K race in the nation with 12,908 participants in 2007. This year, Bellin is joining forces with Dave McGillivray, race director of the Boston Marathon and president of DMSE Sports, Inc. McGillivray's role with the Bellin Run will be to work in partnership with Bellin's existing team on overall race logistics.

Members of the **International Business Brokers Association** were recently quoted in stories in several national publications and Web sites. Fortune Small Business discussed "Mistakes to avoid in selling your business," which was also picked up by CNNMoney.com. USA Today recently featured IBBA member Steve Strauss in an Ask an Expert segment.

The H.S. Group is marking its **40th Anniversary** in 2008. Founded by Jock Seal as an executive recruiter, The H.S. Group has grown to become a leading full-service human resource management firm providing retained and contingency searches, career transition and management services, assessments and human resource consulting. Congratulations Jock and staff!

Welcome to our new clients:

Graef, Anhalt and Schloemer was selected to complete the design for the reconstruction of Military Avenue, between Dousman Street and Langlade Avenue. Leonard & Finco will coordinate the public involvement aspect of the project.

Looking to buy or sell a home? **Marina Solo of Marina Solo Real Estate** is an expert in the housing market and has been recently featured in both print and on television providing tips for buyers and sellers. Give her call at 920.425.5555.

East Shore Industries launched its first ever residential mop, the **Mission Mop**. Its mission is to help save the planet, provide jobs for people with disabilities and, oh yeah, clean your floor. To learn more, visit www.missionmop.org.

Quick Links...

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