

PRACTICAL

Tips and information for effective public relations — Spring 2006

Check out our new look online

Welcome to the new look of **Practical PR**, the newsletter of **Leonard & Finco Public Relations, Inc.** Yes, we know the design is basically the same you've seen with recent editions. The biggest difference is the way our newsletter is now being delivered.

Like many companies, we've made the switch to e-mail delivery of Practical PR, moving away from the printing and mailing process. With all of the changes in technology, people look more and more to their computer to get the information they need.

You will continue to receive the same information – helpful public relations tips, news and updates about Leonard & Finco and our clients, and even something to tickle your funny bone – but instead of holding it in your hands, it'll now come right to your computer screen. Of course, you can still print it out and read it that way, if that's your choice.

Also, be sure to check us out online at **www.lfpublicrelations.com**. You'll find more PR tips and complete background information on the Leonard & Finco Public Relations team -- who we are, what we do, how we do it and even what we look like.

And if you like what you see in Practical PR, be sure to click the forward button and send it on to colleagues and business associates. We'd also appreciate your thoughts on the "new" Practical PR newsletter. Feel free to pass your comments along to Scott Stein at **sstein@lfpublicrelations.com**.

Did You Know...

Most of us are aware that, on a daily basis, we are bombarded with messages coming from media, phone, fax, e-mail, internet and direct mail, not to mention our friends, families and colleagues. It may surprise you to learn just how much information is coming at us. For instance:

- The average American is exposed to more than 3,000 messages daily.
- In 2004, the average household had access to 100 TV stations. That compares to just 27 stations per household in 1994.
- There were 6,200 consumer magazines published in the United States in 2004.

NAME Dropping

Congratulations to **Packer Country Visitor & Convention Bureau**, one of just nine organizations in the country, and the first in Wisconsin, to be designated as an Accredited Destination Management Organization (ADMO).

Anamax is expanding its market service area. It recently acquired two animal recycling and byproducts processing plants in Ohio.

PAi recently was awarded a Small Business Blue Ribbon Award by the U.S. Chamber of Commerce. The award was given to the De Pere-based company in recognition of its financial performance, staff training and motivation, community involvement and customer service.

Commercial Horizons is bringing Festival Foods and Lowe's to the Town of Buchanan near the intersection of College Avenue and Hwy 441.

Congratulations to David Spencer, who recently joined the team of **Modern Business Machines** as the new vice president of service.

- Nearly 27,000 new food and household products were introduced in the U.S. in 2003.

The Best PR of all: Common Courtesy

“He never returns his calls.”

“We rushed to get them the estimate to meet their deadline and now they won’t tell us what’s happening with the project.”

How many times have you heard someone make these remarks?

It seems that in the rush to deal with every day life and work, it has become all right to ignore common rules of courtesy, like returning phone calls or letting someone know you won’t need their services. Don’t fall into that trap. One of the best public relations tools of all is to have good manners and use common courtesy in your dealings with people.

Here are a few examples where “doing the right thing” will create good PR for you and your firm:

- **Develop a reputation for returning all your calls.** Set up a time to do so each day. If you can’t keep up with the volume of calls, have an administrative assistant do so.
- **Always thank people who have rushed to provide you with information.** The next time you need something in a hurry, you’ll probably get their cooperation again.
- **Don’t ignore administrative assistants or receptionists.** If you’re rude to them, you can bet they won’t go out of their way to help you.
- **If you have requested quotes, estimates or proposals and have decided to use another firm, politely say so.** It’s not good manners to ignore the situation or to avoid calls.
- **When you receive a letter from a job seeker, always send a response.** Even if it is very brief and simply says you have no openings at the present time, it’s the right thing to do.

These are little things – but they impact your reputation. And having a good reputation is an important part of good public relations.

The 8th Annual **Wisconsin Council on Problem Gambling** Statewide Conference was held recently in Waukesha. More than 160 people attended the two-day event. WCPG’s 24-hour helpline received more than 10,000 calls in 2005.

Welcome to our new clients:

Alta Resources—A Neenah-based sales and customer service outsourcer serving major brands around the world.

The Salvation Army—Serving the underprivileged of Brown County.

Libertas—A Green Bay drug and alcohol treatment program for adolescents.

AAntec—A coalition of companies designed to work together to provide a full range of services to the paper manufacturing industry.

Dr. Daniel Koster—Providing personalized “Concierge Medicine.”

QUOTABLE

It takes a lot of things to prove you are smart, but only one thing to prove you are ignorant.

—Don Herold, humorist



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