

PRACTICAL

Leonard & Finco Public Relations, Inc.

Summer 2007

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

In this issue

- [Summer Time: A Great Time for Feature Stories](#)
- [Making Sponsorships Work for You](#)
- [QUOTABLE](#)

Summer Time: A Great Time for Feature Stories

During the summer months, a lot of things slow down and the news is no exception. That's why summer is a great time to pitch a feature story idea to area media outlets.

Taking advantage of seasonal media opportunities can help you expand your media coverage. In the summer, many local governments cancel meetings, there aren't any school activities underway, and big fundraising events (except for golf outings) tend to take place at other times of the year. The result is that the media often look for story ideas. So, it's the perfect time to pitch a story that doesn't have a strict timeline or deadline. These are the kinds of stories that often get pushed aside during busy news cycles because they aren't "timely."

To pitch a feature story, make sure it focuses on a topic that will be of interest to the media outlet's readers, viewers or listeners. Draft a "pitch" letter to a specific reporter telling them about your story idea. Be sure to make the pitch interesting right from the start, or the reporter may not continue reading. Think of it this way: what about this story is interesting to you? That's the kind of information you need to include.

As for the length of your pitch, a few paragraphs will do. At the end, include your name and contact information and mention that you'll follow up in a few days. Then e-mail or fax the pitch to the reporter. Don't forget to follow up if you don't hear from the reporter after a day or two. It's a great way to build rapport with the reporter and you might land a great feature story as well!

Making Sponsorships Work for You

Golf outings, luncheons, galas and sports teams are just the start of an almost endless list of sponsorship opportunities that exist in today's business world. Businesses are bombarded by requests on a regular basis and making a decision on what organization(s) or event(s) to support can be challenging.

Sponsoring events is a great opportunity to support a local charitable organization. It should also be viewed as an opportunity to build your company's brand within the community as well as attract potential new clients. That's why it's important to sponsor activities that fit with your mission and vision.

For example, a company that focuses on environmental issues may find it more beneficial to sponsor an Earth Day event rather than a 3-on-3 basketball tournament. Knowing who the audience will be at the event is an important step in determining how best to spend your sponsorship dollars.

An important thing to remember is that a sponsorship should be mutually beneficial for both parties involved. Events need donations, supplies and giveaways while sponsors are looking for recognition, good PR and raising their company's awareness to current and potentially new clients. If both parties are satisfied with the results, the partnership was a success.

Questions you should consider when determining what event to sponsor include:

- **Does the sponsorship appeal to my target group?** Be sure the sponsorship makes sense for your business. Those in attendance should be current or potential clients.
- **Who are the other sponsors?** If a local competitor is also sponsoring the event, you may want to look for another sponsorship where the focus is on your business.
- **What are you getting for your money?** Don't be afraid to ask for something that may not be included in the sponsorship agreements. Most event planners are very accommodating to reasonable requests.

With preparation and the right opportunity, your business could experience very positive returns on your sponsorship investment. Just remember: common sense makes sense when it comes to a successful sponsorship.

QUOTABLE

"Nothing great was ever achieved without enthusiasm."

-Ralph Waldo Emerson



NAME Dropping

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

Congratulations to **QuickStart, Inc.** as the recipient of the Fox Cities Chamber Service Category Award for 2007! QuickStart services include financing assistance, business plan assistance, small business consulting and SBA loan packaging.

Julie Gordon White of BlueKey Business Brokerage in the San Francisco Bay area, will be featured in the August edition of Entrepreneur Magazine. Julie provided aspiring entrepreneurs with information on what to look for when buying an existing business. Julie was also recently interviewed for the Wall Street Journal on the benefits of business coaching programs for small business owners.

Marion House, the West Green Bay group home for teenage moms, has launched a fundraising effort to build an eight-unit transitional living apartment building. Leonard & Finco is working with Marion House to increase awareness of the non-profit group home as the fundraising effort is launched.

Welcome to our new clients:

Bellin Health is an integrated health care delivery system comprised of Bellin Hospital, Bellin Psychiatric Center, Bellin Fitness Center, Bellin Medical Group, Bellin College of Nursing and The Bellin Foundation. Based in Green Bay, Bellin is known for its emphasis on preventive health care and is the region's leader in cardiac, orthopedics, digestive health, mental health, and primary care medicine.

Agapes Acupuncture is Brown County's only full time acupuncture clinic. Operated by Dr. Carl "Patch" Poley, Agapes provides acupuncture, trigger point injections and Chinese Eastern medicine. The approaches are used for those who suffer from persistent pain, chronic conditions such as arthritis, headaches, sports / work injuries, menopause, infertility, emotional problems, smoking cessation as well as many other health issues.

thinkmarriage is a non-profit organization whose purpose is to educate and serve as a resource to the public about the benefits of a strong and healthy marriage. The organization focuses on marriage education to help people develop the skills necessary to create and maintain strong relationships and marriages.

Midwest Business Brokers & Intermediaries (MBBI) has enlisted the services of Leonard & Finco Public Relations to raise its profile among potential members throughout the Midwest. MBBI is the largest organization of merger and acquisition professionals in the Midwest, with more than 350 members.

Quick Links...

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