

PRactical

Tips and information for effective public relations - Spring 2010



Charitable Support: Good for Your Community and Good for Business

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Name Dropping

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

Congratulations to Angela Walschinski, L&F Account Assistant, who was honored as a Green Bay Area Chamber of Commerce BBJ magazine's **"20+10 People You Should Know in 2010."** The honor recognizes her dedication to learning and growing in her career field as well as her commitment to the community.

Raasch Associates, Inc., a Green Bay based engineering, architectural and project management firm, received the 2009 Design and Construction Award for Excellence in Engineering Design from the Wisconsin State Department of Administration - Division of State Facilities (DSF).

Hand-N-Hand of Northeastern Wisconsin, a non-profit offering resources for families of children with hearing loss, was one of 62 civic and charitable groups throughout the state of Wisconsin to receive a grant from the Green Bay Packers Foundation.

Green Bay Converting, Inc. was recently featured in Grocery Headquarters Magazine for its' product, Spray and Dry™, an all-in-one cleaning tool.

L&F's Susan Finco and Kristen Paquet held a Webinar for the members of the **California Association of Business Brokers** on how utilizing social media can benefit their business. The presentation drilled down the "how-tos" of Facebook Fan Pages and LinkedIn: two popular social networking sites for businesses.

Congratulations to **Bay Beach Wildlife Sanctuary**, recipients of a \$5,000 grant from the Green Bay Packers. The money will be used for the Sanctuary's animal rehabilitation program. The Sanctuary cares for more than 4,000 injured wildlife each year.

The **California Association of Business Brokers** was featured in The Sacramento Business Journal, The San Francisco Business Times and on the FOX NEWS website for a story on seller financing.

L&F's Account Assistant, Beth Kneisler, was recently featured in The Business News for her column entitled, **"Being Prepared for a Crisis May be Key to Survival."**

Susan Finco and Kristen Paquet of L&F gave a presentation at the annual **Port of Green Bay** Symposium on "Social Media: Who is Using it and Why." Participants included port personnel and businesses, government agencies and elected officials from across Wisconsin.

LZ Lambeau, a statewide effort to honor and thank Wisconsin Vietnam veterans, was recently featured on Milwaukee's WTMJ morning news show the Morning Blend and also WTMJ's Noon Show. LZ Lambeau takes place May 21-23 in Green Bay.

Stevens & Stevens Business Records Management's news release, "Turn Office Processes Green," was recently featured in the [Jacksonville BusinessJournal](#), the [South Florida Business Journal](#) and the [Tampa Bay Business Journal](#).

Welcome to our new client:

Stevens & Stevens Business Records Management is a full-service records storage and management center serving customers throughout the Tampa Bay, Florida area. L&F will assist Stevens & Stevens with raising its' profile, expanding its' client base and positioning them as experts in content management.

Tightening the grip around your finances by watching how and where you spend your business dollars is important in these economic times. There are, however, plenty of good reasons for continuing to provide charitable contributions and support to organizations within your market(s).

Non-profit organizations in your community provide valuable services to those less fortunate. Most of these non-profits operate on a lean budget during good economic times and, with the negative impact on charitable giving due to the economy, most of these organizations are asked to do more with even less. Continuing your contributions will continue to help those in need. This helps improve the quality of life in your community, in-turn creating an atmosphere in which people want to live and raise a family, bettering the community for everyone.



Another important aspect of charitable giving is what it can mean for your company. Employees like to work for companies that support community activities. It's also a great way for companies to get their employees involved as not all charitable giving has to be a monetary donation.

Instead, it might be something that is team oriented, focusing on volunteering and not money. This may include finding opportunities for employees to volunteer as a group such as making and serving meals at an area shelter, decorating and staffing a water station for a local marathon or assisting with a non-profit that fits within the company's philanthropic causes. Getting your employees involved can help create camaraderie, community and workplace pride and teamwork.

Another benefit is that your company will continue to brand itself as one that cares about the community and its employees. Equally important is that people in the community tend to support companies that give back. So don't be afraid to share with others when your staff does something good for the community.

YouTube For Business? Absolutely!



Yes, we know that in the past YouTube was predominantly used to watch funny videos. And that still happens a lot. But, you might not have noticed that YouTube has also become an outstanding business marketing and customer service tool.

You can create your own branded YouTube channel, and feature videos about your business, your services, your products and your people. You can link it to your Web site, your Facebook Fan page, and your Twitter account.

So what are your clients and others using their YouTube channels for? Here are a few examples:

- Training videos. In the past year, L&F went through training on a new PR tool; all of it was on YouTube. This is a great use of YouTube.
- Demonstrations of how products work or how to put products together. Frustrated trying to put your new grill together? Chances are you can find a demonstration on YouTube.
- Messages from leadership; not just in times of crisis but also when good things happen or there's important news to share with the public.
- Promoting upcoming events and activities. You can spotlight quick interviews with keynote speakers, post video of the entertainment or videos of preparations.
- Fundraising encouragement. People participating in charity fund raisers often post messages or are taped preparing for their event. It makes it more "real" and "fun" when a donation request comes with a video attachment! These are just a few examples of why businesses are using YouTube as part of their marketing efforts. You don't have to post a highly produced, high end video, but it should be well thought out and have good sound and lighting. If a production company isn't in your budget, you can find quite a few good tutorials on...you guessed it...YouTube.

What has your business or organization used YouTube for? Feel free to email us at info@lfpublishrelations.com with your thoughts and input about this topic. We'd love to hear from you!

Linking In - A Good Idea for Business Professionals



Are you and your business colleagues LinkedIn? LinkedIn is a social network used specifically for business professionals to connect with each other on a professional level. Unlike other social networks, LinkedIn can be used for recruiting, interviews, professional background information and more.

If you're not LinkedIn or are unfamiliar with social networking, take a look at the Leonard and Finco [blog](#) for more details.

Looking for a Professional Speaker?

Whether it's social media, interviewing tips and techniques or how to build a basic PR plan, Leonard & Finco Public Relations has the knowledge, experience and expertise to provide interesting presentations and training to groups and organizations on a variety of topics. Our presentations are educational and noncommercial. For more information, please give us a call (920.965.7750) or drop us an email at info@lfpublishrelations.com.



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"We make a living by what we get, but we make a life by what we give."

-- Winston Churchill

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