

PRACTICAL

Leonard & Finco Public Relations, Inc.

Winter 2008

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

In this issue

- PR Resolutions for 2008
- Need a Speaker for Your Next Meeting?
- Be Involved!
- QUOTABLE

PR Resolutions for 2008



Looking to take your business to a new level of recognition this year? A focus on public relations can do just that. In addition to creating positive exposure for your company, a public relations campaign can help to differentiate you from your competition and develop meaningful relationships with the community, the media and your target audience. For an effective campaign that

gets results, consider the following PR resolutions.

- **Make a plan and stick to it.** Determine your public relations goals for the year and develop a detailed strategy of how to meet those goals. Creating a timeline and updating the status of the projects is a good way to stay on task.
- **Know your audience.** A results-driven campaign should always have a target audience to focus your efforts.
- **Identify what makes your business different.** The media are interested in stories about unique products, people and situations. Determining the strengths of your company and sharing what makes your company different can make a lasting impact on a reporter.
- **Be consistent with your message.** Once you have recognized your goals and strengths as an organization, be sure to craft a message that can be communicated consistently to the media. This message should be succinct yet informative.
- **Seek out PR opportunities.** Be sure to take advantage of editorial requests as well as look for new angles for potential stories. Brainstorming sessions are just one way to develop story ideas that may capture the media's attention.
- **Track your progress and evaluate your results.** As with all resolutions, it's crucial to review and update your plan regularly - at least quarterly. Plus, you should always evaluate your results at the end of the year to determine how successful your efforts were and how to improve those efforts for the next year.

A good PR strategy incorporates tactics including news releases, media events, speaking engagements, community involvement and more. Committing to a public relations plan for the new year can help you achieve your goals and generate the positive image you're looking for. By following these suggested PR resolutions, you can look forward to a great 2008.

Need a Speaker for Your Next Meeting?

Members of Leonard & Finco's experienced account executive 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.

Be Involved!

Practice what you preach! We often suggest that our clients make it a point to become involved in professional and community organizations. It's good for your business and it's good for your profession and community. It's probably the single best way to feel you're a part of something "bigger" than just your own job or company. At L&F, we encourage everyone to be involved with a professional or community organization, and we allow employees to use work time for their involvement. Currently, we're involved with more than a dozen organizations, including (to name just a few):

- Public Relations Society of America
- University of Wisconsin - Green Bay
- United Way
- The Salvation Army
- St. Norbert College
- Rotary International

During the holidays, we also make a special effort to contribute the time to a worthwhile effort. During this past season, all of us took turns bell ringing for The Salvation Army and we also held a building wide food drive. It was a great way to foster company spirit and involvement.

QUOTABLE

"Individual commitment to a group effort - that is what makes a team work, a company work, a civilization work."

-Vince Lombardi



email: info@lfpublicrelations.com
web: <http://www.lfpublicrelations.com>

NAME Dropping

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

The **Bay Beach Wildlife Sanctuary** received the Mayor's Beautification Award for its preservation work on the newly restored lagoon. The lagoon is home to many area wildlife animals and is a highlight to each visitor's trip. The restoration was completed through hundreds of volunteer and staff hours and the assistance of financial contributions from the community. The project will keep the lagoon preserved for years to come.

Julie Gordon White, CEO of BlueKey Business Brokers M&A in Point Richmond, CA was featured in the November issue of Black Enterprise. Julie's article focused on the importance of small business owners planning an exit strategy when they decide to sell or retire.

Lambeau Field, home of the **Green Bay Packers**, is attracting national attention as a prominent food destination. The Feasty Boys (Travel Channel) and The Hungry Detective (Food Network) were both in Green Bay for the December 9th Packers game against the Raiders. Watch for Lambeau Field in upcoming episodes.

Marion House, the foster care residential facility for pregnant and parenting teen girls, broke ground October 30th for its Transitional Living Apartment building. The building will have eight units for young mothers who have aged out of foster care, as well as a daycare area and an educational resource center. Completion is expected in mid-2008.

MBM president Fritz Merizon was among only nine Canon dealers in the United States to be invited to Tokyo, Japan, to participate in Canon's 70th anniversary celebration. While in Japan, Fritz met with top executives from Canon, toured its corporate headquarters and took the opportunity to visit several other Japanese cities including Kobe, Kyoto and Osaka.

Welcome to our new clients:

Weiss Furs recently opened its second metro Milwaukee area store. The new store, in the Brookfield Towne Center, features furs, high quality outerwear and jewelry. Weiss, with headquarters in Cleveland, Ohio is the largest, independent furrier in the country. The company has stores in Ohio, Wisconsin and Alaska. L&F is working with Weiss on promotions and media relations.

The **California Association of Business Brokers** is a professional trade association dedicated to promoting the growth and professionalism of the business brokerage community within California. CABB is the largest organization of business brokerage and merger and acquisition specialists in the state. We're looking forward to assisting CABB with communications planning, member outreach and media relations.

Quick Links...

[Leonard & Finco website](#)

Join our mailing list!