

great news stories have these qualities

Everyone or nearly everyone can relate to your company's story. For example, The U.S. Census Bureau reports that 10,000 people turn 65 every day and that 72 million Baby Boomers will be over age 65 by the year 2030. This statistic is huge, and so is the number of people who can relate. Does your company serve people 65+? If so, nearly everyone can relate.

Holds the interest and those reading or viewing the story; not at all boring. Have your elements in place before pitching your story to your local media. Elements such as variety of people to interview, multiple cities and a high-profile subject matter drove a Wall Street Journal reporter to Waco to cover our story idea rather than conducting interviews by phone.

Anticipates and attaches to the big news story. The 10th anniversary of the Branch Davidian siege happens only once, and we knew the media from all parts of the world would cover it. Our client's brand went worldwide that day.

Non-promotional. Good journalists know the difference between a sales pitch and a solid news story. If your story idea has no legs, the journalist will direct you to the advertising department.

Developments that are ongoing could likely call for a series of stories. Our client inked a deal with professional athletes to help promote the brand. One by one, as each athlete came on board, coverage was like clockwork.

Experts such as yourself are much-needed resources for journalists. Invite a journalist to lunch, explain your area of expertise. It can be specific such as pet care, fitness or winterizing a home to general subjects such as small business, franchising. Remind them you are a phone call or e-mail away if they need background information or opinions on that subject. Give the journalist a one-pager describing your expertise, your credentials and contact information.

Research, ground breaking and peer review preferred. Curves' five million five-year Baylor University research study opened many doors at national media outlets.

Short quotes that are memorable, colorful and truthful. What phrase sums up your company's message? Use it during interviews... more than once.

Opposition and controversy make your story interesting to the reader/viewer. Remember The Wall Street Journal reporter who traveled to Waco mentioned earlier? That story was the Bush Library story, and it was full of opposition and controversy.

Never-before-seen or heard. How often do you hear of a home owner turning a patio into a cat room with walls made of screen that have one inch openings at the ceiling and floor so butterflies and insects can come inside? Get the picture?

Pictures and props are critical to a good news story. The audience could relate to our client's Sugar Shock display, which visually told the story of the surprisingly high number of restaurant sugar packets in a glass of orange juice, a muffin, granola cereal and a serving of yogurt. The half-size sugar packet associated with our client's product visually told the story.

Real people, not actors or role-playing while sticking to the facts. If you try to fake a story, you will likely get caught, and your brand would be damaged for a very long time, if not forever.

Economy, Census Stats Fuel Assisting Hands PR campaign

When Assisting Hands, franchises that provide non-medical in home care, retained E.H. Anderson Public Relations, they had goals both macro and micro. First and foremost, they were looking to expand awareness of their brand to make franchisees successful. That in turn would make Assisting Hands attractive to would-be franchisees and possible regional developers—eager to join the Assisting Hands Team and grow with the Assisting Hands brand.

E.H. Anderson PR started at the local level—gaining an audience for Dr. Gail Silverstein, who founded the basis upon which Assisting Hands was established in June 2007. Assisting Hands current CEO and franchising expert Dick Rennick and Houston-area franchisor Terry Robbins were the beginning targets of media exposure.

Arizona Woman, "Million Dollar Club"

Humble Tribune, "Lending a helping hand"

Kingwood Observer, "Assisting Hands provides

in-home care for those in need"

The Zonie Report, "Valley coffee war deepens, one dunk at a time"

A national audience wasn't far behind. E.H. Anderson PR tapped into the news of the day—dried-up loans, higher gas prices—and how Assisting Hands current and prospective franchisees found

solutions during our current dire economic times to operate as well as how to cash-in IRA's and other investments to become entrepreneurs. In one case, a reporter was persuaded to see the upside of this new and very usable tactic otherwise considered risky.

BusinessWeek, "Need a Loan? Tap Your 401(k), Without Penalty"

Associated Press, (including *The Los Angeles Times* and *The Miami Herald*), "Businesses dealing with more worker stress"

Knowing how to feed the needs of the media and news cycles - be it the economy or a new administration—gives E.H. Anderson PR the edge in providing for its clients.



real news experience

knowledge and know-how of newsrooms,
news cycles & news typhoons

From California to Florida, Washington to New England and parts in between we provide network media including but not limited to CNN, *The Wall Street Journal* and *BusinessWeek*, the E.H. Anderson PR team has 50+ years of combined experience as journalists. Add another 15 plus years on the PR side to make our media savvy and connections unrivaled in newsrooms across the country. Having a journalist mentality, our team develops media strategies that increase brand awareness, generate leads and strengthens credibility.

We are often asked what E.H. Anderson PR's specialty is, and our answer is simple. Our specialty is the media. We cannot know every intimate detail of a client's business; however, we are skilled on culling the information that will pique a journalist's interest so he/she will want to interview

our client and include our client in coverage. We are probably the only PR and or marketing type agency that does not pass along to our clients any costs associated with:

Tools in our PR Toolbox

- Cision (formerly Bacon's Media Map)
- ProfNet
- Lexis-Nexis
- International Franchise Association (IFA)
- Print subscriptions to mainstream media
- Long distance phone, internet, fax, cable television
- Routine United States postage
- Mentality of a journalist (priceless)

E.H. Anderson PR is usually guilty of over-servicing by a few hours, but clients are never charged for these extra hours. No agency mark-up for media buys (advertising placement).

2002 FACTOID

E.H. Anderson PR launches on Liz's media pitching skills. One year later, Agency adds Bage's Emmy-winning video services. Pitching / video combo a win-win-win for Agency, clients and journalists.

2006 FACTOID

Although they had never met, Liz invited a local business owner to lunch to seek her advice. That business owner was Dina Dwyer-Owens. Among other things, Dina advised Liz to leverage her success with Curves and target the franchise industry for new business.

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