

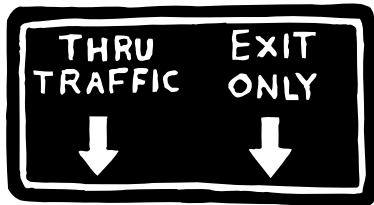
# Public Relations

## Knowing Editors Needs Makes PR Hit Easier

SIEBENTHALER  
CREATIVE SERVICES

high performance advertising and public relations

JANUARY, 1998



- clear photos
- proofed copy
- interesting story elements
- material that relates to pub
- contact information
- complete descriptions
- correct address
- make sure you're legal!
- your new baby's name
- what deadline?
- league bowling scores
- vacation photos
- anything in all caps
- mail arrives postage due
- forget to Spell Check

**A Title For Everyone**  
*The number of publications catering to the big bike market is astounding. Properly prepared submissions are the best approach to garnering publicity.*



(ST. PETERSBURG, FL) The successful use of public relations isn't as mysterious as it is an issue of common sense, self-restraint, and proper preparation.

A sophisticated, professional program can exert a powerful influence on shaping opinion and generating interest, going far beyond most impressions that it's only use is for announcing new products, promotions and people.

### Know Your Media

It stands to reason stealth fighter technology isn't a priority when it's milking time at the Wisconsin Cheese Review.

The more you know about the publications you're submitting to, the better your chances for successfully seeing your latest idea, project or product wind up in print as a featured item.

Ask for and follow the editorial calendar, listing targeted content issues. That way you won't feel left out when your billet titanium swing arm isn't featured in the annual nuclear ignition issue.

Make it easy for editors to edit. That means variety in your copy, and alternatives in your art submissions.

### Editors Like Looking Good

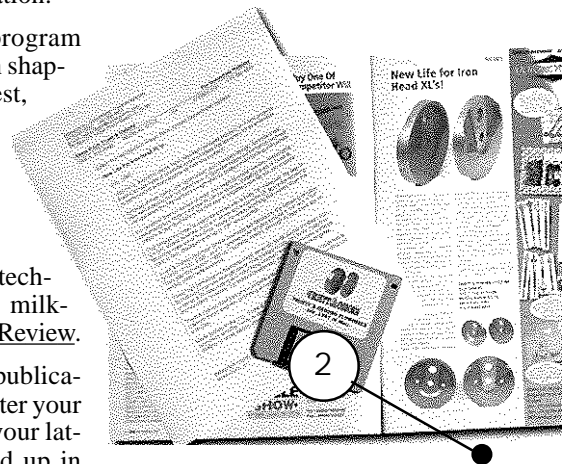
Publications spend enormous amounts of money reporting, editing, photographing, designing, laying out, printing and mailing their product. Everything you do to help them look good

makes their job easier and your work more likely to be featured.

Conversely, cutting corners not only decreases the chances your material will be used, it also insults the publication and the readers. If a submission doesn't improve the publication's

content or demographic appeal, it probably won't run - nor should it.

### What About Photography?



*Use digital if your platform and software are compatible, but remember that not all media accept computer output - make sure before submitting. Include reference hard copy to make editing easier.*

Bad is worse than none. As reproduction technology continues to improve, it's more important than ever to make sure your products and services receive the best you can afford.

Eye popping photography isn't a commodity found laying around the camera counter of the local Wal-Mart. Only you know what your reputation is worth.

### Not A Writer? Try This!

Try writing in a conversational style. The usual mistake of trying to sound like a correspondent to the Court of St. James sounds both overwrought and phony.

Still stumped? Describe the project on tape, then play it back for transcription. The result can be a more natural effort.

*Need to discuss marketing, advertising or promotion for your firm, service or product? Call John Siebenthaler at (813)397-5087, or e-mail to [siebenthaler@compuserve.com](mailto:siebenthaler@compuserve.com)'.*