



## **The LHWH Approach to Media Relations**

LHWH PR specializes in media relations. We take a proactive, strategic approach to working with the press and your business. We believe that media relations are essential to effective marketing, and should be integrated with--and capitalize upon--advertising and promotional plans.

Our media relations services include working with you to refine the image you wish to project; implementing hard-hitting but targeted media campaigns; originating and implementing great ideas; and orchestrating special events. We have a reputation for persistence and follow-through. And we have the expertise and experience that generate results.

LHWH PR develops and implements successful, cost-effective media relations programs. In addition, we have access to advertising, marketing, research, and design professionals who can be called upon to augment any media relations plan.

The following is a brief overview of the basic services that LHWH PR provides for our clients:

### **Advice and Counsel**

LHWH PR provides advice and counsel on all aspects of media relations including: (1) assisting in the development of media relations strategic objectives, direction and planning; (2) providing background information on targeted writers and their publications or broadcast outlets; and (3) analyzing and recommending the timing and execution of media relations activities.

### **Generating and Sustaining Press Interest**

LHWH will tailor your media relations program so that it generates a steady stream of coverage in the press. We're highly skilled at: (1) establishing the client's spokesperson as a source/authority in his/her business or industry; (2) conducting cost-effective editorial calendar research; (3) accessing "emerging trend" stories; and (4) tapping the nation's network of freelance writers. We are also expert at using the Web and other 21st century technologies to achieve your PR goals and maximize your exposure.

### **Press Releases**

We offer a comprehensive press release service. Our team will see you through every stage of the process from conception through drafting, review and revisions, approval, finalization, printing, distribution and follow-up. We also employ Search Engine Optimization (SEO). By optimizing press releases, we increase the likelihood of your news appearing on the first results page of a Google, Google News or Yahoo! News search. Pew Internet & American Life Project found that (1) news in the number one spot on a search results page of Yahoo! News has a reader-impact equivalent to appearing on the front page of a newspaper; (2) securing a first place presence on a Google News search results page can increase traffic to your Web site up to 600 percent over a year; and (3) presence on the first page of search results for Google Search has a 3 to 1 brand recall impact.

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### **Distribution of Media Materials**

In special circumstances, LHWH can simply distribute materials you've prepared. We can distribute your press release, press kit, or other materials to our exclusive mailing lists via mail, e-mail, FedEx, or fax.

### **Virtual News Room**

LHWH's password-protected Virtual News Room (VNR) is respected by journalists for its up-to-the-minute accuracy. Accessible 24-hours a day, it is especially popular among freelancers. LHWH is able to track which journalists enter the VNR and follow up to help shape the stories under development.

### **Press Conferences and Events**

Our PR professionals can orchestrate all aspects of press conferences and other media events. Through every stage of the process -- from identifying the appropriate print and electronic press to pre-event media notification, staging of the event, scripting of speaker comments, on-site press coordination, and media follow up after the event -- our team delivers.

### **Press Kit Development**

LHWH PR creates attention-getting press kits designed not only to get noticed but also to get used by the writers who receive them. We provide a full-service approach to the substantive elements of a press kit, including press releases, fact sheets, overviews, bios, and supplemental materials. In addition, our advertising division offers design services to help you create the letterhead and folders that will best represent your brand.

### **Editorial Conferences**

LHWH can facilitate editorial conferences with the editorial boards you need to reach.

### **Media Training**

Our team has more than 50 years combined experience on both sides of the interview process. We'll assist you in developing your message and train you and your representatives to "meet the press."

### **Accountability From a Results-Oriented Company**

At LHWH, our primary focus is on results. We monitor your media relations investment, and provide you with monthly media contact reports and press clippings. At least twice a year, we'll submit an additional assessment of the impact and relative value of coverage you received.