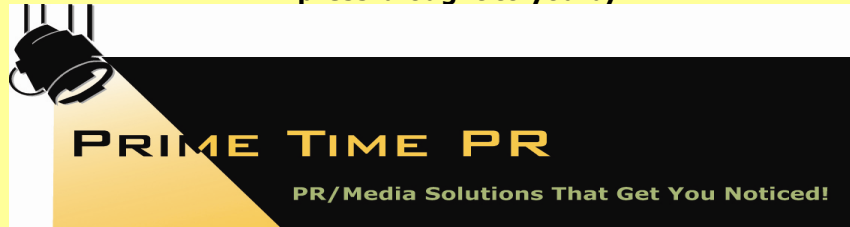


# PRtalk

PR E-press brought to you by...



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## Editor's Note

Welcome to the **fifth** edition of **PRtalk** - offering you **practical** PR/media/marketing tips to exemplify the **power of PR** and get you thinking about your own PR objectives. As we near the end of September, from our schedules and commitments to the time, temperature and colours of the leaves, many of us are experiencing a period of **change** and **growth**.

For those of us of the Jewish faith, this time is also known as one of **reflection** and **renewal** - where we take stock of ourselves, behaviors and achievements; ponder our values and judgments, and question our purpose - in search of improvement.

Following suit, we looked at how we could better serve you and decided to eliminate certain of this publication's sections and **focus** on what PR entails. Intending to educate and inspire you, in **monthly** broadcasts, we'll continue to **explore** PR's diverse faces and facets - **demonstrating** how it **differs** from advertising and how you can **apply** its proven techniques to **talk and stir-up** your business! And very soon we'll be **communicating** with you in both HTML and PDF (text) format.

Whichever style you **choose**, you'll still be able to **"harvest"...**

- The various **PR topics** addressed in **Guru Guidance**
- The **greatest PR coups** and personal case studies reviewed in **Success Stories**
- Details on our activities, achievements, special offers, workshops, seminars, speaking & media appearances revealed in **What's New at Prime Time**

### ***In this issue, you will find...***

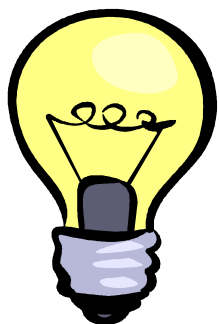
- Advise on the **creative process** and how to use it to come-up with **profitable** PR ideas
- Another example of the **greatest** PR coups of all time...the **tale** of Gillette Sensor Razor
- What we've been up to since our last blitz

To those celebrating it, we extend our very best wishes for a **happy and healthy New Year!!**

Until Next Time,  
**Janette**

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## ***Guru Guidance***



### ***Coming-Up with Profitable PR Ideas***

***By: Janette Burke***

***Excerpts taken from my workshop on "How to Come-up with Profitable PR Ideas to Grow Your Business & Snag The Media's Attention" and published articles. Reprinted with permission...***

You're **anxious** to see your name in print, and to appear on radio and television. But before you put your **publicity plan in motion** or **pick-up** the phone and pitch an editor, broadcaster or producer, you should **know** a few more things about **the PR process**.

Doing your **homework**, understanding the **basics** and **thinking creatively**, is where it all begins. In addition to being **packaged** and **compiling** a current list of **media contacts**, you must **come up** with a list of clever ideas -- **themes or angles** that **convey** your **marketing message** and also **relate** to the **needs** of your **target audiences**, as well as to the **needs** of the publication's **readers**, radio station's **listeners** and TV show's **viewers** you're going after.

Make no mistake this process **requires** a great deal of time, effort and patience, but it doesn't require any **special training**. Sure some of us are naturally more **inclined** towards **creative marketing and promotion**, but the truth is anyone who **tries** to generate good PR ideas for his or her business can. You just have to get your **creative juices** flowing!

If you're finding that to be a **difficult** task, **consider** employing these **measures**:

**1. Spot the problem** - **know** exactly what **your problem** is before you attempt to **solve** or articulate it. **Be upfront** - state your **marketing objective** in a single sentence. For example, if you're a business or life coach promoting a seminar on goal-setting, **convince** your target audience right off why they should attend it (as opposed to reading an article on the same subject or buying a self-help book).

**2. Present the facts** - Like a **detective** who requires **clues** and can't **rely** on clever thinking alone to solve a case, you too must have all the **facts** to **solve** a problem. Professionals in every field recognize the **importance** of gathering **specific and useful** information. When I take on clients, I conduct extensive research on their company. I interview them and review their website along with their other promotional materials to get a deeper understanding of what it is they have to **say and offer**. You have to do the same. Keep organized files of the **background** material you gather and review them several times before **formulating** your solution. Familiarize yourself with this information by using word processing programs to write-up and **tweak** your research. Summarize and condense your most **hard-hitting facts** into a few neat pages that can be viewed at a glance.

**3. Collect general knowledge** - Deal only with the facts that **pertain** to the **project** at hand. Such facts include: budget, schedule, available resources, the customer's specifications, product

knowledge and techniques. Draw upon your own **experience** and **expertise** and refer to your **storehouses** of **information** concerning events, people, media, culture, science, technology, management, and the world at large. **Advance and accelerate** your education by becoming a **student** of the **areas** that **correspond** to your profession, and make it a **priority** to **subscribe** to the various journals that relate to your field. **Clip and save** articles that contain **useful** information, **read** books on your area of expertise, **search** on-line, and **develop** a reference library. Become a **compulsive information collector** by taking courses, attending seminars, conferences and trade shows. Make **friends** with your colleagues and **share** your stories, case histories, and other technical tips.

**4. Look for groupings** - many **ideas** are simply new **variations** of **existing concepts**. By looking for new **relationships** between old ideas, you can come up with a **fresh** approach. When you examine the facts, look for common **links**. This will help you determine a clever **angle** or promotion that **fits** your marketing objectives and **conveys** your message in a **unique** way. The **Earl of Sandwich**, who **invented** the **sandwich** because he wanted to hold his meat in one hand while being free to play poker with the other made use of this technique. So too did the **engineer** of the **clock radio**, when he **combined** two existing **technologies** into one.

Still having **trouble** thinking creatively? Good **PR ideas** are also be **generated** by:

- **Going shopping** - enter a **toy store** and take a look around. Perhaps you can **devise** a **game** to promote your message.

- **Keeping a "swipe file"** full of **promotions** that **catch** your eye or that you especially like. Use them as **examples** for **planning** your own PR.

- **Spending an afternoon at the library, in a bookstore like Chapters or Indigo, or at a museum.** The best way to feel **inspired** is to **surround** your self with **ideas**.

The **creative process** works in **two ways**: The first is the **idea-producing stage** where ideas **flow** freely. The second is the **critical or "editing" stage** where each idea is **scrutinized** for its practicality. Too many people make the **mistake** of mixing these stages and are too **quick** to criticize or shoot down an idea they should be encouraging. A typical **idea killer** is, "**We did that already and it didn't work**". Given the rapid pace of change, it's possible that in today's world an idea that once **failed** can be **resurrected** or **refined** and made **effective** in a new marketplace.

Another frequently voiced **objection** is "**We don't do things like that around here**". As a PR professional, I can assure it is very **dangerous** to make **statements** like that. When you do **the same old thing** you get the **same old results!**

So don't let yourself **fall** into the same **trap** lots of businesspeople, especially **managerial**

**types**, who tend to develop their **critical faculties** over their **creative ones**, fall into.

For if every creative person **listened** to these people and was **afraid** to **try** something new, we **would not have** telephones, cars, airplanes, personal computers, the Internet, light bulbs, electricity, or reality TV shows!

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## Success Stories

**Recounted for educational purposes...**

### "The Tale of Gillette Sensor Razor"

The PR campaign for the introduction of this product represents an unprecedented first and last.

**Why** - The new razor made *Fortune* magazine's top ten list of new product introductions in 1989 – even though the product itself wasn't introduced until 1990!

**How** - Its name is what made this product fly. Sensor not only implied high technology, Sensor Excel for Women looked more like a Star Trek phrase than an actual razor!

**The Results** - Touting a unique rubber grip handle that promised consumers their hands – even if a little wet -- wouldn't slip along with a shaver that provided more control and a closer, cut-free shave, this incredible campaign yielded more than 800 print, radio and TV placements in over 19 countries worldwide! Media running stories included *Good Morning America*, *CBS Evening News*, *Newsweek*, *Forbes*, *The Wall Street Journal*, *The New York Times*, and Associated Press.

## What's New at Prime Time?

**Clients & Projects** – We've spent the last few months conducting interviews, packaging, positioning & branding client's, writing their media materials, and placing them along with our "**Publicist of the Year**" – who just by entering our contest and telling us how we impacted her business won **\$2,500** worth of **free** publicity and a **trophy** that sports her corporate name and logo!



**Speaking** – we're looking forward to doing more workshops and seminars, and are pleased to announce that we've been picked-up by Josie Tytus, President, **SPEAKERS TRAIN** – a bureau of professional speakers and trainers. **www.speakerstrain.com** If you or someone you know is looking for a dynamic Marketing Speaker to keynote your next event, give us a call!



**Media Appearances** - October marks the **18<sup>th</sup>** consecutive month we've been producing our PR **column** in **The York Region Business Times**. Available the **5<sup>th</sup>** day of every month, October's issue contains a **special** piece we wrote on "**Coming Off as a PR Pro**" – created for those of you who want to be your own publicist. With additional placements in the Fall/Winter edition of **Women with Vision Magazine** and **BIG Times**, it's certainly been a whirl winding summer!



**Referral Program** - we appreciate your business and referrals. To show you how much, we offer "**cash back**" and "**banked**

**point**" **rewards** for every **qualified** lead we receive!

**Have a PR topic you want discussed?  
Please send your requests to:  
primetime@pathcom.com - subject  
heading Dear PR Guru.**

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- Copywriting & Copyediting
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- Speaking Tours
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- Promotions
- Special Event Design & Management
- PR/Media/Marketing Coaching & Training (Tutorials, Teleconferences, Workshops, Seminars, Keynotes & Lunch 'n' Learns)

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