



Xanthus Communications

Media Jockey

A Newsletter from Xanthus Communications

Brand Wired



John Thain is laughing all the way to the bank. Ask him whether having a big bad brand is better than having no brand. The former Merrill Lynch & Co. CEO, who brokered Merrill's sale to the Bank of America during the peak of the credit crisis, and was forced to resign in disgrace, has been hired by CIT Group as its chairman and chief executive. John Thain will get an annual base salary of \$6 million, mostly in stock, and a bonus of up to another \$1.5 million. CIT is the first company in which the government saw a loss under its \$700 billion federal bailout program. Taxpayers' \$2.3 billion investment was wiped out by CIT's Chapter 11 reorganization. John Thain was described by a CIT director as an "Olympic Class Athlete." --PV

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The Blind Pitch.

Dear Friends and Colleagues: Greetings! Some of you may be receiving media queries and you cannot tell the name of the journalist or the name of the media outlet. When a reporter cloaks his identity, there is no way you can find out his background. If you don't know his background, how can you pitch your story? If you don't know his identity, how can you follow-up?



For you to effectively position yourself, and to give the right pitch, you need to know the name of the journalist and you need to know which publication or media outlet that they represent. Nine times out of ten, you will score a great media placement because you have taken the extra step to follow-up with the journalist. How can you follow-up with a phantom? Your response to a "blind" or cloaked media source can be a complete waste of your time. And what is more important than your time?



The more the media changes, the more important it is for you to know that there are still certain tried and true methods that work. When you are reaching out to journalists, the object is to build successful long-term relationships, so that they will use you as a source in the future, and so that they will call you first before they even post a query. Keep your eyes wide open. Know who you are pitching and why.

Best Regards,
Patricia Vaccarino,
Managing Partner
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The Three-legged Stool

Balance



Social Media has evolved to be one of the most important components of marketing and PR. Not to oversimplify the matter, but marketing and PR is like a stool with three legs: Press, Networking and Social Media. Keep in mind that not just anyone has the expertise to build great legs. You can't be effective unless all three "legs" are strong and balanced.



Happy Birthday Facebook- A slow-cooked brand.

The man who wakes up and one day and finds himself suddenly famous was not an overnight success. It takes a minimum of five years to build a strong brand.

Facebook, for example, is a company that is now celebrating its sixth birthday. For the first three years of Facebook's life, it gained momentum over time among twenty-somethings. It wasn't until its fourth year that the company gained traction among everyone else. It took five full years for this brand and

Balance + the Perfect Pitch



Delivering a perfect pitch is a lot like achieving balance. A person who is blind achieves balance by training all of his other senses to become more acute, and in a sense, his balance is more sensitive and more perfect than the person who can see. Sight impaired or not, balance requires all of your senses to be working in unison. Some days your balance is better than other days. On other days, your balance is completely off and you will stumble, and you will not be able to explain why.



Strong balance requires discipline, training and focus, and while you are in the midst of balancing, you actually have to relax and achieve a Zen-like state. If you stand on one leg, and shut your eyes, you will wobble and have to catch yourself so that you will not fall.

Being without sight and having to still balance yourself is a great metaphor for pitching. When you pitch the media, a colleague or client, all of your senses have to work in unison and at the same



time. Close your eyes, choose to stop seeing, you will stumble, you could fall, it's scary and dark, you are off-kilter, off your game, off your mark, and you will not deliver a perfect pitch.

How do you know if your pitch is perfect? You can feel it as surely as you can stand securely on one leg.

The Blind Pitch

Keep your eyes open and on the ball. All professionals need to assess the target audiences that they are trying to reach. For some it may make much more sense to rely more heavily on traditional media whereas in other instances heavy use of social media is the most effective tool. Always ask yourself, "Who is my audience? What do they read? What do they watch? Are they using social media?" Let the audience dictate the type of media that you will choose to use.



PRforPeople-Seattle Networking

business to become firmly entrenched in our psyche and to get many of us to become users.

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For questions or comments, please reply to patricia@xanthuscom.com

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Monday, March 1st.

pr for people™
Be famous for who you are and what you do.



Join us for Happy Hour!

Monday, March 1st

4pm to 6pm

Belltown Billiards

**90 Blanchard Street (Between First Avenue and Blanchard Street)
Seattle, WA 98121**

**PRforPeople-Seattle: a business networking group brings together professionals from diverse sectors and businesses to support one other in the pursuit of professional excellence in both career and community. Contact: Patricia Vaccarino patricia@xanthuscom.com
206 979 3380**

The event is being sponsored by Belltown Billiards. Belltown Billiards is usually closed Mondays, but will open for this event and will offer happy hour prices on drinks and \$5 pizza. There are no admission fees or any other costs. Just bring yourselves, your colleagues and your friends! For More information call me at 206 979 3380.