



Xanthus Communications

Media Jockey

A Newsletter from Xanthus Communications

Invest in Your Own Brand

Dear Friends and Colleagues: Greetings! In each new issue of Media Jockey we are focusing exclusively on one of our individual clients to tell you more about who they are and about their areas of expertise. Our clients will tell you how they are developing new business and what marketing/pr and business development techniques they are deploying in 2009. What works for other professionals might also work for you.

Best Regards,
Patricia Vaccarino,
Managing Partner
Xanthus Communications LLC

Lorraine's Clients

"I work with professionals who need to develop excellent speaking skills because that is what it takes to hold a job or to build a business. I help people to communicate effectively when they are in the spotlight doing speeches, presentations, and interviews. During this challenging economy you really only have one option to succeed: you must be an excellent communicator."

--Lorraine Howell

Lorraine's PR Efforts in 2009.



Lorraine is creating more affordable and easier ways for clients to work with her by holding webinars and small group classes.

Lorraine is networking in new places as well as with groups that know her well: Women Business Owners and PRSA. She is doing a lot of public speaking before groups of entrepreneurs and industry-specific conferences. Lorraine is involved in a business strategy group composed of seven other professionals who meet regularly to bounce ideas and to implement new business development programs. She is also going back to her client list and offering to give some free consulting or seminars to her best clients. She strongly believes in adding value to her existing clients as a way to increase client retention. Lorraine is also listed on PRforPeople and subscribes to the Media Switchboard Service™. She has been quoted and featured in the NYT, WSJ, Small Business Success and Forbes... just to name a few. If

Walk the Talk!

You only get one shot. To get a job, a client or a media placement, you need to communicate a clear message quickly. Do you know how to present yourself during a job interview? Do you know how to talk about your own business or job in a way that makes people want to work with you? Do you know how to talk to anyone, including the media?

We are proud to feature **Lorraine Howell**, who is much more than a media skills training expert. Lorraine is highly skilled in teaching professionals how they should speak to just about anyone about anything, anytime under any circumstances, and especially when it is about your business.

Featured Expert

Lorraine Howell started Media Skills Training in 1998 after 12 years as a television news and talk show producer in the San Francisco Bay Area. She is expert in message development, presentation and media interview skills, and crisis communications.

Ms. Howell coaches top executives and professionals to be more effective when speaking to the media and making public presentations. Ms. Howell speaks on media relations and presentation skills at conferences and seminars for clients including Starbucks Coffee Company, Vulcan, First & Goal, REI, The Seattle Times, Group Health Cooperative, Children's Hospital, Premera Blue Cross, Mountaineers Books, ZymoGenetics, Bureau of Alcohol, Tobacco, Firearms, and Explosives, The Campaign School at Yale University, and many, many more.



During her reign as Senior Segment Producer on the top-rated news show Mornings on 2 on Oakland's Fox affiliate, she was responsible for three daily newsmaker segments. Her specialty was booking exclusive, live interviews with top newsmakers, public figures, and celebrities, even producing live broadcasts from the White House and Washington, D.C., the 1996 Democratic and Republican National Conventions, and "Camp O.J." during the Simpson murder trial. While at CBS affiliate KPIX, Ms. Howell produced live, hour-long programs featuring breaking news, controversial issues, emerging trends, and a long list of celebrities on the Number One morning show, People Are Talking. Ms. Howell graduated cum laude from the University of Washington, and is a member of Phi Beta Kappa. She is also a member of Women in Communications, Women Business Owners, Public Relations Society of America, National Speakers Association, and Executive Women International.

Lorraine Howell-Personally Speaking

"This September, I will be a grandmother for the first time. My proudest moment outside of marrying my husband and having my

you can't attend her webinars, you can always buy her book *Give Your Elevator Speech a Lift!* on Amazon or directly from her website. For more information about Lorraine, her book and her webinars, please see: www.mediaskillstraining.com.



son, was when I graduated from the University of Washington with honors. I flunked out of college the first time I went after high school. I returned to school in my late 20's. It took me 6 years to get a degree and I was invited to be a member of the Phi Beta Kappa honorary society! Another proud moment was completing the Seattle to Portland bike ride, 206 miles in two days!!!"

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Be famous for who you are and what you do.

Please visit PRforPeople.com to learn more about our experts.

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

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Xanthus Communications LLC

Founded by Patricia Vaccarino in 2003, Xanthus Communications is a boutique PR firm with large firm capabilities that is based in Seattle. Xanthus offers the full range of traditional public relations services as well as technologically sophisticated channels of communication. For more information, please scan www.xanthuscom.com.

In 2007, Xanthus launched a second entity and website (PRforPeople) to house its individual clients all of whom are professionals in their respective fields. See www.prforpeople.com.



Patricia Vaccarino

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