



Media Jockey

A Newsletter from Xanthus Communications

In this Issue

Featured Expert: Deborah Enos

O, The Oprah Winfrey Magazine

PR Tip.

Do you ever wonder how your colleagues got to be quoted in the press? Does it bother you that even though you have strong expertise, someone else seems to be getting all the ink? Do you wonder why reporters and producers interview your colleagues and they don't interview you? It's not that you don't have the credentials. We know that you do. You just aren't positioning yourself to the media.

Brand Tip

What's the point of being good at what you do when no one knows who you are?

Expert Quote

"Today busy professionals do not want to have to manage one more time-consuming project.

Issue: # 8

January 2008

Juicy Content.

Dear Friends and Colleagues:

Happy New Year! Last week at 6am (pacific time), I was on the phone with an east-coast based marketing pro who told me that his startup business was groundbreaking, totally one-of-a-kind. He said he didn't have any competitors. Not one. I knew he had at least 100 competitors-just in Seattle, Portland, and San Francisco. Imagine what's going on in Chicago, New York, L.A. and Dallas. What's wrong with this guy? He isn't reading. He isn't doing his homework. He's not doing the math. He thinks he is ahead of the curve, but he is really behind the eight ball.

This year we want to help you to understand how the media has changed and how to use it to your best advantage. The boundaries between Marketing & PR and Advertising have blurred, and this blurring has created a new media monster that is hungry for content. The content must be clever, powerful and rich. Whether it's *pay to play* or *play to get paid*, good content needs to be smart enough to get the spotlight focused on you.

This month we are proud to feature author Deborah Enos, who is one of the most popular nutritionists on the West Coast. This Sunday, January 13th, Deborah Enos will be featured in the nationally syndicated *Parade Magazine*. This media opportunity came to Deborah Enos directly through our Media Switchboard service. We are so proud of Deborah! if you would like to get in touch with her, please let us know and we will make it happen. Please see our new website for experts <http://www.prforpeople.com>.

Health, wellness and nutrition can be fun, easy, and fast. I create health short-cuts for busy people who think they don't have time to take better care of themselves."

-Deborah Enos, Expert in Health, Wellness and Nutrition.

Best Regards,

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[Visit our website to learn more about Xanthus experts.](#)

Brand Fitness

Can you be fit and ignore the integration of healthy habits or regular exercise or proper nutrition? The same is true for Marketing & PR and Advertising. You need to implement a strategic program that integrates Marketing & PR and Advertising to build lasting brand equity in your own name.

Community of Interest

What good is it to get media attention if you do not use it as a tool for business development? Send your media clippings to prospective clients, to referral sources & rainmakers, to your current clients, to your colleagues, to your investors, to other media, to your competitors, and even to your Mother!

O, The Oprah Magazine: Essential Facts

Featured Expert

Deborah Enos, CN | Expert in Health, Wellness and Nutrition

Deborah Enos, CN, also known as "**The One-Minute Wellness Coach**," is one of the most popular nutritionists on the West Coast. As a nutritionist who specializes in working with busy people, Deborah was always puzzled as to why eating right had to take so much time. She often became frustrated reading nutrition books and articles that would advise complicated, almost impossible food programs for busy people. She knew that getting and staying healthy could and should be easier. She pares her good-health messages down to simple and fast bullets that can impact lives in 60 seconds or less. Her health advice is not only life-changing but also easy to digest and implement. In most cases her advice is something that may add a couple of minutes to your daily routine but could add a huge dose of energy and vitality to your day.



Deborah is a dynamic motivational speaker and author of the popular new book "**Weight a Minute!**" **Transform your Health in 60 Seconds a day**. This unique and easy-to-read book was created to supply busy people with accurate health information that can quickly be applied to a busy lifestyle. After almost 20 years of hearing her clients say that a lack of time was the main factor in being out of shape, Deborah created a simple and time-efficient solution to the problem. This book, just released, is quickly finding its way into homes, corporations, school districts and hospitals.

Deborah's goal is to get accurate health information out to as many people as possible, and as a former consultant for a local Fox TV

century"

Location: New York, NY

Website:

<http://www.oprah.com/omagazine>

Outlet Media Type: Magazine, consumer

Publisher: Hearst

Editor-in-Chief: Amy Gross

Publisher: Jill Seelig

Frequency: Monthly

Working Languages: English

Circulation/Audience:

2,721,046

Subject: Beauty; Cosmetics; Culture (General); Fashion; Fashion accessories; Fitness; Hair care; Health; Lifestyle; Mental health; Perfumery, cosmetics and toiletries; Social issues; Society; Women's fashion; Women's interest

Readership/Audience Profile

Total Audience reach:

12,500,000

Male/Female: 12%/88%

Editorial Profile: According to PRNewswire, *O Magazine* is a monthly consumer magazine named for and founded by famous talk-show host Oprah Winfrey. The publication features stories of inspiration and tales of extraordinary women, such as the first African-American woman in space. The magazine also includes celebrity features, diet & fitness, style & beauty, decorating, entertaining & cooking, books and financial advice.

Some Subsidiaries of Harpo, Inc. (Oprah's multi-media corporation)

affiliate, she did just that. Deborah has been featured as an on-air consultant on more than two dozen programs. She has covered topics such as exercise and weight loss, health problems such as high blood pressure and heart disease, and she was involved in an award-winning special on food safety for the number one evening news program, The Ten O' Clock News.

As a speaker, Deborah consistently impacts audiences with her practical content and humorous delivery. Deborah is unique in that she has also struggled for many years with finding enough time to exercise and finding correct health information, all while trying to hide an extra 30 pounds on her frame. After years of yo-yo dieting, Deborah finally took her own simple advice and began her journey toward improved health and well-being.

Deborah has almost 20 years of wellness-consulting experience, a degree in Health Science/Exercise Physiology and nutrition certifications from some of the most prestigious nutrition schools. Deborah is also a member of two of the most renowned health organizations in the United States, the American College of Sports Medicine and the Society of Certified Nutritionists.

Featured Media Outlet

Spotlight on: *O, The Oprah Magazine*
by Elizabeth Suman

Oprah for President?

Love or hate her, it is impossible not to acknowledge Oprah Winfrey as one of the most powerful multi-media powerhouses in American culture.

Personable and powerful, business savvy and empathetic, with her own national book club and a friendship with P. Diddy to boot, Oprah has managed to develop a public persona that ranks her among if not at the head of a pack of household-name cultural icons such as Martha Stewart, Bill Gates, and Bill Clinton. She's got it all and, some might argue, so does her magazine, a natural step in her development from TV personality to female powerhouse. A prime example of the American Dream personified, it was only a matter



The Oprah Winfrey Show
O, The Oprah Magazine
O, The Oprah Magazine (South Africa)
O at Home Magazine
Oprah's Book Club
Oprah & Friends Radio
Oprah Boutique
O Philanthropy (encompasses Oprah Winfrey's public charity, Oprah's Angel Network, and her private foundations including The Oprah Winfrey Leadership Academy Foundation and The Oprah Winfrey Leadership Academy for Girls)

of time before what began with *The Oprah Winfrey Show* and has developed into a multi-media conglomerate spanning television, radio, web and philanthropy would come to add print media to its roster of media outlets. And with *O, The Oprah Magazine*, it did.

While her audiences are far-reaching, female viewers have always been her forte, and in the case of *The Oprah Magazine*, female readers. Through articles such as "How Not to Look Old," "If You've Gained Back Every Pound," "Self-Esteem Repair Kit," and "Higher Energy, Deeper Rest," *O* addresses some of the most popular issues among female readers ranging from age and weight to self-esteem and daily wellbeing. Supplementing these more individual spheres of a woman's life is coverage of societal and humanitarian issues told through the lens of Oprah's own experiences in "Oprah: What I Know for Sure," a regular column in which Oprah discusses her own philosophies and ideas, often through literary analogies.

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Each issue of *O* also includes features on Health and Fitness, Relationships and Self-discovery, Beauty and Fashion, and "Books that Make a Difference," as well as the monthly "O Interview," with Oprah and a featured celebrity. Featured *O* writers include finance expert Suze Orman, who discusses relationships between emotion and finance, and self-help expert Phillip McGraw, PhD ("Dr. Phil"), who writes a column on relationships.

According to *O Magazine* Publisher Hearst, "*O, The Oprah Magazine* gives confident, smart women the tools they need to explore and reach for their dreams, to express their individual style and to make choices that will lead to a happier and more fulfilling life."

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

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