



# Media Jockey

*A Newsletter from Xanthus Communications*

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## Featured Media Outlet

### Spotlight on: Manhattan



Remember that old adage *timing is everything*? **Manhattan** is a new luxury lifestyle magazine which was just launched by Modern Luxury Media. The magazine covers the best of living the good life in New York City: the best food, the best clothes (now found in some thrift stores), the places to visit and enjoy, and the luxury things that a few people with some money left still enjoy in Manhattan. And it's not meant to be funny. Their pages include information on the best places to eat, elegant places to visit, world-class people to know and see in *what used to be* the highest financial circles in the city. Please note: *Manhattan* has an extremely small staff mostly made up of free-lancers. Richard Martin is the editor-in-chief of Manhattan, and Spencer Beck is editorial director; Ann Song directs the new magazine's visual direction, identity and photography. Their offices are located at 7 W. 51 St., New York, NY 10019, (212) 582-4440. They're looking for content, advertisers, and a credit line.

### Who are you? You're not Fred!



Dear Friends and Colleagues: Greetings! Each day we monitor four separate newsfeed services

and analyze media queries to assess their relevance to our clients. When we see a request that can be answered by our clients, we route it to them by email, or in some cases, when a request is particularly right for our clients, we phone. We call this our Media Switchboard Service™. For a nominal annual fee, our clients have received terrific results.



There are some hidden rules about working with the media that we think you should know. Most journalists will not tell you the rules because they don't have the time, budget or temperament. If you don't abide by the rules, you won't get placed, or if you do get placed, the information about you may turn out to be all wrong: wrong name, wrong title, or the wrong words-out-of-your-mouth.

I have received feedback from journalists that they have received responses in which the "expert" just emails a lengthy expert opinion or a loaded commentary and signs off as simply "Fred."

This is okay if you really are **Fred**-the iconic and freakish 6-year-old with anger management issues, who began posting videos to YouTube and ended up with a cult following. But most of us are not Fred; we are professionals who need to present ourselves in a way that is memorable, compelling and fast. So this month, we will explain how to manage your relationship with the media.

We welcome our new clients: New York City-based Immigration Attorney Anastasia Tonello; Portland, Oregon-based expert in Sustainability and Corporate Responsibility Eric Brody; Wil Merritt, CEO of the Social Advertising Venture Zooppa (<http://www.zooppa.com>); and veteran shoe expert based in downtown Seattle Kaitlin Scarlett Culp. For a complete list of our experts, please see <http://www.prforpeople.com>.

Best Regards,  
**Patricia Vaccarino,**  
Managing Partner

A PR professional can only be successful when there is close cooperation with the client. Give the PR person whatever she needs and get it to her quickly. Most of the time, she is operating on deadline. If she needs to interview you, or your clients, or colleagues, give her the time and attention to get the job done. Get her any needed written collateral material or recaps of past work. The longer you wait, the more inefficient you have made your PR person. Don't delegate unnecessary administrative tasks to your PR firm-- It is a time drain and will steal away time spent on the more critical elements of the program.

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[patricia@xanthuscom.com](mailto:patricia@xanthuscom.com)  
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## What Do You Need in the New Media World?

**When you are responding to a media query that has been posted by a journalist, there are a few things that you need to know:**

1. Meet the deadline. Some deadlines are a few days and some are only a couple of hours. Respond ASAP. Many reporters will turn OFF their queries after they have received enough responses.
2. Put the subject of the query in the subject line of your email.
3. In your email, immediately identify you, your expertise and the name of your business in one sentence. Be memorable in how you describe yourself. (You should also include your bio or a summary of your credentials toward the end of the email along with your contact information. How are you different from everyone else who could be answering this query?
4. Answer the journalist's query with a direct response in two or three sentences. Don't just say you are available to talk by phone. (I've seen two extreme responses, from War and Peace to telling the reporter you are available to talk about your response by phone. Both responses are inadequate. Be memorable in your response. Make it stand out but keep it brief. Hold on to War and Peace for your blog.
5. Do \*not\* send journalists to your blog or to your website. - by firing off an e-mail that states you have had success with the requested topic, but only providing information such as "please see my Web site," "read my book," or "read my article," you will end up in the "delete" file.
6. Don't send attachments unless this information is requested.
7. Write the precise answer to their question and keep it brief. Give a good soundbite - you don't have to serve up the entire dish, but just enough to pique their interest.
8. Do not switch your pitch. Do not "pitch" the journalist with what you really want to talk about in lieu of providing a direct response to their query. This is sure death.
9. Remember whatever you say, or whatever you write, can be used out-of-context. It can also stay on the Internet for a long time. Choose your words wisely. There is a much lower risk of being misquoted when your response is in writing.
10. Follow up once more just before deadline to ask journalists if they have what they need. This kind of "conscientious" follow-up will

ensure a higher likelihood of placement. Be gracious and offer to continue to be a source. Ask journalists if they will send you an email when the story goes live (to print, online or on-air.)

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