



Media Jockey

A Newsletter from Xanthus Communications

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Who is behind Xanthus Communications?

**Patricia Vaccarino,
Managing Partner**

I am a Public Relations professional who has worked with a wide range of national and International clients since 1985. My greatest strengths are strategic positioning and strategic planning, knowledge of international communications, the ability to coordinate teams in multiple locations, and creativity. In my limited spare time, I am a viewer/reader of all forms of media and I spend the bulk of time reading--am famous at my hometown gym for reading all the major newspapers every morning while I pedal away on the stationary exercise bike. I believe in achieving optimum fitness through weight training, cardio, and ballet, and that there is a distinct correlation between physical fitness and high-level performance as a professional in business. --

Issue: # 15

Late Summer 2008

Pitch PR.

Dear Friends and Colleagues: Greetings!
As a young entrepreneurial PR firm that is growing-up in the age of New Media, we feel that it is our mission to serve our clients to the best of our ability by giving them high return at the most competitive cost. To get our clients the highest quality of media exposure, we strive to come up with new ways to get the word out. Starting in September we are offering an innovative new program called **Pitch PR**.



We would like to show you how Pitch PR works. Pitch PR breaks through the clutter in order to get our clients high-quality press coverage. **The first three of our individual clients who contact me by Wednesday September 3rd will get complimentary Pitch PR service for three months.** No strings attached. Just spread the word. Your success is our success! Please email me patricia@xanthuscom.com as soon as time permits and have your bio and photo ready to go.

It's the end of summer vacation(s) and on to the return of business as usual! Since so many of us are finally getting back on the job, we are taking the time to introduce our staff and to let you know what we are doing behind the scenes on your behalf. Next month we will return to our usual Media Jockey format and focus on a very controversial subject: **The Current State of the Media.**

Best Regards,

Patricia Vaccarino,
Managing Partner
patricia@xanthuscom.com
<http://www.xanthuscom.com>

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

PV

Spotlight on Neeraj Gandhi-- IT Specialist

I met Neeraj shortly after 9/11 while I was working with United Sikh International to help build awareness for the Sikh community living in the US. Neeraj is based in New Delhi.



Neeraj with his wife and son on vacation--trip to Chail Kasuli

Neeraj Gandhi has worked on large web designing and development projects for ecExperts Inc., NAB (Nurses Across Borders), ISKCON: International Society for Krishna Consciousness, and most recently for the Face, Heart and Mind Foundation. Neeraj and his team in India maintain both the XanthusComuncation website (<http://www.xanthuscom.com>) and PRforPeople (<http://www.prforpeople.com>).

PV

vacation--PV

SPOTLIGHT ON

Manny Frishberg --Writer.



MSNBC.com reporter Alex Johnson, freelance writer Manny Frishberg (in a T-Shirt), Volt writer/editor Joy Cordell and Seattle Post-Intelligencer interactivity editor Don Smith.

Manny and I have worked together since 2000. He is an award-winning writer and journalist with more than a quarter century of experience. I give Manny the tough writing assignments that other writers aren't strong enough in their craft to handle. Aside from being a gifted reporter, he is an extremely talented interviewer and knows how to ask the right questions. It's no wonder that Manny was born in Brooklyn. He later studied writing and journalism in Oregon at Portland State University. Off the Record--Manny also spent a fair amount of time in Northern California's Humboldt County living off the grid and yet he still had a yen to return to the conventional business world. He has served as a correspondent for *Wired News*. His articles have appeared in the *Alaska Airlines* in-flight magazine, *Seattle Metropolitan Magazine*, *Washington CEO*, *Discover*, *The Jewish Transcript*, and numerous other publications. His career has spanned the range of new and old media, from producing documentary films in New York to creating marketing materials and radio and TV commercials in Texas, to editing community newspapers in Portland and Seattle. He also writes content for online news sites such as the alternative energy site Northwest Current, real estate website NoteWorld and Sciencekits.com, among others. A member of the Society of Professional Journalists and the Northwest Science Writers Association, Manny authors Xanthus' monthly Media Spotlight column.

--PV



The beautiful Oregon Coast

Spotlight On Elizabeth Pelosi-- Media Analyst



Liz has exceptional research skills and spends the bulk of her day on the Internet or on the phone

researching the background of reporters, writers, editors and producers to learn what subjects they tend to cover and if they have any preferences in receiving press materials and pitches from PR people.

Under my direction, Liz also researches overall competitive business landscape for client projects. Aside from media research, she also focuses on companies, organizations, and government entities as well as current and emerging socio & economic trends. Prior to joining Xanthus and most recently, Liz was with a Financial Advisor with Merrill Lynch. Other positions include Marketing Coordinator with Deloitte & Touche - where she followed qualified leads and interviewed subjects for focus

groups. She has a Bachelor's degree in Business Administration from Portland State University and a certificate in Public Relations from the University of Washington. --PV

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