



# Media Jockey

*A Newsletter from Xanthus Communications*

In this Issue

Featured Expert:  
Brian Moran

Featured Media  
Outlet: Small  
Business Success

**Wired gets  
unplugged.**

Kudos to Chris Anderson, the executive editor of *Wired* magazine, who recently lambasted PR people and referred to them as "lazy flacks" because they deluge him with news releases that are not relevant. Anderson claims PR people can't be bothered to find out who on his staff might actually be interested in what they're pitching. Anderson says he gets more than 300 emails a day and not from

Issue: # 6

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## Sleeping with the Enemy.

Dear Friends and Colleagues:

Greetings! The scene in *The Godfather* when Don Corleone says, "I hold my friends close to my heart, but I hold my enemies even closer," speaks precisely about the true nature of American business. I speak from the core of my Sicilian heritage when I say "The Godfather" is a great metaphor for American business--Collaborate with your enemy. Sleep with the enemy. Throw cold water on your face and get over it. In the end, it's all about making your numbers.

In the world of new media, mind share is all-important, and nothing ensures share-of-information better than effective media relations. Media Outlets (newspapers, magazines and TV and Radio) have always worked in isolated pods. Bitter rivalries between competing newspapers are legendary. In the past, boundaries were clearly defined and everyone knew when you crossed the line. Now with the dominance of the Internet, traditional media outlets are shape shifting and taking on new forms that do not necessarily demonstrate their brand or their core competence. No territory is sacred. Turf wars abound.

Don Corleone, *The Godfather*, would see the big picture: Turf wars get in the way of doing business. Instead he'd worry about Facebook. And he'd worry even more about the next big media outlet that is already growing up in somebody's garage. Media Outlets can no longer afford to be strictly rivals. They need to collaborate and form alliances to serve a global community-of-interest. Like everyone else, Media need to use other media to get the word out to their target audiences.

This month we are proud to feature an expert who knows how to

spammers, but from PR people. The newly delisted, publicly flogged and humiliatingly blocked include people from some of the leading public relations firms; Edelman, 5W Public Relations, Fleishman-Hillard, Ogilvy & Mather Worldwide and Weber Shandwick.

### Expert Quote

"In any small business, there will be bumps in the road, potholes even that will lead to self-doubt. But, coupled with courage, must come persistence--the ability to endure anything that comes in the way of success to a small, growing, company. The longer you stick with something, learn, try, and persist, the probability that you will succeed automatically increases."

**-Brian Moran,  
Expert in Magazine  
Publishing**

### News Tip

connect with Small Business on a global scale. Brian Moran, founder of the Moran Media Group has become one of the leading and most respected publishers of relevant information for Small Business owners. In addition, to three successful national publications-*Small Business Success: America's Small Business Resource*; *Urban Success: The Magazine for Inner City Entrepreneurs*; and *Winning Bids: A Small Business Owner's Guide to Procurement Programs*-Moran Media also owns a top web site for Small Business owners called [www.SmallBusinessEdge.com](http://www.SmallBusinessEdge.com).

Best Regards,

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### Featured Expert



#### **Brian Moran | Expert in Magazine Publishing**

Currently the President of the enterprising publishing company Moran Media Group, Brian Moran has spent over 17 years publishing magazines for business owners. After an impressive series of top management positions with well-known business publications, including *Inc. Magazine*, *Entrepreneur Media* and *Medical Economic Publishing and Success Magazine*, Mr. Moran established Moran Media Group in 2002 and has been successfully fostering the growth of the company ever since.

Since its inception five years ago, Moran Media has become one of the leading and most respected publishers of relevant information for small business owners in the country. Already boasting three national publications-*Small Business Success: America's Small Business Resource*; *Urban Success: The Magazine for Inner City Entrepreneurs*; and *Winning Bids: A Small Business Owner's Guide to Procurement Programs*-Moran Media plans to continue to grow. This growth includes the recent addition of an online presence in the form of a dedicated web site for business owners called [www.SmallBusinessEdge.com](http://www.SmallBusinessEdge.com). The web site is a top destination site for small business owners. Reaching millions of entrepreneurs annually under Mr. Moran's leadership, Moran Media Group seeks to promote the formation, growth

story, put yourself in the position of the editor. The editor's office is actually a small cubicle in a "sick" building that was built during a time when "green" was only a color. 400 emails are in the editor's in-box. 16 urgent voice mails. 80 Faxed press releases. A dozen FedEx packs and boxes piled high. A plastic partridge lies limp in the editor's dead houseplant. The editor doesn't even have the satisfaction of smoking strong cigarettes or drinking cheap bourbon. What are you going to say to this editor that is timely, relevant and compelling?

## Media Tips

and prosperity of small businesses throughout the United States.

Mr. Moran is a graduate of the Marquette University School of Journalism.

## Featured Media Outlet

**Spotlight On:** *Small Business Success*  
by Elizabeth Suman

Published by small business publisher Moran Media Group, *Small Business Success* is a bi-annual print publication delivering straightforward information to small business owners throughout the United States in an easy-to-navigate format revolving around features and columns.



Covering the "trends, issues, advice and resources that business owners need to succeed," the Fall 2007 issue of *Small Business Success* features a diverse range of topics unified by their relevance to small business in 2007 and an outlook for small business in 2008.

Features in the current issue include articles such as "Untangling the Web," a comprehensive guide for implementing a successful website for your business. The article covers issues ranging from domain names to e-commerce to search optimization. "Pick of the Clicks" tells the success stories of five internet entrepreneurs who have reached financial success totaling in the millions, from Girlshop.com founders Todd Richter and Laura Eisman to OrganicBouquet.com founder Gerald Prolman. "Sales Shape-Up" is a step-by-step "30-day action plan for sales success" providing tips that range from the importance of maintaining a positive attitude to the value of writing down your goals on a piece of paper. Columns in the current issue cover Web 2.0, explore the value of blogs, offer credit advice, discuss trademark issues for startup companies, provide advice on using trade shows as a marketing tool, and profile female entrepreneur Carolyn Royer and the success of her line of "candy-colored" accessories.

Supplementing these staples are editorial pieces such as the "Perfect Pitch," which outlines the key components to a successful elevator pitch, and "Baby Steps," which traces the rise of 29-year-old Genevieve Thiers from a young babysitter to the SBA's "2006 Young Entrepreneur

actually know the names of the editors and reporters who work there. **Hint to 85% of all industry trade publications and 50% of all consumer magazines:** Have a live person answering the phone instead of an automated phone line with a recurring loop to a strange voice with a heavy New York *Luchesse* sounding accent. **Hint to Bloomberg:** If you do have a live person answering the phone, don't use a call center in Brazil.

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of the Year" for her creation of Sittercity Inc., a national database of babysitters and nannies.

In addition to providing valuable information about small business, *Small Business Success* offers information about small business in an uncomplicated format that makes articles easy to read in spite of their coverage of complicated and significant people, issues and ideas.

Established in 2002, Moran Media Group produces three national publications geared towards small business owners: *Small Business Success*, *Urban Success* and *Winning Bids*. MMG maintains an online presence in the form of **Small Business Edge**, an online resource for small business owners. For more information, visit [www.moranmediagroup.com](http://www.moranmediagroup.com). To access **Small Business Edge**, visit [www.SmallBusinessEdge.com](http://www.SmallBusinessEdge.com).

#### **Essential Facts**

**Name:** *Small Business Success*

**Tagline:** "America's Small Business Resource"

**Publication Type:** Print

**Issue Date:** Bi-Annual (Spring and Fall)

**Target Audience:** Small Business Owners

**Subject Matter:** Small Business

**Mission Statement:** "Reaching millions of entrepreneurs annually, Moran Media Group seeks to promote the formation, growth and prosperity of small businesses throughout the U.S."

**Location:** National

**Distribution:** 300,000 copies

**Publisher:** Moran Media Group

**President:** Brian Moran

**Editorial Director:** Rieva Lesonsky

**Executive Editor:** Maria Valdez Haubrich

**Web Site:** [www.moranmediagroup.com](http://www.moranmediagroup.com)

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