



Xanthus Communications

Media Jockey

A Newsletter from Xanthus Communications

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[Featured Expert: Randy Friedberg](#)

[Featured Media: CNN](#)

What Do You Need in the New Media World?

So you can't afford a good PR person and you are doing your own PR. Now you want to know if your story pitch is any good. There is help for the wannabe pitch person. Check out **Your Pitch Sucks** <http://www.yourpitchesucks.com>. Submit your draft pitch to PR experts for review. They will let you know if your pitch is up to par and if it's not, they offer suggestions to hone your new craft.

Brand Legacy

Maybe you already have the innate talent and know how to pitch a great story naturally. You don't have to be a PR professional to have great PR skills. Look at Barack Obama or Angelina Jolie. To see if you already think like a PR professional, please scroll below.

Be Your Own PR Person or

Issue: # 18

November 2008

Your Pitch Sucks. Ask any Turkey.

Dear Friends and Colleagues: Greetings!

The Bald Eagle was picked over the Turkey to become America's national bird because the Eagle looks regal, flies at a higher altitude and has a better brand story-it's a rare bird. The Turkey might be smarter than an eagle, but there is something very demeaning to have a national bird that can be fattened, stuffed and eaten during a public holiday. We think that if the Turkey had a good PR agent, it might be found on the back of the dollar bill instead of on your holiday table.



This month, we want you to think about what is essential and powerful about your story. Are you telling the story of the lean Bald Eagle, or a plump Turkey? Does your pitch suck? When professional PR people put information out there, it doesn't just automatically get picked up by the media. Not just anything becomes news. Every time PR professionals pitch the media, they have to put together a story. To create a truly great story, there are four essential elements needed: the Hook, the Spin, the Heart, and the Soul.

This month we are proud to feature our expert of the month, New York city-based Intellectual Property Attorney Randy R. Friedberg. Randy has had the honor of being voted as one of New York's top Super Lawyers. He is also a gifted communicator who possesses superb PR skills and a great sense of humor. We are proud to have Randy on our roster of experts. Please see <http://www.prforpeople.com>.

Happy Thanksgiving!

Best Regards,

Patricia Vaccarino,
Managing Partner
patricia@xanthuscom.com

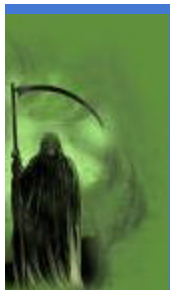
Think just like one.

1. You know how to pose for cameras.
2. At an event you naturally gravitate to the cameras.
3. You know how to speak in sound bites.
4. You know all the issues relevant to your cause.
5. You align yourself with high-profile worthy causes.
6. You create photo opps to show your social, political or business positioning.
7. You personally know the the top five journalists who cover your expertise.
8. You are a media junkie and consume at least 8 news sources each day.
9. You would not hesitate to use your family to prop-up your own brand image.
10. You would give away your first born child for the right media opp. --PV

Expert Quote

These days, Intellectual property is everywhere. The many ways to use trademarks, copyrights, and content are growing exponentially. The law is struggling to keep up with the sheer volume of transactions. Our challenge is to create laws which promote development and financial reward and yet are balanced against providing the public with access and availability. Our goal is to protect our client's interest while allowing business to get done."

-Randy R. Friedberg, Expert in Intellectual Property Law



THE GRIM REAPER

The outgoing head of News Corp.'s European business, Marty Pompadur, has warned that the economic downturn will have a "very, very ugly" effect on the media - and could force some companies to put themselves up for sale: "If a company has a lot of debt, they're in trouble."

<http://www.xanthuscom.com>

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

HSHS

You can place a story with just a hook and the spin, but a truly great story has all four elements: the hook, the spin, the heat and the soul.

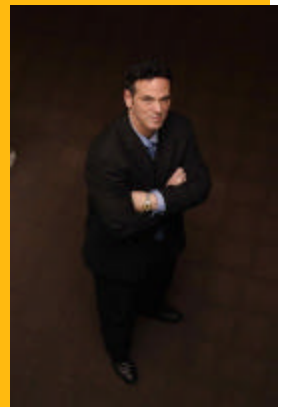
Hook is the angle that reeled you in and got your attention. It is the headline grabber and what you see in the newspapers every day. State your most exciting news in as few words as possible.

Spin is the art of telling the story. Every story needs characters. People. Animals. Animated Characters. Good guys. Bad guys. The location. Conflict. Climax. Resolution. The ending. As the story evolved, what kept your attention? There is no room for hype or BS, but never let the facts get in the way of a good story.

Heart. How do the characters connect with their audience? What do the characters have in common with the audience? Does the audience empathize with the characters in the story? What emotions does the story conjure? Do people care? Why do they care?

Soul. This is the most challenging aspect of a story. Is the story rich enough in emotional content to connect with any human being? Does the story have universal appeal? Does the story make a difference in someone's life?

Featured Expert-- Randy R. Friedberg



Randy R. Friedberg | Partner at Olshan Grundman

Mr. Friedberg has been a Partner at Olshan Grundman Frome Rosenzweig & Wolosky LLP since 2001 and has over 20 years of experience in the protection, licensing and enforcement of intellectual property rights. His practice encompasses trademark and copyright law, unfair competition, trade secrets, advertising law, internet law and entertainment law. Mr. Friedberg represents clients in a variety of industries, including consumer goods and services, computer software and hardware, pharmaceutical and biomedical products, media and entertainment and financial services in both corporate work and before state and federal courts and in the United States Patent and Trademark Office.

Mr. Friedberg is expert in the protection, licensing and enforcement of intellectual property rights as well as in the legal issues pertaining to new media,

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