



Media Jockey

A Newsletter from Xanthus Communications

In this Issue

Featured Expert: Eric
McLendon

Featured Media
Outlet: Mann Report
Residential

PR Tip

No matter what type of business you are in, you have to have a website that clearly communicates what you have to offer. The website is more than your face to the world; it authenticates your business and speaks volumes to your community-of-interest.

News Tip

Linkage. If you don't have a pressroom on your website, get

Issue: # 5

October 2007

Connect with your Audience.

Dear Friends and Colleagues:

Greetings! I recently attended a high-tech conference where the keynote speaker was a celebrated marketing expert who had worked in sectors from B2B to consumer products. The marketer used case studies featuring Prada, Gucci, and Louis Vuitton--all luxury fashion brands. I watched the audience for reaction and saw blank expressions and squirming in squeaky chairs. There was a problem. The audience was composed of wealthy male Techies whose idea of fashion was to wear color-coordinated socks with their Birkenstocks.

The marketing professional who gave the talk was so intent on extolling his own image that he lost sight of his audience. If an experienced marketer can make this mistake, so can you. Know your target audience. Connect with your audience. This does not mean that you dilute the integrity of your brand persona. It does mean that you must adjust your messaging so your audience gets what you are talking about.

This month we are proud to feature an expert who knows how to connect with large global audiences as well as small neighborhood audiences. Eric McLendon, a former television sportscaster for ABC-News and a familiar face on the streets of New York City, has become legendary in Harlem. Eric now works for the high-end real estate company Corcoran and focuses mainly on residential properties in Harlem-- the neighborhood where he has lived for the last six years. Eric, a Renaissance man who has extensive acting credits and who makes frequent appearances on the food network, is an unparalleled expert in the real estate business.

one. When you do get placed in the media, get the links to those articles posted on your website.

ROI

A strong website coupled with an aggressive public relations program is, by far, the best return on your marketing dollar.

Expert Quote

"Real estate is one of my deepest passions. I began in the business by investing in real estate and later sought to share my expertise with others as a residential agent. I take my knowledge of the market and give my clients informative advice and attentive service to make the real estate process enjoyable and successful for buyers and sellers alike."

**-Eric McLendon,
Expert in Harlem
Real Estate**

Best Regards,

Patricia Vaccarino,
Managing Partner
patricia@xanthuscom.com

Elizabeth Suman
Media Analyst
elizabeth@xanthuscom.com

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

Featured Expert

Eric McLendon | Expert in Harlem Real Estate

A Harlem resident for six years (where he has bought and sold several properties), Eric McLendon knows the real estate market from a personal investment standpoint as well as a professional one. Currently a realtor with the Corcoran Group in New York City with a focus on Harlem, Mr. McLendon covers properties throughout Manhattan, Brooklyn and the Bronx. His specialties include

real estate, home renovation, and brownstone and townhouse living.

Originally from Chicago, Eric earned a Bachelor of Science in Broadcast Journalism from Texas Christian University. After fourteen years of experience in broadcast journalism including positions as a news producer for ABC-News and sports producer for KDFW-TV in Dallas, Mr. McLendon discovered other ways to make friends with the camera as an accomplished actor on daytime dramas. Currently the host of his own show "Recipe for Success" on the Food Network, Mr. McLendon's acting credits include NBC's "Law and Order" and "Law and Order Criminal Intent," CBS's "Guiding Light," ABC's "All My Children," and a recurring role as Officer Steve Madison on "One Life to Live." He has recorded numerous radio voice-overs as well as TV commercials for dozens of national companies.

Eric has been awarded numerous honors related to both real estate and acting. In 2007, he was elected to serve on Corcoran's Advisory Council and was voted the 2007 "Rookie on the Move." He has been nominated for three television news Emmy awards and is the recipient of four awards from the National Black Journalist Society. When not hard at work helping others with their real estate business, Eric is visiting small business owners in the Harlem community. His other



Mann Report Residential Stats

Essential Facts

Name: Mann Report
Residential

Publication Type:

Print

Subject Matter:

Residential Real
Estate

Location: New York
City

Circulation: 40,000

Cost: \$6.00 (\$49.95
for a year's
subscription).

President/Executive

Editor: Jeff Mann

Creative Director:

Michelle L. Kubacki

Editorial Director:

Claudia Fernandez

Web Site: [Mann
Publications](#)

To Subscribe:
[Subscribe Online](#)

JOIN OUR LIST

Join Our Mailing List!

interests include live jazz concerts, golf, sports, reading, and the diversity that is New York City. For more information, please see <http://www.corcoran.com>.

Featured Media Outlet

Spotlight On: Mann Report Residential by Elizabeth Suman

A monthly print publication produced by publishing powerhouse Mann Publications, the *Mann Report Residential* has become "an integral part of the New York real estate scene." Founded by Mann Publications President and Executive Editor Jeff Mann, the *Mann Report* offers valuable information on the topics, companies, individuals, neighborhoods, and events at the heart of the hottest industry in New York City: Real Estate.



Focusing on the residential market, the *Mann Report* covers a comprehensive range of sectors and perspectives in the real estate market, including news on agents and transactions, updates on the mortgage industry, sales and rental market reports, property listings, short and sweet profiles of local agents, book reviews, and even a real estate comic strip. Feature articles profile successful individuals and companies from various spheres of the real estate industry such as development, concierge and management services, sales brokers, real estate agents, architects, recreational lifestyle experts, and specific buildings, from Tribeca to the Upper East Side to Downtown Montclair, New Jersey.

Supplementing primary coverage is valuable information for industry players such as tips on preparing an apartment for sale and a legal breakdown of renter's insurance. The October cover story, "Barak Dnayer's Journey to the Top," is an in-depth look at the career of Barak Dnayer, President and Founder of Barak Realty. The *Mann Report* includes a large number of photo spreads featuring events hosted by or honoring New York City real estate forces, such as October's Alzheimer's Foundation Benefit hosted by Extell Development President Gary Barnett, and the Mann Foundation's 3rd Annual Golf and Tennis Outing honoring influential individuals in New York City real estate.

Providing valuable professional information from a diverse range of personal perspectives, the *Mann Report* is a comprehensive guide to residential real estate in New York City.

In addition to the *Mann Report*, Mann Publications offers a diverse range of industry-specific print magazines including the *Fashion Manuscript*, *Mann on the Street*, and *Mann About Town*. For more information, visit www.mannpublications.com.

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

Published by Xanthus Communications LLC © 2007

Forward email

✉ **SafeUnsubscribe®**

This email was sent to patricia@xanthuscom.com, by patricia@xanthuscom.com

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Xanthus Communications | 357 Garfield Street | Seattle | WA | 98109

Email Marketing by

