



Xanthus Communications

# Media Jockey

A Newsletter from Xanthus Communications

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## What Do You Need in the New Media World?

### The Press Kit

**The bribe.** Don't send any gifts to newspaper reporters or editors. Don't offer to buy them a drink or even a cup of coffee at a gas station. According to professional journalistic ethics, this is tantamount to a bribe and a major faux pas. Will keep you off the list.

**Gifting.** Send expensive gifts to magazine and internet editors. Magazine editors expect great gifts: jewelry, accessories, gourmet food treats, expensive wine, spa services and theatre tickets. Beauty, fashion magazine editors love new product, especially large samples and free cosmetic services.

**The Clever Press Kit.** A great press kit is focused on its message-It's all about you and your expertise. The clever press kit can be sent to any media contact. For a nutritionist client, we packed her book and her press kit into a box that contained

Issue: # 17

October 2008



**Build it. Bribe them. They will come**

Dear Friends and Colleagues:  
Greetings!

Consider us your source. In the last two weeks we have received some unusual and exclusive requests from our media contacts. We provided a fragrance expert to a reporter for **The LA Times**, a coyote expert to **The Seattle Times**, a financial expert and economist to **Private Equity International**, and a downsized Wall Streeter to **The New York Times**. See the Sunday October 26th NYT Business Section *Preoccupations*. None of these requests came off the wire. Instead journalists chose us as a first source.



We pride ourselves in providing a gateway between highly-qualified professionals and the media. Our ability to connect professionals doesn't stop with media. We are taking our ability to be a source to the next level. We now connect professionals with one another so they can do business. Check out our roster to see if there is anyone you would like to meet. For a list of our experts, please see <http://www.prforpeople.com>. Also, check us out on [twitter.com](http://twitter.com). We are beta-testing our PR services on Twitter to see if our clients are served well. Go to [twitter.com](http://twitter.com) and **Follow XanthusMedia**.

The latest additions to our roster includes: Economist **Edward John Grebeck**, who is expert in Global Credit, Debt and Capital Markets; Interior Designer **Kati Curtis** the celebrated King of Sausage and grilled meats, founder of Aidells Sausage, **Bruce Aidells**; and **Joel Orr**, book mid-wife-he coaches professionals to write books for personal gain or professional advancement.

Happy October! Happy Tweeting!

Best Regards,

**Patricia Vaccarino,**

a bushel of apples. "Healthy" apples were part of her brand persona and who except a snake could accuse an apple of being an unethical temptation?

*The Press Kit should make you memorable. Just be certain that whatever you send, it is only a gift or a bribe when appropriate to do so. The contents of your press kit should be part of your messaging and fit with your professional brand image.*  
-PV

## What goes into the Basic Print Press Kit?

1. Bio(s)
2. Press releases
3. News clippings
4. Company backgrounder
5. Product backgrounders
6. Service(s) backgrounders
7. Book reviews
8. Case studies or testimonials (success stories)
9. Articles you have written or have been ghostwritten for you
10. Brochures or catalogues that fit the target audience

**Don't forget your Presentation Folder.** Two pockets is standard. Depending on your industry, you can make it as creative as you want.

**Important: The contents of your press kits should be available in print and electronically.**

## What Else Can Go into a Press Kit?

**If you're in high-tech or biotech, white papers, analyst reports, summaries of research and clinical trials.**

**If you're in beauty/fashion, a lookbook must be included.**

**If you're an author, send a signed copy of your latest or greatest book.**

## Expert Quote

"There are new technologies emerging through outsourcing and leasing, and from advanced system designs, that are making it possible for small businesses to mimic the enterprise level infrastructure of large corporations."

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

## What Goes into the Deluxe Electronic Press Kit?

1. Press Releases
2. Latest News and speeches by Executives
3. PR Team contact information
4. Photos of executives and board members available for download
5. Bios of executives and board members available for download
6. Low and High-resolution images available for download
7. Streaming video in both Windows Media Player and Quick time
8. Downloadable broadcast quality video (b-roll, company video)
9. Logo Library
10. Image and Video light box function
11. Simultaneous multimedia search capability
12. email registrations by area of interest
13. RSS
14. White papers, product, service or company backgrounders
15. Analyst reports and summaries
16. Product backgrounders or fact sheets
17. News clippings
18. Book reviews
19. Book excerpts
20. Newsletters
21. Case studies or testimonials (success stories)
22. Photos of location, events, people.
23. Calendar of events and speaking opportunities
24. Links to mutually beneficial websites, blogs and organizations
25. Articles you have written or have been ghostwritten for you
26. Brochures or catalogues that fit the occasion and the audience

## Featured Expert-- Cameron Niles



**Cameron Niles | Expert in Network and Server Technologies & Design**

Cameron Niles is Chief Technology Officer - and one of the three founders - of Syzygy 3, Inc.®, a technology consulting and integration firm that specializes in the design, implementation, and support of data and voice environments, plus the supporting physical infrastructure. Clients turn to Syzygy 3 for their capable teams of consultants, engineers, technicians, and project managers and their in-depth knowledge of the true benefits of available technologies, and how best to tap into those benefits to maximize the returns on investments. Cameron

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