



The “This bunny tastes like Chicken” Edition

Malcolm Minute | January 2012

~ Tips and information direct from your Phoenix-based PR Newswire rep ~

Hi! My name is Malcolm and I am the PR Newswire representative for Arizona and Nevada. Some of you know me. Some of you may not (but I hope that we can change that). Thank you for taking a moment to read this!

Now that I've had several months to adapt to my new position here at PRN I'm excited to re-launch the Malcolm Minute (revived after an 18-month hiatus).

This newsletter will be a regular hodgepodge of topics, trends, and tidbits from the shaken-not-stirred world of external communications. I hope that you enjoy it!

Does your company have – or do you know of – a social media campaign that has worked out very well (on purpose or in “opps!” fasion? Enter it in the first annual “The Earnies” social campaign competition!

<http://blog.prnewswire.com/2012/01/09/submission-deadline-for-the-earnies-earned-media-awards-extended/>

Monthly Press Release Thought:

When you think “press release” do you think “microsite” or “landing page”? If you don't – and you see releases as documents with text on them – then I ask for you to reconsider.

Gone are the days when a lengthy text-only release will pass muster. When a release is distributed and found online it ceases to become a tactile document and begins its life as a mini Web page ready to perform for you. With this in mind, it is more important than ever to:

- Identify what you want your release to do for you before you start writing (inform, drive traffic, be found, etc.);
- Understand the anatomy of the online release and what matters most to humans and search engines;
- Know and apply terms/phrases that will resonate with - and be used in search by - your audience;
- Incorporate formatting such as embedded links, full URLs, bold, bullets, call-to-action statements, etc.
- Utilize multimedia to add context and color to your text.

With the amount of content online, consumers of information are faced with a virtual “Where's Waldo”. Changing how you view releases – and how you go about crafting them – will help you rise to the top.

Want to learn more? Contact me and we can arrange to have an in-person or virtual event around release formatting, Web Presence Optimization, or other topics that can help you get more from your use of our services!

Call or text me at 480.414.0666

Highlights from the Beyond PR Blog:

- [Target Audiences – You have to find them first](#)
- [Use photos to multiply your search effectiveness](#) (see: Web Presence Optimization!)
- [January Media Moves](#)
- [How Content and Keywords Impact PR](#)

Sites Worth Sharing:

From the self-promotion department, check out our new www.agilitycommunity.com where you'll find discussions about staying ahead in this ever changing media landscape.

Are you reading the PRSA's blog, [ComPREhension](#)? If not, check it out!

Looking for oddball t-shirts for the ones you love? Check out [Durtbagz](#) for something a little different (note: I'm married to the one who made the shirts...)

PR Newswire continuing ed.:

- **Malcolm = resource:** Whether you are a client or not, I am always available to speak about, or present information on, press release optimization, emerging media trends, social media implementation, etc., with you. Please do not hesitate to ask.
- Upcoming PR Newswire Webinars: <http://www.prnewswire.com/knowledge-center/upcoming-events-webinars/>

Upcoming Events:

Are you in AZ or NV and have an event that you'd like to add? Let me know and I'll add it to this section!

Arizona:

- **Business Marketing Association:** <http://bmaphoenix.org/category/events/>
- **AZ Technology Council:** www.aztechcouncil.org/CWT/External/WCPages/WCEvents/EventsStartpage.aspx
- **PRSA Phoenix:** <http://www.phoenixprsa.org/mc/community/vieweventcalendar.do>
- **IABC Phoenix:** <http://www.iabcphoenix.com/category/programs-events/>
- **NIRI Arizona:** <http://www.niriaz.org/>

Nevada:

- **PRSA Las Vegas:** <http://prsalasvegas.com/calendar.php>
- **PRSA Reno:** <http://prsareno.org/events/>
- **IABC Las Vegas:** http://www.iabclasvegas.com/events/calendar_of_events.htm
- **AMA Las Vegas:** http://amalasvegas.com/events/upcoming_events.htm
- **AMA Reno-Tahoe:** <http://www.renotahoeama.com/>

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PR Newswire is a proud supporter of the PRSA, the Arizona Technology Council, and the Phoenix Business Marketing Association (BMA).