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PMG TODAY

THE UNUSUAL NEWSLETTER FROM THE USUAL PHOLKS AT PHOENIX



Staff at the "Milwaukee Ale House" prepare for another Friday afternoon with the Phoenix pholks.

SEPTEMBER, 2003
SEXIEST CREATIVE DIRECTOR ISSUE

NOT IN THIS ISSUE:

INDUSTRY TALK
Ben runs for Governor of California

ENTERTAINMENT
Jean runs for Governor of California

HEADLINES
Tracey runs for Governor of Wendy's

Two theories on arguing with AEs, neither of which works

(Story on page 3)

"TIP TO CLIP"

TEN ESSENTIAL ELEMENTS OF AN ONLINE NEWSROOM

Through his online travels, Phoenix Public Relations Director, Ben Baker, has come across the same lack of information that the media face when visiting some companies' online newsrooms. Here are ten essential elements that will make your online newsroom more effective, and the reporter's visit more informational: (1) Link directly to your home page; (2) Post press releases simultaneously with distribution to the press; (3) Maintain a searchable database of press releases; (4) Offer online media kits; (5) Make it easy for reporters to reach you; (6) Include corporate and executive information; (7) Feature a searchable database of recent coverage; (8) Allow reporters to request news; (9) Provide additional tools and information; and (10) List awards and recognition.

A Thought For the Day:

Some mistakes are way too much fun to only make once.

H-M-M-M-M...

All those who believe in psychokinesis, raise my hand.

A Muskus Makeover

For Muskus & Associates, Ltd., significant growth meant more than the usual corporate identity makeover to properly represent the company's services. Starting with a name change to "Muskus Management



MUSKUS
MANAGEMENT
CORPORATION

Accounting and Business Consulting
ACT! Customer Relationship Management
Construction Management

Corporation," a new logo with better identification of service offerings had to be applied, per company president, Cheryl Muskus. The result is shown above, and was applied to all corporate ID materials and forms.

Rockwell Automates with PMG

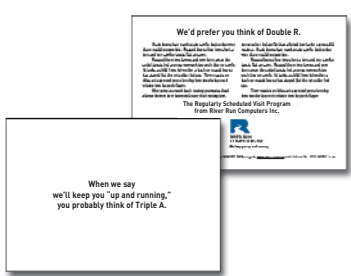
Rockwell Automation hired Phoenix to help get their message across with a 32-page InView Messaging Displays brochure. Design and production were commissioned to effectively promote the industrial communications product line, which includes numerous LED displays, messaging software, portable applications and open architecture for use on any network, including Rockwell's own NetLinx.



InView messaging boards help leverage communication "from the top floor to the shop floor," and can do it from up to 400 feet away. And, with more than a dozen displays to choose from, plus open architecture, Rockwell delivers impressive flexibility with a lower total cost of ownership. Printing will be finished by the end of August, and the message delivered immediately afterward.

River Run Boots Up Its Brand Definition

River Run Computers, a 10-year-old network consulting organization, asked Phoenix to help them with their brand definition efforts. Starting with customer interviews, Phoenix helped develop River Run's "We keep you up and running!" positioning, and applied it to a new direct marketing effort



1st in the three-part direct mail series

promoting their "RSVP." RSVP stands for "Regularly Scheduled Visit Program," a preventive and predictive maintenance program that benefits participants through increased uptime and longer hardware life, thereby allowing them more time to effectively focus on their business – not IT problems.

Client of the Month

The "Fab Four" from Rockwell Automation – Paul Whitney, Jennifer Byom, Gordon Daily and Matt Hanson – thanks for your trust and input into the 2003 InView Messaging Displays brochure you commissioned us to do. (Special thanks for your insistence on doing regular proofings at the Ale House on Friday afternoons.)

Want to contact us?

Phoenix Marketing Group, Inc. is open Monday through Friday from 8:00 AM to 5:00 PM. Contact Ben Baker, Public Relations Director, by phone at 414/223-4848, X114. Ben can also be contacted via e-mail at bbaker@phoenixmgi.com.



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HOROSCOPE

* * * VIRGO (August 23rd through May 22nd) The sign of the virgin is a complete misnomer, which I don't have to tell you if you've ever met one. Polls have confirmed that proms are typically attended by nearly 100% Virgos, and that no party I've ever had at my house has ever, apparently, had a single Virgo in attendance. Famous Virgos include Heidi Fleiss, Charlie Sheen and Debra Winger. * * *