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LHA Perspective

Understanding Today's Media

Until about two years ago, public relations practitioners mainly relied on proven outreach techniques to garner coverage in traditional media outlets, while internet-based media were viewed as distribution channels for other people's work or simply low-hanging fruit for placements. Yet when the current recession struck, advertising revenue declined sharply and traditional media reacted by cutting staff and reducing content. In turn the PR industry hailed the future of digital media and joined the chorus proclaiming the death of traditional media. At LHA we don't believe traditional media is dead, nor do we believe digital campaigns are the be-all and end-all of success. Instead, we believe that if a media outlet or digital content destination provides access to a desired audience, it is worth pursuing.

Research has shown time and again that identifiable audiences and demographics maintain unique viewing habits. One prime example is CEO mom. According to years of independent data and the rise of online traffic studies, women continue to exercise disproportionate control over household and family spending decisions and, as such, are critical to the success of any consumer products campaign. While women still read magazines and watch TV, the primary means of influencing this audience is via peer-to-peer web-based destinations. On the converse, according to our research men between the ages of 35 and 50 still read and maintain relationships with subscription-based magazines and mainstream news. It is the responsibility of media relations professionals to understand how to reach target audiences to change their behavior.

Beyond feature coverage or in-depth broadcast segments, capitalizing on current trends is another way to establish a brand and increase awareness. This approach plays perfectly with today's

understaffed and overwhelmed newsrooms. But a thorough understanding of how media works is vital to gaining high-impact coverage. A customized news bureau is one way to secure a voice in media cycles. News bureaus analyze relevant trends, coverage and topical situations in the mainstream and financial media, and within specific verticals, and put forth executives, brand managers and third-party advocates as experts for thought-leadership commentary and interviews. This approach coupled with outreach and blogger relations forms the foundation of a winning approach.

LHA's media professionals understand the challenges of breaking through the noise and controlling the message in today's ever-changing world. As experts at elevating the level of external communications and awareness to desired audiences, we believe that generating brand awareness via credible media coverage is vital to every company's success.

Because LHA's roots are in investor relations, we are adept at integrated IR/PR programming, and have deep relations with the business and financial press. The benefits of offering both PR and IR services under one roof include consistency of message, coordinated timing of activities and the synergy that comes from multi-audience programming.

If you are interested in learning more about cost-effective media relations designed to achieve corporate and branding objectives, please give us a call.

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