

# The LVM Letter



Winter 2009/2010

## Topics, Tips, and Tidbits

### Looking Back . . . and Forward

By David M. Grant, President

It was 35 years ago this past August that I left my last boss to start my own firm. So, people ask, what's changed in more than a third of a century besides my hairline?

In the world: a lot! Richard Nixon resigned the very day I opened my firm; the Soviet Union no longer exists; Tiger Woods is having issues; it goes on and on . . .

And, in public relations, also a lot has changed. The two things that come immediately to mind are one

thing that is well known (the rise of social media) and one that isn't well enough known (what I call the Death of the Delay).

With remarkable speed, social media – Twitter, Facebook, LinkedIn, MySpace, YouTube, e-Zines, blogs, etc. – have become essential

public relations tools for many organizations throughout the world. And what's increasingly obvious is that the social media are not going to disappear.

What has disappeared is the delay. Since before Alexander the Great, we in public relations and journalists often collaborated, when announcing a significant story, in arranging an exclusive – i.e., we isolated a particular publication in which our client wanted to “break” a particular piece of information. But in so doing, we also had to ensure that the story would not appear in a competing publication.



Generally speaking, it wasn't hard to do. Before digital media became a factor, one could pretty easily sit on a story for days – sometimes, for weeks.

But no more. This first hit home with me several years ago, when we had earmarked a particular story on a Thursday morning for The New York Post the next day. Ah, but a blogger posted an item that afternoon. And even though the blogger is not a journalist *per se*, the Post reporter still did not want to write the article, because she felt she had been scooped.

As it turns out, I was able to persuade her that the blogger did not scoop her, in part because their audiences are so different. However, I believe the situation has become even more critical since then, because today there are so many social media

outlets in the world that provide 24/7 updates. The result, of course, is the Death of the Delay – which means that today, unlike 35 years ago, breaking a story requires entirely different strategy and tactics than it did then.

So, you may ask, what will change in the next 35 years in public relations? My answer, of course, is that given the way the world has evolved, it would be foolhardy to try to predict what will be different in the next 35 months, let alone years. One thing is sure: whatever changes, we're in for an exciting and, no doubt, surprising ride.

**LVM Group  
is now on  
Facebook!**



**Check out our fan page, where discussion topics range from Stalin to the New York Marathon to doggie duets. Oh, and public relations as well. Type “LVM Group” into Facebook’s search engine, visit and – if you feel the urge – become a fan.**



# A Few Tips from An Ex-Intern

By **Ryan Mossman**  
*Former Intern,*  
*Now Assistant Account Executive*



College and post-college internships are compulsory these days, it seems. You won't get your first job without one, some say; you might with two.

Now, whether that is true or not, any company can expect a healthy response to an internship opening, especially in today's competitive market.

But if your office is going to take on an intern, please do so responsibly. Here are some pointers to consider:

1. The purpose of an internship is to learn through experience, and the best way you can meet your intern's expectations is by involving him or her in the company's work. Invite the intern to sit in on meetings and conference calls, and assign tasks that are truly relevant to your business.
2. Take the time to sit down regularly with an intern to discuss current projects, address any questions, and learn about what he or she wants to pursue at your company. Interns appreciate it when you make the effort to offer them new opportunities, and will likely respond with enthusiasm.
3. Internships can often be a potential segue to full-time employment (as was happily the case with me). In that regard, it is a test drive for both the company and the intern. Does he or she fit into the company culture? Were you impressed by the work done? If there isn't a hiring opportunity at your company, you can reward a promising intern with introductions and recommendations.

Just follow these few simple guidelines, and there are no limits to how successful the internship can be – for you and your intern.

## Out To Lunch

### Charlie's (a/k/a Café Charlie's)

9 East 40th Street  
New York, NY  
212.725.1420  
[www.cafecharlienyc.com](http://www.cafecharlienyc.com)

By **Mary Rauso**

About a year ago, one of my colleagues came into the office with her lunch and told us she had found a place nearby that had a wide variety of foods and that was reasonably priced. The sandwich she bought was tasty, and she recommended that we try it (the place, not the sandwich).



Since then, Charlie's has become our "regular" place to order from for our staff lunches or when we have meetings scheduled, since they offer a variety of sandwiches, salads, pizza, pasta, soups and more. By the way, I am always reminded to order

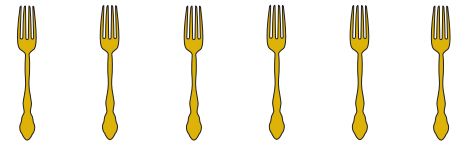
"dessert" as well ... Charlie's oversized chocolate chip cookies are great!

The staff there is very cordial, and we always get what we order, and in a timely fashion.

We have also recommended Charlie's to others, who have also been quite satisfied.



So, try Charlie's and Happy Eating!



*It's a unanimous all-forks-up from LVM!*

## It's Not Awesome, Dude

By **Rachel A. Antman**

I believe that there is only one dude in New York City, and that is the Naked Cowboy (that guy who's been "performing" in Times Square for many years). But a lot of people appear to disagree. Almost all males, it seems, are dudes, at least according to the conversations I overhear as I walk around the city. "Dude!" people say as they answer their cellphones. "Sorry, dude," they say to each other when they accidentally hit each other with their big backpacks on the subway. Even an LVM employee who will go unnamed to protect his reputation once greeted our fearless leader, David M. Grant, early in the morning with a "Hey, dude," which not only astonished David, but also reminded him of a certain Beatles song.

Most of us here – with the exception of that employee – hate the word "dude," except when it is mentioned in conjunction with a ranch.

Even the Naked Cowboy is more raunchy than ranch-y.



Sadly, we have no strategic plan in place to counter the "dude" trend, which appears to be more insidious than the short-lived "grody to the max" trend that coincided with my adolescence. For the time being, we'll continue to grimace whenever someone says "dude" (although we'll smile if a client says it), and simply do our best to practice dude diligence.

## Happy Holidays

### The **LVM** Letter

A publication of LVM Group Inc.,  
a public relations, investor relations  
and marketing firm.

*Member, Pinnacle Worldwide,  
with partners around the globe*

David M. Grant, President  
Jeannette Boccini, Principal  
One Grand Central Place  
60 East 42nd Street, Suite 722  
New York, NY 10165  
212-499-6500

David@lvmgroup.com;  
Jeannette@lvmgroup.com  
Web address: [LVMgroup.com](http://LVMgroup.com)