

# Advertising Age

July 17, 2006

CRAIN'S INTERNATIONAL NEWSPAPER OF MARKETING | U.S. \$3.99, CANADA \$5.00, U.K. £3.95

## Legitimate media coverage is the only credible PR

RE: Jonah Bloom's "Public relations is on the rise; perhaps it's the Crispin effect" (AA, July 3). Another key driver of the current rise of public relations is the emergence of filtering technologies. Consumers have embraced such digital tools as DVRs, pop-up blockers, spam filters and do-not-call registries, which allow them to avoid marketing messages. Conversely, adoption rates for tools that enable the delivery of content, such as RSS feeds, buddy lists, customizable news home pages and video on demand, are soaring. Most audiences do not want ads, but everyone wants news, information and entertainment.

Now that consumers can control

their preferences, it's clear that a strategic media-relations program (leading the overall PR effort) has become indispensable for marketers looking to reach audiences who are actively seeking credible content.

However, a truly effective media-relations campaign must focus on intelligently persuading an independent third party such as a journalist, producer or blogger to inform her readers/viewers of the virtues of a brand, product or service. Since digital filters can screen out bogus press releases and manufactured word-of-mouth messages as easily as they can filter out ads, legitimate media coverage is the only marketing platform that can deliver true third-party endorsement and credibility.

LLOYD P. TRUFELMAN  
*President*  
TrylonSMR  
New York



274 Madison Ave 14th FL New York NY 10016

T: 212-725-2295 F: 212-725-2243

[www.trylonSMR.com](http://www.trylonSMR.com)