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**Professional PR**

**Promoting Good News Begets Good News**

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**Leslie  
Levine**

Yesterday morning, like all mornings, I got ready to delete a bunch of emails, some from spammers no doubt, others offering great news hooks, but one in

particular that got my attention and was spared the delete button. At first, I thought the release was, well, a little hokey, but then I thought, what the heck is wrong with hokey? The whole world is hokey right now or so it seems, so I read on.

“Good morning,” it began. Okay, thanks, I like that. And then the hokey part, the part that got my attention. “It’s good news from [RGM Communications](#) in Wylie, Texas.” How can you not read email that hails from a place called Wylie? It even sounds happy. So I kept reading:

“A ‘bailout’ for small business would be great . . . Greater yet? Hard work, persistence and blessings are helping one agency in Wylie, Texas, serve its clients ... and pay the bills.

Happy Tuesday.

Thank you,

Roy G. Miller”

Roy G. Miller runs RGM Communications and for some reason his release provided a much

needed lift. Maybe it was the guy who SCREAMED at me today in the parking lot for suggesting that he be more careful and watch where he’s going (he almost hit me when I was walking into the bank...) that made Roy’s good news release a welcome distraction. It’s probably more about the fact that he turned what is becoming a typical situation into something to be a little hopeful about.

His press release, titled “RGM Communications finds North Texas small business companies facing lengthy “communications coma,” but senses growing optimism. I’m going to guess that Wylie is smaller than Chicago and that his release, while on the up side—something we can all use these days—might not fly as well in larger cities. Still, it caught my attention. So many of us do our jobs while glued to as many news sources as possible. I guess there’s something to be said for someone having the guts to explain what’s happening to businesses on Main Street and deciding that it’s newsworthy.

Here’s more: “January and February followed a dismal fourth quarter 2008 in which small businesses are scared into a ‘no-spend, no-telling what’s happening to our economy’ situation,” said Miller. “Zero spend or significant

reductions have hurt Dallas' creative services firms of all types, shapes and sizes." He added that March, April and May look encouraging.

"Initially anyway, it seems companies are starting to unwind a little bit and think about their Web sites, direct marketing and brand development," he said. "The shift began about two weeks ago, and since then we've secured new clients needing our help." New clients are project-based and monthly, with services ranging from media relations to Web content writing, design and development. RGM's online portfolio is available."

He closes the release announcing RGM's newest clients. I think this is all very clever and not a bad way for this guy to get the word out: he's still in business, businesses around him are still in business, and in spite of all the doom and gloom (understatement?) people are continuing to market themselves and succeed. Not a bad way to get a little motivation.

I did ask Roy what inspired him to send out the release. Here's what he said, "Well, it's a positive thing to have new business, especially since it seemed like the world had disappeared since about mid-October November and December were tough months. January, pretty quiet. February, it finally started to pick up. A collective sigh ...

In tough times, you hold on to what you have. I find humor and faith to be two really strong anchors that keep me grounded and going forward. Family, too."

Go, Roy!

**About The Author:** Leslie Levine, president of Leslie Levine Communications, has over 20 years of public relations, corporate communication, and writing experience. In addition to her work with corporations and nonprofits, Leslie has written for many publications including The New York Times, Woman's Day, and the Chicago Tribune. Her journalism background gives her a reporter's perspective that enhances her abilities to promote clients in the best ways possible. She also is a director with [Dean Draznin Public Relations, Inc.](#) In addition to her public relations expertise, she is the author of three nonfiction books including [Will This Place Ever Feel Like Home?](#) (McGraw Hill), [Ice Cream for Breakfast](#) (McGraw-Hill), and [Wish It, Dream It, Do It](#) (Simon & Schuster). She has two Masters Degrees, including an MBA in marketing. Leslie also teaches writing and marketing communications for various groups around the country. She is currently at work on her first novel.