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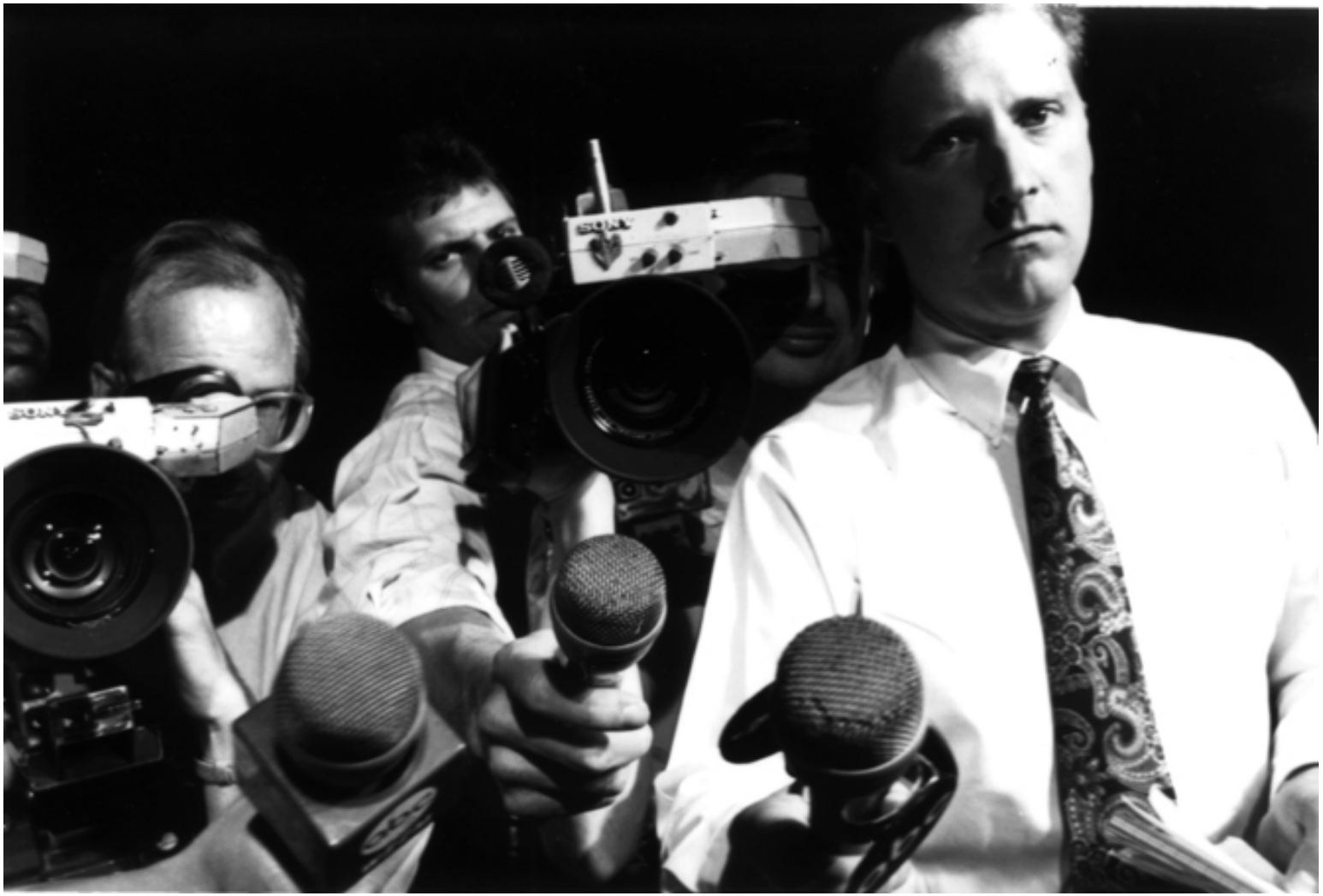
The three basic food groups of the news media



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Objectives

- The three basic food groups of the news media
- The four elements of a news story
- Identify and prioritize internal and external audiences
- Use new media to communicate
- How to pitch positive news to your industry trades, business and mass media
- Elements for constructing statements
- Clear and concise words and phrases
- Specific words to use and to avoid
- How to stay in control during a Q & A session with audience
- Tactics to disseminate bad news in case of an emergency

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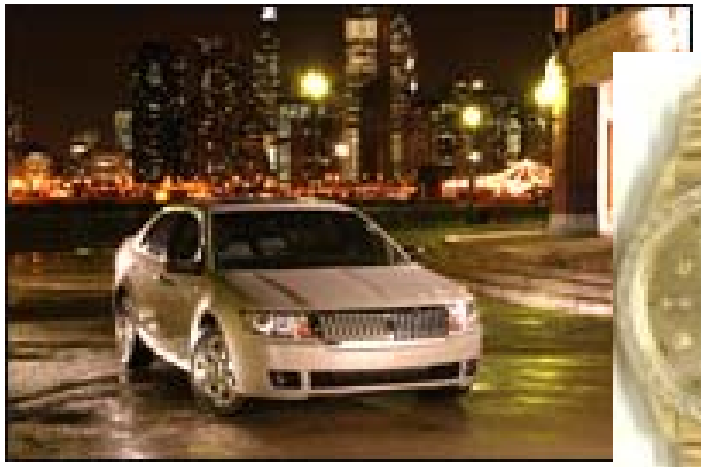
Public Relations

- Advertising creates need and desire.



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Public Relations Philosophy

Public relations sets the perception that a particular need or desire is socially acceptable.

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Public Relations Example

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Truth

- Webster's dictionary defines truth as fact and reality, but in America truth is defined by whoever holds the first news conference.

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The Perception of Reality

What percentage do you believe you <u>are influenced</u> in your daily lives based on news media reports?

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The Perception of Reality

What percentage do you believe you are <u>motivated to take action</u> based on news media reports?

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The Perception of Reality

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The Perception of Reality

Chicago Sun-Times

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INSIDE THE 2000 CENSUS

BOOM SHARED BY ALL RACES IN CHICAGO

Unlike in New York, economic surge here benefitted all, new figures show

By Mark Skertic
Staff Reporter

Lincoln Park is the city's wealthiest neighborhood, while development on Chicago's south and west sides more than doubled income levels there, new census reports show.

After adjusting for inflation, median household income levels rose in nearly every section of the city during the 1990s, the census found. The just-released data offer the first chance to see what the 2000 census found in Chicago's neighborhoods.

Unlike New York, the increase in prosperity here was shared across racial lines, said John Logan, director of the Lewis Mumford Center for Comparative Urban and Regional Research. "That's something very unique about Chicago," Logan said.

■ Details, Pages 6-7

Kevin Hale/Sun-Times

Lucia Blinn's Lincoln Park condo overlooks Lake Michigan. Lincoln Park is classified as the city's wealthiest neighborhood, according to 2000 census data. To find out how your area ranked, see Pages 6-7.

Chicago Tribune

Tribune photo by Abel Uribe

$10,739: The South Side Oakland neighborhood is the city's poorest, with 53 percent of the residents living in poverty in 1999.

Rich '90s failed to lift all

Income disparity between races widened greatly, census analysis shows

By David Mendell and Darnell Little
Tribune staff reporters

The economic boom of the 1990s bypassed poor minority communities in the city, as many predominantly black neighborhoods on the South and West Sides remained mired in poverty as deeply entrenched as a decade earlier, according to 2000 census data released Tuesday.

Throughout the Chicago region, the income gap between whites and blacks, as well as between whites and Latinos, widened during the decade. While blacks made clear economic gains in the 1990s, they did not keep pace with the huge income increases of whites or, for that matter, Hispanics, the data shows.

The good news: Poverty and unemployment among all racial and ethnic groups fell in the city and region as a whole, although this data was collected before the current economic downturn. Nevertheless, in Chicago, nearly 30 percent of blacks, 20 percent of Latinos and nearly 18

Income disparity

Median household incomes in Chicago increased 9 percent during the 1990s.

CHANGE IN MEDIAN HOUSEHOLD INCOME, 1989-99

By race/ethnicity

	1999	CHANGE
White	$49,222	+15.1%
Black	$29,086	+10.7%
Hispanic	$36,543	+9.2%
Asian	$40,519	+7.6%

By neighborhood

Decline
0-10% increase
More than 10% increase

Note: 1989 incomes

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The Perception of Reality

The Grand Rapids Press

BUSINESS

THE GRAND RAPIDS PRESS

Amway sales increase nine years in a row

Amway sales increase is smallest this decade

The $7 billion figure is 3 percent higher than last year but still marks a record.

By Jim Walker

EARNINGS ARE UP

$7 billion

$1.8 billion

Amway

Printing facility sees completion

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The Perception of Reality

The Grand Rapids Press

44 PAGES

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BUSINESS

THE GRAND RAPIDS PRESS

Old Kent Financial's income takes tumble in second quarter

The Grand Rapids Press

Mortgage revenues and bank fees rose sharply for Old Kent Financial Corp. in its second quarter.

Old Kent, the Grand Rapids-based bank holding company, today reported net income of $50 million, down 5.4 percent from the $52.8 million reported during the same period last year.

Last year's second-quarter income included a one-time $10.6 million after-tax gain on the sale of credit card loans. Excluding that and some security transactions, the company's income during this year's second quarter rose 10 percent.

Diluted earnings per share were 52 cents, adjusted for the effect of a 5 percent stock dividend to be paid Friday.

Return on average total equity was 20.5 percent and return on average total assets was 1.6 percent for the quarter.

Non-interest revenues rose by 30 percent from 1997's second quarter and represented 40 percent of the quarter's total revenues. Non-interest income comes from fees on various products and services.

Other highlights from the quarter include:

- Mortgage banking revenues that rose nearly 50 percent to $36.9 million, compared with the same period in 1997.
- Trust and investment management fees were up 15 percent.
- Deposit account revenues were up 19 percent and all other non-interest revenues increased by 14 percent.
- Net interest income only increased less than 1 percent "due to changes in the earning asset mix, which included a decrease in total loans," the company's announcement said.

The decrease in loans was due to a residential mortgage loan runoff and the fact that the bank changed or exited "certain consumer lending activities."

The company's pending acquisition of First Evergreen Corp. in Chicago is on track to be completed in the fourth quarter, the earnings announcement states.

Old Kent's stock is traded on the Nasdaq under the symbol OKEN. The company operates 223 banking offices in Michigan and Illinois and 125 mortgage lending offices in 30 states.

Old Kent Financial's second quarter beats estimates

The Grand Rapids Press

Old Kent Financial Corp.'s recently completed second quarter set a company record, says David Wagner, company chairman.

"This was a record quarter from an operating earnings standpoint, well ahead of the estimates," Wagner said. "The financial community is raising estimates on future earnings for the corporation as a result of the earnings."

Wagner on Friday discussed the quarter, which ended June 30, and its financial highlights.

Revenue growth was the main-stay of Old Kent's improvement in core earnings, he said.

Second-quarter net income was $50 million, down from $52.8 million during the same period last year. But the 1997 second quarter included a one-time $10.6 million gain from the sale of the company's credit card business.

Excluding the effect of that one-time gain, the company's diluted earnings per share rose 22 percent to 52 cents over last year's second quarter (adjusted for the effect of a 5 percent stock dividend to be paid July 17).

The quarter's return on total equity and average total assets were 20.47 percent and 1.43 percent respectively.

Excluding the effect of 1997's credit card sale, those numbers were 20.85 percent and 1.6 percent, respectively, last year.

Excluding the non-recurring items and security transactions, the quarter's total revenues were up10 percent from the year-ago quarter, the company said.

Bank stock analyst Tim Willi called the quarter strong and said that last year he discounted the credit card sale from his analysis because it was a one-time event.

"It was a good quarter (this year)," said Willi, analyst with A.G. Edwards. "I'm not upset by anything I saw."

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Public Relations Example

- Driving while using a cell phone increases the chance of having an automobile collision by:

  - 5%
  - 10%
  - 15%
  - 25%
  - 35%
  - 40%
  - Higher
  - None of the these

Automobile Collision Chart

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Year	U.S. Population	Auto Collisions
2005	**295,318,000**	**10,700,000**
2004	291,742,000	10,900,000
2003	288,243,000	11,800,000
2002	284,813,000	18,300,000
2001	281,443,000	12,500,000
2000	278,129,000	13,400,000
1999	274,865,000	11,400,000
1998	270,298,524	12,700,000
1997	267,743,595	13,800,000
1996	265,189,794	11,200,000
1995	262,764,948	10,700,000
1990	**249,438,712**	**11,500,000**

Source:
http://www.census.gov/compendia/statab/tables/08s1071.xls http://www.npg.org/facts/us_pop_projections.htm

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The Three Basic Food Groups of the News Media.

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Drama

& Fear

Conflict

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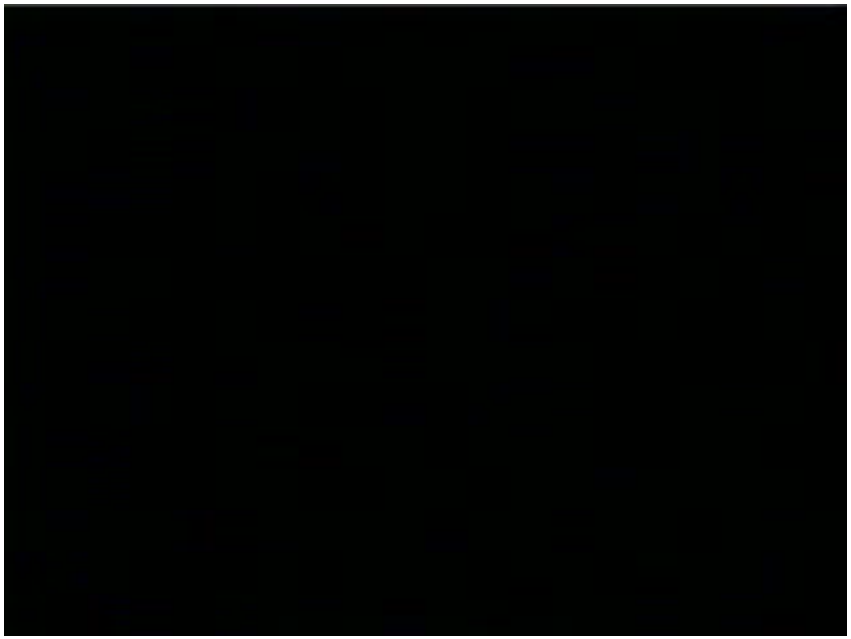
MICHIGAN STATE UNIVERSITY COLLEGE OF LAW



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BUSINESS
MONDAY, AUGUST 6, 2007
THE GRAND RAPIDS PRESS
Page B6

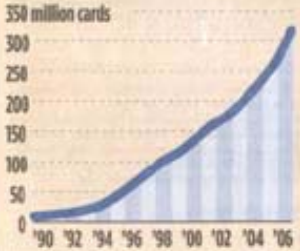
worth around 63.7 billion euros ($92.3 billion). Barclays' bid was launched formally today, and ABN Amro Holding NV said it would hold a shareholder meeting Sept. 20 to review the two bids. ABN Amro owns 15 LaSalle branches in the Grand Rapids area.

NEWS IN NUMBERS

Debit or credit

More than 300 million debit cards have been activated since 1990, and more than $1 million was spent using debit cards in 2006.

U.S. Visa and Mastercard debit cards



SOURCE: CardTrak.com AP

Canada is a open territory for U.S. exporters

Calvin College seminar shows how to get started

BY AARON OGG
THE GRAND RAPIDS PRESS

If you have ever considered trying to find a home for your widgets in Canada, what's stopping you, eh?

Casey Fry, associate director of Michigan State University's Institute for Trade in the Americas, has a few ideas.

The fear of difficult paperwork. Worry about the logistical complications of getting goods from one place to another. Not knowing the market.

She calls these misinterpretations.

"There are a lot of perceived challenges, but not a lot of actual challenges," she said. "I think a lot of the unknown elements of trade are what keep businesses from even looking into the area."

Calvin College will host a seminar, "Turning Boundaries Into Opportunities," on Aug. 23.

The aim is to educate attendees on what's involved — or not — regarding trading with their friends up north.

Oh, and they know about us, Fry said.

"The quality of American goods is really what Canadians are interested in," she said.

Small businesses represent about 70 percent of all businesses in the United States, according to the U.S. Small Business Administration. But only 1.5 percent trade internationally.

Casey Fry

Products desired in Canada tailor fit West Michigan's strong suits, Fry said. Agriculture, medical supplies and furniture are among the notables.

Canada has a surplus in both its budget and trade, and there is definitely a correlation between the two, Fry said.

The biggest factor is simply taking the time to look into it, Fry said.

"We want everyone to understand that they have the capabilities to trade with Canada."

FACT SHEET

Slices of export pie

Here are the major categories of U.S. exports to Canada:

Transportation equipment: $13.7 billion
Machinery: $2.4 billion
Oil and gas extractions: $1.67 billion
Primary metals: $1.17 billion
Miscellaneous: $4.86 billion
Total U.S. Exports to Canada, 2006: $23.8 billion

SOURCE: US Department of Commerce-International Trade Administration

Apprehensions

Studies show the seven greatest fears among business owners about trading with Canada:

- Breaking a U.S. or Canadian import/export law.
- Perceived time and energy spent learning to trade with Canada will not pay off
- Unknown tax implications
- Goods will never reach their destination or end up in the wrong hands.
- What are the chances of not getting paid? How can a business collect its money?
- What if a product fails to sell? How can a small businessman take the time to research Canadian markets?

SOURCES: Michigan State University College Of Law And MSU's Canadian Studies Centre

If you go

What: Turning Boundaries Into Opportunities: A Small Business' Step-By-Step Guide to Trading with Canada, presented by Michigan State University College of Law, MSU's Canadian Studies Centre, and the Institute for Trade in the Americas
When: 9 a.m. to 5:30 p.m. Aug. 23
Where: Prince Conference Center, Calvin College, 1800 E. Beltline Ave. SE
How: Registration appreciated at (517) 432-6980 or tradingwithcanada.msu.edu
Cost: Free. Lunch will be served

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News story elements.

- **Villain:** You did it; shame on you. Bad person or company.
- **Victim:** You are not at fault; we feel sorry for you. Poor baby.
- **Rescuer:** You saved the day; we love you. Tips, guidance or advice.
- **Expert:** You are the authority; you are wise. Analysis, insight pros and cons.

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The Grand Rapids Press
PAGES
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NATION

Chicago art museum sues donor deadbeats

► *First came the pledge for $5 million, then the bickering.*

By Heather Lalley
The Associated Press

CHICAGO — A couple who reneged on a $5 million pledge to the Museum of Contemporary Art have thrown the institution into a blue period.

And now the museum's directors have made what some say is an unprecedented move — they're suing the promise-breakers.

"It certainly is not a comfortable situation for a museum to be in," said Ed Able, president of the American Association of Museums in Washington, which represents 8,000 institutions.

The dispute between the museum and a board member, real estate developer Paul Oliver-Hoffmann, began in 1990, when Kevin Consey was director of the museum.

Oliver-Hoffmann, then chairman of the MCA's trustees, submitted the first pledge toward constructing a new, $46 million home for the museum.

He signed a letter of intent and agreed to pay the $5 million by June 30, 1997. He also agreed the commitment would be binding on the couple's estate if the pledge was not completed during their lifetime.

AP PHOTOS

Paul Oliver-Hoffmann and his wife, Camille, are being sued *by the Chicago Museum of Contemporary Art for not honoring a $5 million pledge.*

Then the bickering began.

Oliver-Hoffmann's wife, Camille, would not give details but said her husband had concerns about how the MCA spent its money.

"There was a lot that happened at that time that we never discussed because we did not want to damage the museum," she said. "I have given that museum no thought in seven years. We have never set foot in that museum since Paul resigned in 1991, and it was made abundantly clear to the entire board that my husband was departing."

The MCA sent the couple letters each year asking for the money. The Oliver-Hoffmanns did not reply.

So museum officials sued on Dec. 31, seeking $5 million, plus interest and legal costs.

"Frankly, I don't believe litigation is a good way to resolve problems," said Penny Pritzker, chairwoman of the MCA board of trustees. "But I was unsuccessful in being able to have any kind of dialogue with the Oliver-Hoffmans. Since they had made a pledge to pay the museum, we couldn't just say, 'Oh well, forget it.' We were left with no alternatives."

The museum still managed to raise $72 million — $22 million over its original goal.

But Pritzker said the museum relied on the pledge when it sought money from other contributors, including $50 million from a group of banks.

And, she said, some trustees upped their donations as much as tenfold when they learned of the proposed $5 million gift.

Such lawsuits could become increasingly common because of a 1995 change by the Financial Accounting Standards Board, the accounting world's rule-making body. That change calls for all nonprofit groups to record pledges as income at the time they are promised.

"If you record it and the pledge is not received you have to write it off as a bad debt," Able said.

The Oliver-Hoffmanns continue to collect modern art and donate time and money to museums.

In April, Camille Oliver-Hoffmann became vice chairwoman of the board of trustees at the Hirshhorn Museum and Sculpture Garden in Washington.

But she worries the lawsuit may reduce those donations.

"Are we permitted to give to the National Gallery or to the Hirshhorn or to any other museum of our choice? Is that right no longer permitted us?" Camille Oliver-Hoffmann asked. "If I have to spend all of my money in an expensive lawsuit, that's naturally going to come out of my giving."

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BUSINESS

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WEDNESDAY, SEPTEMBER 19, 2007

MICHIGAN BUSINESS C3
MARKET LISTINGS C4-C5

SECTION C

CHINA PLANS CRACKDOWN ON FOOD VENDORS, C6

Fed rate cut sees immediate results

MICHIGAN EXPERTS HOPE IT'S NOT TOO MUCH

BY CHRIS KNAPE
THE GRAND RAPIDS PRESS

GRAND RAPIDS — Cheaper credit is on the way for businesses and consumers in a spending mood.

The Federal Reserve Board cut its key short-term interest rates Tuesday in an effort to head off recession brought on by faltering real estate markets and the subprime mortgage meltdown.

The move to trim half a percentage point — 50 basis points — from the benchmark lending rate surprised many analysts, who expected a quarter percentage point cut.

Markets responded accordingly, as the Dow Jones industrial average closed up more than 335 points, or 2.5 percent, its biggest jump in nearly five years. The Standard & Poor's 500 ended up 2.9 percent with Nasdaq up 2.7 percent.

Garth Deur

Garth Deur, executive vice president with Bank of Holland in Grand Rapids, said the move signals the Fed's confidence inflation is under control and its concern about heading off a recession.

"Everybody expected 25 basis points," he said.

"I think it's going to be a surprise for everybody."

The Fed's benchmark rate, which banks use to set their prime lending rates, had been the same for a year and has not been cut since 2003.

The effects were almost immediate. Wells Fargo, Bank of America and other banks dropped their prime lending rate charged to borrowers by a corresponding amount to 7.75 percent.

SEE RATES, C2

BY THE NUMBERS

Fed rate drops

The Federal Reserve cut a key interest rate Tuesday for the first time in four years.

Percent

8, 7, 6, 5, 4, 3, 2, 1, 0

4.75

1998 '00 '02 '04 '06 '07

RATES

ACTION GENERATES GRO

CONTINUED FROM C1

Deur said consumers will spend less on interest for products tied to the prime rate, such as home equity lines of credit and floating rate home mortgages.

Some credit cards tied to prime also will see their interest rates drop.

Investors in products such as certificates of deposit and savings accounts, on the other hand, will see returns go down.

Long-term fixed rate mortgages, already at historically low levels, are less likely to be moved by the Fed's decision.

"In the short term, it's good for the borrowers who have floating rate debt," Deur said. "The rates will go down. They will be able to afford to borrow more money.

"It should stimulate the economy."

Deur said th
also seems to
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For Michig
economy, the
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states, he said.
There are c
was too big, w
inflation and
sudden upwar
swing.
"It's kind of
see this rate c
question is di
much?" said T
president of i
Royal Securiti
felt boxed in th
(in the subpr
market) could
bigger and take
own."

— The A
contribute

New media

- Website, text, Podcast, streaming video
- Email
- Industry blogs
- Text messaging - direct them to the website
- YouTube – personal message, email the link
- Company Face Book page
- Company Linkedin page

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The Three Basic Food Groups of the News Media.

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Managing the Message

- Be strategic in your communication.

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Managing the Message

Statement formula:

- Frame the statement.
- Provide 2 or 3 rationales.
- Provide 2 or 3 specific examples supporting the rationales.
- Rephrase the statement at the end of your remarks.

Statement Formula Example

- Like a lot of organizations we will need to begin layoffs. – You have framed the statement
- Because we had order cancellations and have not met our projected sales goals, we unfortunately need to take this action. You have provided the rationale that supports your framework
- The Southeast region experienced an 18% drop in orders during the first quarter and four of our biggest customers either cancelled orders or postponed deliveries totaling $3 million in sales. – You have now provided specific examples that support your rationale.
- So that is why it is with much regret I am announcing that we will be laying off 50 employees at the end of the week. - You have rephrased the statement.

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Managing the Message

Avoid using:

I think

Let me answer your question this way

Honestly speaking

Let me be honest with you

You must know

You must understand

You must remember

Use:

I know
I believe
I feel
I am positive
I am certain
I am sure
I am confident
I am convinced
An important point is
I hope you will understand
Perhaps you remember

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Managing the Message

The four main reasons people don't listen:

- The statement was vague, no beginning, no ending.
- The statement was to long and the information was drawn-out.
- The statement was not made with authority.
- The statement was not as insightful as other quotes from other experts.

The four main reasons people pay attention:

- The statement is specific to the question.
- The statement is clear and concise.
- The statement is made with authority.
- The statement offers smart insights and practical information for the reader.

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Managing the Message

Credibility Set Up Statements:

- "Here is what I know at this point…"
- "Rest assured XYZ company will continue to provide the finest …"
- "The staff at XYZ company is dedicated to ensuring that these cutbacks will not…"
- "Your question is a good one. Here's what we know at this time…"
- "XYZ's long track record of providing the finest service in the nation is not immune from economic downturns…"
- "All of the staff at XYZ is responding to the situation, and we are working in a unified effort to…"
- "XYZ has set into place a well defined and effective system to ensure that our products and services will continue to."

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- If the key point is the most important, lead with it, do not end with it.
- Never give the media a lot of information. Give the media a little information a lot of times.
- Never take anything the media says personally. It is business.
- Never use the reporters; buzz words.
- You are under no obligation to answer the question immediately. Pause, (count to 3) select the appropriate statement and respond.
- A phone interview gives you a tremendous advantage of reading the key message(s) verbatim.
- Schedule one-on-one interviews vs. a news conference.

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Non-interview statements.

- I would love to do an interview. However, to fulfill your request you must contact Ms. Sue Smith at 231 347-1234. She is authorized to facilitate your interview needs.

- For the most accurate and factual statement, you will need to contact Ms. Sue Smith at 231 1234. She is authorized to facilitate your interview request.

  Thank you.

- Ms. Sue Smith is in charge of facilitating interview requests. Please call her at 231 347-1234. Thanks

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Framing the answer:

Framing your answer is done by restating a portion of the question before you answer the question. This approach gives you time to think about your answer and by repeating the question, you are setting a framework for your response.

Example:

- **Question:** "How will these cutbacks impact your organization and its ability to provide quality products to its customers?"

- **Answer:** "I can tell you with full confidence that XYZ Company's ability to continue providing quality products and services is being dealt with because our experienced management team and dedicated staff have worked side-by-side to make sure that the high quality standards will be maintained."

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Managing the Message

Use turnaround phrases:

"There are many sides to this situation but if you can try to remember…"

"I believe if you take a closer look at the situation, you will see that this is not the case…"

"No Bob, what I said is…"

"What I think you're asking is…"

Ending the Q. and A.

- I have time to answer one more question.
- This will be the final question.

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Managing the Message

Never conduct an interview from your power seat.

The Grand Rapids Press

82 PAGES

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1892 1994 102 We *still* have you covered

KEEPING YOUR NEIGHBORS WARM

The coat drops will be at the following FMB-Grand Rapids locations:

- 173 Ottawa Ave. NW
- 2629 Alpine Ave. NW
- 1901 Breton Road SE
- 6174 28th St. SE
- 4444 Breton Road SE
- 3970 Plainfield Ave. NE
- 3420 Remembrance Road NW
- 3901 Lake Michigan Drive NW
- 1251 East Beltline NE
- 1112 Fuller Ave. NE

Heartside charity goes after 10,000 used coats

By Theresa D. McClellan
The Grand Rapids Press

If you really want to get that warm feeling before the holidays, try giving a coat to someone needy.

That's what organizers are hoping will happen at 10 area FMB banks Nov. 17, 18 and 19.

The First Michigan Bank of Grand Rapids is working with Heartside's In the Image charity to collect 10,000 used coats for the needy in the Grand Rapids Community Coat Drive.

The coats for children, teens and adults will go to the working poor, unemployed, homeless and financially disenfranchised people.

"This is one of the biggest charitable things we're doing. It feels damn good," said Glenn Getschow, sales manager of First Michigan Bank of Grand Rapids. "What's nice is that sometimes you see or read the news and think the world is going to hell in a hand basket. But then you go to a company and tell them about the drive and people open up their wallets. It's neat to see the community working."

The coats will be distributed from the charity's Heartside location at 111 S. Division Ave.

"Last year in the worst winter we had, they only raised 700 coats. But we've partnered with a lot of schools and churches and we've raised money for In the Image," said Getschow.

In October, the charity was hit by arson fire that destroyed the loading dock where many items were distributed.

The charity has been closed since late October as workers revamp the place trying to get of the smoke smell.

"Electric service has to be restored. There needs to be dock demolition, rear doors replaced and smoke damage has to be cleaned up," said Kay Bond, director of In the Image.

Getschow said the bank set up a fund to assist the charity in restoring the building after the fire.

Now they are using their bank buildings to hold the coat donations they hope will come from customers and visitors alike.

The delivery of coats will coincide with the grand opening of the charity.

"The wonderful coat drive will happen. We'll be ready," said Bond.

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Managing the Message

Don't be a wise guy during the interview.

The Grand Rapids Press

© JULY 11, 1994

Ex-government men reborn as private eyes

▶ *Former U.S. marshal, FBI agent, and IRS agent take their crime fighting skills into the private sector.*

By Ken Kolker
The Grand Rapids Press

With a former U.S. marshal and retired leaders of the local FBI and IRS as tenants, the fourth-floor office on Monroe Avenue NE looks more like a high-power conference room in the Federal Building.

But there is no guaranteed case load here – and no guaranteed federal salaries.

And the office at 50 Monroe Place is a lot smaller than they're used to.

"We just have no idea where this is going to take us," said former Federal Bureau of Investigation office chief Robert DuHadway, one of three partners in Kendall DuHadway Koperski & Associates Inc., a new private investigation and consulting business.

"It might take us into bankruptcy."

After spending much of their adult lives in the public eye, three of Grand Rapids' top federal crimefighters are now becoming private eyes.

DuHadway, 53, of Kentwood, retired from the FBI last week after 25 years with the agency, the last nine as head of the local office. He supervised 16 agents in Grand Rapids, Kalamazoo and St. Joseph.

James Koperski, 52, of East Grand Rapids, another partner in the new company, also retired last week after 25 years with the Internal Revenue Service, the last 15 as head of the agency's local criminal investigation division. He supervised 11 agents in Grand Rapids.

John Kendall, 50, of Spring Lake, was forced to resign from the U.S. Marshal's Service in Grand Rapids in January after President Clinton took office. Kendall is a Republican, and the job – unlike those in the FBI and IRS – was a political appointment.

PRESS PHOTO/JON M. BROUWER

John Kendall, *left, Jim Koperski, center, and Bob DuHadway, all former federal law enforcement officials in Grand Rapids, are opening an investigative agency together.*

To be sure, other retiring law enforcement officers have become private eyes – Dave Munson, former head of the Drug Enforcement Administration in Grand Rapids; Timothy Trombly, former chief of the local U.S. Secret Service; former Big Rapids Police Chief and DEA agent Jerry Mattioli – but it's unusual for three former bosses to join forces.

The trio hope their federal experience will draw clients. They well specialize in tax fraud and financial fraud cases, drug investigations and accident reconstruction.

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The Tale of Two Photos.

REVIEW '94
PREVIEW '95

review '94 preview '95

Great Lakes 'combo loan' appeals to buyers

"With our combination loan – The Combo' – the home buyer avoids a second set of closing costs normally incurred on two separate loans."

– Steve Johnson

GRAND RAPIDS BUSINESS JOURNAL

THIS WEEK

JOURNAL FOCUS

BUSINESS JOURNAL FOCUS

CORPORATE FINANCIAL PLANNING

Board Games

Choosing Leadership To Fit Situations Helps Firms Grow

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The Grand Rapids Press

© TUESDAY, JUNE 29, 1999

Lacks family's $10 million donation boosts cancer care at Saint Mary's

► *The money will go toward building West Michigan's first full-scale cancer treatment center.*

By Chris Meehan
The Grand Rapids Press

The family of the founders of Lacks Enterprises and officials at Saint Mary's Mercy Medical Center today announced the donation of $10 million to help build the area's first full-scale cancer center.

Speaking at a press conference at Lacks Enterprises Distribution Center in Kentwood, Richard Lacks Jr., said the money is meant as a challenge grant to encourage others to donate to the cause.

"This donation will leave a legacy for my father," said Lacks, whose father, Richard Lacks Sr., died from a rare form of soft tissue cancer on May 13. "We see this as a gift to our community."

Richard Lacks Sr. and his father, John, founded Lacks Enterprises 35 years ago. The car and computer parts-manufacturing company now has 1,800 employees in 17 locations with annual sales of $300 million.

Saint Mary's officials say the $10 million would be the biggest donation anyone has ever made to the local hospital system.

The money will expand Saint Mary's current outpatient cancer center, located in the Wege Health & Learning Center on Lafayette Avenue SE. It also will help either revamp the current in-patient cancer unit or go a long way toward building a new one, said David Ameen, hospital president and CEO.

"This gift takes the vision that we have been developing to a whole new level," Ameen said. "Cancer care right now is very fragmented in our community. This donation will help put the treatment together in one location."

Earlier this year, Saint Mary's officials announced plans to raise $10 million for the area's first full-scale cancer care center. About $700,000 had been raised toward that goal.

Now that the Lacks family has pledged $10 million, the health care organization has boosted its goal to $30 million and expanded its plans for the in-patient cancer unit, Ameen said.

"This money will help us obtain the latest in technology and equipment and to add psychological and spiritual dimensions and additional space to our comprehensive cancer care center," he said.

Plans are to name the new center after Richard Lacks Sr., said Ameen.

Already Saint Mary's has moved some of its cancer services into the Wege health and education building. Next year it plans to locate additional treatments and programs in the facility, which was built with help from a $1.85 million grant from local phi-

see LACKS, A4

PRESS PHOTO/LAW WEDENFUER DOCK

Richard Lacks Jr., president of Lacks Enterprises, left, stands with David Ameen, Saint Mary's Mercy Medical Center president and CEO. The Lacks family donated $10 million to the hospital. Behind them is a portrait of John Lacks, the founder of Lacks Enterprises.

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Managing the Message

- **Managing the Interview:**

#1 **Be yourself**

Speak professionally, but naturally. Use technical terms when talking to trade media and try to avoid jargon with mass media.

#2 **Breathe!**

Take a few deep breaths before the interview (real deep breaths). Take a deep breath between the reporter's questions before you respond.

#3 **Be confident**

You know more about the story than the reporter does, so relax. Remember, you are the expert and the reporter will rely on you for information.

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#4 **Be honest**

Never guess. If you don't know an answer to the reporter's question, say so. Then offer to get back to the reporter with the answer before the reporter's deadline.

#5 **Be energetic**

Be enthusiastic about your product or message. Energy comes across well, and it helps motivate the reporter to do a better story. The enthusiasm you show will translate into how the reporter writes, edits, and produces the story.

#6 **Concentrate**

Now is no time for distractions! Put your full attention on the interviewer. Listen to the reporter's questions carefully. Take a deep breath and then respond. Shut off your cell phone beeper, and if you are in the car doing the interview please pull over so you can concentrate.

#7 **Know your key points**

Before your interview, write down three key points you want to make about this story. Stay with your key points during the interview.

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#8 **Be brief**

State each of your key points in no more than 45-second answers, then stop. Breathe and wait for the next question. Clear, concise answers give you more credibility with the reporter and communicate your message better to the audience.

#9 **Smile**

When you smile, you sound happier, even for radio and print interviews. A smile will help you calm down and sound more confident.

#10 **Be professional**

Stay positive and professional at all times. If it's been a ?#*!&$ day, leave it behind when it's time to deal with the news media. If you can't be positive during the story, or if you feel out of control, either ask someone else in your organization to fill in for you, or decline the interview.

#11 **Never, never, never…**

Never tell sexist, racist, or homophobic jokes to anyone in the media. Never bad-mouth your competition to the news media. Never bad-mouth any person or organization in front of the news media. Never be flip or sarcastic. Never tell one reporter how bad another reporter's performance is.

#12 **Finish with a flourish**

At the end of the interview, offer yourself to the reporter as a resource for further stories.

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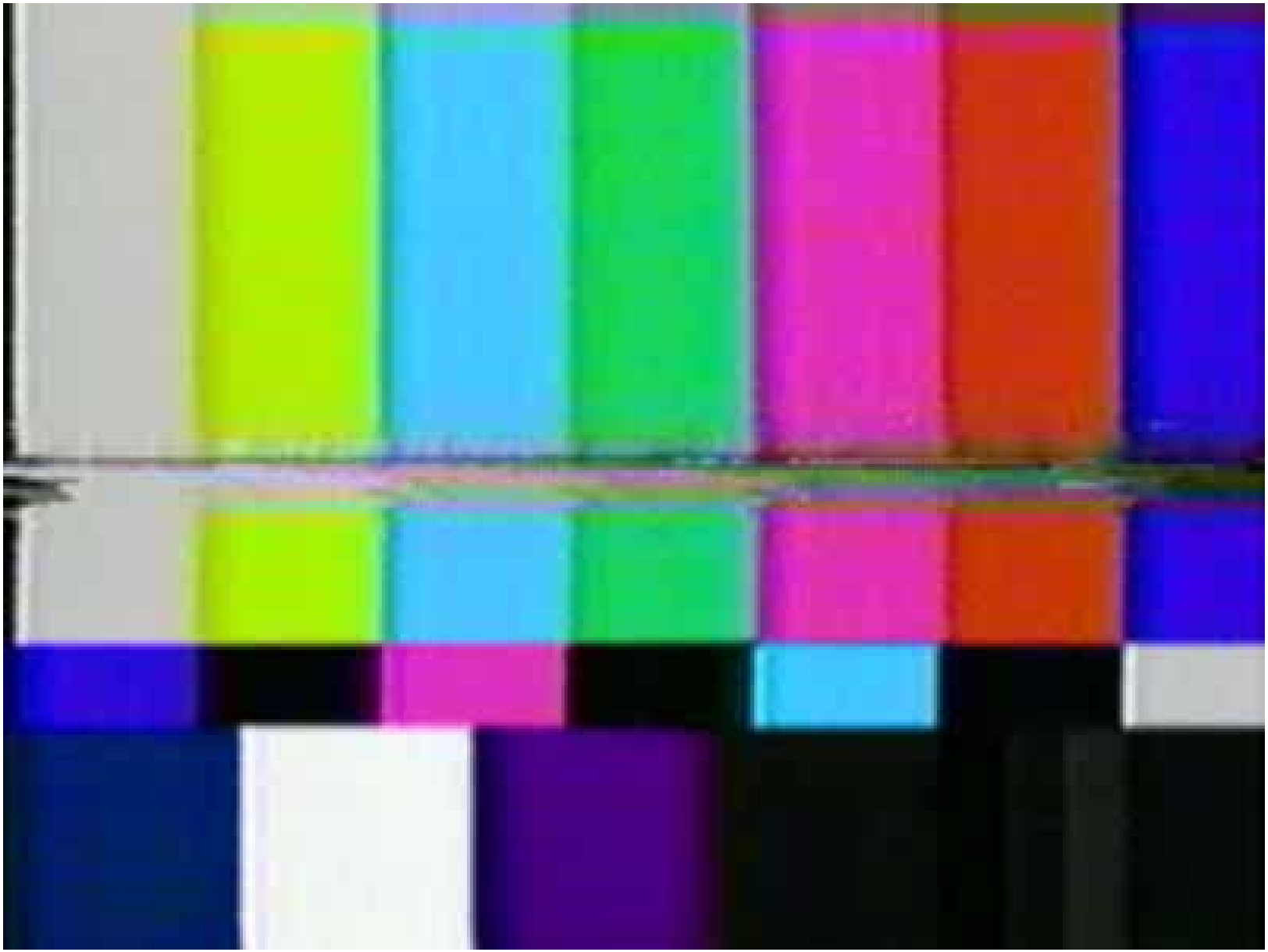

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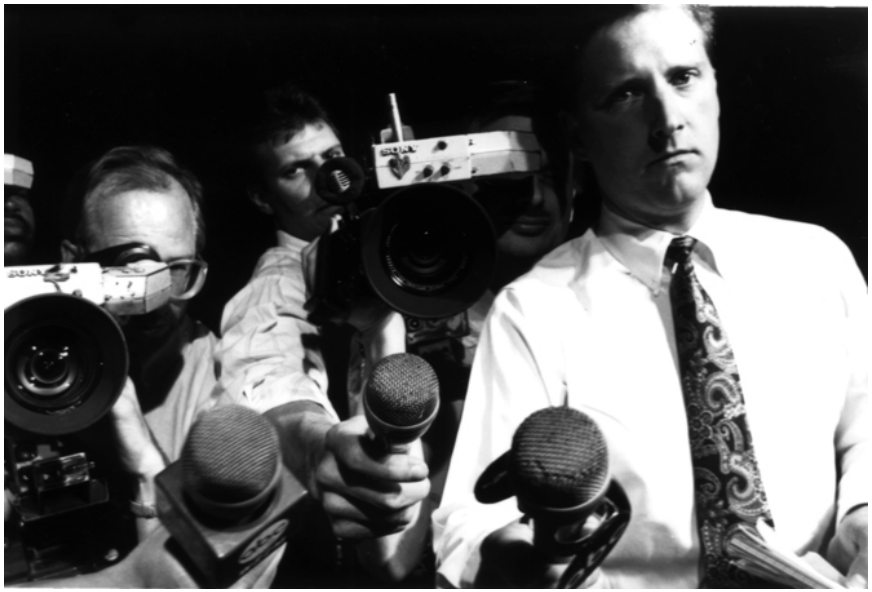
The Three Basic Food Groups of the News Media.



Thank you!