

**The Cobbler's Children Have No Shoes (Revisited)**

...When TJ Walker recently sent out a copy of his new book "Media Training A-Z" to 650 presidents of PR firms and PR consultants in the New York area, he asked each of them to give him a bite (promoting the book) that would appear in the next edition.

Walker figured PR pros would relish the opportunity to get their names and their firm's names in front of a book that could be read by clients and prospects. Walker figured wrong.

Out of the 650 who received the book, only 17 responded. Yet the very first response was from PR titan Howard Rubenstein, whose office sent Walker an e-mail just one day after being mailed the book.

"Do PR people believe in PR?" asks Walker, "and is Howard Rubenstein successful because he understands that PR isn't just for your clients but your firm and for yourself as well?" Hmm, may be something to consider in an increasingly cluttered media/marketing environment... **Contact:** TJ Walker, [tj@mediatrainingworldwide.com](mailto:tj@mediatrainingworldwide.com)

**Communication Breakdown...**

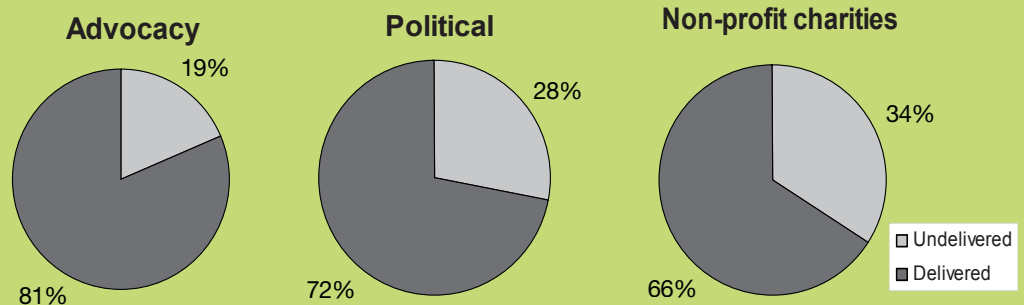
**Communitelligence.com**, the knowledge portal launched last year as the first global knowledge-sharing portal for PR and marketing professionals, has added seven new expert-led communities on a wide range of topics, bringing to 30 the number of communities focused on improving organizational and interpersonal communication. The new Communitelligence communities are:

- Internal Branding, led by Allan Steinmetz, CEO and founder of **Inward Strategic Consulting**. Mission: Employee engagement and creation of a customer-centric culture and its impact on business performance.

**'Spamalot' Is Not Just A Broadway Musical**...It's another indication that e-mail can be a real crutch in cultivating media contacts: A recent survey by Washington, D.C.-based **Mindshare Interactive Campaigns** shows requested e-mails continue to be incorrectly identified as spam – and at a growing rate. In the first quarter of this year, for example, 27% of e-mails did not reach their intended recipients' boxes compared with 19% during the same period in 2004. Since the beginning of 2005, Mindshare has been conducting an ongoing survey of e-mail sending habits of 77 advocacy, nonprofit, media and political organizations (see pie charts).

Asked how PR execs can enhance their e-mails so they're not mistaken for spam, Sahbbir Safdar, Mindshare's chief technology officer, says: "PR professionals need to start looking at the results of deliverability of their own press releases and ask themselves the questions, 'Why did these communications make it past the filters? Why did these get stopped?'" He adds: "It's a whole new world and, if you aren't working with a deliverability professional, you're not being fully effective." Here are some of the other key findings from the study:

- More than one in four legitimate e-mails are misclassified as spam.
- The rate of misclassified e-mails continues to rise.
- Sending frequency directly relates to deliverability.
- Internet Service Providers (ISPs) classify and misclassify spam through different methods.



**Source:** Mindshare Interactive Campaigns

- Crisis Communication, led by Rene Henry, consultant and author of six books including "Marketing Public Relations." Mission: To assemble crisis-communications best practices.
- Hard Fun, led by Paula Bartholome, corporate jester and founding principal of **Parallax**. Mission: To explore the collective wisdom about creating and sustaining environments that promote creativity, demonstrate energy, and are a source of growth for organizations and the people in them.
- Leader Speak, led by Jim Warda, author, speaker, columnist and leadership consultant. Mission: Putting humanity and sincerity back in leadership communication

to get better results.

- Business Strategy, led by **Cisco Systems Inc.**'s Operations & Strategic Planning division. Mission: Regardless of how you define it, strategy is an important element of any organization's success.
- Public Relations, led by Barbara Puffer, president, **Puffer Public Relations Strategies, Promotions & Publishing**. Mission: Whether your project is large, small, strategic or tactical, this is the forum to highlight and recognize both the tried and true as well as new ideas.
- Humor At Work, led by Malcolm Kushner, AFHC and curator, **Museum of Humor.com**. Mission: To

explore, develop and share applications of humor as a communication tool while having a few (or few hundred) laughs.

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**Corrections**

In the *PR News* Legal PR Awards issue (April 27), we incorrectly stated the office location of Willmer Cutler Pickering and Dorr LLP, which won the award for Outstanding Media Exposure (law firm merger). The firm is based in Boston and Washington, D.C., not Phoenix.

Also, Haynes and Boone won the award for Outstanding Media Exposure in Business Development, not Overall Excellence in Media Coverage. We apologize for the errors.