

THE NEWS

Spring 1999

G O R D O N C . J A M E S P U B L I C R E L A T I O N S

A Note from Gordon



Throughout my career in public relations, I have encountered a number of individuals who believed that they could take care of their public relations needs on their own. Small business owners as well as corporate communications directors make the common mistake of believing that they can do it all. "Why

hire an agency when we can handle PR in-house?" they ask. If I believed this were possible, I would say go for it. But this is a shortsighted plan. In reality, public relations is a time consuming venture that takes continuous attention and effort.

The fact is, a truly successful public relations campaign is an ongoing process. It is not something that can be squeezed in when time allows, or pursued for a few months and then abandoned. While such a hit-and-miss approach may result in a special event here or a newspaper article there, there is no overall communication strategy.

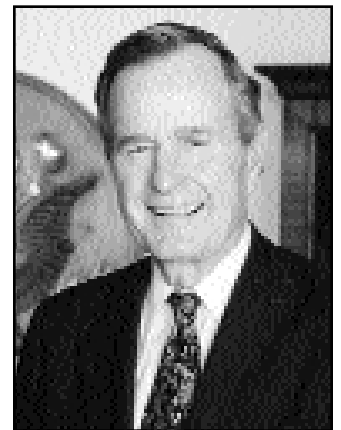
George Bush – Drugs Don't Work in Arizona!

President George Bush may have left office, but he has continued to focus his efforts on fighting the war on drugs. On April 8, President Bush participated in a fundraising luncheon for Drugs Don't Work in Arizona! The national Drugs Don't Work organization was launched by President Bush's Drug Advisory Council in July 1992. Drugs Don't Work in Arizona is a nonprofit drug-free workplace initiative that assists businesses in establishing corporate substance abuse programs.

The President was the featured speaker at the luncheon, which took place at The Ritz-Carlton in Phoenix. James and other GCJPR staff members were pleased to join the Drugs Don't Work in Arizona! organizational committee, comprised of a team of the community's top civic and business leaders. In this capacity, GCJPR contacted the President to

request his participation in the luncheon, directed all pre-event promotion, assisted in securing event sponsors and handled all logistics and media relations for the April 8 luncheon.

On event day, more than 450 attendees enjoyed a lively speech by President Bush, touching on subjects including volunteerism, son Governor George W. Bush's presidential aspirations and the situation in Kosovo. The highly successful event raised more than \$200,000 for Drugs Don't Work in Arizona!



China Mist Debuts Green Star™ Iced Green Teas

China Mist founders John Martinson and Dan Schweiker are extremely enthusiastic about their iced tea products, so when they introduced their new Green Star™ iced green teas in March, they did it with a bang. The day started off with John and Dan, attired in spa robes, unveiling the teas on the lawn of the Arizona Biltmore Resort and Spa. No, they weren't taking a day off for relaxation. The two were showcasing the new China Mist line of Green Star™ iced green teas, known for their healthful benefits, in an environment of fitness and well-being. Research has indicated that green teas may possess certain health benefits including the prevention of cancer, cardiovascular disease, high cholesterol, high blood pressure and even tooth decay.

That afternoon, GCJPR joined the China Mist founders to distribute free samples and gather tasters' reactions to the Green Star teas at The Arizona Center in downtown



John and Dan unveiled their new tea on the lawn of the Arizona Biltmore Resort and Spa.

Phoenix. The teas were a hit with the thirsty afternoon shoppers. Green Star, the first iced green tea to be marketed aggressively to the foodservice industry, is available in three flavors: Natural, Kumquat and Blackberry Jasmine.

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Faith House Groundbreaking



On March 8, The Faith House Agencies hosted a “Construction Celebration” for Prospect Park, a new 5-acre community of care for women, children and men who are affected by domestic violence. GCJPR

orchestrated the event, which featured dignitaries including Glendale Mayor Elaine Scruggs, Hank Barnes from the Governor’s Commission Against Domestic Violence and Arizona Senate President Brenda Burns.

Our media relations team generated an enormous amount of media coverage for the groundbreaking and The Faith House Agencies. The event was covered by five local television stations, including the two Spanish-language stations, Telemundo and Univision.

This is the fourth event GCJPR has created and implemented in conjunction with The Faith House Agencies’ capital development campaign. Last year, GCJPR produced and managed the official groundbreaking, helped promote Daniel Petrocelli’s (lead counsel in the civil wrongful death suit against O.J. Simpson) guest appearance at the Wigwam Resort, and publicized the first Professionals Against Domestic Violence dinner hosted by Senator Burns. GCJPR has also assisted the nonprofit organization by directing communications in conjunction with its fundraising campaign. The efforts have resulted in dozens of interviews, feature articles and television placements in media outlets around Arizona.

For more than 25 years, The Faith House Agencies has been at the frontline in Arizona’s war against domestic violence. As one of the first social service providers in the country, The Faith House Agencies has served more than 30,000 women, children and men. The range of programs and services includes shelter, treatment services, recovery assistance, legal advocacy and education, all aimed at ending the generational cycle of partner violence and victimization. Prospect Park is a visionary enterprise that will become a national model for the delivery of high-quality, cost-effective human service programs to address domestic violence.

Frontiers in Ophthalmology

Each February for the past 25 years, the nation’s top ophthalmologists have gathered in the Valley to learn the latest techniques and advancements in their field. This February marked the sixth year GCJPR has managed the Frontiers in Ophthalmology conference, sponsored by St. Luke’s Medical Center. Once again, the conference was an overwhelming success, with attendance at an all-time high.

GCJPR staff is busy at work on the Frontiers in Ophthalmology conference throughout the year, beginning with the design of collateral materials including brochures, direct mail pieces and advertisements, and ending with on-site event management. In between, GCJPR handles the multitude of details that come along with planning a large conference – everything from communicating with attendees, maintaining an extensive registration database and accommodating registrants’ needs as they arise. In addition, GCJPR negotiates the hotel contract, recruits and registers exhibitors and oversees continuing medical education certification for the conference.

The GCJPR team has already begun working on next year’s conference with site selection currently underway. The nation’s ophthalmologists will receive a warm welcome at a new venue for Frontiers in Ophthalmology 2000.

Gordon C. James Public Relations Event Calendar

June 20-26	SNICKERS® US Youth Soccer Far West Regional Championship, Bakersfield, CA and San Bernardino, CA
June 24-29	SNICKERS® US Youth Soccer Southern Regional Championship, Edmond, OK
June 25-30	SNICKERS® US Youth Soccer Midwest Regional Championship, Sioux Falls, SD
July 2-6.....	SNICKERS® US Youth Soccer Region I Championship, Kingston, RI
July 20-25	SNICKERS® US Youth Soccer National Championship, Lake Buena Vista, FL