

**a note from gordon**

by Ashley James



IT IS generally accepted that getting the name out is vital to the success of any product in the marketplace. What approach is most effective? Things have changed since the '60s when the public was easily persuaded to jump on the bandwagon. Anyone can push big money around to launch an advertising campaign. But, consumers today are far more skeptical of advertisements implying that a fragrant detergent will leave them frolicking through a dewy meadow. No matter how interesting an advertisement might be, it is recognized as a self-promotion.

Here at Gordon C. James Public Relations, we focus on the more personal aspects of product endorsement. Through relationships formed with the media, our company is able to relay a sort of testimony to quality. Public relations affords the credibility of indirect third-party endorsements. You are not paying to get advertising placed, but a publication is freely giving space to a story about your company.

Publication is a powerful tool in shaping public opinion. Utilizing those relationships with media sources is important in effectively spreading the word about a product. By distributing press releases and keeping contacts informed of updated information and upcoming events, we maintain our media relations as a high priority.

Public interaction also is an effectual strategy in marketing a product. By staging events, our public relations firm invites people to experience the essence of a company or try a product for themselves. In short, the approach that is most effective might be the combination of various approaches, as well as experimentation with new and creative ideas.

**New Logo Marks Anniversary for Chiropractic Pioneer**

A NEW CORPORATE LOGO and a streamlined, re-tooled marketing campaign are the results of GCJPR's partnership with Activator Methods International, LTD (AMI). The company is celebrating its 35th anniversary this year. That's nearly four decades of innovation, research and top-flight treatments for chiropractic patients.



**ACTIVATOR METHODS®**

Dr. Arlan Fuhr launched AMI after graduating from Logan Chiropractic College in St. Louis. He based the company around his Activator Method Chiropractic Technique (AMCT), a device Dr. Fuhr invented to treat patients more gently than conventional methods would allow. The low-force technique he developed is especially suited for pediatric and geriatric patients.

Today, more than 31,000 chiropractors are using the AMCT. Dr. Fuhr also offers more than 30 seminars each year to keep AMCT users informed of the latest techniques. According to Dr. Fuhr, the logo reflects his ongoing commitment to offering patients the best care available. The design, which is the company's third, draws from one of AMI's earlier logos and features a stylized image of the Activator instrument.

GCJPR spread word of AMI's milestone to chiropractic trade publications throughout the nation. Our associates also found the talented minds behind the new logo and the marketing, strategy and collateral materials. For more information about Activator Methods please visit its Web site at [www.activator.com](http://www.activator.com).

**client corner**



**Automated Dispatch Systems hosts Golf Tourney**

ADS, THE LEADER IN AUTOMATION of field dispatch functions for the office equipment industry, hosted a special golf tournament at Orlando's Celebration golf course to thank one of their biggest clients, IKON Office Products. The tournament, which was part of a four-day seminar hosted by IKON, treated service technicians to free golf, snacks, drinks and cash prizes. Over two thousand dollars was given away to players that won games such as best overall score, longest putt, longest drive, closest to the hole and a "Who wants to be a Millionaire" themed quiz game. Seventy-eight golfers participated in the daylong event that was a little wet due to stormy weather. President and CEO of ADS, Robert Glovitz says, "We look forward to having this event all year long and despite the rain, everyone had a great time!"

Here are a few of the participants' comments:

*"First let me thank you and all your team for this great tournament, I really enjoyed it. My grade is an 'A plus!' It will be perfect if you do it like this again next year."*  
**Jorge Benavides**

*"I just wanted to say what a great day we had. Everything was wonderful. I really enjoyed the trivia questions on the golf course and the poker hands were lots of fun. Thank you ADS for treating our technicians like gold."*  
**Martin Clement**

*"You folks did a super job. I heard rave reviews from a large number of people. Your event has quickly become a tradition which many can look forward to."*  
**Steve Rinaldi**

ADS is based in Phoenix, Arizona. Visit the Web site at [www.autodispatch.com](http://www.autodispatch.com).

## A Score for SNICKERS®

THIS SUMMER, SNICKERS® was even sweeter for GCJPR. Our agency continued its long association with the SNICKERS® US Youth Soccer National Championships, popularly known as the SNICKERS® Cup. During June and early July, GCJPR orchestrated an avalanche of television, newspaper and radio coverage for the regional tournaments in Memphis, TN, Niagara Falls, NY, Springfield, MO and Albuquerque, NM.

Our staff's expertise in media relations and presence duties cemented SNICKERS® as the name in youth soccer. Players, officials, coaches and spectators saw the SNICKERS® name everywhere from the television screen to the giant inflatable SNICKERS® bars dotting the soccer field sidelines.

GCJPR staff scored in Memphis with a spot on the Good Morning, Memphis television show. Other coverage included spots on a local TV sports show and the Coaches Corner radio show.

In Niagara Falls, the tournament was a media hit. The Niagara Gazette rolled out daily special sections including features, profiles and scores. The full-color section was a hot item for parents eager to look up their children – and get a glimpse of the SNICKERS® name.

SNICKERS® was also front-page news in Springfield. Parents enjoyed daily scores and highlights in the Springfield News-Leader "Soccer Times" supplement, and local news anchors talked up SNICKERS® during their morning television broadcasts, too.

In Albuquerque, soccer fans looked forward to daily full-page coverage and a colorful special section from the Albuquerque Journal. Extensive TV coverage throughout the tournament kept soccer fans up-to-date on the latest scores, highlights and future stars.

GCJPR also created a special event for the national finals in Indianapolis, the SNICKERS® All-Star Soccer Clinic featuring MLS stars Clint Mathis and Chris Klein. The clinic included 100 young players from the Indy area and was featured in a national satellite news feed.

GCJPR has helped make the SNICKERS® Cup a winner since 1993.

## event calendar

### august

August 25-27 Western Food and Hospitality Expo  
Los Angeles, CA

### september

September 13-15 USYS Meeting  
San Diego, CA

September 15 Tribute to Dr. Ted Yamamori  
Food for the Hungry  
Washington, D.C.

September 27 Phoenix Chamber of Commerce forum  
featuring David O'Reilly

## Valley of the Sun Volunteers Help Hurricane Victims

GCJPR HELPED a Phoenix-based grassroots group savor its success in helping victims of a 1998 hurricane that devastated a community in Yoro, Honduras. Societed Hondureña de Arizona, a local group of Honduras natives, helped raise more than \$40,000 plus food, medicine and clothing immediately after the hurricane. The money they raised paid for more than 60 new homes to replace 120 that were destroyed, and after nearly three years their efforts are still going strong.

GCJPR associates organized a media campaign to recognize the Societed Hondureña de Arizona's dedication and to celebrate a new phase of home building to aid those who are still homeless. The campaign anchored their June 21 celebration at a Phoenix Holiday Inn. Visitors enjoyed a first-hand look at the construction and completed homes through video footage and photos. Radio Campesina KNAI (88.3 FM), *Prensa Hispana* newspaper and ¡Más!, KTVK-TV Channel 3's new Spanish-language station, all covered the event.