

clientnews

Meet Three H&A Public Relations Clients

H&A is pleased to announce three client relationships:

Centris

Omaha, Neb.-based Centris Federal Credit Union has more than 60,000 members and assets of \$347 million. H&A is providing strategic communications counsel.

Federal Home Loan Bank of Des Moines

Des Moines, Iowa-based FHLB Des

Moines is a wholesale cooperative bank that provides funding and community lending to 1,200 members – commercial banks, savings institutions, credit unions and insurance companies in Iowa, Minnesota, Missouri, North Dakota and South Dakota. H&A is providing strategic communications, event planning and media relations services for the institution.

Parelli Natural Horsemanship

Pagosa Springs, Colo.-based Parelli is an international training company operating in Australia, United Kingdom and United States. Founded in 1981 by lifelong horseman and

teacher Pat Parelli, the program combines common sense psychology and communication; it teaches the human, not the horse. H&A is providing marketing PR strategy and media relations for Parelli's USA tours and conferences.



Linda and Pat Parelli at a Parelli Natural Horsemanship tour stop.

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Ready for Word of Mouth?

By Ryan Hanser



Ryan Hanser
Senior VP

The Word of Mouth Marketing Association defines word of mouth marketing as “giving people a reason to talk about your products and services, and making it easier for that conversation to take place.”

That sounds simple enough, right? Well, if you think you're ready, let's answer three (or more) questions:

1. Do you have remarkable products/services?

And if you say yes, are you sure? What do your customers say about your products or services today? What motivates them to talk about your organization?

2. Do you have ways to engage with your customers?

This question includes ensuring direct lines of communication — speedy replies to customer emails, etc — but also concerns whether suggestions and complaints improve what you deliver to customers. (continued on page 2)

H&A Awards

Hanser & Associates won two international and national awards this summer.

Communicator Award for Writing

H&A in June won The Communicator Awards' prestigious international Award of Excellence for 2007.

The award recognized a column — “What's Ahead for Worldwide Public Relations” — written by Ronald Hanser, president of H&A. The column was printed in IPRA Frontline, the international publication of UK-based International Public Relations Association. (continued on page 2)

casestudy

Hanser & Associates' work for clients illustrates the impact of public relations in helping organizations achieve business goals.

Nebraska Planning Council on Developmental Disabilities

The Nebraska Planning Council on Developmental Disabilities in 2005 selected Hanser & Associates through a competitive grant application process to plan and implement a statewide media relations campaign. The Council is located in the Nebraska Department of Health and Human Services.

PR Action

The goal of the three-year statewide campaign: communicate the value and contributions that people with developmental disabilities bring to their communities via Nebraska news media. (continued on page 3)



H&A's work for the Nebraska Planning Council on Developmental Disabilities has produced placements in numerous media outlets and has generated nearly 2.4 million impressions to date.

H&A Awards

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APEX Award for VNR

H&A in July won a national Award of Excellence in the APEX Awards 2007 competition.

We were honored for excellence in creation of a marketing/PR video news release for New York-based client megabus.com.

H&A was recognized along with an elite group of winners in the annual APEX Awards, recognizing excellence in electronic publications work by professional communicators. Other winners include IBM, Lockheed Martin, National Association of Realtors, Roche Diagnostics, U.S. Department of Energy and Xerox.

“We are honored to have our firm’s work recognized again among the world’s best,” H&A President Ronald Hanser said. H&A has won nearly 50 international, national and local awards for its PR work, including two national Bronze Anvils - the “Oscar” of PR.

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Ready for Word of Mouth?

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Do you provide ways for customers to connect with each other? Who do they talk to and where?

3. Will all employees support word of mouth?

Is your company ready to act on what it learns from conversations with customers and other stakeholders? Is everyone — from the frontline on up — prepared to listen and act?

These questions are the framework for “readiness” — the first phase H&A undertakes when developing a word of mouth program.

Companies that have answers can move quicker in creating a word of mouth program. For others, we’ll need to fill in the gaps together.

But the need for readiness cannot be overstated. The company needs to be open to the voice of its stakeholders and have a set of tools available to manage the program across time.

When a company is ready for conversations and their impacts, we begin to identify the people and groups who can shape an amplified conversation that creates expanding benefits over time.

Next time we’ll describe the “identification” phase — discovering the people and groups that influence and build communities where your organization can enable conversation. Call me at 515.224.1086 if you’d prefer to discuss word of mouth sooner.

pinnacleworldwideneeds

Hanser & Associates is a member of Pinnacle Worldwide, an international corporation of independently owned PR firms with more than 1,200 employees in 60 major cities. Pinnacle, founded in 1976, provides worldwide resources with local points of contact being senior owner-operators intimately familiar with their markets.

• H&A president Ronald Hanser serves as Pinnacle’s global chairman until 2008.

• Newly elected global officers, effective September 2007, are: David Marriott (Seattle), President; Donna Vandiver (St. Louis), President-Elect; Andrew Littauer (Bucharest, Romania), VP-Europe; Norrey Simmons (Wellington, New Zealand), VP-Asia/Pacific; and Gary Conkling (Portland, Oregon), At-Large Director.

• Johanna Mouton, Minneapolis, became Pinnacle’s new executive director in September when Lynn McCarthy retired from the position following nearly three decades of service.

• Pinnacle recently welcomed three new member firm offices in Germany and the United Kingdom.

• Pinnacle’s executive committee conducted a strategic planning session in July at global headquarters in Minneapolis to assure that Pinnacle provides world-class professional and business development to help member firms serve clients’ needs in a global business environment.



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PR Results

H&A has secured 107 news story placements for the Council, which include television and print stories about individuals with developmental disabilities and guest columns encouraging disability awareness that are bylined by the Council’s Regional Council Chairs. These placements have generated nearly 2.4 million impressions to date. Additionally, H&A this summer worked with KPTM-TV in Omaha to produce a 30-second public service announcement on disability awareness that was distributed to television stations statewide.

Megabus.com Expands West

H&A launched a West Coast expansion this summer for client megabus.com, an intercity, express bus service offering fares as low as \$1 via the Internet.

Megabus.com, a subsidiary of UK-based Stagecoach Group, retained H&A in 2005 as national PR firm of record and launched service from its Chicago hub to 14 Midwest cities in 2006.

In August, H&A helped megabus.com announce a second hub in Los Angeles and expanded service to begin that month between West Coast cities, including Las Vegas, Los Angeles, Oakland, Phoenix/Tempe, San Diego, San Francisco and San Jose.



Megabus.com President Dale Moser interviews with a Los Angeles TV station following a news conference at LA’s Union Station.



DOLLAR GIVE-AWAY: Colleen Farrell (on stage), of H&A’s affiliated office in Los Angeles, distributes \$1 bills to consumers, symbolizing fares as low as \$1 on megabus.com, at news conference at LA’s Union Station.

Los Angeles and expanded service to begin that month between West Coast cities, including Las Vegas, Los Angeles, Oakland, Phoenix/Tempe, San Diego, San Francisco and San Jose.

PR Action

H&A, working with our Pinnacle Worldwide affiliated office in LA, staged a major news conference at LA’s Union Station on August 2, held media events in four other cities and conducted news interviews with media throughout Arizona, California and Nevada, and nationwide.

PR Results:

• News placements resulted in 20,000 additional visitors to mega-

bus.com’s Web site – and increased ticket sales – on the first day.

• News feature stories were placed on front page of *Los Angeles Times*’ Business section, more than 100 TV stations, hundreds of daily newspapers, radio stations and Internet news sites in every West Coast market. National news placements included Reuters’ “jumbotron” screen in New York’s Times Square.

Omaha by Design

Following a four-year public relations program supported by Hanser & Associates, the Omaha (Neb.) City Council in August 2007 unanimously passed a groundbreaking package of revisions and additions to the city’s zoning and subdivision code structure that will change the face of Omaha for generations to come.

H&A worked with Omaha city and community leaders to create public input and support for Omaha by Design and the plan.

Thousands of citizens and volunteers attended input meetings,

“Omaha has gone where no other city of its size has gone.”

shared their ideas and concerns and took an active role in determining what Omaha will look and feel like in the years ahead – to make Omaha a better place. Congratulations, Omaha!

“Omaha has gone where no other city of its size has gone with the development and implementation of a comprehensive urban design plan,” says Connie Spellman, director of Omaha by Design.