

PUBLICITY PROS: Turchette's Public Relations Approach

For over 60 years, Turchette has managed public relations efforts for companies in a broad spectrum of industries. Pharmaceutical & cosmetics packaging companies, niche-market manufacturing machinery, financial institutions, insurance carriers, healthcare, mortgage companies, credit unions, industrial technologies, consumer products, philanthropic organizations and professional services are just a few of the categories that reflect the breadth of our experience.

Public Relations has been an integral part of our clients' overall marketing strategies since Turchette's inception. We see PR as a perfect complement to paid advertising, an avenue for media-endorsed messaging to support its directly-purchased counterpart.

Full service

Turchette has a wealth of experience executing the full spectrum of public relations tactics: new releases, press materials, print/broadcast interviews, client-authored feature stories, trends pieces, pre- and post-event publicity, speechwriting, media training, executive profiles ... the list could fill a book. However, what binds these actions together is a simple phrase: "How can we maximize that?"

Maximum exposure

Entrusting your public relations efforts to the Turchette team means that every opportunity – every nugget of news – will be stretched as far as the media will take it. We see every piece of potential news as an opportunity to obtain multi-channel editorial coverage that builds "buzz" around products and reinforces brands. From new or enhanced offers and services to newly-promoted personnel, from awards and accolades to company milestones and philanthropic endeavors, Turchette puts each piece of news to its "stretch test" and generates the highest-possible amount of positive media exposure.

Public Relations roadmap

Behind every aspect of our PR campaigns is careful planning and in-depth knowledge of our clients' target media outlets. At the inception of each new account and on an ongoing basis, we create a year-long roadmap of editorial opportunities in each of our clients' most sought-after print, broadcast and electronic media outlets.

Reactive & relevant/Proactive & planned

Opportunistic exposure is culled from editorial analysis and ongoing dialogue with key editors. This “reactive relevance” – our term for giving an editor information specific to his editorial calendar at exactly the right time – is balanced by a proactive plan that strategically rolls out the sort of news that creates momentum and strengthens brands through continuous coverage. So, while *reactive relevance* meets editors on their own terms, *proactive planning* builds upon itself on a client-controlled basis over a period of months and years.

Through this process, no stone is left unturned and no opportunity left on the table. In fact, after a short period of time we find ourselves on a first-name basis with editors – so much so that, often, *they call us* to gain insight from our clients for last-minute and/or previously unforeseen editorial opportunities. Here, our strict protocol of rapid responses to media requests keeps us in editors’ good graces and, more importantly, our clients in their media outlets.

Global, national and local reach

Turchette is a NJ-based firm, however, our media contacts and public relations programs cover much than the Garden State. From cover stories in multi-national trade magazines to announcements in nationally syndicated newspapers and news services, Turchette’s public relations branch extends far beyond its NJ roots. Many of our clients depend on us for local, national and global media coverage.

Executive media training

Turchette also has experience securing and facilitating executive interviews on prominent radio and television stations and key websites. Turchette’s quality control system assures that an executive is fully prepared and media trained before making such appearances.

Looking out and looking forward

To summarize, when engaging Turchette as your public relations agency you will gain a trustworthy media relations liaison, advocate and a proactive partner who will always look out for your best interests ... and your next big story.

For more information on how a well-rounded public relations campaign can impact your business, **call us at 973-227-8080 for a free 30-minute consultation or [click here](#) to submit**