

# PRWeek

October 2011

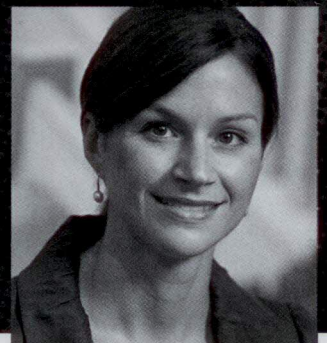


**Safe to swim**  
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Campaign goes across the US to tout pool safety

# Corporate Survey 2011

Comms teams adjust for more nimble response  
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CriticalHit / By David Ward

Department of Commerce arm sells *USA Today* on value of its global education effort

**Name**  
Carrie Fox, president,  
C.Fox Communications  
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**Placement**  
*USA Today*, June 29, 2011  
**Timeline**  
Three months

mission to Indonesia and Vietnam to see firsthand how the ITA helps US-based colleges and universities develop partnerships with higher-education institutions overseas. The organization then worked with Marklein to map out her schedule and develop a proposal that she could take to her editors.

Was there a particular news hook or message regarding the Department of Commerce for this campaign? Were there any challenges in either organizing the trip or getting the story placed?

Positioning higher education as an export piqued Marklein's interest, as did the data point that international students and their families living in the US brought in nearly \$19 billion to the American economy during the 2009-2010 academic year. Our next challenge was securing travel budget from *USA Today*, which at the time was heavily focused on the Royal Wedding.

Once funds were secured, the ITA handled all logistics during the trip in early May. Upon her return, we provided Marklein with additional interviews, information, and art.

What was the hit's impact? *USA Today's* in-depth cover story ran June 29 as a wrap-up of the trade mission. The story accomplished the organization's objective of garnering a high-profile article about the benefits of international education and exchange to America. It has since been used as a tool for university officials seeking to learn more about the effort. ●



**USA Today story helped school officials learn about ITA effort**

Who is your client and what are its media goals?

The Department of Commerce's International Trade Administration's (ITA) primary media goal is to raise awareness for President Obama's National Export Initiative, which looks to double US exports within five years by targeting business and general-interest press.

What made *USA Today* a good target for this initiative? How did you pitch reporter Mary Beth Marklein?

We sought to drive home the message that higher education ranks among the top US service exports. Marklein covers education from a broad perspective, which made her a great target.

We pitched her the exclusive to travel on the education trade

Journalist / Q&A



**Name**  
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Alanna Stang, editor-in-chief of *Whole Living*, speaks to Danielle Drolet about the 2010 rebranding, the influence of Martha Stewart, and finding the right print-online balance

You've been at *Whole Living* since July. How has it gone so far?

I was executive editor of *Martha Stewart Living*, so I've been with the company for more than 18 months. It's been exciting. I'm very interested in health and wellness, healthy cooking especially. I have two young sons and when you become a mom the importance of making healthier choices is greater. In that sense, it's a great place to be in my life now.

A little over a year ago, *Whole Living* was rebranded from *Body+Soul*. Why?

The new name came in June 2010. The feeling was that "soul" was a tricky word – very attractive to some and off-putting to others. It had a more well-rounded feeling to go with *Whole Living*. It represents what the magazine is really about, which is a holistic way of living. In addition, we have always had WholeLiving.com as our website, so now the two are in sync.

“FOR A PRINT TITLE TO MAKE SENSE AND STAY IN PRINT, IT MUST BE AN EXPERIENCE”

How has the rebranding gone thus far?

Really smoothly. We haven't had any big subscriber loss. The rate base is 700,000 and we hope to grow that to 750,000. There wasn't a big awareness or marketing campaign behind the rebrand, which still might happen, but it was very organic.

Martha Stewart Living Omnimedia acquired the magazine from Thorne Communications in 2004. How does your editorial team operate with such a big multimedia brand?

We're kind of independent. We are certainly part of the company and feel that, but we operate like the three other