

BIKE SURVEY



The Dover/Kent County MPO is working with the Delaware Bicycle Council, DelDOT, and WILMAPCO to plan a bike summit for April 2009. To help plan the summit, results from this survey will be used to gauge what topics are of most interest to prospective attendees. Please pass along this survey to any bicycle advocates who may want to have input to the summit.

Visit: <http://www.surveygoldplus.com/s/D856CE1A16424E0C/29.htm>

Your participation is much appreciated!

HOOK PR GROUP HELPS BUSINESSES TELL THEIR STORY

Hook PR Group recently added two storytellers experienced at developing promotional content that allows organizations throughout Delaware to reel in more clients.

James Diehl, a longtime Sussex County journalist, and veteran editor Pam George have joined the full-service communications company, which is based in Georgetown. Hook PR Group helps businesses and non-profit organizations promote their products or services in new, exciting ways. The group's core focus is on a concept known as content marketing, a cost-effective way of promotion that's ideal for organizations of all sizes.

"We're talking about simple strategies, such as an online blog, a newsletter or even a feature-style press release that lets a business or nonprofit group tell its customers, "We want to provide you with thoughtful information that is useful to you, the consumer," George says.

"At every speech I give, I suggest one of the best ways to create great Web content is for companies to hire

a journalist, either full or part time, to create it," says marketing guru David Meerman Scott, bestselling author of "The New Rules of Marketing & PR." "Journalists are great at understanding an audience and developing information that buyers want to consume."

In addition to Diehl and George, Hook's talent includes PR consultant Larry Nagengast, bilingual journalist Patricia V. Rivera and business writer Annette Silva. All are journalists who have worked most or all of their careers in Delaware, making them uniquely-suited to serve the local market in a way no other marketing company can match.

George is an award-winning writer and editor whose work has appeared in such publications as US Airways Magazine, Fortune, Men's Health and the Christian Science Monitor. She is also the dining editor of Delaware Today magazine.

Diehl worked as a writer and editor at The Daily Times of Salisbury, Md., before serving as managing

editor for two separate Sussex County publications. He specializes in in-depth reporting, creative copywriting and public relations.

The company offers free brainstorming sessions, time spent with local business leaders to discuss how to better get their name and their message before the general public. Through its affiliation with Delaware-based BilCom Inc., a translation company, Hook PR Group also offers clients the opportunity to reach the ever-growing Hispanic population with materials written in Spanish. A menu of services and special packages are available at www.hookprgroup.com or by calling 302-858-5055.

"Just about every small business has a great story to tell, but they struggle to get their message out, to make their presence felt in the marketplace," Diehl says. "At Hook PR Group, we tell the story and position it properly. Then, to put it simply, we get your audience hooked."

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