

PR Goes Deskside

Your article on deskside briefings ["Deskside Story," December] struck me as yet another rant by a journalist seemingly always bothered by PR people. Boo-hoo for you. Go ahead: Do your job for one month without the help of a single PR pro. I dare you.

*Dino Baskovic
Managing consultant
Vincena
Berkley, Michigan*

DESKSIDE BRIEFINGS certainly have potential to improve a company's relationships with key media targets. But hitting a home run in a deskside briefing isn't easy. Prior to the meeting, it's important to give your

client a broad portrait of what could happen, including best- and worst-case scenarios. Clients need to realize that deskside briefings are just one part of the long-term process of building a better rapport with the media.

*Liam O'Mahony
Senior account executive
Off Madison Avenue
Tempe, Arizona*

CORRECTIONS

In "You Are on the Air," in our December issue, we misstated the name of Adam Bold's radio show. The correct name is The Mutual Fund Show. In "Power Ranger," in our November issue, we misspelled the last name of Cindy and Jim Tatham.

To alert us to an error, send an e-mail to corrections@inc.com. To submit a letter, write to mail@inc.com or Inc. Letters, 7 World Trade Center, New York, NY 10007-2195. Letters may be edited for space and style. Submission constitutes permission to use.