

# ANNE KLEIN COMMUNICATIONS GROUP

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## **A Media Relations Program to Grow on** One in a series of Award-Winning Solutions

### **The Challenge:**

To increase public awareness of BetterInvesting, formerly the National Association of Investors Corp., and its mission to educate individual investors.

### **Results:**

- BetterInvesting and its members have been featured in almost every major daily newspaper in the United States and almost every financial television and radio program. BetterInvesting also is regularly mentioned in major syndicated columns.
- Among the most notable media hits are *Oprah!*, *The Associated Press*, *USA Today*, *CNN*, *Business Week*, *U.S. News & World Report*, *Readers Digest-New Choices*, *Working Woman*, *Family Circle*, *Woman's Day*, *Money*, *The New York Times*, *CNBC*, *The Motley Fool* column, *Fortune* and *The Wall Street Journal*.
- National and local news media now actively seek out BetterInvesting executives and members to interview about current events and national economic issues affecting individual investors.
- After more than 25 years as BetterInvesting's public relations consultants, Anne Klein Communications Group continues to maintain positive publicity in any economic climate through our relationships with members of the media.

### **Background:**

BetterInvesting is a national, nonprofit association of investment clubs and individual investors based in Madison Heights, Mich. Founded in 1951, BetterInvesting is dedicated to providing a sound program of investment education and information to help its members become successful, long-term, lifetime investors. BetterInvesting is considered the pioneer of the modern investment club movement in the United States as well as the voice for the individual investor.

### **The Campaign:**

AKCG began work for BetterInvesting in 1983 organizing a comprehensive campaign to focus and coordinate publicity efforts in alignment with the growth of the organization. Because of our ability to cultivate the media, respond to their needs and provide them with newsworthy information, BetterInvesting is firmly established as the voice of the individual investor, and AKCG is firmly established as the means to access this invaluable resource. Carefully cultivating BetterInvesting's members, AKCG has developed interview resources nationwide, representing a diverse array of experts, individual investors and BetterInvesting chapter officers who can, due to our coaching, deliver interesting, compelling interviews while staying on message. Roughly evenly split between reactive and proactive efforts, AKCG's work for BetterInvesting represents a model long-term media relations program, demonstrating the value of building relationships over time between the agency and the news media to the great benefit of the client.

*To learn more about how Anne Klein Communications Group can establish a successful media relations program for your organization, please call and ask for Anne Klein or Chris Lukach.*