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It takes one to know one

If you want the press to work with you, you have to work with the press.

How do we know how to deal with the media? We *are* the media. And we've had more than 40 years of experience in the media. The Write Company is the business services division of McEntee Media Corp. Since 1990, McEntee Media has published a variety of internationally-circulated business-to-business trade publications. And that's just part of our press experience.

In our years as publishers, editors and newspaper reporters, we've dealt with innumerable press releases and companies trying to convince us to run their news and products. We've dealt with top-quality professionals and we've dealt with lackadaisical staffers who didn't know, nor care, about how to work with the press. We've experienced the media contact who doesn't return calls. We've experienced the PR guy who doesn't have answers, but instructs, "check our web site. It should be on there."

Needless to say, a company that makes an editor's life easier stands a better chance of having its news published.

It takes one to know one. Our experience on the other side of the phone line has given us the knowledge to present your news and product releases in a way that entices, not deters, an editor to use them. Here's a snapshot of our experience in the media.

Ken McEntee, president and owner of The Write Company, has 20 years of professional writing experience including 14 years as president of McEntee Media Corp. McEntee Media was established in 1990 as a publisher of business-to-business newsletters and currently publishes four titles with international circulation.

Prior to establishing McEntee Media, Ken was an award-winning reporter and Cuyahoga County bureau chief for the *Lorain Journal*, a daily newspaper. As a newspaper reporter, Ken earned a variety of awards for his writing, including two first place awards for investigative reporting and a first place award for community service from the Associated Press Society of Ohio. He was also recognized for Best News Story by the Ohio Professional Sports Writers Association.

Following his work at *The Journal*, Ken joined a local magazine publisher where he served as editor and writer for two business publications. At the same time, Ken co-founded Active Communications Inc., where he co-wrote the satirical *Weekly Farce* news tabloid which was featured on numerous television and radio shows and news articles. For its production of *The Weekly Farce* and *Active Voice*, a forum for free speech, Active Communications has been recognized with a listing in the *Encyclopedia of Cleveland History*.

Norm Weber has 23 years of professional writing experience, publishing articles in publications all over the U.S., including the *Los Angeles Times* (1.5 million circulation) and the *Seattle Post-Intelligencer*, two of the nation's largest dailies. Norm has held a variety of positions in writing and editing newspapers, magazines and newsletters as well as writing press releases, media guides, brochures, proposals and other business communications.

Norm's experience ranges from positions with large corporations such as Chase Bank to small businesses, international organizations, non-profit organizations, specialty magazines, colleges and universities, sports leagues, newspapers and elected public officials, including the current governor of Washington.

A holder of an MBA as well as a Masters in English, Norm is a college professor of English and business and a writing coach for high school and college students. He has worked in several capacities as a business writer, which includes banking and trade publications.

In addition to print media, Norm has experience in broadcast media including stints as a talk-show host, on-street reporter, play-by-play and color commentator, news reporter, disc jockey, Hollywood film extra, broadcast analyst, voiceover specialist and screen and teleplay writer.

Please contact The Write Company to discuss how we can help you pitch your news and forge a cooperative relationship with the press. Call Ken McEntee, at 440-238-6603 or email ken@thewriteco.com.

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