

Tuscarora Communications, Ltd. - The Affordable Alternative for Public Relations & Marketing Communications

Tuscarora Communications, Ltd., offers public relations, corporate communications and marketing communications services to organizations seeking innovative and productive ways to communicate with important audiences. Since 1989, we have served businesses and nonprofits working in a wide variety of fields.

*Our operating philosophy is that **good communications doesn't have to be expensive communications**. We strongly believe today's business climate demands a realistic relationship between a communications program's cost and the value of its results. We provide **a highly affordable option** for organizations that want cost-effective communications support for their marketing and image-building efforts.*

Tuscarora Communications can capably handle practically any public relations or marketing communications assignment from plan inception to implementation to program evaluation. From publicity campaigns to Web sites, and from annual reports to special events, we have the skills and experience to deliver the results you want. We also work with an extensive network of allied professionals who can provide graphic design, Web design, printing or other needed services.

The next time you're looking for affordable ways to achieve your organization's communications objectives or to get your firm's name in front of key audiences, please give us a call. We'd be happy to discuss your needs and provide a proposal whose affordability will surprise you.

*Tuscarora Communications, Ltd. • 204 School Street • Granby, MA 01033 • (413) 467-9470
www.yourghostwriter.com • Jeanne@yourghostwriter.com*

Comprehensive Services for Your Communications Needs

Program Planning and Management

- *Public Relations*
- *Community Relations*
- *Special Events*

Media Relations

- *Media Message Guides*
- *Press Kits*
- *News Releases*
- *Bylined Features & Op/ed Articles*
- *Media List Development*
- *Release Distribution & Media Follow-up*
- *Media Spokesperson Training*

Writing and Editing

- *Web Sites*
- *Marketing Brochures*
- *Annual Reports*
- *Speeches/Scripts*
- *Newsletters*
- *Direct Mail Programs*
- *White Papers*

Crisis Communications

- *Crisis Communications Plans*
- *Management Training*
- *Press Materials for Crisis Response*

Employee Communications

- *Employee Newsletters*
- *Personnel Handbooks*
- *Recruiting Brochures*
- *Benefit Communications*

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Principal and Affiliates

Jeanne Yocum, founder of Tuscarora Communications, has over 25 years' experience in planning and implementing corporate communications and public relations programs. She has worked with clients in a wide variety of fields, including health care, real estate, financial and legal services, business services, manufacturing, consumer products, retailing, management consulting, architecture and banking. She has also worked with numerous nonprofit agencies and associations.

Before starting Tuscarora Communications in 1989, Jeanne was an account supervisor with Schneider Associates, a well-respected Boston public relations firm. Previously she was director of public relations at Spaulding Rehabilitation Hospital and director of corporate communications for Eastern Gas & Fuel Associates (now Eastern Enterprises). Jeanne also managed the home office and field communications programs for New England Mutual Insurance Company (now New England Financial), where she served as speechwriter for senior officers.

Jeanne holds a B.A. in Journalism from Penn State and a Master's degree in Journalism from Boston University. She has served on the board of numerous nonprofits and is a co-founder of the South Shore Women's Business Network.

Carol Savage, of Carol Savage Communications in Boxford, MA, partners with Tuscarora Communications on numerous projects. With over 20 years of public relations experience, Carol has implemented comprehensive publicity campaigns and communications programs for clients in retailing, hospitality, health care and manufacturing. Prior to starting her own firm in 1991, Carol spent four years as vice president/director of public relations at McDougall Associates, Marketing, Advertising & Public Relations, one of New England's leading advertising and public relations agencies. She holds a B.A. in English from Emmanuel College and a Master's in Corporate Public Relations from Boston University.

Circle Graphics is a full-service design firm serving business and nonprofit organizations throughout New England. Founded in 1986, the firm offers a wide-range of design production services. Owner Pat Mullaly's goal is to provide clients with the best possible product, meeting both time and budgetary constraints. Work includes Web sites, corporate identity, brochures, newsletters, point of purchase, workbooks, manuals and catalogues.

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What Makes News

Want publicity on your company? Here is a list of reasons companies get media attention and the tools Tuscarora Communications uses to generate such coverage:

- *New products/services*
- *New features for existing products/services*
- *New contracts/partnerships*
- *Industry trend stories*
- *Consumer trend stories*
- *Case studies*
- *Milestones*
 - • *Launch of company*
 - • *Anniversaries*
 - • *Start/completion of major projects/assignments*
- *Responses to industry or legislative developments*
- *Company profiles*
- *Company news*
 - • *Special events*
 - • *Personnel announcements*
 - • *Mergers/acquisitions*
 - • *Office expansions/relocations*
 - • *Community relations efforts/donations*
 - • *Financial results (for publicly traded companies)*
- *Survey or research results*

Publicity Tools

- *Press release*
- *Backgrounder*
- *Story idea letter*
- *Media alert*
- *Media source sheet*
- *Fact sheet*
- *By-lined article*
- *Op/ed piece*
- *Letter to the Editor*
- *Photo with caption*

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Clients

Partial list of the clients Tuscarora Communications has served since our founding in 1989:

Associations & Nonprofits

*Advertising Club of Greater Boston - Boston, MA
The American Chemical Society - Boston, MA
American Society of the Alexander Technique -
Florence, MA
East/West TV - Newton, MA
Episcopal Divinity School - Cambridge, MA
The Food Bank of Greater Boston - Boston, MA
Greater Northampton Chamber of Commerce
- Northampton, MA
Massachusetts Council of Churches - Boston, MA
Museum of Science - Boston, MA
National Association for Community College
Entrepreneurship - Springfield, MA
New Center for Arts and Culture - Newton, MA
Springfield Business Incubator - Springfield, MA
United Way of Hampshire County -
Northampton, MA*

Auto Services

*Classic Shine - Wellesley, MA
Jiffy Lube International - Eastern Massachusetts &
Rhode Island locations
King Collision Center - Plymouth, MA*

Banking, Financial Services & Insurance

*Abington Savings Bank - Abington, MA
Epstein Financial Services - Springfield, MA
Fleet Boston - Boston, MA
Health Services Administrators - Braintree, MA
Knapp Schenck Strategic Markets - Boston, MA
The MBA Group - Braintree, MA
Mirus Capital Advisors, Inc. - Burlington, MA
Phoenix Home Life Mutual Insurance Company -
Providence, RI
Ryder Insurance Agency, Inc. - Randolph, MA*

Business Services

*Gravity Switch - Northampton, MA
Gosule, Butkus & Jesson, LLP - Milton, MA
Image Data - Nashua, NH
Mac-Gray - Cambridge, MA
Synergy Investment - Westborough, MA*

Consumer Services

*Keohane Funeral Service - Quincy, MA
LCF Associates, Inc. - Braintree, MA*

Colleges and Universities

*Babson College - Wellesley, MA
MIT Sloan School of Management-
Cambridge, MA*

Consulting

*Catlin & Cookman Group - Hingham, MA
Center Focus - Boston, MA
CFO Strategies - Duxbury, MA
Creative Realities - Boston, MA
E. J. Harrington Associates - Boston, MA
Gilburg Leadership Institute - Holyoke, MA
Harry Gilligan & Associates, Wilbraham, MA
Langer and Company - New York, NY
Lauren Mackler & Associates - Newton, MA
Marcus Manning Group - Wellesley Hills, MA
People Tech, Inc. - Toronto, Canada
Signet Consulting Group - Charlestown, MA
Stone Tower Search - Swansea, MA
Summit Strategies, Inc. - Boston, MA
Tuttle Financial Advisors, Inc. - Annapolis, MD
Unique Selling Systems - Northborough, MA*

Health Care

*Children's Hospital - Boston, MA
Eye Health Services - Weymouth, MA
Floating Hospital - Boston, MA
Lavoie Family Chiropractic - Ludlow, MA
Tufts-New England Medical Center - Boston, MA
University of Massachusetts Medical Center -
Worcester, MA*

Information Technology

*Kanda Software - Waltham, MA
MetaComet Systems - South Hadley, MA*

Internet Companies

AdhesivesMart.com

Law Firms

The Law Offices of James Sokolove - Boston, MA

Manufacturing - Consumer Goods

Ford Motor Company - Dearborn, MI

Polaroid Corporation - Cambridge, MA

Manufacturing - Industrial Goods

Venture Tape Corp. - Rockland, MA

Public Relations & Advertising Firms

Harron & Associates - Boston, MA

McDougall Associates - Peabody, MA

Schneider Associates - Boston, MA

Real Estate

AutoSpace - Boston, MA

Essex Builders Corp. - Norwood, MA

Leggat McCall Properties Management - Boston,

MA; Washington, DC; Philadelphia, PA

The Nelson Companies - Waltham, MA

Trust Investments, Inc. - Salem, NH

Restaurants

Caminito Argentinean Steakhouse -

Northampton, MA

Retailing

Domain - Norwood, MA

Paperama - Hingham, MA

Rhythm Section - Easthampton, MA

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