

Our firm has been successful in working with columnists by following an almost Cartesian campaign on particular issues. The columnist, like the editor, is inundated with useless cries for attention in the form of releases, press packets and the like. They don't get read. When we are looking for commentary, we make up a track sheet for every relevant columnist. We then write a lengthy personalized letter on why we believe an issue is worthy of commentary. We follow this with phone calls offering a personal interview with a responsible expert. Face-to-face meetings, telephone calls and personal letters are the only methods we have found will work.