

“Put my publicity and positive media relations skill to work for you.”

Note these performance highlights—

2007

■ S-PRI Selected by Washington DC-based Committee for Economic Development.

Action: The Committee selected Swanson-PRI for publicity to advocate among business leaders the importance of investing in early education for all children.

Results: “CED was extremely pleased with S-PRI. Tom Swanson garnered positive media coverage of our event and the issue of early childhood education in local newspapers as well as TV and radio. Tom is the consummate PR professional and goes above and beyond to provide his clients with great customer service.”

—Laura Oldanie, program manager,
Committee for Economic Development

2005

■ Swanson Named 2005 Infinity Award Winner.

“Established in 1975, the Infinity Award honors a public relations professional whose character, career and service represent the highest standards and who excels in the practice of public relations and/or has accomplished an outstanding one-time achievement.

“Tom Swanson has served his clients, colleagues and peers as a consummate public relations professional.”

—Public Relations Society of America (PRSA),
Charlotte Chapter

2003

■ Fifth and Poplar Apartment Homes introduces luxury living to center city Charlotte.

Action: “The Grand Opening event at Fifth and Poplar was the crowning achievement on the very effective public relations campaign that you devised and managed for the property.

Result: “The strategies that you helped us form were well thought out, carefully budgeted and well executed. You have done an outstanding job and I am completely satisfied with the work that you have done.”

—John Gray, president, Spectrum Properties Residential

2002

■ American Institute of Architects (AIA) receives best ever publicity coverage for its 134th annual national convention and exhibition.

Action: “As the executive director for the American Institute of Architects Charlotte section, I was charged with finding a firm to drive the local public relations effort for the 2002 AIA National Convention.

Result: “Tom Swanson was not only up to the challenge of publicizing the fifth largest convention to ever hit Charlotte; he created the greatest media buzz the American Institute of Architects had ever seen at a national convention, with over 90 placements in print, radio and television.”

—Erica C. Rohrbacher, executive director, 2000–2002

2000

■ \$161,130 of documented regional/national publicity generated on a client budget of \$8,385.

Action: Using national and regional media contacts in trade and business press, S-PRI placed story ideas and arranged media interviews during a year-long effort to boost awareness and new business leads for a leading marketing and communications firm.

Result: Every dollar spent with S-PRI created more than \$19 of client publicity.

■ 21% increase in attendance achieved for American Craft Council Charlotte Show.

Action: Combining paid promotional partnerships with selected newspaper, radio and television outlets and comprehensive publicity services for arts and entertainment editors of leading regional newspapers and magazines, S-PRI generated “positive buzz” about the upcoming Craft Show event at the Charlotte Convention Center.

Result: More than 8,500 attendees shopped the Craft Show in 2000—the highest attendance total to date for the Charlotte event.

1998–1999

■ Media publicity positions author as constitutional expert during Clinton impeachment and helps sell second book.

Action: “My goal in retaining your services was to seek broadcast interviews featuring my expertise on constitutional law and impeachment history. “Based on all of the good publicity, I landed a literary agent and he’s sold my second book to a major New York publishing house...Apparently the president of the company had caught me on TV or NPR and that helped him make the decision to publish me.”

—BFM, Jr., J.D., Ph.D.

Result: Interviewed by Soledad O’Brien and appeared on “Judge and Jury” with Judge Burton Katz (MSNBC); interviewed on “Nightside” (NBC-TV); appeared on two McLehrer Newshour shows (PBS); interviewed on three “Up to the Minute” interviews (CBS Radio); and interviewed on three occasions by NPR radio shows, “Morning Edition” and “All Things Considered.”

1997–2000

■ Wachovia contracted S-PRI during 41-month interval to write and produce eleven separate newsletters.

Action: Activities included interviewing key executives, analyzing technical data, telephone conference calling, e-mail approvals and supervising production.

Result: Consistent, “seamless” support with on-time and on-budget service delivery.



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Swanson-PRI

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