

# Riger

## R E P R I N T

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## Public Relations Know-how at Riger

### People

Of the fourteen full-time staff at Fred Riger Advertising Agency, these three professionals are involved in the bulk of our clients' public relations requirements:

**Peter Cronk** – 31 years in the business; p.r. experience for business-to-business, health care, financial and consumer clients; Accredited by the Public Relations Society of America; Past President (1986–87) and Outstanding Member (1991), Public Relations Society of the Southern Tier; Adjunct Faculty for Public Relations, Binghamton University (State University of New York at Binghamton, 1977–81).

**Mark Bandurchin** – 25 years in the business; p.r. experience for business-to-business, health care, financial and consumer clients; Past President (1989–90), Public Relations Society of the Southern Tier; Adjunct Faculty for Advertising, Binghamton University (State University of New York at Binghamton, 1982–92).

**Steve Johnson** – 16 years in the business; p.r. experience in business-to-business, financial, healthcare and consumer clients; past Education Chairman, Public Relations Society of the Southern Tier (1992).

### Proficiencies

- product publicity
- press relations
- press kits
- special events
- editorial briefings/visits
- newsletters
- employee relations
- community relations
- opinion research
- speech writing
- speaker training
- plus the full-menu of marketing communications capabilities

### Alliances with top p.r. agencies

For over 30 years, Fred Riger Advertising has been the upstate New York affiliate of Ruder-Finn, the largest independent public relations firm in the country. Headquartered in New York City, the Ruder-Finn worldwide network of independent p.r. agencies affords international communications reach to regional and local business entities which may not have thought they had access to these kinds of capabilities. Through Ruder-Finn, the Riger Agency has had the opportunity to perform public relations assignments for large concerns such as Philip Morris, Smith-Corona, Potter Paints, Conrail and the American Society of Heating, Refrigeration and Air Conditioning Engineers.

The Riger Agency has also performed affiliate assignments for Manning, Selvage and Lee, another large respected firm on the national p.r. scene.

### Case Histories

*Solving problems in a variety of public relations disciplines*

#### #1: Surprising an All-American band member

*For McDonald's Restaurants*

When the local McDonald's cooperative was notified that an area high school musician had been named to the McDonald's All-American Band, Riger public relations swung into action. First, we contacted the student's parents and asked them to intercept the announcement letter from McDonald's Corporation. Next, we talked to the school's principal and band

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**Fred Riger  
Advertising  
Agency, Inc.**

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director to arrange for a surprise halftime presentation at the upcoming "big rivalry" football game. The plan was to stop the halftime show after the student's customary trumpet solo, have the stadium announcer call him front and center, and make the announcement to him, the band and the entire stadium crowd. All the media was alerted and showed up intent on catching the drama of the surprise announcement. Everything went off smoothly, the student was totally surprised, and the coverage was tremendous. As a follow-up, we scheduled talk-show appearances and in-person performances, as well as capitalizing on the local interest for each appearance of the McDonald's All-American Band.

### **#2: Helping to take a company "public"**

*For Binghamton Savings Bank*

When this Broome County financial institution "went public," there was an important story to be told about why an investment in its stock could be so attractive. With our assistance, the bank's management and investment banking counsel created a "road show" presentation designed to make the case for BSB stock to local investors and institutional investors, as well. Today, the bank's stock value has increased four-fold since the IPO.

### **#3: Balancing industry's need for packaging with environmental concerns**

*For F.N. Burt Company*

This producer of rigid boxes for the cosmetic and pharmaceutical industries encountered customer requests for reduced consumption and disposal of packaging materials. Riger worked with F.N. Burt marketing executives to educate its customer base on how to develop packaging solutions that are environmentally responsible.

### **#4: Winning government and foundation support for the electronics packaging infrastructure**

*For the Integrated Electronics Engineering Consortium*

Comprised of IBM, GE, Universal Instruments and Binghamton University's Watson School of Engineering, the Integrated Electronics Engineering Consortium sought our help in making the case for funds to support practical research in electronics packaging. Riger assisted the IEEC in developing literature and a videotape to convince Albany and the National Science Foundation to "invest" in this program, so critical to the Southern Tier's economy. Recently, BU received a "Center for Advanced Technology" designation and National Science Foundation credentials, the culmination of this public relations campaign.

### **Why Riger?**

Ask to see our portfolios of publicity samples for a wide variety of business and publishing categories. Also take a look at the article, "How the public relations counselor serves management."

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