



SunStar

FUNDFACTOR

Story Development

Media Training

Positive News Coverage

Reprint Distribution

Did you see the Wall Street Journal story...

When a tree falls in the forest, does it make a sound? Probably, but if no one heard it, does it matter? And, if you have a great story or remarkable performance, but no one knows, does it increase assets under management? Probably not. Credibility comes from exposure. You can't buy it but you can nurture it.

Joe Journalist is on the line...should you take the call?

Often, a journalist calling you is looking for a quick soundbite to accompany a story about a specific sector or stock. Most likely, he or she has done the homework and determined your fund holds the security in question. If you have a public relations strategy, you'll want to quickly review this opportunity's match to your plan:



Dan Sondhelm

1. Is this a target publication?
2. Is this a publication or show that appeals to your intended investors?
3. Do you know this reporter and/or their work?
4. Do you have a plan to leverage the story if published?
5. Can you weave your firm's philosophy or process into your comments?
6. How has this security or sector performed for you?
7. Are you prepared to say something meaningful about the issue?

You may have noticed that questions 1-5 were about your firm and not about the question the reporter had at all. If the answers to these five questions were positive, then by all means, grab the phone. But, if you've never considered these issues before, its time to step back and put together a good PR plan.

Today's newspaper wraps tomorrow's fish.

The shelf life of a newspaper is barely a day. Perhaps Money Magazine or Registered Rep stay around for a few weeks, while online stories are swapped out as soon as the next great tidbit comes along. The proverbial 15 minutes of fame we'll all experience simply isn't enough to build the kind of credibility that wins new investors or financial advisors.

Credibility. Easy to find. Limitless archives.

We live in a "marketing-savvy" world. People would expect nothing less than a positive recounting of your firm's virtues when visiting your Web site. Yet, we are all attuned to turning to Google or our favorite search engine to find the answer to any and all of life's mysteries these days. Making it easy for your visitors to see press attention you've attracted hands over factual information. But it also provides a huge intangible benefit: an implied endorsement by the publication. Sharing your economic outlook with Bloomberg or proffering your

opinion to Investment News about the financial bailout and its effect on the banking sector tells the reader that an industry leader views you as an expert.

Once you've attracted that coverage, your firm's Web site offers an incredible opportunity to prolong the shelf life of your press coverage. While a feature story on your process and success is ideal, showing financial professionals and prospective investors that you are an often quoted expert is a marketing opportunity you cannot afford to ignore.

A comprehensive Web site should greet the guest with an "in the news" section on the home page that provides a quick link to the most current coverage. At a minimum, this section should be easily updatable and point people to news source while you pursue compliance and publication permissions.

The site should include a news page that includes:

- Thumbnails that click to branded, downloadable reprints of significant stories featuring your firm.
- Links to current online stories.
- Downloadable audio clips.
- Easily viewed video clips hosted on your site or links to online sources.
- Logos of publications who've used you as an expert.
- Dated listing of all publications where your fund has been mentioned.
- Link to your Journalist
- Press Room (Email us for our September 08 issue).
- Public relations is a proactive venture.
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While our opening scenario envisioned a reporter calling you, a proactive approach to public relations will build the exposure you need among financial publications quickly and efficiently. At SunStar, we work first with our clients to articulate a strong, differentiating story. Then, we target publications whose readers match your best investors' profiles. We have long-standing relationships with major publications in markets across the United States, as well as personal relationships with key journalists. In addition to pitching stories on our clients' behalf, we are frequently called on to provide experts on a variety of financial subjects.

Call us at 703-894-1046 to discuss how SunStar can help you achieve recognition in this competitive environment.



SunStar: One of Inc. Magazine's 5,000 fastest growing private companies in America in 2007 and 2008.

SunStar works with retail and institutional investment managers and mutual fund firms to attract investors, strengthen distribution and build brands through structured news generation programs and smart marketing. We know the industry and the reporters who cover it. We also understand the often challenging legal, regulatory and compliance issues facing clients.

Find more about smart marketing and successful public relations campaigns in our blog: FundFactor.net