

"Making Public Relations Pay... In the Information Industry"



Ken Makovsky

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Making public relations pay off in the information industry takes the extra effort that has earned Makovsky & Company high grades. Impressed with the bottom-line strategies of this young and growing agency are industry leaders such as Management Science America (MSA), the leading supplier of financial application software; Commercial Software, a leading vendor of telecommunications software; and Sun Information Services, a provider of shared and specialized services. Notes Ken Makovsky, company founder and president, "Information processing companies challenge us to create innovative public relations solutions that relate directly to their bottom-line. Our organization thrives in this environment."

A distinguishing attribute of the agency's approach is its balance of account experience. Both information processing firms and their Fortune 500 customers make up the firm's client roster, which boasts Merrill Lynch, Price Waterhouse, Fuqua Industries, and Interstate Motor Freight

among others. The agency's skills have been and are being recognized by the information industry. Their 1980 survey of national and trade press editors and editorial needs received widespread coverage for the important trends it disclosed. ICP Publishing will soon present the firm with a Promotional Merit Award for development and execution of a *Business Week* article on MSA.

Rather than off-the-shelf pr approaches, Makovsky & Company emphasizes strategic marketing and public relations planning in developing and implementing client programs. A series of seminars called "Strategic Public Relations Planning in the Information Processing Industry" has been structured to share the agency's insights with industry professionals. These seminars have already attracted executives from IT&T, Xerox and other companies. Relationships with national, international, regional, and specialized business media as well as the trade press are also used strategically to position and place editorial. Ken states, "Our people and methods are bottom-line conscious in support of marketing, advertising, and the production of sales leads."

Ken believes his agency is geared for growth in the information industry. Based in New York City, the firm is only a taxi ride to the major news and business media as well as Wall Street. Makovsky & Company is often asked to complement the activities of other pr agencies in the areas of national media and financial relations.

Clients large and small are welcomed at Makovsky & Company, which professes special expertise with first-time users of public relations services. Inquiries from companies marketing hardware, systems software, office products, and computer or communications services would be of prime interest to the agency.