



PR Week Profiles TR Cutler, Inc. Mfg. Association PR Affinity Program

TR Cutler, Inc., June 24, 2005

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Affinity Program for Mfg. Association PR profiled by PR Week

PR9.NET June 24, 2005 - TR Cutler, Inc. (www.trcutlerinc.com) is the Public Relations firm specializing in PR for the manufacturing community worldwide. The new affinity PR program will offer services through manufacturing trade associations starting August 2005. The company founded the Manufacturing Media Consortium™ of more than 2000 journalists writing about trends in the manufacturing sector. TR Cutler is the author of The Manufacturer's Public Relations and Media Guide. Cutler personally authors more than two hundred manufacturing feature articles annually as is a regular contributing editor for InMFG and Time Compression Technologies and Managing Automation.

The Manufacturing PR Advantage™ program will offer discounts ranging from 30-40% for short-term assignments, called Manufacturing Media Blitz™. These 90 day programs include writing and national distribution of more than 30 press releases, a comprehensive media planner, and a detailed checklist of PR options.

Associations that sign up will receive rebates for the fees their members pay TR Cutler, Inc. Cutler, who has worked with dozens of manufacturing associations, recognized that membership revenue was not self-sustaining and many local PR firms simply lack the expertise or media relationships in the manufacturing sector. Cutler has single-handedly helped more than 1000 journalists secure writing and reporting functions at publications, many of whom utilize Cutler's firm as a resource for determining what is newsworthy in the manufacturing sector. Cutler says, "Everyone wins: the manufacturing association looking to drive additional operating revenue, the manufacturer who wants to see immediate and direct results from an aggressive PR campaign, and TR Cutler, Inc."

The 90-day campaign will drive traffic to a client's website, and increase product and company awareness, and quantify increased sales.

Most manufacturers companies have never conducted an aggressive public relations campaign," according to TR Cutler, president and CEO of the firm. Based in Fort Lauderdale, Florida, TR Cutler, Inc. now has 40 associates worldwide who strive to determine what is newsworthy in the manufacturing sector, draw media attention to manufacturers in the most favorable and truthful light, and provide case studies and feature profiles that help to illuminate the effectiveness of the manufacturing sector in North America and worldwide.

The new TR Cutler, Inc. manufacturing affinity program was favorably profiled in PR Week on May 20, 2005: www.prweek.com/news/news_story_free.cfm?ID=238262&site=3. The print edition was included in the May 30, 2005 issue.

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