



audience data directly into the ACT! Premium database to provide details such as market ranking and market coverage. Using the powerful query capabilities within ACT! Premium, NBN staff is able to mine this data, identifying the markets and stations within those markets likely to have interest in its stories, and then contact the right individuals at those stations to make a successful pitch.

“We keep detailed notes on how well each radio and television project is accepted in each market,” says Neuman. “That information increases our success rate for pitching future stories.”

### Segment and Organize Contacts

NBN's production department uses ACT! Premium to keep track of the vendors the company works with as part of its productions. “We often use satellite trucks, for example,” explains Neuman, “and we keep the companies’ rates and various contract information in ACT! Premium for easy access by everyone.”

The Group feature within the software has proven to be valuable to NBN — staff sets up a Group to represent each project, and adds clients, vendors, and the stations being pitched to as members of the Group. “It’s an ideal way to associate all the contacts involved in a project together,” explains Neuman. “And we can copy an existing group to a new group when a similar project comes up.”

### Communicate Effectively

Matthew Smith, vice president of sales and marketing at NBN, finds ACT! Premium to be an effective sales tool for his staff and a powerful management tool for himself. “I use it to communicate with my staff. I’ll review the notes for a contact and add some of my own ideas or strategies,” explains Smith. “The salespeople can then read those notes as they’re working.”

Smith’s goal is to enable his team to manage their time effectively, spending the maximum time talking with clients and potential clients and a minimum of time record keeping. “I call it Outreach Velocity,” quips Smith. “We need to find and develop

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relationships with thousands of individuals and ACT! Premium helps us do that easily and efficiently.”

E-fax and e-mail are the preferred communication methods for most of NBN’s contacts. Several times a day, staff uses the Mail Merge function with ACT! Premium to generate various lists containing names, company names, fax numbers, and e-mail addresses which are then sent to the company’s automated fax and e-mail software. “We send what we call media alerts — teasers or a bit of background information on a story. This kind of communication is central to our outreach program,” says Smith.

In ACT! Premium, NBN has found a flexible, reliable, and powerful solution that enables staff members across the company to communicate effectively and efficiently with clients, vendors, and media partners.

“We pride ourselves on the personal relationships we develop with our clients and news organizations. ACT! Premium is an essential tool for helping us maintain those relationships,” concludes Neuman.

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