

Iolite Writing News

a monthly publication for clients and friends of iolite writing services

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let us do your writing - so you can do your business.

Fiscal year ends in two months

The federal government's FY05-06 will come to a close on September 30. If you work with federal clients that means you have 60 days to make it into next year's budget.

But when do counties and cities finalize their budgets? To get the scoop, check out the *environmental news* column on page 2.

iolite writing services

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photo credit: Annika Wallendahl

Finding new business opportunities may be easier than you think. Counties and cities often use small businesses to fill their project needs.

The dog days of August are here. Even if the days are too hot, you can still enjoy the cool nights. On August 12-13, check out the night sky to see the Perseid Meteor shower in action.

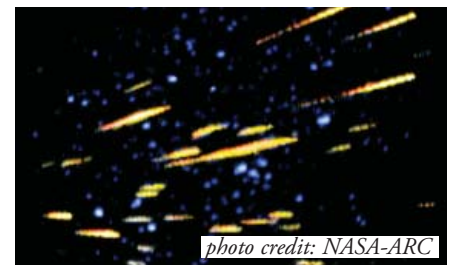


photo credit: NASA-ARC

More PR, please

Publicity is great. It gives your business exposure, allowing clients to hear about you from unbiased sources. Last month's *business writing* column covered how to write a great hook for your press release.

To round it out, here are a few final elements to include in your press release so it's near irresistible to busy reporters. *(continued on page 2)*



photo credit: Long Beach Visitors Bureau

Play hooky and visit the 25th annual Washington State International Kite Festival.

Go Fly a Kite

The 2006 Washington State International Kite Festival will be held August 21-27 in Long Beach, Washington.

The festival features kite displays and competitions that include kite trains, a choreographed kite ballet, Japanese Rokaku kite fighting and lighted kite flying at night.

It's a spectacular sight to see. Visit www.kitefestival.com for more information.

Washington counties and current population

Adams	17,000
Asotin	21,000
Benton	143,000
Chelan	69,000
Clallam	67,000
Clark	392,000
Columbia	4,000
Cowlitz	96,000
Douglas	35,000
Ferry	7,400
Franklin	61,000
Garfield	2,000
Grant	79,000
Grays Harbor	70,000
Island	7,600
Jefferson	28,000
King	1,808,000
Kitsap	240,000
Kittitas	73,000
Klickitat	20,000
Lewis	72,000
Lincoln	10,000
Mason	52,000
Okanogan	40,000
Pacific	21,000
Pend Orielle	12,000
Pierce	756,000
San Juan	16,000
Skagit	111,000
Skamania	10,000
Snohomish	656,000
Spokane	436,000
Stevens	41,000
Thurston	224,000
Wahkiakum	4,000
Walla Walla	58,000
Whatcom	181,000
Whitman	42,000
Yakima	229,000

(Compiled from MRSC, county and census websites.)

environmental news

Washington's 39 counties

As a consultant, working with counties and cities can be a great source of revenue for your business. Can you name five counties? King, Pierce, Snohomish, Skagit....and Jefferson. *(Phew.)*

There are actually 39 counties in Washington. In the adjacent box you'll find a list of counties and their populations. The list was compiled using the Municipal Research and Services Center (MRSC) website, www.mrsc.org/countyprofiles/profilesmenu.aspx. From the MRSC website, you can click on

the interactive state map and link to each county's website. Then just keep your eyes peeled for new project postings and bid requests.

If you want to work with cities, the MRSC also has a city profile page where you can sort Washington cities by population and other criteria.

Don't forget to check out fiscal calendars too. For example, by following the MRSC link for the city of Anacortes, you'll find that their fiscal year runs from January 1 to December 31.

Give us a call if you'd like assistance compiling federal, county or city marketing info. It's what we do.

Iolite Writing Services 360.643.0332

coffee break

What is it?

Any idea what you're looking at? In Washington you can find it along the Columbia River Gorge. Here's another hint: it travels 3 mph at a scorching 2000° F, when fresh.

This is scoria, a type of basalt lava. The sample in the photo is from Craters of the Moon National Monument in Idaho.



photo credit: Annika Wallendahl

business writing

More press release tips

(continued from page 1) Make sure your press release includes the seven elements listed below. A well crafted press release can reach millions.

- 1) A great hook
- 2) Your contact info: email address, phone number and business website.

- 3) One or two quotes about the project that a reporter can use in the story.
- 4) Headline
- 5) Dateline (gives the date and city of the news)
- 6) State if you have photos available to run with the story.
- 7) End the press release with “###” so the reporter knows that no info was inadvertently clipped.

(For more PR tips visit our website, www.ioliteedge.com.)

Our services include writing and distributing press releases, electronic newsletters, direct mail, technical writing, copywriting and more.

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