

**EMBARGOED UNTIL MONDAY, DECEMBER 17, 2007 12:01AM (EST)**

## **THE MORRIS + KING COMPANY ISSUES BEST PROFNET QUERIES OF 2007**

***Learn How to Find Treasure, Thwart  
Mosquitoes and Fight Chickens All in One Story!***

**And the First Ever Dishonorable Mention Award Goes to...**

**NEW YORK, NY—December 17, 2007—The Morris + King Company (MKC)** (<http://www.morris-king.com>), one of the country's most innovative and accomplished public relations and integrated marketing firms, today issued the second annual "**Best ProfNet Queries of the Year**" list.

Compiled from a collection of 52 weeks worth of email queries from **PRNewswire's ProfNet** service, this list chronicles the funniest, most unique and peculiar reporter queries of 2007. On a typical day, PRNewswire, which is the global leader in news and information distribution services for professional communicators, transmits between 100 and 150 reporter queries. Throughout 2007, MKC Vice President Lane Buschel and Account Supervisor Justin Kazmark scoured through tens of thousands of such queries with help from their colleagues to create this year's list.

Without further ado, the Best ProfNet Queries of 2007!:

**10. BEHAVIOR/TODAY: People's Busy Lives and the Bad Things that May Happen as a Result—*The Cincinnati Post***

I'm looking for a sociologist/psychologist to talk about people's busy lives and bad things that may happen as a result, i.e., leaving the car on in the garage, going to bed and dying of carbon monoxide poisoning because they were so busy they forgot.

**9. SPORTS/TODAY: Transitioning from Cheerleader to Coach/Gym Owner—*Freelancer***

I'm working on an article for Cheer Biz magazine about transitioning from cheerleader to coach. If you've ever been a cheerleader who transitioned into coaching either a school squad or an all-star cheer team, please answer these questions: 1. What has been the hardest part about transitioning from cheerleader to coach/gym owner? 2. How long have you been coaching? Also, how long did you cheer? 3. When you were cheering, did you ever anticipate becoming a coach? Did you consciously prepare to do that? 4. What would have helped you make the transition easier? 5. What would you say to young cheerleaders coming up in the cheer system with the goal of becoming a coach/gym owner? 6. Any advice on making rules and running practices and gaining respect of other coaches, cheerleaders, parents, etc.? Many cheer coaches and owners are so young, they have a hard time with the respect part. How do you handle it? (By the way, how old are you?) 7. For coaches who are not married, barely 21, how do you suggest they separate themselves from the cheerleaders? 8. Is the pressure too much sometimes? Is it all worth it in the end? 9. What characteristics do you think a person needs to have in order to be a good coach/gym owner? Please feel free to add any other info you think might be beneficial to this piece.

**8. PARENTING: Purity Balls—WOSU-AM (OH)**

I'm looking for someone who can speak about purity balls, either for or against. I need someone who can say why father-daughter purity balls are good, or why they are bad.

**7. BEHAVIOR: Lion/Tiger Tamer—*Parenting Magazine***

No, this isn't a joke. I am seeking a circus lion/tiger tamer for a short, humorous piece on how to get small children to behave. I would vastly prefer that the tamer have children of his/her own and speak English. Please forward me your candidate's credentials and availability, as well as the name of a contact person I can reach for further information or to schedule an interview.

**6. BEHAVIOR: Vampires—*Milwaukee Journal Sentinel***

I'm out to prove we still love vampires. I need some folks familiar with creatures of darkness to help me give evidence of this passion and/or tell me why we still love them.

**5. BOOSTER/TODAY: Bible Verses for Daters—*Love.MSN.com***

Many daters look for inspiration from the Good Book. So I'm compiling a list of the best Bible verses for daters. Please e-mail your most inspirational verse, a 100-word explanation of what it means to you and why you chose it, and your name, title and location with "Bible Verses" in the subject line.

**4. NON-EXPERT: Taser Parties—*Cloaked***

A national women's magazine is looking for women who've hosted taser parties. Please respond ASAP with your info, and I'll provide details about the article.

**3. BEHAVIOR/TODAY: Effects of Drugs and Alcohol—*Star Magazine***

I need someone to explain to me the effects drugs and alcohol can play on a 25-year-old's mind. How might their behavior change? Will they do irrational things?

**2. FITNESS: Exercising While Drinking—*Freelancer***

I am writing an article on how barflies can stay in shape. I am looking for experts who can suggest exercises that can be done at a bar. I am open to anything—low-impact aerobics, barstool dips, beer curls, etc. I am looking for detailed descriptions on how to correctly do the exercise. This is for UrbanTailgate.com, a social networking site for sports fans.

**1. LIVING/TODAY: Finding Treasure/Thwarting Mosquitoes/Chicken Fights—*Freelancer***

I'm writing some how-to pieces for WWE (World Wrestling Entertainment) magazine, and am looking for advice on three rather unique topics: find buried treasure, thwarting mosquitoes, and winning a chicken fight. If you are, or work with, an expert treasure hunter, insect killer, or chicken fighter, please let me know, or simply pass along your top tips. My deadline's Tuesday, so I'm looking for great info in a hurry.

This year, there was one reporter who consistently exhibited a special aptitude for producing unbelievably unique ProfNet queries that have been both compelling in content and colorful in voice. If MKC included the queries of this reporter in the running they very likely would have monopolized the list, edging out many of 2007's Best ProfNet Queries of the Year. With that in mind, MKC has for the first time created a special list, in tribute to the talents of this prolific and remarkable individual—**Lenore Skenazy**.

"We're extremely pleased to recognize Lenore Skenazy this year for her outstanding use of ProfNet as a resource," said Lane Buschel, a vice president at The Morris + King Company. "Each of her queries has a hook, a voice and a defined request. Journalists and PR professionals alike can stand to learn from her colorful use of the system."

### **The Best Lenore Skenazy ProfNet Queries of 2007:**

#### **10. NON-EXPERT: Apologizing: When Have You Done it and How Has it Changed Things?**

As the holiday Yom Kippur approaches, Jews (like me) are commanded to make apologies to all the people we've wronged this past year. This is hard to do, and I congratulate myself if I even make one sincere apology for something I really feel guilty about (this year I apologized to a woman I insulted about 12 years ago, so, I don't rush). Anyway, what I'd like to hear about are stories of apologies made either by you or to you. How long before you got around to it, what was the impetus behind it, how did it change things (or you)? I have a feeling apologizing is a way bigger deal than we think it is, perhaps because in this day and age of "instant" insincere apologies ("I'm sorry if anyone misconstrued my remarks likening my opponent to a bald, bloated badger as an insult") the whole area of "I'm sorry" seems tinged with insincerity. Anyway, let's hear those stories.

#### **9. BEHAVIOR/TODAY: How Societies (Human and Animal) Have Adapted to Heat**

I'm researching how societies (human and animal) have adapted to heat. When it's 95 degrees and I see Muslim women in long, hot robes, or Orthodox Jews in thick, black suits, I wonder: How come they are so much less whiny—and possibly even less sweaty—than me? Then I wonder about civilizations that live in the desert and giant worms that live near the superheated sea vents and I wonder: Why are they less whiny than me, too? (Well, the giant worms have no mouths. But still...) What have all these groups learned about adapting to the heat? Anything they could teach me? Have we evolved into a nation of one-temperature wonders, who can only exist between 50 and 83 degrees? Tell me fascinating heat facts, before I melt.

#### **8. WOMEN'S ISSUES: Imperfect Moms**

Are we having an up-with-imperfection moment, especially when it comes to motherhood? It feels like that to me, but I'd sure like some evidence. You don't hear a lot about "supermoms" anymore, except as the kind of person we all hate. (I'm actually not sure supermoms ever really existed, or whether the media made them up.) But anyway—I'd like to hear of any examples you're noticed of society saying to moms: You're good enough the way you are. (And by the way, moms: You are!)

#### **7. CULTURE/TODAY: Why Are Dragons So Popular All of a Sudden?**

Looks like dinosaurs are draggin' while dragons are breathing fire. There's the "Dragonology" book, of course, and "Eragon" and "Harry Potter." How—and why—did these mythical creatures take over the brains of all the kids who knew every denizen of the Pleistocene era? Gotta hear it soon, for a column for tomorrow on the year(s) of the dragon. (I know it's not \*the\* year of the dragon.)

#### **6. BELIEFS: Did Anyone Ever Worship the Mosquito?**

I'm looking for anyone steeped in mosquito lore and legend. Come and bite me. Or, actually, I'd prefer an e-mail.

### **5. ADVERTISING/TODAY: The Story Behind Mr. Whipple and Friends**

I don't know about you, but I always suspected that Mr. Whipple and the Ty-D-Bowl Man were more than just friends. Anyway, that's neither here nor there. What I'm writing about today (I hope) is the history of some of our favorite ad icons, including Mr. Whipple, the Pillsbury Doughboy, Betty Crocker, Aunt Jemima, Mr. Clean and anyone else you can think of. I'm looking for historians and ad industry folk who can furnish me with stories about how these great icons came about. Any good anecdotes about disasters or setbacks are, of course, very welcome. Tell all and we shall mourn Mr. Whipple with a salute to his creed.

### **4. BOOSTER/TODAY: What Children's Book Characters Besides Dumbledore Are Gay?**

Calling all literary types and gender-studies majors. Now that J.K. Rowling has informed the world that Dumbledore is gay, I'm wondering what other famous literary characters were gay too? Ahab? Jo in "Little Women"? One or more of the Seven Dwarfs? And, what evidence do you have? I really am looking for thoughts—outrageous \*or\* scholarly (or both)—as to which characters may some day come out of the closet. I'm on a tight deadline. Let's talk.

### **3. FOOD/TODAY: Is Fancy Food Really that Much Better Than Fast Food?**

Is fancy food really that much better than fast food? I ask because for a while I used to do restaurant reviews, and then I'd find myself eating at the salad bar for lunch and think "Mmmmm" as I ate my steam table stew. And it was always hard for me to understand why a \$28 entree was considered so much "better" than this \$5/lb salad bar feast. I also found myself thinking, "Boy, if I lived in medieval times and someone showed me this amazing spread—or even the menu at McDonald's—I would faint at the freshness and opulence of it all." Anyone else think that way? Like—quit bashing fast food, we're lucky to have it? That's all. I'd love to hear from food historians and regular folks. Off to breakfast.

### **2. HEALTH/TODAY: Fun with Circumcision**

Clip and save. That is the message New York is considering giving its men (and new parents, I think). Since circumcision seems to be preventing some cases of AIDS in Africa, New York is considering pushing it here, too. My angle: What will be the ad campaign? I'm doing a column on fun ideas for subway posters, radio ads, TV spots. Yes, an excuse for all sorts of jokes. Feel free to join in.

### **1. RELIGION/TODAY: How Can You Tell if Your City is Being Targeted by God?**

How can you tell if your city is being targeted by God (or gods) for imminent destruction? Just curious. As a New Yorker whose town was just whipped by a near tornado—third huge storm this year—I would like to talk to theologians, clergy and professors about how you can tell when/if God is fed up, when Armageddon is starting, what signs God is supposed to give before wreaking destruction, etc. Also: Are plagues always the way to go? This year we have had floods, a blackout, stifling heat and, of course, ridiculously high rents. Call soon, before I'm zapped for blasphemy.

"I love ProfNet and am so grateful for all the great sources and stories it has led me to—including stories that led to other stories," said Lenore Skenazy.

Also for the first time this year, MKC has created a "Dishonorable Mention" category for the most sketchy ProfNet query of year. This year's recipient, a PR firm, issued a query in hopes to

secure a morning show segment (presumably for a client) by virtue of sourcing a car crash victim's family member via ProfNet.

***Dishonorable Mention***

**MEMBER ITEM: Personal Story of Death Due to Text Messaging—5W Public Relations**

[Limited to the Northeast] For a national morning TV show based in NYC, I'm looking for personal stories of someone that lost a family member due to a car crash while text messaging on their cell phone. The person must be willing to go on the show and discuss their story.

“Yikes,” said Justin Kazmark, an account supervisor at The Morris + King Company.

**About The Morris + King Company**

The Morris + King Company (MKC) is a New York-based public relations and marketing agency with a national reputation for results-driven campaigns and inventive messaging strategies. Founded in 2001 by co-principals Andy Morris and Judith R. King, MKC generates attention-getting, buzz-building campaigns for more than 20 clients, including: AOL; Ritz-Carlton Club; Wikipedia; CNBC; Pfizer; Glam Media; IDG; Marquis Jet; Classic Media; Abyssinian Development Corp.; Beliefnet; Stardoll; Actus Lend Lease; Central Park Summer Stage, Women In Film and Heavy.com. The MKC team has expertise across the board, with special concentration in the following arenas: Luxury Goods and Services; Media and Entertainment; New Media and Digital Entertainment, Nonprofits and Issue Campaigns, and Crisis Communications. For more information, please visit: [www.morris-king.com](http://www.morris-king.com).

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