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Taxicab, Limousine & Paratransit Association Unveils Free Public Relations Handbook for Members

Do-It-Yourself Manual Designed to Help Guide Members in Media Relations

(ROCKVILLE, Maryland)—The Taxicab, Limousine and Paratransit Association (TLPA) is pleased to announce that its newest handbook, *Developing Favorable Public Relations*, is now available to members on the TLPA website.

The new handbook, which can be downloaded free of charge in the “Members Only” section at www.tlpa.org offers useful advice geared specifically to TLPA’s more than 1,000 members who are fleet operators within the for-hire transportation industry.

The handbook covers a number of topics, including identifying possible stories of interest, writing a press release, pitching a story, creating media lists, the secrets to a great interview, and more. It also includes useful sample email and phone pitches to reporters as well as a press release template.

“It’s important that we as an industry get out there to tell our positive stories, of which there are many,” said Alfred LaGasse, CEO of TLPA. “These are deeply impressive, community-minded, service oriented, hard-working people in the transportation industry, and they deserve recognition in the public sphere. The media can help our members and TLPA with that, as long as our members and TLPA reach out to the media.”

The handbook was written by strategic communications professionals John Boit and Jon Tapper, both senior partners of Melwood Global, the public relations firm of record for TLPA.

“TLPA members who regularly engage their local media with positive stories about their companies—such as stories about community service and innovation—are really managing the public’s perception of their business,” Boit said. “Building and protecting a company’s positive image doesn’t happen by accident, and it doesn’t happen overnight. The consistent policy of media engagement is the key.”

The handbook also discusses how successful public relations campaigns are far more effective in terms of affecting public opinion than traditional advertising.

Developing Favorable Public Relations is a follow up to a handbook written by Melwood and released by TLPA to its members last year, *Protecting Your Company in a Crisis Through Media Relations*, also available free of charge to members through TLPA’s website.

Established in 1917, the Taxicab, Limousine & Paratransit Association (TLPA) is a non-profit trade association of and for the private passenger transportation industry. Its extensive membership spans the globe to include 1,000 taxicab companies, executive sedan and limousine services, airport shuttle fleets, non-emergency medical transportation companies, and paratransit services. For more information, please visit www.tlpa.org.

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