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Public Relations | Digital Marketing |
Communication Training



editorial calendars. These activities, survey respondents say, can improve relationships and the chances for editorial media coverage.

"Our survey is designed to do two things: give a voice to the trade media about what's important to them and share that information to help manufacturers make better marketing decisions when it comes to the trade media they depend on," said Spaulding Communications President Matt Spaulding. "The results show there are many things manufacturers can do to improve how they work with the trade media. It's not surprising that building closer relationships and having a stronger understanding of each publication are two of the most critical."

Other key results from the survey include:

- Nearly 70% of respondents say they want manufacturers to know they offer tailored solutions beyond what is in their media kit.
- 50% say gaining more editorial coverage requires a better understanding of their editorial focus before sending press releases or pitches.
- 80% say growing advertisers and advertising revenue is the number one challenge they face this year.
- 90% say their publication

is most focused on offering insight and analysis to help readers navigate industry challenges and opportunities, not on covering breaking news. [Read More](#)

PEOPLE IN THE NEWS

>Josh Price joined Integra Seating as the company's new Partnership Manager.

In this role, he will collaborate closely with Integra's brand representatives and dealer partners to strengthen relationships, support growth, and further expand the company's reach within the A+D market. With a background in teaching and coaching, Price brings a unique perspective to building connections and fostering collaboration. His experience developing individuals and teams translates seamlessly into Integra's relationship-driven approach, ensuring that partners receive the tools, knowledge, and support needed to succeed. "We're thrilled to welcome Josh to the Integra team," said Chandra Putnam, Integra's President. "His passion for building relationships, combined with his people-centric background, makes him an ideal fit for this new role. Josh will play a key part

in helping us support our reps and dealer partners while continuing to grow our presence in relevant markets."

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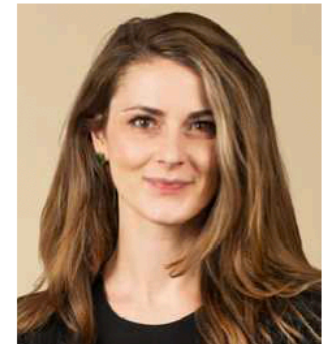


Josh Price

>Jackie Tomlin is being promoted to Interiors Studio Principal in Little Diversified Architectural Consulting's Durham, NC, office.

She will officially assume the role effective Jan. 1, 2026, succeeding Sharon Crawford as Crawford transitions into retirement. Tomlin began her career at Little as an intern in 2016 and has continually demonstrated exceptional growth, leadership, and commitment to the firm and her clients. She is a graduate of Appalachian State University and the University of North Carolina at Charlotte. "Jackie has consistently demonstrated her ability to lead multidisciplinary teams, deliver the highest standards of quality,

and build strong partnerships with clients and colleagues," said Robert Bishop, Little's Durham Office President. "Her leadership has already shaped transformative spaces, and I'm excited to see the impact she will make in this new role." [Read More](#)



Jackie Tomlin

ENVIRONMENT

>Steelcase released its 2025 impact report, "Our Work Toward Better Futures."

This report shares data from the organization's fiscal year 2025, which ran from March 2024 through February 2025. It documents the organization's work toward building community, including its growing inclusive design practice. It also highlights progress toward its commitment to achieving net zero carbon emissions by 2050, featuring the redesign of its highest-selling chairs with 50% more recycled content. "When we build community and act with intention for both people and the planet, we create spaces where everyone can thrive," said Kim Dabbs, vice president of impact for Steelcase. "This impact report