

# chamber business profile



## AboutGreaterCincinnati.com

**A Remarkable Webzine Featuring Just the Inspiring,  
Unique & Notable in Cincinnati**

**F**or Brenda C. McCaskill, accentuating the positive is not just a wise saying or even a personal philosophy. For her, it's become a successful business strategy.

Ms. McCaskill, a specialist in both information



**Brenda McCaskill**

technology and written communications, has parlayed her desire to make people aware of all the upbeat and uplifting things happening in the Queen City into an increasingly popular website called [aboutgreatercincinnati.com](http://aboutgreatercincinnati.com).

"The difference between our webzine and other media sources in town is that we are 100 percent good news," Ms. McCaskill said. "People tell me they like the focus on the positive and the inspirational on the website."

Even the format of the website is uplifting. with vibrant colors and some flash movement, [AboutGreaterCincinnati.com](http://AboutGreaterCincinnati.com) is engaging and fun to visit without being annoying.

"The banner logo is a representation of what I'm trying to cover with the website," she said. "The logo depicts great attractions, world class culture and sports, an adult and

a child's hand tenderly clasped represent family and friends; and the Tyler-Davidson Fountain showcases downtown, the heart of the city."

**Stories Must Be Positive, Inspiring, Motivational and Notable.**

The site boasts at least four different video news stories, an event calendar, daily quote, a news feature with photos, a running news wire of up-to-the-minute news, ads, visitor comments and more. At least 12 features are available to the visitor at all times. Some features are updated daily, some weekly and everything completely replaced monthly with the publication, it's a brand new webzine the first of each month. Ms. McCaskill works with local and national media sources to get content for the site.

One of the flagship features is the "Inspiration of the Month" video, which could be a local, national or international story. For July, it was a Fox News story on Maurice, a blind piano tuner whose world is shrouded with darkness, but whose absolute perfect pitch enables him to flawlessly tune pianos. He is a sought after craftsman with customers that include Patti LaBelle and other music icons.

There's "AGC Buzz," another video feature about another splash of good news. "Congrats and High Fives" is a series of still photos of local people receiving awards and recognitions. Each piece of news or event must pass the "Is it



positive, inspiring, motivational and notable test before it's posted on the site.

### **Eliminate the Negative**

"There's a stereotype about the many negative things happening in Cincinnati, but there are so many exciting, wonderful things happening in our community that we should be proud of," she said. Ms. McCaskill invites people to send her news, especially positive happenings in the African American community.

Because she is one of the Tri-State's most outspoken boosters, many people are surprised to find out she's from Darien, Georgia near Savannah, and not a Cincinnati native. She came to Cincinnati to work for Procter & Gamble. And when she left P&G after 17 years as an IT project manager, she stayed. She went on to work as community relations manager for Hewlett-Packard here, before starting her own business called A Caring Touch, which does event planning, and print design. A Caring Touch is the parent company and primary sponsor for AboutGreaterCincinnati.com.

The idea for the website started three years ago after she began writing articles for The Cincinnati Herald on positive events, and she got an overwhelmingly response. "I decided to launch a website where I could publish as

many articles as I wanted. I started the prototype in 2008, and in the first six months the prototype got about 800 hits," Ms. McCaskill explained.

"But as the buzz about the site grew louder, visits jumped to more than 11,600 in the past 12 months, from 44 states and 39 countries. That's a huge increase with just grass roots, word of mouth efforts -- no advertising or media releases," Ms. McCaskill said. "That's all changing now. I'm planning and moving forward with a pretty aggressive marketing and promotional plan for the site."

Growth plans for AboutGreaterCincinnati.com's future include securing more advertisers and community sponsors. She's planning to add another staff person as soon as possible, to allow her to bring even more positive news to the site.

"There is good news in newspapers and on TV and radio newscasts, but it gets buried," Ms. McCaskill said. "But I want people to see Cincinnati in a positive and uplifting way. Gandhi said 'Be the change you want to see,' and I am trying to do that with [www.AboutGreaterCincinnati.com](http://www.AboutGreaterCincinnati.com)."

Contact Ms. McCaskill at [www.AboutGreaterCincinnati.com](http://www.AboutGreaterCincinnati.com) or call (513) 678-1554.