

Customer Spotlight

TR Daily and State NewsWire provide one clear, thorough picture — “I read it every day!”

This customer spotlight is based on an interview with **Pamela Gist**, Principal at Lukas, Lafuria, Gutierrez & Sachs, LLP.



Current information is critical

Pamela Gist, Principal at Lukas, Lafuria, Gutierrez & Sachs, LLP, specializes in wireless telecommunications and cable television law, and handles intellectual property matters before the United States Copyright Office and the Patent and Trademark Office. Pamela has been a subscriber to *TR Daily* and *State NewsWire* for many years. Or, as she puts it, “I’ve been a subscriber for as long as I can remember.” As an attorney within the wireless industry, Pamela must be tightly focused on the daily developments and be able to provide guidance in a complex and dynamic regulatory environment. Staying current is vital not only for her to carry out her day-to-day responsibilities but also for her to be able to communicate in a well-informed manner with clients. “*TR Daily* helps keep the team fully informed so that we’re equipped with the latest industry developments as we head into a conference or meeting with our clients. It helps us know as much as our clients, who are always very well informed and sometimes ahead of us on the information.”

Many members of her office especially like the *State NewsWire*. As Pamela mentions, “there are a lot of states to keep up with and the format allows my colleagues and me to read through the states relevant to us within the current issue at the same time.”

Clear and thoroughly written information is even better

The clear, concise presentation of complex information is a very important aspect of *TR Daily*. Pamela and her team appreciate the efforts editors make to simplify events. The journalists at *TR Daily* constantly strive to present information in the most logical fashion, without confusing acronyms, and they work hard to be as thorough as possible.

“I love the writing style – it’s logical, plain writing. Other publications are bouncier and you have to connect the dots. TR Daily / State NewsWire writers present everything in a very clear and easy-to-understand way, and the articles are more thorough and go beyond the highlights, headlines, and quotes that we’ve already seen. It’s more thoughtful and substantive.”

Pamela has even found the journalists to be personally responsive when she’s contacted them.

“It would never have occurred to me that I would have a rapport with the journalists, but they are so friendly. I’ve corresponded with them, and they do respond to my queries and comments.”

Time-saving and time-management features are highly valued

Pamela finds that *TR Daily* and *State NewsWire* reduce the amount of time she spends gathering information ahead of meetings with colleagues and clients. The

Cheetah platform enables word search across all the news and content, and allows you to easily view archived issues.

“I can do a word search within the platform on the entire topic, or even select and choose within the word search results to access all of the background information on a topic like network security matters.”

The efficient search functionality allows her to quickly find what she’s looking for and drill down as needed, along with the ability to search the archives for related past events and news.

One clear picture and ahead of the curve!

Additionally, *TR Daily* provides information ahead of Federal Communications Commission (FCC) releases, so Pamela can be ready when the release does come. *“It allows me to determine how this will affect my work, what the next project is, and be able to manage my time and clear my schedule as needed. This way, we [TR Daily subscribers] see not only what is happening, but we know what will happen next, sometimes even ahead of clients.”*

“Events don’t hit me blind. I’m ready. Even if all I have time to do is read the headlines, I feel well informed. TR Daily is definitely a time-saver. It creates one clear picture from which we can go forward, knowing what we need to know.”

“TR Daily also helps us understand the opposing point of view and positions of all the other parties as well giving us a thorough, but broad perspective of what’s going on.”

Understanding background helps to prepare for the future

Interestingly, Pamela points out that the thorough summaries of legislative action *TR Daily* provides are vital for anticipating what’s going to happen next. She uses the detailed background information to understand how certain important legislation came to be in Congress, and

that helps her understand what is likely to happen next.

“The background information that is displayed right there for me means I don’t have to figure it all out, or go to numerous sources and piece the material together, by myself.”

Insights into other areas that overlap with telecommunications are vital

TR Daily doesn’t only give Pamela and her colleagues the information they need on developments in telecommunications; it also helps them understand how events in other areas might affect the work they do. The right side of the *TR Daily* main page displays certain articles that aren’t necessarily directly about telecommunications but deliver a broader understanding of how other events—tax and IP, for instance—fit into the telecom world.

“I can see the latest events in Intellectual Property and how they overlap with our telecommunications area, which gives me a helpful view of the larger picture.”

Truly a daily read

TR Daily is Pamela’s go-to resource to stay current on topics that are at the center of her job. It’s an essential read that she eagerly awaits on days when she knows news is breaking. That’s why she says she checks it every day, and she’s delighted when it comes, because she knows she has a full report with all the necessary coverage included. Pamela has also found that she truly appreciates the presentation of different perspectives and the positions of all sides on an issue.

“There’s so much more material than any one of us could summarize and distribute to each other. TR Daily gives a broad perspective on critical issues and what’s going on.”

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