

# O'Dwyer's

Communications & New Media

April 2017 | Vol. 31 No. 4



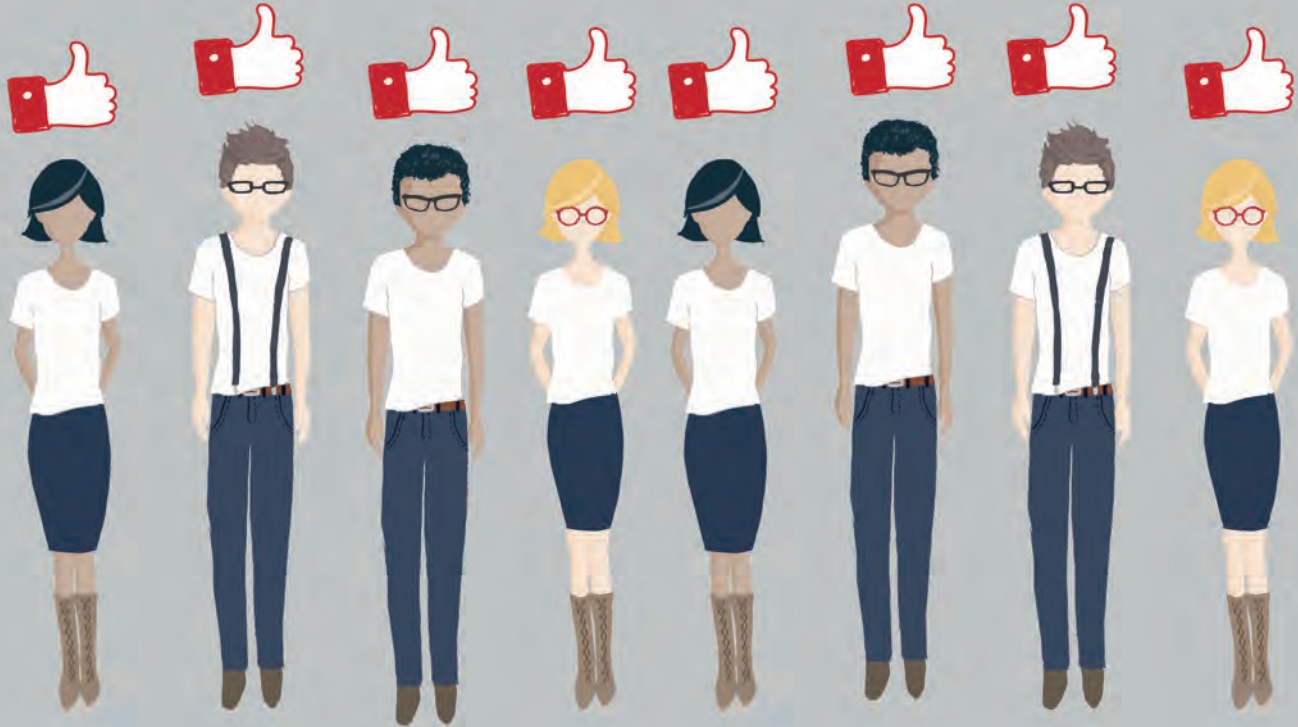
THE  
SOCIAL MEDIA  
ISSUE

April 2017 | [www.odwyerpr.com](http://www.odwyerpr.com)



# Marketing Maven

Social media is constantly adapting.  
**That's why we are, too.**



Social media has quickly become the hub for daily activities: reading, searching, and purchasing. Marketing Maven is an expert at developing a solid social media strategy to attain measurable goals.

**Content and context are key to successful social media campaigns and we provide the Call-to-Action to engage and monetize your target demographic.**

## SOCIAL MEDIA SERVICES

- A/B Testing
- Content Development & Management
- Key Influencer Activation
- Social Media Advertising
- Social Listening
- Live-Event Coverage
- Competitive Share of Voice Analysis
- Sentiment Analysis
- Profile Development
- Customer Service
- Promotions
- Viral Management
- Call-to-Action Graphics

### CERTIFICATIONS:



Los Angeles 310.994.7380

| [www.MarketingMaven.com](http://www.MarketingMaven.com)

| New York 212.967.5510



# 5W GETS PUBLIC RELATIONS.

We Build Brands,  
Create Value,  
and Get Results  
for Our Clients

See what we can do for you at  
[www.5wpr.com](http://www.5wpr.com)



## THE SABRE AWARDS



212.999.5585 | [info@5wpr.com](mailto:info@5wpr.com)

## EDITORIAL

On the false comfort of lies.

## U.S. SPLIT ON POLITICAL EFFECT OF SOCIAL MEDIA

Most concede social media's power, but are divided as to whether or not that's a good thing.

## CEOS FALL SHORT IN ONLINE ENGAGEMENT

Execs are getting on board with social media, but many are failing to connect with audiences online.

## REACHING MILLENNIALS WITH A NEW ATTITUDE

Emotional bonds and a sense of commitment are keys to making it in the Millennial marketplace.

## THE WAY TO WIN AT CONTENT MARKETING

To develop effective content, you need to have both a process and a plan

## SOCIAL MEDIA MARKS ITS 10TH BIRTHDAY

Taking a look at social media's first decade provides a roadmap for what we can expect in the next.

## CELEB EDITORS USE SOCIAL'S STAR POWER

A panel gives building relationships a thumbs up, "cold" calls a thumbs down, and stresses discretion.

## TO GET AHEAD, NOVICES NEED TO STAND OUT

NOW founder Muriel Fox tells an audience that young people in PR must be "memorable" to succeed

6

8

9

10

11

12

13

14

15

16

21

22

23

24

25

26

32

## COLUMNS

30

31

## GET MEDIA COVERAGE BY WRITING A BOOK

Writing a book can help raise your profile and build your brand.

## PROFILES OF SOCIAL MEDIA PR FIRMS

## PEOPLE IN PR

## RETHINKING THE ROLE OF MARKET INFLUENCERS

Is your practice of influencer marketing hurting your organization?

## NEW PLATFORMS AND OPTIONS FOR PSAs

Public service campaigns have entered a new media age.

## LIVE VIDEO CONTENT IS BLOWING UP

The demand for live streaming events and platforms is on the rise.

## FACEBOOK VIDEOS OUTPACE COMPETITION

Directly uploaded videos outperform other content on the site.

## PROFILES OF VIDEO & BROADCAST FIRMS

## WASHINGTON REPORT

## PROFESSIONAL DEVELOPMENT

Fraser Seitel

## GUEST COLUMN

Arthur Solomon



WWW.ODWYERPR.COM

Daily, up-to-the-minute PR news

Cover design by Benjamin Abraham



## EDITORIAL CALENDAR 2017

January: Crisis Comms. / Buyer's Guide  
February: Environmental & P.A.  
March: Food & Beverage  
April: Broadcast & Social Media  
May: PR Firm Rankings  
June: Global & Multicultural  
July: Travel & Tourism  
August: Financial/I.R.  
September: Beauty & Fashion  
October: Healthcare & Medical  
November: High-Tech  
December: Entertainment & Sports

## ADVERTISERS

5W PR.....3	Goldman McCormick PR.....8	Omega World Travel .....29
Crosby.....7	LogOn.....19	Peppercomm..... Back Cover
D S Simon.....9	Marketing Maven..... Inside Front Cover	Strauss Media Strategies .....5



21 Years in 2017 as the  
Broadcast PR Industry Leader

The Nation's Premier Public Relations, Communications,  
and Strategy Firm Specializing in Radio and Television

# Strauss Media STRATEGIES

Radio • Television • Social



- Quality Radio and Television Satellite Media Tours With Strategic, Targeted, & High-Level Results
- Audio News Releases: Largest Distribution Network & Most Premium Guaranteed Placements
- Other Services: Actualities, Advertising, Audio News Releases, Audio & Video Podcasting, Bites & B-Roll, Media Training, On-Site Event Coverage, Promotions & PSAs, Satellite Uplink and Downlink Service
- Expertise Includes Public Affairs, Healthcare, Technology, Entertainment, Spanish-Language, African American, & More
- National Contacts Include: Bloomberg, CBS Newspath, CNBC, CNN, Fox News Edge, MSNBC, NBC News Channel, & Many Others
- Established Relationships with Radio & Television Outlets in All Major Media Markets
- Best Customer Service & Most Thorough Reports in the Industry

Call Us Toll-Free at **(888) 638-0220**

[www.straussmedia.com](http://www.straussmedia.com)



**WASHINGTON, DC:**

National Press Building  
529 14th St. NW, Suite 1163  
Washington, DC 20045  
(202) 638-0200  
[info@straussmedia.com](mailto:info@straussmedia.com)

**NEW YORK:**

262 W 38th St. Suite 803  
New York, NY 10018  
(212) 302-1234  
[newyork@straussmedia.com](mailto:newyork@straussmedia.com)

**LOS ANGELES:**

(626) 794-1350  
[losangeles@straussmedia.com](mailto:losangeles@straussmedia.com)  
[straussmedia.com](http://straussmedia.com)



# The deceptive comfort of lies

**P**resident Trump's worsening political entanglements underscore not only the uncharted territory in which the country now finds itself, but the extreme lengths to which his thinning legion of supporters are willing to travel in order to justify the leader they've chosen.

By any reasonable metric, Trump has had a bad month. The FBI in March confirmed that it had opened a counterintelligence investigation to determine whether Trump's cabinet colluded with Russia in an attempt to throw the 2016 U.S. Presidential election. Then, disgraced former national security adviser Michael Flynn allegedly said he'd testify to Congressional intelligence committees on that collusion in exchange for prosecutorial immunity. And just before the month closed, the *New York Times* issued a bombshell report that House Intelligence Committee chairman Devin Nunes (who leads the House committee's investigation into Russia's alleged tampering) was fed information by White House staff to substantiate Trump's conspiratorial March claims that Obama had wiretapped him, allegations that have now been debunked by the FBI and NSA, as well as both the House and Senate intelligence committees.

If Trump has a problem with facts, it's only fitting that it's a quality he shares with his supporters. It's fascinating to watch his hardline followers double down at this juncture, denying through clenched teeth that anything is afoot here, refusing to acknowledge what any sane, rational person would recognize as a case of a President facing crisis.

It doesn't help their confirmation biases that there remain scores of Trump apologists in the media who are willing to take impressive and concerning measures to toe this line, peddling absurd conspiracy theories in a bid to justify Trump's lies, no matter how constricting the logical entanglements.

When Evelyn Farkas, a former Obama administration Deputy Assistant Secretary of Defense for Russia and Ukraine, spoke during a March MSNBC interview regarding the administration's efforts in its final days to gather intelligence on Russia's possible election meddling, fringe blogs and media sites interpreted her claims as a tacit confirmation of Obama's surveillance of Trump.

Fox's Sean Hannity, who has referred to Trump's alleged ties with Russia as "liberal fake news," in March falsely claimed on his radio show that Farkas admitted Obama had wiretapped Trump, and thus, "what Donald Trump tweeted out was correct." Gateway Pundit's Christina Laila similarly wrote on March 28 that there was a "massive amount of evidence piling up that the Trump camp was spied on by the Obama administration." Perhaps most famously, Fox News Senior Judicial Analyst Andrew Napolitano lifted a specious claim from a conspiracy website that Obama had asked British spying agency GCHQ to illegally wiretap Trump Tower during the 2016 election.

Fox later benched Napolitano for making these baseless statements, but not before they were repeated by White House Press Secretary Sean Spicer during a March press briefing, which resulted in the U.S. government issuing a formal apology to the U.K.

Spicer, who's in the unenviable position of being forced to mediate Trump's falsehoods daily, approaches his briefings like a man going into combat. When he's not talking in circles or misdirecting questions, the former Republican National Committee communications director has a habit of dressing down reporters, often telling them what angles their stories should take. Spicer should learn that defending the Commander in Chief is just one part of the job; crystalizing the Administration's policy into honest, forthcoming and substantive messages is another.

There seems to be no threshold to this political Stockholm Syndrome, no ceiling at which point Trump's supporters will concede, at the very least, to what are obvious flaws in his leadership capabilities. His meteoric rise during the 2016 election may have subverted every expectation, but just 10 weeks in, his performance as President has been an abject failure. His signature promise to replace Obamacare was rebuffed by members of his own party. His executive attempts to temporarily bar travelers from majority-Muslim countries were blocked by the courts. The "swamp" of Washington under his tutelage resembles a luxury spa, with massive infrastructure spending proposals that run contrary to every classic Republican tenet. Polling authorities reveal that as few as 38 percent currently approve of the job he's doing, which means he's less popular than Bush during the Iraq war and Obama at any point during his two terms (even right-leaning Rasmussen in late March showed Trump with an approval rating of only 44 percent).

Still, Trump's remaining supporters live in this confabulatory reality where behaviors that run contrary to their own values — lying, authoritarian rule, colluding with Russia to swing U.S. elections, and using a fog machine of tweets to deflect our attention — are now seen as acts of political cunning simply because Trump is the one doing them. It's a new level of cognitive dissonance, exhibited by people who ironically purchased firearms during the last administration out of fear of authoritarian "tyranny," folks who now sincerely believe that the coal industry can be returned to America. These are desperate dreams that accompany the delirious, ameliorative warmth of fooling oneself. Denial, it turns out, isn't unlike a drug, but it too has effects that will last for only so long. ○

— Jon Gingerich

## O'Dwyers

### EDITOR-IN-CHIEF

Jack O'Dwyer  
jack@odwyerpr.com

### ASSOCIATE PUBLISHER

John O'Dwyer  
john@odwyerpr.com

### SENIOR EDITOR

Jon Gingerich  
jon@odwyerpr.com

### SENIOR EDITOR

Greg Hazley  
greg@odwyerpr.com

### ASSOCIATE EDITOR

Steve Barnes

### CONTRIBUTING EDITORS

Fraser Seitel  
Richard Goldstein

### EDITORIAL ASSISTANTS & RESEARCH

Jane Landers  
Caitlin Dullahan-Bates

John O'Dwyer  
Advertising Sales Manager  
john@odwyerpr.com

O'Dwyer's is published monthly for \$60.00 a year (\$7.00 a single issue) by the J.R. O'Dwyer Co., Inc.  
271 Madison Ave., #600  
New York, NY 10016.  
(212) 679-2471 Fax: (212) 683-2750.

© Copyright 2017 J.R. O'Dwyer Co., Inc.

### OTHER PUBLICATIONS:

#### www.odwyerpr.com

Breaking news, commentary, useful databases and more.

#### O'Dwyer's Newsletter

A four-page weekly with general PR news, media appointments and placement opportunities.

#### O'Dwyer's Directory of PR Firms

Listings of more than 1,250 PR firms throughout the U.S. and abroad.

#### O'Dwyer's PR Buyer's Guide

Products and services for the PR industry in 50 categories.

#### jobs.odwyerpr.com

O'Dwyer's online job center has helped wanted ads and hosts resume postings.





# TOUCH THE HEART TO CHANGE THE MIND.

There is no force that compares to the human heart.  
Touch it, and an individual or an entire population can be moved to act.

For 40 years, we've created integrated communications programs that motivate positive behavior change, drive stronger outcomes, and build powerful brands.

We call it Inspiring Actions That Matter.™ What can we inspire for you?

See our work for leading healthcare organizations, nonprofits, and federal agencies  
at [crosbymarketing.com](http://crosbymarketing.com).



HEALTHCARE   NONPROFITS & CAUSES   GOVERNMENT

O'Dwyer's Industry Rankings: #9 Healthcare, #16 Environmental and #39 Overall



# Americans divided on social media's political impact

**Most believe social media affects public policy outcomes in the U.S., but are divided as to whether the role it plays in informing the public on political matters is a good or bad one.**

By Jon Gingerich

According to a recent survey sponsored by Finn Partners that gauged social media's impact on public policy and U.S. voting decisions, 80 percent of respondents — or about four in five — said they think social media plays at least some role in public policy outcomes, be it on matters pertaining to gun control, immigration or trade.

A slim majority — 52 percent — also admitted that social media had some impact on their voting decision in the 2016 election.

However, respondents were divided on whether social media has a positive impact when it comes to informing the public on political matters, with nearly half — 46 percent — claiming that it does, while 32 percent claimed that social channels such as Twitter or Facebook carry at least some negative impacts.

The survey found that those who said they voted for Clinton in the 2016 Presi-

dential election were slightly more likely to believe that social media has a strong positive impact on informing public policy.

Moreover, Democrats, along with college-aged respondents, were also more likely to believe that social media has an impact on public policy outcomes in the U.S.

Finally, Democrats were twice as likely as Republicans to claim that social media had “significantly” impacted their voting decision (28 percent versus 14 percent).

Regardless of political affiliation, respondents agreed on something else: while more than half — 57 percent — said they regular-

ly shared their political opinions on social media, a third admitted to refraining from doing so during the presidential election cycle.

When asked why, more than half — 54 percent — cited a “toxic or negative” environment.

Republicans were far more likely to express this sentiment than Democrats (64 percent versus 54 percent). Nearly half — 48 percent — also said they were “tired of hearing about the Presidential election.”

When asked for the most important resource when it comes to making a decision on a political issue, 34 percent of all respondents cited data and research, followed by “intuition or gut instinct” (24 percent) and friends and family whose opinion they trust (15 percent). ○

## Many small businesses ignore social media

By John O'Dwyer

Clutch, a B2B ratings and reviews firm, surveyed 350 small business owners/managers across the U.S. and found

that 24 percent have not yet used social media. In addition, 8 percent replied that they are unlikely to do so in the future.

The breakdown of the businesses questioned was 40 percent with 10 or fewer employees, 27 percent with 11-50 employees, 25 percent with 51-250 employees, and 8 percent with 251-500 employees.

Of those small businesses using social media, Facebook is by far the preferred platform, at 91 percent. Twitter is second at 55 percent, with Instagram third at 52 percent.

“In general, Facebook is a beast. Its reach is incredibly vast, with almost 2 billion users,” said Alex Oesterle, Owner of Blue Bear Creative, a Denver-based social media agency.

Oesterle advises against a big investment in Twitter from small businesses. He cites the shutdown of their micro-video sharing service Vine and lackluster growth last year.

Instagram is seen as an easy platform to get into and the number of users is growing rapidly, with 600 million as of Dec. 2016.

YouTube users make up almost one-third of the world's Internet users. It's the most costly and time-intensive platform though because of what's necessary to put together well-made videos.

Most of the small businesses using social media are pretty active, with 41 percent sharing content and/or engaging followers multiple times per day, and 23 percent doing so at least once per day.

Oesterle recommends posting one to two times per day on Facebook and several times per day on Twitter.

More than 50 percent of small businesses keep social media marketing in-house, but 36 percent outsource it or use software. ○

### Seeking Additional Media For Your Clients?

**Specializing in National Radio Tours for  
Authors / Doctors / Legal Professionals / And More**

“Working with Ryan and Mark is an absolute pleasure.

Both are outstanding at what they do, and were able to support our PR Campaign with solid leads that turned into fantastic media. Mark & Ryan went above and beyond many times. Working with Goldman McCormick PR as an affiliate of Little Train PR has been one of the best moves

I have ever made for my business.”

— Bronwen Lane, Director / Principal / Little Train PR & Marketing

**GOLDMAN  
MCCORMICK PR**

**www.goldmanmccormick.com**

**CALL 516-639-0988 / 516-901-1103**



# Online engagement absent among U.S. CEOs

CEOs have largely come around on social media, but most still aren't engaging with audiences online, according to a report that gauged the sociability of U.S. executives

By Jon Gingerich

Chief executives of U.S.-based public and private companies aren't engaging with audiences online, even though their digital visibility has grown markedly in recent years, according to a March report released by Weber Shandwick that gauged the sociability and online engagement of U.S. executives.

Weber Shandwick's "Socializing Your CEO" report found that the vast majority of U.S. public company CEOs and private company CEOs — 92 percent and 76 percent, respectively — now maintain some form of online presence, be it on social media or their company's website.

Engagement among these executives remains low, however, with just 22 percent of public company CEOs and 34 percent of private company CEOs interacting with audiences online in the past year.

The report also found that fewer than four

in 10 public and private company CEOs (38 percent) have posted online within the past year.

The report defined engagement as any correspondence between a CEO and site visitor, be it participating in a discussion or responding to comments or criticisms on Facebook or any other online forum, including corporate websites.

The report discovered that public and private company CEOs exhibit different online behaviors. For example, although private company CEOs are the least likely to be visible on their company's website (66 percent, vs. 90 percent for public company CEOs), they're more likely than public company CEOs to be found on social networks (59 percent vs. 50 percent, respectively). Public company CEOs are also more likely to engage with audiences when they do post online.

The study also found that Silicon Valley CEOs are uniquely more likely to engage with audiences than chief executives from other industries, at 39 percent, and also exhibit a slightly higher posting rate (41 percent). On the other hand, Silicon Valley CEOs revealed slightly less overall online social presence than public company CEOs, at 86 percent vs. 92 percent.

Weber Shandwick's "Socializing Your CEO" study, the fourth installment in a series that began in 2010, analyzed the online presence of CEOs from the top 50 public U.S. companies listed in the 2016 *Fortune* 500 rankings, as well as CEOs from *Fortune*'s 25 Most Important Private Companies in the U.S. and *Mercury News*' top 150 companies in Silicon Valley for 2016.

CEOs were gauged on public presence and visibility, as well as posts and engagement activity during the last 12 months across several online platforms, including company websites and YouTube, and external CEO blogs and websites, as well as Facebook, Twitter, LinkedIn, Google+ and Instagram. ○

## D S SIMON M E D I A

### *Launches Influencer Marketing Division*



FOR MORE INFO:  
[WWW.DSSIMONMEDIA.COM](http://WWW.DSSIMONMEDIA.COM)  
T: 212.736.2727

E: [INFLUENCERS@DSSIMONMEDIA.COM](mailto:INFLUENCERS@DSSIMONMEDIA.COM)





# Best practices for Millennial social media marketing

Millennials reign supreme in today's market, but companies often find marketing to this demographic challenging. By understanding this evolving generation and the proper methods to market to them, communicators will have a better chance of increasing brand awareness, yielding higher conversion rates and developing a strong customer base among this demographic.

By Galina Rogers

**B**orn between 1982 and 2002, Millennials make up about 25 percent of the population and will replace the "Baby Boomers" once they retire. Growing up in the digital age, this generation is known for their frequent online purchasing habits and strong social media usage. The need to stay connected is what feeds the digital marketing world, fueling Facebook Ad creation, Snapchat video advertisements and Instagram Live Promotions. With a mobile device in hand at almost all times, it's easy to connect with brands and influencers all over the world.

Here are a few key traits that may align with your current customer base:

- More than 55 percent of Millennials would rather receive product recommendation from online influencers over experts.
- Millennials take things personally. They identify with brands more emotionally than any other generation.
- According to the Millennial Consumer Study, 37 percent of Millennials are willing to pay higher prices to support a brand they believe in.
- Millennials value brands and services that are problem solvers. Useful is the new black.

## Are Millennials your main demographic?

In an ideal situation, we want everyone to purchase our products or require the services that we provide. Realistically, every product/service has a target audience to which they need to advertise. Identifying your audience attributes may take some time, however, and focusing on the right audience is a very important stepping stone that should not be missed. Marketing to Millennials should be successful if your product is environmentally friendly, boasts eye-catching designs or your services solve relevant social problems. For example, a Kickstarter featuring a tent that can be worn as a jacket complete with a compatible cell phone charger, will appeal to Millennials as being trendy and environmentally friendly but still allowing them to stay connected.

## Develop strong social media campaigns

Traditional marketing is a thing of the past. People ages 18-34 aren't as adept at responding to Native Marketing. Rather than using traditional ad practices, try sponsored posts. These types of posts gain popularity through user engagement and

often feature links to blog posts vs. direct website links. Sponsored posts have overthrown banner ads, text-only PPC ads and rich media. Sponsored posts often work in conjunction with PPC ads to offer maximum results within your marketing efforts.

Effective social media campaigns contain tailored social advertisements designed specifically to reach your target audience; an enticing content mix of photos, videos and articles; consistent follower engagement; influencer marketing; and analytical tools to measure the growth and effectiveness of current campaigns.

## Social advertisements

When developing social ads and content, create ads that are mobile friendly, with graphics that are easily deciphered on small screens. If available, test the ads on several different smart devices to see if ads are translating correctly to consumers.

Use visually appealing, helpful or funny content with your ads to increase your web traffic. This generation is most receptive to learning helpful hints that solve current social problems. If user generated content is available, utilize that as much as possible. Millennials trust influencers for honest product reviews and social proof is often needed to close the sale.

Allocate a test budget and scale your best performing creatives. Facebook's advertising tools allow you to set up ads based on a variety of different parameters. You can narrow your audience to the smallest niche or broaden it to serve to as many users as possible.

## Stunning and shareworthy content mix

Creating quality content isn't just repurposing photos viewed on other pages; extensive analytic research can be used to identify what pieces of original graphic content will yield the most shares. The objective is to have the content produced shared via popular social networks such as Facebook, Instagram and Twitter.

These points will help you develop an effective content strategy geared towards Millennials:

**Content with a Purpose.** Millennials want to make a difference. Inspiring content will keep them engaged and fulfill their need to enlighten the world. Try using inspirational quotes, videos or articles that relate to your brand.

**Tell a visual story.** Connect with their emotions. Create authentic content with a strong social focus. Reviews from current product users can be repurposed into testimonial graphic content.

**Attention is key!** Per recent studies, Millennials spend an average of 1-3 seconds engaging with video content. Videos must grab their attention from the first few seconds. Integrate this by asking teaser

questions in the caption of your video and they must watch to find the answer.

**Make them laugh!** If you can be quirky and lighthearted within social posts, go for it. Pushing the edge of the envelope is what forces them to engage.

## Engaging with followers

After you've crafted an incredible array of content to share, you should begin to gain interaction from your followers. This participation should not be ignored. Engage with Millennials frequently to earn their trust. If you place a personality with your company, they will feel as if they're speaking to a friend as opposed to being sold a product. Answer questions and comments using relevant hashtags and keep the conversation moving. The longer the thread, the more likely they'll purchase the product and recommend it to friends and family.

## Influencer marketing

Increasing engagement is much more effective when paired with Influencer Marketing. More than 35 percent of current online influencers are Millennials. This form of advertising takes word-of-mouth to the next level. When sourcing influencers, you want to look for individuals who have gained popularity on the Internet. This can be based on celebrity status, video views, blog followers, etc. And more importantly, individuals who align with your brand's overall mission statement. Find quality influencers through research. Visit each prospective influencer's social channels, review comments, blog and social posts to verify that the interaction between the influencers and their followers is apparent.



Galina Rogers

— Continued on next page



# A playbook to win the content marketing game

Developing effective content is as much an art as it is a science, and it's paramount for brands working in content marketing spaces to have a process and a plan in place.

By Lindsey Goebel

The traditional models of developing effective creative no longer work in today's on-demand media landscape. Technology has enabled a meteoric rise in content consumption, forcing marketers to adopt new ways of creating and publishing content to engage their audiences, while staying on message and on budget. Brands must be nimble enough to join same-day conversations relevant to their product or service, while still making time for big ideas that will surprise and delight.

Here are eight content marketing tips that can help you develop effective content that moves the needle.

**Stop right now and codify your content strategy.** This will be your content bible, to be used across the organization. It's an essential step to staying agile. According to a recent Content Marketing Institute study, 60 percent of those who have a documented content strategy rate themselves highly in terms of content marketing effectiveness, compared with 32 percent of companies who have only a verbal strategy. A content marketing strategy lays out:

- Primary audiences, objectives and key performance indicators.
- Brand positioning, voice and personality.
- Purpose and key messages.
- Content themes, language guardrails and design tenets.
- Content formats, types and series.
- Channel strategy detailing distribution based on platform-specific objectives.
- Content workflow and roles/responsibilities.

**Read more than you write.** Always be sure you know what keeps your audience up at night. To pique someone's interest, you must appeal to their needs, wants and desires. This requires understanding their pain points, what they need help on and what makes them tick. It's hard to become a subject matter expert overnight, but reading about your audience is a good place to start. If budget allows, consider in-depth interviews to gain additional insights.

**Keep an eye on your competitors, peers and industry influencers.** Social listening and competitive analysis tools such as Crimson Hexagon, Sysomos, TrackMaven and others can evaluate share of voice and conversation volume, as well as the sentiment and emotion of chatter. With these insights, you can create content people will

care about. If tools aren't available, a manual audit of owned and shared channels can provide valuable insight into how allies and competitors are operating. Also, try free services such as Yahoo Answers, Buzzsumo and Quora that enable you to search keywords to uncover related topics and current content generating buzz.

**Set meaningful measures of success.** In an ecosystem where organic reach is rapidly declining, the number of likes and followers are a diminishing part of the equation. Instead, focus on driving more conversation around a specific topic aligned with your mission, or increasing the number of positive brand mentions. Identify goals for the volume and type of original content you want to publish, versus curated and/or user-generated content, and then hold yourself accountable.

**It's a marathon, not a sprint.** To achieve a brand's specific marketing goals, like new email subscribers or driving sales of a product, your content will need to guide people slowly down the path to conversion. How often do you buy the first pair of shoes you see or commit to a new membership without first taking time to review your options? Rarely. Brands must remember this human tendency and bring awareness and education to their customers before making the final ask.

**Your 7th grade English lesson is still relevant.** What you learned in middle school about story structure also applies to content marketing. All stories have a beginning, middle and end. The best stories are authentic and have an emotional hook. And be sure to set that hook as close to the beginning as possible. Content works when it comes across as real and personal.

**Think mobile.** According to eMarketer, the number of mobile-only Internet users will more than double the number of desktop/laptop users this year, underscoring the necessity to create better mobile experiences. Content must be simple enough for users to get the key message in the first few seconds. Focus on colors that stand out across formats and use one call-to-action at a time. Consider formats that are optimized for the mobile viewer, such as vertical video, which Facebook rolled out last month to all users in the Facebook app newsfeed. And test your content on a variety of devices and platforms before publishing.

**It's not all about you.** By sharing and repurposing great content from others aligned with your mission, you can minimize work effort while extending your brand into new places. People follow brands and organizations not just for their original content, but also because they're effective aggregators of the issues and topics important to them. Share content from influential publishers to increase the chance that those influencers will promote your content.

With these tips as part of a foundational plan, your content process of ideation, development and deployment can become a well-oiled machine. Always remember, great content is as much an art as a science. And embracing the energy that comes with content creation and publishing cycles is something that can be mastered.

I don't consider it stress, just another perk of a good day in content marketing.

*Lindsey Goebel is Director of Social Media & Content Marketing at Crosby. ○*



Lindsay Goebel

## Millennial marketing

Continued from page 10

With the ability to purchase followers, analyzing the level of engagement is imperative to the quality of your brand's influencer marketing efforts.

### Reviewing social analytical data

After applying everything that was mentioned above to your current social media marketing campaign, it's important to measure your results. Each social channel has native analytical tools to provide basic social listening data. To get a more in-depth look at your audience, Google Analytics can help you track conversions, referral traffic and the average of monthly visits to your website from social media. Use these metrics to draft social content, optimize web pages for mobile users and retarget social advertisements, just to name a few.

Marketing to Millennials can be tricky, but it's not impossible. Creating a marketing plan, listening to your audience and understanding the basic practices of social media will provide you with a loyal customer base for generations to come.

*Galina Rogers is a Social Media Specialist and works out of Marketing Maven's Los Angeles headquarters. ○*



# Social media turns 10

**It's been a decade since social networks opened up business for brands, and communications agencies began adding social media to their list of services. As it turns out, the evolution we've seen in social media and its role in PR since 2007 can teach us a great deal about what the industry might also have in store for us in the next 10 years.**

**By Rory Schaff**

**T**he year was 2007, and it was also the year I got my start in PR. I didn't know it at the time — most in the profession didn't — but the industry was teetering on the edge of transformation.

Social media has had such a significant impact on brand communications that it's difficult to imagine the industry without it. And do we really want to? It's been an enlightening and entertaining — and sometimes, downright terrifying — experience. We've seen social media make or break brands and agencies alike, but it was a risk we were all willing to take.

Now that we have a decade under our belts, it's time to reflect on the past and leverage what we've learned to improve and prepare for the future.

## In the beginning

Did you know LinkedIn was the first major heavy hitter? It was founded in 2002 as a way for professionals to share the contents of their Rolodex with other professionals. We all know how Facebook got its start; it was created as a network for Harvard students to connect. There's a pattern here. Social networks weren't created with brands in mind but, rather, people. Where the people go, brands will follow.

Social media presented an opportunity for brands that was so obvious, so effortless, that communications professionals were dumbfounded when a brand passed it up. A lot of them did in the beginning; they thought it was a passing phase. No way to determine ROI? Then, no way. When years went by and other players began entering the arena — YouTube, Twitter, Instagram, Pinterest, Snapchat — social media became a must-have for brands. The benefits and challenges that came with social media were unimaginable at the time but were also quickly realized.

## Key takeaways from 10 years

Like I said, social networks were created to connect people. When brands stepped in, they were given the same superpower (because that's what it was). The ability to directly connect with a key audience on a channel of said audience's choice was and will always be the social networks' greatest benefit.

More traditional means of communication — such as media relations and press releases, which are still very relevant and necessary today — don't afford brands the

ability to drop the marketing jargon, say it like it is to buyers and get a direct response within seconds. At a time when third-party validation was the main driver of changing perceptions, this new approach was huge. It was the embodiment of communications.

Needless to say, there was a lot of "talking" going on. Brands not only leveraged social networks to engage with buyers, they began weaving social media into marketing plans. However, they took a production line approach to it. Content was produced and pushed out in record time, so much so, that content became overwhelming.

We realized this when social networks began to change their algorithms. They had to if they wanted users to see information that was pertinent to them. This has been a real challenge for brands, as it requires a shift from a "content in mass quantities" to "less is more" approach. But when you produce less content, you really need to hone in on the content that matters most to buyers. How do brands know what matters most?

Enter big data. More users, more engagement and more content meant more data. Social analytics tools began popping up left and right to aggregate and evaluate trillions of online conversations. What did this mean for brands? They were handed the keys to unlock buyer interest. Leveraging data, brands could create not only content that spoke to key interests, but metrics-driven social programs. Data brought with it another revelation, though: sentiment. Brands had deeper insight into how buyers felt about them.

The importance of brand transparency and buyer's trust has been magnified with social media. More than two billion smartphone users now have a wealth of information at their fingertips. Within seconds they can seek Siri on a brand, do a little research and determine whether or not they trust the brand enough to do business with them. This is really where that "make or break" reality comes into play. Brands need to be on top of their game when it comes to building a transparent and trustworthy brand online. Tell your story in a genuine fashion and back it up through business practices; otherwise, you'll get the virtual equivalent of a glitter bomb.

So that's where we are. The ride has been a wild one, but the roller coaster car we've been on is now ascending the largest hill yet.

## Stepping into a new reality

Last month marked SXSW's 30th year. Since 1987, it's become one of the largest interactive media conferences of all time. This year's conference is important to note, though, because the main topic of conversation plays directly into the next decade for social media.

User experience is vital for social networks. Fail to keep up with it and you fail. Period. Just look at SixDegrees, MySpace and others. With the influx of content, the need to differentiate it increases. That's why visual storytelling has been on the rise over the past few years. This approach will be getting a serious facelift in the next few years, though.

Stories will come to a face near you thanks to virtual reality, and augmenting that is augmented reality. The technology is there, but social networks are still in the very early stages of figuring out how to incorporate it into the user experience. The same could be said with brands and communications.

Right now, they're taking baby steps with 360-degree photos and videos. I predict within the next 10 years that social networks will begin enabling VR experiences. In turn, brands will begin creating content that completely immerses buyers in a unique and interactive experience, enabling them to get a taste of products and services before actually making a purchase. And the shopping cart? It's part of the experience.

Imagine slipping on a VR headset to scroll through your news feed. A post from your favorite fashion brand pops up. You click on it, and you're immediately pulled onto a runway. You look down, and you're wearing next season's line. A shopping cart pops up to your right and you can easily swipe items into your cart before checking out. What if you have questions about sizing? A customer service rep is on standby in the crowd surrounding the runway. It may sound like an episode of "Black Mirror," but wouldn't that be nice? It could be the future of social media, and if it is, we need to start planning for it now.

Rory Schaff is Online Services Supervisor at McGrath/Power Public Relations. **o**



Rory Schaff



# Social media, PR emails feed celeb editors

Celebrity editors like extended interviews with celebrities if possible, and prefer receiving emails from PR reps before phone calls or in-person visits, a PRSA/New York “Meet the Media” audience was told March 23 at Cohn & Wolfe.

By Jack O'Dwyer

According to the March PRSA panel, editors don't mind a celebrity being linked with some product or company as long as this is kept at a discreet level.

Panelists were Kristin Harris, BuzzFeed; Allison Cacich, *Life & Style Weekly*; Leora Arnowitz, Foxnews.com; Jenna Lemoncelli, Hollywood Life; Joi-Marie McKenzie, ABC News; and Carly Sitzler, *In Touch Weekly*.

Recent Harris interviews included Ryan Gosling, Kate Winslet, Robert De Niro, Anne Hathaway, Rihanna and the cast of “Pretty Little Liars.”

Panelists mostly confined themselves to generalizations about their work habits and how best to reach them with few names of celebs being mentioned.

## Arnowitz tells “worst” celeb scandals

Celeb and gossip columns usually pride themselves on showing that stars have “feet of clay.”

Arnowitz last December listed the “Biggest Celebrity Scandals of 2016.”

No. 1 was the arrest of Austin Lee Russell of “Pawn Stars,” also known as Chumlee, when police found drugs and a gun in his Las Vegas home. He was booked on 19 counts of drug possession and one weapons charge.

No. 2 was the “messy breakup” of “Hollywood good girl” Taylor Swift and Calvin Harris and her “reignited feud with Kanye West and Kim Kardashian.”

Others were the alleged “lie” of Ryan Lochte about an incident after the Olympics in Brazil; the accusations that Johnny Depp abused his former wife Amber Heard; the split of Angelina Jolie and Brad Pitt, accompanied by abuse charges that were later dismissed; the hospitalization of Kanye West for a reported psychotic breakdown; and the backlash against model Gigi Hadid after she mocked Melania Trump during a speech at the American Music Awards.

## McKenzie has varied interests

Recent posts written by McKenzie show that she looks for human interest angles and follows popular TV shows.

A March 24 item displayed “A touching video about 57 dogs saved from kill shelters.” Other items included the note that John Mayer has a new song about former partner Katy Perry; Selena Gomez explains how “online bullying” affects her; McKenzie herself played “The Engagement Game” to obtain a marriage proposal; a couple in North Carolina moved up a wedding so a

dying newborn son could take part; “What we learned about Kim Kardashian West’s robbery” on “Keeping up with the Kardashians”; that Glen Campbell can no longer play the guitar, his wife says; a girl battling cancer gets to see “A Dog’s Purpose” and a visit from the dog in the film; and that singer and songwriter Katy Perry “opens up about her sexuality.”

## Facebook, other social media monitored

The panelists stressed the importance of monitoring Facebook as well as other social media sites. They universally expressed



(L to R) Erica Tsioutas of Ketchum and Nicole Chismar of Weber Shandwick moderated the event.

a dislike of “cold” telephone calls.

The importance of “building relationships” was also stressed. Celebs who have “a point of view” are also welcomed.

## Retaining “stars” can be costly

*Celebrity Leverage*, by West Hollywood publicist Jordan McAuley, is a guide to linking products and personalities to celebrities of all types. Cost for linking to a celebrity can range from a few thousand to more than \$100,000, he said. He also noted that celebs can be used without ever contacting them or paying them.

McAuley’s book capitalizes on the celebrity mania that is gripping the country, noting that celebrity mags and publications like *Entertainment Weekly*, *Us Weekly* and

*Star* are booming.

The book, which lists 59,200 celebs and 14,000 reps, and is sprinkled with scores of useful web addresses, notes that celebrities can not only be retained directly for use in publicizing products but that look-alike and sound-alike celebrities can be used cheaply and to good advantage.

He is the founder of Celebrity PR, which operates ContactAnyCelebrity.com.

Internet marketer Corey Rud hired George and Laura Bush impersonators for an event and the “crowd loved it,” says McAuley. Other celebrity impersonator sources are carboncopiescelebs.com, elvistrasher.com, melodyknighton.com, and lookalike.com.

Celebrity voice impersonators sounding like Arnold Schwarzenegger, Brad Pitt or Angelina Jolie, for example, can answer your phone or do blast phone-messaging. Among those offering this service is Susan Berkley of greatvoice.com.

McAuley cautions that Woody Allen once reportedly sued a “sound-alike” and says users of fake voices may have to sign a “hold-harmless” agreement with the impressionist.

## Rent or “piggyback” celebs

Safety expert Debra Holtzman saw a photo of Britney Spears driving in her convertible with then eight-month-old son Sean Preston in the back sitting in a car seat facing forward, a safety “no-no.”

Holtzman posted it on expertclick.com, a site run by Mitch Davis, Washington, D.C., which lets experts post an unlimited number of releases yearly for \$795. Her story was picked up by numerous top media outlets and celebrity gossip bloggers.

Holtzman also piggybacked on Pitt and Jolie when she saw daughter Zahara strapped to Pitt’s back while he rode a bicycle.

Her press release pointing out the danger of doing that got wide coverage. She noted that Zahara did not have a helmet or closed-toes shoes.

## “Gift Suites” favored by stars

McAuley describes the “Gift Suites” that celebrities visit before events that are stocked with everything from clothing, accessories, to gift certificates for spa treatments, vacations and expensive products. Shows such as “Access Hollywood” and “Entertainment Tonight” provide coverage of the suites. ○



# PR Newbies: stand out in a crowded field

Young people breaking into PR must be “memorable” and “better informed” than their colleagues, National Organization for Women Co-Founder Muriel Fox told a March women’s PR event.

By Jack O’Dwyer

**F**ox, a PR executive who co-founded NOW in 1966, addressed an inaugural “PR Women Who Changed History” program sponsored by the Museum of PR in New York.

Fox said PR recruits must “stand out in a very crowded field, be an important person, someone people in power will want to know.” One route to that status is by “achieving success in some field that gives you stature ... have information and ideas that others will want to know about,” she added.

Fox was on a program devoted to boosting the status and pay of women in PR that also had as panelists Anne Bernays, daughter of Doris Fleischman and Edward Bernays; Karla Gower, Ph.D., advertising and PR department, University of Alabama; Meg Lamme, Ph.D., professor of PR, University of Alabama; and Karen Miller Russell, Ph.D., professor of PR and media historian, University of Georgia.

Renee Wilson, President of the PR Council, was emcee. Shelley Spector, Founder of the Museum of PR, gave the welcoming remarks.

## **Shocking stats on women**

A set of statistics provided by Weber Shandwick shocked the 100 who attended the event at the New York Genome Center.

- Women have 52 percent of all professional jobs, according to the Bureau of Labor Statistics, and earn almost 60 percent of all undergraduate and master’s degrees.
- While they account for 78 percent of those in healthcare, only 15 percent are in senior executive posts, and none are CEOs.
- Women have 54 percent of financial services jobs but only 12 percent are executives, and none are CEOs, according to the Center for American Progress
- Especially shocking was the fact that while the ten largest PR firms, as ranked by several sources, employ 32,851 worldwide and 12,646 in the U.S., none are headed by a woman.
- Women are nearly 70 percent of PR firm employees but hold only 30 percent of top positions, according to *The Holmes Report*. Only 11 percent of ad agency creative directors are women.
- Women earn 79 percent of men’s average hourly wages, according to the Census Bureau.

## **“Communications rules the world”**

Fox, who co-founded NOW while working at Carl Byoir & Assocs., where as a VP she was the highest-ranking woman in PR at the time, said, “Today communications rules the world. It is the most important factor in deciding the fate of people everywhere. In fact, communications will decide the fate of the whole human race.”



Anne Bernays (L), daughter of Doris Fleischman and Edward Bernays, with Muriel Fox (R) at the Women’s PR History Month event.

Photo by Diana Li

Women are especially suited for PR “because they are usually better at communications, perhaps because of their hormones and their ability to understand the needs and desires of others,” she said.

The job of PR people, she said, is to help “govern for good, providing information and ideas the people need.” What they should not be doing, she said, is “distorting communications with alternative facts and harmful emotions and using communications to pollute the world.”

Byoir, the third largest firm with 350 employees at the time and noted for its focus on media relations, was sold in 1978 to Foote, Cone & Belding, which sold it in 1986 to Hill and Knowlton, a unit of the J. Walter Thompson Co. After several years, only a few Byoir staffers were left.

## **Tribute paid to Plank**

Prof. Gower, Director of the Plank Center for Leadership in PR at the University of Alabama, ticked off the highlights of the 63-year career of Betsy Plank, who worked at Edelman from 1960-1973, rising to executive VP and treasurer.

Often referred to as “The First Lady of PR,” Plank joined AT&T as Director of PR planning and later transferred to Illinois Bell, now SBC Communications, as head

of a staff of 102.

She helped to create the PR Student Society of America in 1967 and in 1973 became the first female President of the PR Society of America. Her many accomplishments and awards are listed in an extensive entry in Wikipedia.

She endowed the Plank Center in 2005 to “help develop and recognize outstanding leaders and role models in PR.” The Center works with other groups and student organizations to develop future leaders in PR through the development of ethical and effective practices. It is the largest undergraduate program in the University’s College of Communication and Information Sciences.

While she believes that “communications technology is magic,” she said, “it will never replace human encounter.”

Plank also called for increased credibility, ethics and transparency in the practice of PR. Its primary mission, she said, is to “forge relationships of understanding, trust and respect among groups and individuals — even though they often disagree.”

## **PR Council launches The SHEQUALITY**

Wilson announced “The SHEQUALITY Project,” a new initiative designed to help women executives rise in the ranks of PR firms.

Its aim is to “create a consistent pipeline of strong female leaders, mentors and allies, to engender more women leaders, and to achieve equality in the top positions at PR firms of all sizes.”

Maureen Lippe, CEO of Lippe Taylor, who heads the project, said: “This started out as a desire to bring top women leaders together to network and has turned into a powerful and relevant program for executive women in the PR industry.”

Mandate of the Project is to “build women’s skills, advocate for an environment of equality regarding gender pay, career opportunities and financial backing/funding, as well as to create more champions for women in the PR workforce.”

The Museum of PR is at the Newman Library Archives and Special Collections at Baruch College, 151 East 25th Street. It is open to the public by appointment for tours, guest lectures and research. ○



# Want to boost media coverage? Write a book

Companies, c-suite executives and entrepreneurs spend billions annually in the hopes of building a brand, garnering media attention and raising their profile. What many don't realize is there's no better way to do this than to write a book and promote it.

By Brian Feinblum

Writing a book isn't easy, but it's far easier than lining up media interviews for a commercial-like press announcement about an ordinary product release or to gain interest in a new corporate initiative. Trust me, I know. I've helped scores of company founders, CEOs, executives and professionals use a book to gain much-desired media coverage for their company and personal brand.

## Getting media coverage for a book allows you to:

- Pitch other journalists and broadcast producers you wouldn't otherwise reach out to, considering they cover books and not the usual business and consumer world.
- Promote an idea, thought leader, or message that is less commercial than promoting a widget, a service, or a brand initiative.
- Tie your client's message to news of the day.
- Make the book the focus of a story, rather than a company.

Of course, whatever media coverage you get for the book will directly and indirectly help the company grow.

## Favorable media coverage for the book allows you to:

- Highlight your company's story and accomplishments in a new light.
- Take control of the conversation.
- Showcase the human side and the intellectual capital of your company.
- Build up positive press clippings.
- Not only sell more books, but get book readers to feel more engaged with the brand.
- Get consumers to click on your web site or social media.

Many business leaders and companies seek to get media with product launches, contests, charitable partnerships, expansion announcements, publicizing the hiring of elite talent, huge advertising campaigns, polls, white papers and other activities. Each can play a role in garnering media exposure. But a book is like 10 of those things in one.

### A book:

- Has a much longer shelf-life than a new hire announcement.
- Comes off as being filled with information and ideas, not a story about a widget or service.
- Is a product in itself but it is a valuable tool to generate leads for a company.
- Allows for a longer dialogue with the media and is not just a brief conversation.

- Influences the media and consumers.
- Generates interest from outlets you normally would not be associated with, such as bookstores and libraries.

• Is a great calling card to get booked for speaking gigs in front of organizations, government agencies, or other companies.

• Serves as one more legitimizing credential in an executive's resume.

• Gives you something to Tweet about and feed your social media.

Whereas the media may not always interview a chief marketing officer at a company about a new product, that same radio show, blog, or publication will be much more receptive to interviewing an author, accepting a guest post or bylined article, or running a book excerpt.

So how does one go about getting a book written, edited, published, distributed, promoted, and marketed?

## There are many ways to get published, including:

- Self-publishing and print-on-demand.
- Traditional publishing.
- Hybrid publishing.

## How you determine to publish your book could come down to factors that include:

- Budget availability.
- Deadlines and timing.
- What kind of distribution you need.
- Your desire for a traditional publisher.
- Your ability to persuade a publisher or literary agent to publish it.

The economics and complexities vary based on how you publish your book. On the one hand, self-publishing can be faster than the traditional route — plus you keep the lion's share of the profits and retain full editorial control of your book — but you also don't have the big publishing brand behind your book, your distribution can be limited, and you don't have the benefit of the publisher's team to sell rights or offer professional guidance. A customized plan will be needed, as every company and author will have different needs or goals that need to be addressed.

You can release a book — say in hardcover — and then a year later release a paperback version, perhaps revised, to get a second crack at media coverage. You can also create an audiobook and sell it as a digital download. If you think your message would be of interest overseas, you can sell the transla-

tion rights into any language and build up a presence in Asia, Latin America, Europe and elsewhere. You can then promote your book in those places.

However you publish and regardless of the format in which you release your book, the key to success comes with promoting the book, which could easily begin four months prior to the book's scheduled release — and continue until at least three months post-launch date.

I'm happy to say that our agency has helped promote many business experts, professionals, company founders and executives in the 18 years I've been here. Using a PR firm that specializes not only in book publicity but one that executes great campaigns for CEOs-turned-authors, is very important. We've also helped businesses find the right publisher and distributor so the process can be smooth and fluid.

## Books for companies help not only with getting media coverage, but they also potentially assist in:

- Raising a stock price if the company is public.
- Generating interest from potential investors or partners.
- Retaining and recruiting quality talent.
- Helping to foster goodwill and a positive image of the company.
- Qualifying you to apply to book awards, possibly furthering and elevating the exposure for your company and brand.

Writing a book — and promoting it — can be a fun and rewarding experience. Many lawyers, financial advisors, and health care professionals — as well as CEOs, entrepreneurs, and corporate executives — have discovered the true value from such an experience. And the good news is that you don't have to pen a best-seller to reap the rewards of such a venture.

Do you have a book in you? The media awaits!

Brian Feinblum is Chief Marketing Officer of New York-based Media Connect, the nation's leading book public relations firm for 55 years, a division of Finn Partners. He also blogs about books at [www.bookmarketing-buzzblog.blogspot.com](http://www.bookmarketing-buzzblog.blogspot.com). ○



Brian Feinblum



# O'Dwyer's guide to SOCIAL MEDIA PR

## 5W PUBLIC RELATIONS

230 Park Avenue, 32nd Floor  
New York, NY 10169  
212/999-5585  
Fax: 646/328-1711  
info@5wpr.com  
www.5wpr.com

**Ronn D. Torossian**, President & CEO

5W PR helps develop, execute and manage multi-faceted digital media campaigns that enhance the visibility for brands and help build connections with audiences. From the creation of engaging organic content across social media platforms to analyzing your target audience and enacting data-driven social media advertising strategies, 5W has an unparalleled understanding of social media. We use social media to help our clients further build their businesses.

5W's digital media division is comprised of our social media team, SEO/content specialist team, and creative services group. Whether working on highly focused campaigns or integrating across functionality to build over-arching digital programs, our team combines the technical expertise within their field with the consumer-savvy and business acumen that clients have come to trust from 5W campaigns.

Comprised of specialists with in specific areas of digital media, our social media team is fully integrated with our brand campaigns, ensuring that our digital programs share the same results-driven and hands-on client approach that defines 5W's award-winning campaigns.

We believe that it is the combination of tactical expertise and creativity combined with seamless integration into your PR strategy that makes 5W the right partner for your digital media campaign.

## BLAZE

1427 Third Street Promenade  
Suite 201  
Santa Monica, CA 90401  
310/395-5050  
Fax: 310/395-5001  
mkovacs@blazepr.com  
www.blazepr.com

**Matt Kovacs**, President

BLAZE is the trusted partner of choice for lifestyle contender brands hungry for a real piece of the marketshare. BLAZE has been retained by a growing number of savvy clients who want integrated PR, influencer and social media strategies — and flawless execution. BLAZE senior level professionals play a hands-on, day-to-day role with clients. With more than two decades of relationships and a solid team founded in strategic approaches, BLAZE is adroit in advancing client objectives and nimble to the quick-changing pace of media technologies.

Clients include: Marriott Hotels; Chronic Tacos; Youtheory; Griffin Club; and Eat See Hear, a summer-long celebration of movies, food and music in LA.

## COOPERKATZ & COMPANY, INC.

205 Lexington Avenue, 5th Floor  
New York, NY 10016  
www.cooperkatz.com

**Ralph Katz**, Principal  
**Anne Green**, President/CEO

CooperKatz & Company, Inc. takes an integrated digital approach across earned, owned, so-

cial and paid as part of every client engagement. The firm was an industry-leader in helping clients develop and execute social media and digital strategies.

Specific capabilities include: content strategy and marketing; influencer engagement; social channel development; community management; social campaign execution; video and graphics production; monitoring and analysis; online issues management; paid content strategy; and more. The agency has executed award-winning digital work for such clients as Coldwell Banker Real Estate, National Fire Protection Association, Otis Elevator Company, Petfinder.com, Polar and many more.

CooperKatz is highly-regarded for its strong strategic and creative credentials. It offers full-service public relations, digital and creative services capabilities to a national client base across multiple industry sectors.

## CROSBY

705 Melvin Avenue  
Annapolis, MD 21401  
410/626-0805  
www.crosbymarketing.com

**Raymond Crosby**, President  
**Joel Machak**, Executive Creative

Director  
**Gillian Pommerehn**, VP, PR & Reputation Management  
**Lindsey Goebel**, Director, Social Media & Content Marketing

The Crosby team is passionate about helping clients Inspire Actions That Matter™ — actions that positively impact people's lives and contribute to the greater good.

Crosby helps clients make powerful connections with their customers, constituents and communities to shape attitudes, inspire behavior change, and motivate action. The firm's award-winning campaigns, which integrate paid, earned, shared and owned media, have touched the lives of virtually every American.

The firm has specialized practices in Healthcare, Government, and Nonprofits & Causes. Clients include the Agency for Healthcare Research and Quality (AHRQ), Catholic Relief Services, DAV (Disabled American Veterans), EPA ENERGY STAR program, Kaiser Permanente, Pacific Western Bank, Quality Health Strategies, Saint Agnes Hospital, Social Security Administration, USDA, U.S. Dept. of Health & Human Services, and The Wallace Foundation.

Crosby is #39 on O'Dwyer's national ranking of PR firms and



Crosby's social media team flanks President & CEO Raymond Crosby.

has offices in Annapolis, Md., and Washington, D.C. To see case studies, visit [www.crosbymarketing.com](http://www.crosbymarketing.com).

## D S SIMON MEDIA

229 West 36th St., 9th Floor  
New York, NY 10018  
212/736-2727  
Fax: 212/736-7040  
[dougs@dssimon.com](mailto:dougs@dssimon.com)  
Twitter: @DSSimonMedia  
Facebook: [www.facebook.com/DS-SimonMedia/](https://www.facebook.com/DS-SimonMedia/)  
Instagram: @DSSimonMedia

**Doug Simon**, CEO & Owner

Influencer marketing is the story in 2017. D S Simon Media turns your experts and leaders into influencers. We get spokespeople from leading brands and non-profits on television through Influencer Media Tours, Video Series, Media Packages and Junkets and partner with influencers to extend their reach through YouTube, Facebook, Instagram, Snapchat and online media using the power of video. The result, we earn coverage on TV, online and social media, turn your client's leaders into media stars and influencers and help organizations achieve communication goals through content marketing.

## FEINTUCH COMMUNICATIONS

245 Park Ave., 39th Fl.  
New York, NY 10167  
212/808-4901  
[info@feintuchpr.com](mailto:info@feintuchpr.com)  
[www.feintuchcommunications.com](http://www.feintuchcommunications.com)

**Sharlys Leszczuk**, Social Media Manager

Companies that partner with Feintuch Communications to plan and manage their social media programs are partnering with a team with experience in using social media to establish an online brand personality; open communications channels with desired audiences; engage with relevant influencers, including media; and support traditional PR efforts to achieve concrete communications and marketing objectives.

Our methodology for developing, implementing and managing your company's social media program is a proven blueprint for strategic engagement and comprehensive analytics based on metrics that best support your company's business objectives. We continuously monitor engagement and audience shifts to be sure content is

relevant to our targeted audiences allowing us to meet benchmarks and improve performance.

By layering social media into clients' on-going PR and marketing communications programs, we help organizations amplify their voice in market, create synergy between multiple media channels and balance client resources efficiently.

If you're wondering why your firm's social media efforts aren't driving sought-after results, it might be time for a conversation with Feintuch Communications.

## FINN PARTNERS

301 East 57th Street, 4th Floor  
New York, NY 10022  
212/715-1600  
Direct: 212/593-5873  
[noah@finnpartners.com](mailto:noah@finnpartners.com)  
[www.finnpartners.com](http://www.finnpartners.com)

**Noah Finn**, Managing Partner

Our digital marketing team continues to grow. With over 80 people, we're passionate about building integrated solutions that are powered by strong insights and compelling creative, and social media is no exception.

We build social strategies as an extension of user experience, shaping the way consumers engage with a brand, driving intrigue into action.

Our work is rooted in research, and we pull those insights through to inform our content, engagement and channel management strategies. We regularly refine our work based on performance, evaluating success against KPIs.

We've worked across industries with clients including: IEEE, Blue Cross Blue Shield of Michigan, Hotels.com, Steaz, the Jamaica Tourist Board, Allianz Global Assistance, and Rioja Wine USA.

We see our clients as partners, and blend smart, analytical thinking with strong strategy and creativity to enhance our clients' success.

## FRENCH/WEST/VAUGHAN

112 East Hargett St.  
Raleigh, NC 27601  
919/832-6300  
[www.fwv-us.com](http://www.fwv-us.com)

**Rick French**, Chairman & CEO  
**David Gwyn**, President/Principal  
**Natalie Best**, Executive Vice President/Director of Client Services/Principal

French/West/Vaughan (FWV) is the Southeast's leading public



**CE Pro**, a top trade magazine for home technology professionals, awarded Legrand Nuvo its 2017 silver Quest for Quality Award for Best Social Media Presence. Feintuch Communications manages PR and social media for Nuvo, Legrand's premier product line of whole home music systems. Home tech pros, who sell and install Nuvo products, constitute a key audience for the company.

relations, public affairs and brand communications agency and the winner of the *Holmes Report* 2016 Consumer Agency of the Year and the *Bulldog Reporter* Communications Agency of the Year. Founded in April 1997 by Agency Chairman & CEO Rick French, FWV employs 103 public relations, public affairs, social media, advertising and digital marketing experts between its Raleigh, N.C. headquarters and New York City, Los Angeles and Tampa offices.

FWV is home to one of the nation's top digital services practices. A leader in award-winning, results-driven marketing campaigns, FWV executes multifaceted social media initiatives to drive sales and marketing objectives including brand awareness, consumer engagement, lead generation, product trial, conversion and loyalty on behalf of some of the world's foremost companies and brands across various practice areas, including: Wrangler Jeans, Fleet Feet, Riders by Lee, Moe's Southwest Grill, Pendleton Whisky, Atlantic Natural Foods, Airplus Footcare, Paralyzed Veterans of America, Calligaris Home Furnishing, Concord Hotels, Tweetsie Railroad, Wilmington and Beaches CVB (N.C.),

NC State University and the International Gemological Institute (IGI).

Comprised of a team of specialists in consumer insights, content creation, and paid social, our social media experts help clients better understand, navigate and utilize existing, new and ever-changing communications platforms to reach their goals. Capabilities include: research and strategy; media planning; video and animation; influencer marketing; social media analytics; conversion tracking; campaign optimization; social media analytics and attribution. FWV has established and continues to maintain authoritative brand presences on both mainstay and emerging social platforms including Facebook, Snapchat, Twitter, Instagram, LinkedIn, Pinterest, Google+, YouTube, Tumblr and more.

FWV has achieved significant results on behalf of its clients, including establishing companies and brands as online and social authorities in their respective industries and lifestyles; developing brand loyal communities; maintaining a consistent increase in engagement

— Continued on page 18



## FRENCH/WEST/VAUGHAN

Continued from page 17

levels month-over-month and year-over-year; increasing brand affinity, reach and purchase intent; creating emotional connections with consumers; and driving online and in-store sales.

## HUNTER PUBLIC RELATIONS

41 Madison Avenue, 5th Flr.  
New York, NY 10010-2202  
212/679-6600

**Grace Leong**, CEO and Agency Partner

**Donetta Allen**, Agency Partner and Social & Digital Media Practice Leader

**Michael J. Lamp**, Senior Vice President, Social & Digital Media  
Contact: **Samara Farber Mormar**, Executive Vice President, Business Development, [smormar@hunterpr.com](mailto:smormar@hunterpr.com)

The ever-evolving social & digital media landscape provides PR practitioners with access to a modern tool kit of platforms, strategies and tactics that elevate owned and paid efforts via an earned approach. Hunter Public Relations — a mid-sized marketing communications firm celebrating 28 years in business — utilizes a blend of established and emerging channels and technologies to secure buzz around new products, revitalize or reintroduce brands through trusted influencers and advocates and engage consumers with thumb-stopping content that compels amplification. Additionally, Hunter PR's social & digital media practice has experience managing every piece of the digital ecosystem, including content creation, daily community management, website development, media buying and content partnerships. Winner of digital media awards from *PR News*, *PR Daily*, *Bulldog Reporter* and *SABRE Awards*, Hunter PR puts its insights-based approach to social and digital media strategy to work for some of the most respected companies in America, including Diageo, McIlhenny and 3M.

## L.C. WILLIAMS &amp; ASSOCIATES

150 N. Michigan Avenue  
Suite 3800  
Chicago, IL 60601  
312/565-3900  
Fax: 312/565-1770



Hunter Public Relations repositioned the Mrs. T's Pierogies brand on social with sights set on engaging a new consumer target: millennials. The social/digital team at Hunter PR executed its proprietary social media boot camp to develop a new social persona and content strategy for the brand. New platform launches on Twitter and Instagram followed, as well as the debut of a new, pop culture-focused content strategy and partnerships with influencers and digital media companies. The brand now boasts a robust, cross-channel audience comprised largely of millennials and consistently obtains above-average engagement rates on all platforms, driving both relevant brand awareness and earned consumer conversation.

[info@lcwa.com](mailto:info@lcwa.com)  
[www.lcwa.com](http://www.lcwa.com)  
[facebook.com/LCWATeam](https://facebook.com/LCWATeam)  
[twitter.com/LCWATeam](https://twitter.com/LCWATeam)

**Kim Blazek Dahlborn**, President and CEO  
**Shannon Quinn**, Executive Vice President

Social media is an integrated part of almost every public relations and communications plan. It's essential to consider the wide array of social channels as vehicles to reach a desired audience.

L.C. Williams & Associates (LCWA) offers expertise in digital marketing that makes an impact on business goals and objectives. We build customized, well-rounded campaigns that utilize paid, owned and search to spur audiences into engagement and action. Our strategic content, buzz-building events and influencer outreach combine to reinforce messages, establish brand leadership and drive busi-

ness forward.

Of course, in social media, listening is just as important as talking. Our reputation management capabilities rely on monitoring, measuring and minimizing negative chatter to keep conversations focused on the positive.

Our staff is immersed in social media and considered leaders in the industry, participating in educational sessions, contributing "how to" articles to our agency blog and managing daily interactions on behalf of clients American Academy of Sleep Medicine, Boise Paper, Oster Professional, Snow Joe, Trex and more.

## MARKETING MAVEN

37 W. 37th Street, 6th Floor  
New York, NY 10018  
212/967-5510  
[www.MarketingMaven.com](http://www.MarketingMaven.com)

Los Angeles  
310/994-7380

**Lindsey Carnett**, CEO & President, [lindsey@marketingmavenpr.com](mailto:lindsey@marketingmavenpr.com)  
**Natalie Rucker**, Director of Business Development, [natalie@marketingmavenpr.com](mailto:natalie@marketingmavenpr.com)

Named to *Entrepreneur* magazine's 2016 Entrepreneur 360 List as one of the Most Entrepreneurial Companies in America, Marketing Maven is an expert at developing a solid social media strategy that outlines measurable goals and benchmarks. Content and context are key to successful social media campaigns and we provide the Call-to-Action to reach your target demographic.

Successful social media campaigns go beyond strategy. Properly managing the follow-through of your social media campaign is

Continued on page 20



# LOG-ON

DIRECT MAIL  
LEADERS FOR OVER **20** YEARS

THE MOST EXTENSIVE OFFERING OF SERVICES IN THE INDUSTRY...

WE DELIVER ON YOUR DIRECT MAILING & PRINTING NEEDS

100% OF THE TIME. HOW CAN WE HELP YOU?



#### DIRECT MAIL

Automatic & Hand Inserting  
Ink Jet & Laser Addressing  
Presorting



#### PRINTING

Digital & Offset Printing  
One-to-One Marketing  
On-site Creative Department



#### FULFILLMENT

Product & Packaging Fulfillment  
Inventory Management  
Storage & Warehousing



#### PRESS KITS

Press Kit & Product Assembly  
CD/DVD Duplication & Mailings  
Press Release Distribution



#### DATABASE

Computer Services  
NCOA  
Personalization / Variable Data



#### TARGETER®

Broadcast Faxing  
E-mail Targeting  
Media Contact System

520 8th Avenue, 14th Floor New York, New York 10018

T: 212.279.4567 • F: 212.279.4591 • [www.log-on.org](http://www.log-on.org)





**Marketing Maven CEO & President Lindsey Carnett (left) spoke about social media marketing at the Entrepreneur 360 conference in Long Beach, CA.**

## MARKETING MAVEN

— Continued from page 18

crucial to building brand ambassadors. We offer A/B testing, social media advertising, social listening (identifying competitive share of voice, sentiment analysis, and key influencers), content development, social media customer service, influencer engagement, live-event coverage, manage viral campaigns, promotions, page development as well as analytics on demographics, reach and engagement.

Marketing Maven is 8(a) certified by the U.S. Small Business Administration, Women's Business Enterprise (WBE), has WOSB status with the government and DBE, CUCP and CPUC certification.

## PEPPERCOMM, INC.

470 Park Ave. South  
4th Floor North  
New York, NY 10016  
212/931-6100  
hello@peppercomm.com  
www.peppercomm.com

**Steve Cody**, Co-CEO & Co-Founder  
**Ed Moed**, Co-CEO & Co-Founder  
**Ted Birkhahn**, Partner & President

**Ann Barlow**, Partner & President, West Coast  
**Deborah Brown**, Partner & Managing Director  
**Jacqueline Kolek**, Partner & Managing Director  
**Maggie O'Neill**, Partner & Managing Director

Peppercomm is an independently owned 21-year-old integrated communications and marketing agency headquartered in New York with offices in San Francisco and London. Helping clients see around the corner and determine what's next sets Peppercomm apart from other integrated communications and marketing firms. It enables us to push boundaries while mitigating risk for clients in financial services, consumer, B-to-B and multi-industry sectors.

Our unique approach and dynamic workplace attract the best talent who, in turn, help us win and retain the best clients. While we've won countless awards, we're most proud of being named Best Place to Work in New York City by *Crain's New York Business* and a Best Workplace for Women by Great Place to Work® and *Fortune*.

Our combined years of deep category experience and love of what we do shapes our work. We engage your audiences on every level and set your brand apart. And we do

all this to help your bottom-line and build your business. So get in touch. We're all ears.

## RFIBINDER

950 Third Ave., 7th fl.  
New York, NY 10022  
212/994-7600  
info@rfibinder.com  
www.rfibinder.com

At RF|Binder, we understand how social media has revolutionized the way people communicate, create content, and influence one another. With today's technology, creating, sharing, or broadcasting content is easier than ever, causing a new, cluttered landscape to emerge. Now, over 211 million pieces of digital content are created each minute by over 3 billion people, which makes it challenging for brands to break through the clutter, reach relevant audiences, and ensure communications aren't fragmented.

Our team specializes in developing campaigns that drive conversations. We have brought together a unique digital team, with talented professionals that offer a blend of creative intuition and analytical prowess. Using those creative ideation skills, and powerful data, we dig to find audience insights, craft powerful messages, and identify the right platforms to reach — and more importantly, connect with key stakeholders. We create digital programs that successfully generate "talk value", build community, and cultivate strong relationships. With our holistic communications approach, we integrate digital and social media programming into our client's overarching communications strategies. The result? Stronger communications programs that reach your target audience at all touchpoints, build advocacy and have meaningful impact on your business.

## ROGERS & COWAN

1840 Century Park East, 18th Floor  
Los Angeles, CA 90067  
310/854-8161  
Inquiries@rogersandcowan.com  
www.rogersandcowan.com

**Mark Owens**, CEO

Rogers & Cowan is a leading entertainment marketing communications agency representing talent and brands, with offices in Los Angeles, New York, and London. Our firm is not just on top of what's trending, authentic and hot right now—we create it—and our so-

cial media practice is a huge part of how we do this.

**Data Based. Consumer Focused. Action Oriented.** We use consumer-centric insights to form an understanding of what drives digital action - using the digital world to get consumers to do something in the physical one. Our expertise includes best-in-class strategists and flawless end-to-end execution and delivery. From copywriting to campaign generation, media buy to asset generation, influencer relations to studio content, we've got it handled. And, we believe every engagement must drive results higher with real-time optimization.

Our clients and projects include Target, Coca-Cola, DreamWorks, The Weinstein Company, Hasbro, GRAMMY Awards, and Universal Studios Hollywood.

## SCHNEIDER ASSOCIATES

Member of the Worldcom Public Relations Group  
2 Oliver Street, Suite 402  
Boston, MA 02109  
617/536-3300  
launch@schneiderpr.com  
www.schneiderpr.com

**Joan Schneider**, Chief Executive Officer & Founder  
**Phil Pennellatore**, President

Since 2004, SA has been a leader in social media, digital influence and engagement. We are constantly evolving our social advocacy and digital influence practice to help clients navigate the shifting landscape and harness the impact of powerful social networks through paid and organic campaigns.

At SA, our fully integrated approach starts with building listening programs, refining messaging, curating content, developing audience personas, identifying and engaging influencers, designing creative and compelling program concepts, and cultivating campaigns that build relationships and drive results. We help brands stand out in social media and use digital technologies to grow businesses from start-ups to *Fortune* 500 companies.

Schneider Associates is a full-service public relations and integrated marketing communications agency specializing in Launch Public Relations®, a proprietary method of launching new and revitalizing iconic products, services, companies, institutions and communities to build awareness, excitement, and sales. Visit [www.schneiderpr.com](http://www.schneiderpr.com). ○

## Gershon Kekst dies at 82

**G**ershon Kekst, Founder and Chairman emeritus of corporate, financial and M&A communications advisory giant Kekst and Company, died on March 17 in New York. He was 82.

Founded in 1970, Kekst's agency became a highly-sought communications advisor among senior management and boards of directors of private institutions and publicly-traded companies. Headquartered in New York — and later, opening a second outpost in San Francisco — the agency under Kekst's leadership was an industry leader in advising companies on mergers and acquisitions, bankruptcies and restructurings and litigation support, as well as crisis communications, media relations and corporate governance issues.

Kekst played a key role in some of the largest corporate transactions in U.S. history, including KKR's takeover of RJR-Nabisco, Chrysler Corp.'s merger with Daimler-Benz AG, Walt Disney's purchase of Capital Cities/ABC, Ron Perelman's buyout of Revlon, Time Inc.'s merger with Warner Communications and McGraw Hill's successful defense of an unsolicited bid from American Express.

The agency was sold to French conglomerate Publicis Groupe in 2008 for an undisclosed amount. Mr. Kekst stepped down as Kekst CEO in 2010. Jeremy Fielding now serves as Kekst president and CEO.

Before founding the agency that would bear his name, Kekst was stationed at Ruder Finn (then Ruder & Finn), which he joined in 1959, and worked alongside co-founder William Ruder, who would become his mentor. Kekst eventually led the agency's West Coast operations.

He is survived by his wife, Carol Schapiro Kekst, sons David and Joseph, and grandchildren. ○

## Howard Blankman, PR vet, civic leader, dies

**H**oward Blankman, 91, a PR counselor who was a leader in community affairs and an accomplished composer and musician, died March 17 at his home in Port Washington, L.I.

He founded The Blankman Group in 1968 which he sold in 2004. His many clients had included Cablevision, Long Island

Railroad and Breslin Realty.

He was a founding member of the PR Professionals of Long Island and received its Lifetime Achievement Award in 1997. An Accredited member of PR Society of America, he was elected to its College of Fellows.

Blankman was director of PR for the New York State Joint Legislative Committee on Transportation and was Press Secretary to its chair for the late New York State Senator John Caemmerer, who also chaired the State Committee on Transportation.

His civic participation included service on North Hempstead's Planning Board and its Housing Authority and serving as chair of the Nassau County Planning Committee and as a member of the County's Board of Assessors. Governor George Pataki named him to the Long Island Regional Economic Development Council.

Blankman was a writer and Associate Producer of WABC-TV's "Who Do You Trust" starring Johnny Carson. He served as President of the Great Neck Symphony Society, vice chair of the Nassau Symphony Orchestra, and as a Director of the Long Island Philharmonic.

He attended Franklin & Marshall College and West Chester State Teachers College and during World War II was a member, 514th Airborne Infantry Regiment.

Survivors include the former Donna Farnsworth Smith, his wife of 50 years; children Deborah, Michael, Diana, Matthew and Sarah, and her fiancé, David Trzaska, and three grandchildren. ○

## WaPo Health Section Editor Joins Spectrum

**S**pectrum Science Communications, independent health and science PR agency in Washington, D.C., has named Larry Thompson Senior VP, media. Most recently, he was the Senior Director of Communications at Johnson & Johnson's Office of the Chief Medical Officer.

Thompson co-founded *The Washington Post's* Health section and served as the Science Editor for that part of the paper. Other experience includes broadcast correspondent for Medical News

Network, science policy analyst at the US Food and Drug Administration, and communications chief of the Genome Institute at the US National Institutes of Health.

Thompson will be based in Spectrum's D.C. headquarters and report to Mary Conway, Executive VP of Media Strategy. ○

## PN taps digital expert Garrett

**P**orter Novelli has appointed Eddie Garrett as Executive VP, Global Digital Strategies. Garrett comes over from Weber Shandwick, where he led a team of data analysts and digital specialists as executive VP, head of strategy.

Garrett is a PN retread, having served as Director of its digital practice in Washington, D.C. This time he'll be based in Chicago and report to chief operating officer and chief client officer Nick Propper.

Garrett's background includes three years at Edelman, serving as executive GVP in their consumer marketing practice and senior VP in the digital strategy group. Highlights of his client experience are ConAgra Foods, Jim Beam, the IRS Disney Institute and the Federal Deposit Insurance Corporation. ○

## Notre Dame enrolls Gibbons for academic PR

**P**atrick Gibbons, who leads communications for the Johns Hopkins University Applied Physics Laboratory, is slated to move to the University of Notre Dame as executive director of academic communications next month.

Gibbons' appointment comes after a national search. ND Provost Thomas Burish said Gibbons was the "overwhelming choice" of a search committee and praised the veteran communicator's strategic and tactical experience in higher education, government and the non-profit sector.

Gibbons, a former PAO in the US Marine Corps, directed communications for the Arizona Dept. of Environmental Quality before a stint as VP of Communications for the Research Triangle Institute. ○



Gershon Kekst



Howard Blankman



Eddie Garrett



Larry Thompson



Patrick Gibbons



# A new approach to influencer marketing

Is the way you're practicing influencer marketing putting your organization at risk? It's time for a new approach.

By Doug Simon

A Google search of “What’s Wrong with Influencer Marketing?” generates more than 28 million results. Influencer Marketing is popular because it works, but clearly there are problems with the way it’s currently being practiced. Are you building long term value? Are you putting your brand’s trust and authenticity at risk?

As practiced today, we’ll see the law of diminishing returns take effect with influencer marketing. As Gary Vaynerchuk, CEO of VaynerMedia says “marketers ruin everything.” As we go from the Kardashians to micro-influencers, what could go wrong?

It’s time to flip the script on the traditional approach to influencer marketing. Instead of working with influencers as brand reps, we need to be promoting our own experts. We need to redefine influencer marketing.

According to the 2017 Edelman Trust Barometer, trust for business is 27% higher than trust for government and 21% higher than trust for media. NGOs are even more trusted. So, why are we risking our authenticity by putting our brand’s reputation in the hands of outside influencers? Is there a smarter way to partner with influencers to grow your brand and your influence without the risk?

Andy Polansky, CEO at Weber Shandwick noted “the strong link between corporate reputation and CEO engagement” in a recent press release. This approach builds long term value for your organization. This approach builds authenticity and trust.

Surprisingly, turning your experts into influencers also helps to earn media across platforms. The D S Simon Media Brand Video Communications Report found, your in-house experts outperform third-party spokespeople. In the report, 200 brand communicators were surveyed. 84% of them reported being satisfied or very satisfied with their own expert’s ability to earn media, more than double the level when using outside experts. PR agency people also found in-house experts outperformed outside spokespeople. This matches our internal results when clients feature in-house experts during Influencer Media Tours. Perhaps it’s time to remember the forgotten influencer inside your organization.

But do outside influencers still have a role? Yes. Instead of working with influencers as brand reps, we recommend partnering with them as media bringing your

experts to their audiences without the risk. These outside influencers can amplify your message by interacting with your experts, via video and sharing the content with their audiences on Facebook, Snapchat, Instagram or Twitter as well as traditional broadcast channels. This provides a safe harbor for your brand while building the amount of influence your expert or leader has — all key factors for growth.

Here are some tactics that work With Influencer Media Tours your spokespeople will be interviewed by influencers on television, radio, online and through social media channels. Influencer Media Packages provide custom content with your experts directly to influencers in your space. As part of an Influencer Video Series, your in-house expert engages in conversations with key opinion leaders, business prospects and online influencers to expand your reach. Some other useful tools are Influencer Junks and Digital Press Conferences that allow you to generate media coverage around the globe. With any approach authenticity is key and leveraging your internal experts is more cost-effective and ensures your brand messaging is delivered in the most reliable way possible.

Leaders at major brands understand the power of an authentic spokesperson. We recently worked with the Head of Products at Check Point Software Technologies, Michael Shaulov, who served as the spokesperson for his company’s recent media outreach. He had this to say about the benefits of using internal leaders as spokespeople: “Dealing with customers, we are in the field, we are in the ecosystem day and night. When we talk about those topics we are way more credible than someone you might bring from outside because we can bring real examples that we’ve experienced over the last couple of weeks, relevant information that we’ve captured from our customers. With the industry today, this goes way better than anything else.” Nicole Hayes, an in-house spokesperson for Toys’R’Us also said “We truly value what we do in bringing our expert toy opinions and baby opinions to media so you get that inside look and that true expert opinion from us directly.”

D S Simon Media is partnering with equities.com, House Party, Inc, Looksmart and The DGTL Advisors to amplify messages. Our influencer marketing division has these tips to get the best results:

- Treat third-party influencers like media instead of a brand rep to amplify your expert’s message without the risk

- Invite media and influencers to have a conversation with your leader via video that can be shared by all parties

- Create custom video content with your experts designed to be distributed by specific influencers

- Create video series where your experts interact with influencers

- Post video featuring your experts on your social media platforms that can be used as a tool to pitch the media and promote initiatives.

- Remember you save money using an in-house expert. Use that to expand reach.

Something needs to change. We’ve seen many examples of how influencer marketing can go wrong. Take for example Disney’s alignment with YouTube megastar Pewdiepie. Earlier this year, reports surfaced of anti-Semitic content in Pewdiepie’s videos and Disney had to quickly distance themselves to protect its brand.

Bad behavior is not the only risk. Third-party influencers hired by brands as media spokespeople can be less familiar with the story and more prone to error and misstatements. During a partnership with Adidas last year, supermodel Naomi Campbell accidentally copied and pasted an entire email from the Adidas marketing team in the caption of an Instagram post that read: “Naomi, so nice to see you in good spirits!!! Could you put something like: Thanks to my friend @gary.aspdn and all at adidas — loving these adidas 350 SPZL from the adidas Spezial range. 🙌💜💛 @adidasoriginals” A lack of authenticity in influencer marketing is going to be a growing concern.

Increasingly, your key audiences value trust and authenticity. Your own experts and leaders know the story and subject matter. They need far less training and are less likely to be flustered by an unexpected question. By investing in your own people instead of outside experts you are positioning your organization for long-term growth. You can create content that feeds your social media eco-system. You can provide a platform for your leadership. Your leaders are the forgotten influencers no more.

*Doug Simon is CEO of D S Simon Media, an influencer marketing company. ○*



Doug Simon

# New media platforms, new options for PSAs

Public service campaigns have entered a new age. They can reach mass audiences through traditional media like television and radio stations or can be highly targeted through digital channels and other non-traditional media.

By Annette Minkalis

Public Service Announcements have a lot more to offer today than in past years when the only option was earned placements on television and radio stations. While broadcast is still a main component, campaigns now are more integrated by incorporating new channels, channels that offer the ability to reach online audiences as well as precisely deliver messages to specific audience demographics or in certain geographies. The one-two punch of broad general awareness, coupled with precise audience targeting, is often a good combination for many campaigns. Traditional? Non-traditional? Here's the latest and what you need to know.

## Traditional media

While the FCC long ago stopped requiring broadcast stations to air PSAs, there will always be a need for them. With all the commercial slots throughout the programming day, stations simply can't sell every single spot. Therefore, PSAs are actually needed to fill the gap. And contrary to a common misconception that spots only air in the overnight hours, a recent analysis of over 1.8 million airings generated by campaigns distributed by Connect360 Multimedia, found that 72 percent of airings occurred during waking day parts, and in fact, radio had a strong showing of PSA airings in the coveted morning and evening drive times, the television equivalent of prime time.

One of the best advantages to broadcast PSAs is the ability to provide sustained coverage over an extended period of time. Once a station accepts a PSA, it can stay in rotation for three months, six months, a year and even longer. That's a lot of value from just a single distribution. Compare this coverage to most non-traditional placements, where the placement period is usually for a defined timeframe from one week to a month.

Another key benefit to a broadcast campaign is that it is earned media whereas most other platforms are paid media. The benefit to the earned media is the gift-in-kind contribution that it throws off (this is

the value of the media time donated by the stations). These gift-in-kind donations are reported on a nonprofit's financial statement. In doing so, it can help an organization's ratio of expenses: how much they spend on their mission versus on overhead or fundraising costs. This ratio is important to donors because they want to make sure their donations are going to be spent helping the cause, rather than salaries or rent. Charity rating services such as the Better Business Bureau's Wise Giving Alliance or Charity Navigator provide ratings based on an organization's spending ratio, and potential donors look to these rating services to help them evaluate the best place for their dollars.

Beyond broadcast, the out of home media companies offer donated space to nonprofit organizations. Public service campaigns can be posted in malls, airports, bus shelters, train interiors and many other places.

## Non-traditional media

While traditional media embraces public service campaigns to fill unsold advertising space, the social and digital media channels

to accomplish because these digital platforms have captured key information based on registration forms completed by the listener. Gender, age, ethnicity and other key information is readily available. Try to reach moms of a certain age group? We can make sure your PSA plays to women in that age group that have kids. Need to reach a specific geographic? Some of these platforms can target message delivery down to zip code.

In addition, because these are paid placements, the PSA creative can push the boundaries a bit. Where broadcast campaigns are limited because they can't have commercial ID or directly appeal for donations, these digital platforms are more open to this kind of content.

Other targeted non-traditional options include a video pre-roll (delivering your PSA to a viewer who is online and about to watch a video with subject in line with your PSA) or search intent, behavioral targeting and site retargeting campaigns reaching consumers whose online behavior indicates they would have an interest in the messaging of your PSA.

Traditional? Non-traditional? A blend?

## PSAs

To know what's right for you, keep in mind that the most successful campaigns come about when the goals are discussed in advance. What's im-

portant: generating large impressions numbers, targeting specific age groups, driving website traffic, getting audiences to take a specific action or generating earned media values? Once your campaign's objectives are identified, the best media distribution plan can easily fall into place.

If you need a visual, the chart on this page helps map campaign goals to the right media mix.

Annette I. Minkalis is a Partner and Executive Vice President with Connect360 Multimedia. She can be reached at [aminkalis@c360m.com](mailto:aminkalis@c360m.com).



Annette I. Minkalis

Campaign Goal	Traditional	Non-Traditional
Sustained coverage over extended periods	Yes — up to a year or longer	No — only one to four weeks, unless budget allows multiple paid placements
Target specific audiences	No — offers broad general awareness	Yes — can be highly targeted demographically and/or geographically
Generate large impressions	Yes — often hundreds of millions	Less than traditional media (1-20 million) but factor that the impression numbers reflect only your target audience
Drive web traffic	Difficult — though some clients report increase in web traffic, requires audiences to remember the URL and later go to their computer	Yes — online placements make it easy to click on campaign banners to be taken to an organization's home page
Help with charity rating services	Yes — all earned media	No — all paid media

do not have the same need. These channels are so wildly popular with advertisers that there is little or no "free" space available so placements generally need to be paid.

Where traditional media is about reaching masses and extended coverage, non-traditional media is all about targeting and honing in on a specific audience or geography.

PSAs placed on digital platforms such as Pandora, Spotify, Hulu, and iHeart Radio offer the ability to target a very specific audience so that your message only plays to that audience. The precise targeting is easy



# Live video content is blowing up

Responses from a 2017 survey of more than 1,500 corporate, non-profit and agency communicators suggest that live streaming events and platforms including Facebook Live are in demand for 2017, second only to video content strategy, creative and production.

By Andrew Krause

2016 will be remembered as the year brands discovered live video streaming. Driven by a host of new applications from Facebook Live including Hot Topics, Q&A, Breaking News, Interview, Performance, Behind the Scenes, Watch-With and Demo, live video content for brands is blowing up in 2017.

As live video experts with thousands of high-profile live broadcasts in our portfolio of successful productions, AKA has helped pioneer the use of live streaming for brands, corporations and non-profits. Here are three ideas for your live streaming efforts in 2017.

## Brand journalism

Live video content creates urgency and helps build trust in your Brand Journalism efforts by breaking down barriers between consumers and the brands they admire. Engagement is heightened because of the “anything can happen” nature of the live moment. This transparency is becoming the expected social media experience.

Live video streaming creates urgency. When a brand goes live from their Facebook page, users receive a notification. The longer the live stream goes, the more opportunity there is for people to join. Understanding the content as live, with an unforeseen ending in the future, a sense of urgency is created between the user and the brand. Because of this, users engage with a live video three times longer than a normal video.

Additionally, about 90 percent of users say video quality is the most important factor in deciding what to watch.

## Global town halls

Live video content communicates transparency and trust for a brand, and the same is true for internal communication within a company. With regular, live, global town halls, CEOs can communicate directly and intimately with a global audience of employees who naturally appreciate the transparency.

Video streaming town halls is not new. But in 2017, clients are taking advantage of live employee engagement and broadcasts from all corners of the globe. This development is flipping the traditional CEO-from-HQ model on its head. Today, innovative global enterprises are switching up the locations from where they live stream, shrinking barriers and creating a global experience like never before. Visionary CEOs understand

this next level, but it is only possible after the communications team commits to regular town halls with flawless execution.

## Emotional engagement for non-profits

And then there's the emotional element. Live streaming video content can deliver an emotional human touch. Combined with endless platform-neutral and omni-channel applications, live video content has a bright future with non-profits.



Source: AKA Customer Feedback Survey 2017

As non-profits continue to adopt live video streaming best practices, building loyal audiences with strategic celebrity and social influencer partnerships, critical engagement with key audiences is increasing. This combination of reach and precision

with the ability to share powerful emotions with real people is helping non-profits attract and retain loyal audiences.

Live video content is here to stay, but your execution must be flawless. Flawless live execution is just as important as the idea behind your communications campaign. You can't be effective utilizing one without the other. Users, especially younger users, hate buffering more than anything else.



Andrew Krause

In 2017, our firm is working with brands, corporations and non-profits to produce live video streams anywhere, all the time. As live video content blows up this year, the possibilities for creative, relationship-building applications are nearly limitless.

*Andrew Krause is Founder and CEO of video content, live streaming events and integrated satellite media tours provider AKA MEDIA INC. This article originally appeared on the AKA MEDIA INC blog: [www.akamediainc.com/brandstory](http://www.akamediainc.com/brandstory)*

## Digital editors now out-earn print counterparts

According to the annual Editorial Salary Survey by magazine-media news site Folio, editors of all levels working at digital publications are now consistently out-earning editors whose publications are still read mostly in print.

Editors-in-chief working for digital platforms reported an average annual salary of \$113,000 in 2016, compared to \$76,000 for print editors-in-chief. Managing editors at digital pubs accounted for an average of \$83,000 last year, compared to \$62,700 for print managing editors. Associate editors stationed at digital mags received an average of \$62,000 in 2016, compared to \$54,800 for print associate editors.

Overall, the survey found salaries for U.S. magazine editors remained consistent with 2015 salary figures. When it comes to positions at a senior level, however, earnings actually dipped: editors-in-chief earned a median base salary of \$86,000 in 2016, a 3.3 percent decrease from what they earned the year prior. On the other hand, salaries in-

creased in 2016 for editors at the managing and associate levels: 2.3 percent for managing editors, and 7.4 percent for associate editors.

The survey also notes that fewer bonuses among editors in 2016 contributed to stagnant wage growth.

The survey also found a continuing lack of parity along gender lines in the editorial world, especially among senior-level editors. Male editors-in-chief out-earned their female counterparts last year by an average of more than 17 percent, with an average annual salary of \$94,000 for males compared to \$80,200 for women. The annual pay among male managing editors in 2016 was \$75,000, compared to \$70,600 for females, and salaries among male associate editors in 2016 was \$60,600 while salaries among female associate editors with the same job was \$48,000.

The survey noted that a greater share of respondents identify as digital editors each year.

# Facebook native videos outpace competing formats

A recent study reveals that videos directly uploaded to Facebook are now widely outperforming other video content posted to the social media network.

By Jon Gingrich

User video content that's uploaded directly to Facebook now accounts for a much larger share of the video posted, viewed and shared over the social media network, according to a March study released by San Francisco-based media analytics company Quintly.

Findings from Quintly's Facebook Video Study suggest not only that more people and businesses are posting video content to Facebook than ever (which reinforces the urgency for brands to use video in their Facebook campaigns), but the fact that Facebook native videos are quickly becoming the default video format on the platform, a format to which social media marketers may wish to take note.

The study found that 90 percent of the Facebook profiles it analyzed featured Facebook native videos, which includes Facebook Live videos. By contrast, the percentage of Facebook profiles that posted YouTube videos accounted for only about a third of this (30 percent). Only two percent of timelines featured content from video-sharing website Vimeo. Other video

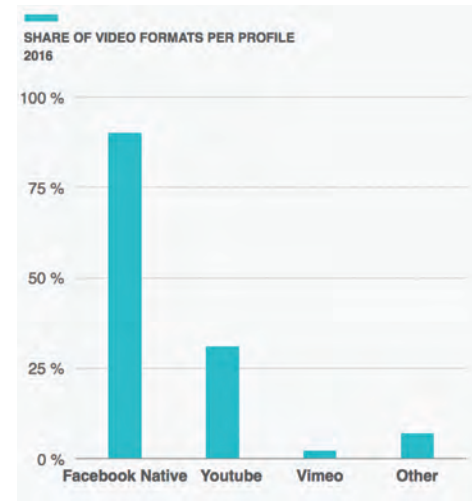
formats accounted for an additional seven percent.

Quintly's findings suggest that the percentage of Facebook users who post Facebook native videos is surging: a comparable Quintly study from last year revealed that only 65 percent of videos broadcast on Facebook were Facebook native videos.

Perhaps these findings shouldn't be surprising, considering Facebook's algorithm gives preference to native video when determining what content is shown in users' news feeds.

When it comes to the interactions videos on the social media network receive, Facebook native videos were found to outperform other video formats. Facebook native videos performed 109.67 percent better than YouTube insofar as the total number of reactions, comments and shares a post these videos received. When it comes to shares alone, Facebook native videos yielded, on average, a 477.8 percent higher share rate than YouTube videos.

However, of all the videos posted to Facebook, the Quintly study also found



that 84 percent — or about 5 million videos — were Facebook native videos. YouTube accounted for a little more than 10 percent, and other formats accounted for five percent. Vimeo accounted for only .22 percent.

The Quintly study analyzed 167,000 profiles and more than six million posts between July and December 2016. ○

## Why and how concept video gets ROI

Many successful businesses are still not using professionally scripted and produced video marketing content.

By John Carter

Video is expected to make up 80 percent of all Internet traffic by 2019, according to a study by information technology and networking giant Cisco.

Humans can read on average 200 words per minute but can comprehend video at 30 images per second.

Try flashing a picture in front of someone for one second, then show 200 words on a page for the same amount of time. You can guess how much more information will be retained by looking at the picture.

Studies have shown that consumers prefer to watch a video about a product or service by a ratio of four to one.

More than 60 percent of initial impressions now occur on mobile devices, often on a five-inch screen. Would you rather read or watch on a screen of that size?

Mobile spend by digital marketers was up 69 percent year-over-year in 2016, accord-

ing to IgnitionOne's Q4 Digital Marketing Report. Also, mobile interactions in Q4 2016 grew by 25 percent while desktop decreased by 13 percent. Desktop still holds a slight lead though at 54 percent of all visitors.

More than 60 percent of marketers and small business owners plan to increase investment in video marketing in 2017.

Many successful businesses, however, are still not using professionally scripted and produced video marketing content, referred to as concept video.

Technology has had a big impact on the production of engaging video, cutting the cost by 50 percent compared to 10 years ago.

Script and concept are key to success. Don't hire a video production company, instead hire a marketer/writer that produces commercial video.

Your script and produced video should hit the following marks:

**Grab the viewer's attention immediately.** This is not a "one-size-fits-all" proposition, shoot for your immediate market.

**Build trust.** If the customer trusts it, they're likely to buy/engage.

**Build emotion.** Remember that buying decisions are made with emotion.

**Explain the winning or losing proposition.** Make it very clear what the viewer will gain if they buy/engage and what will be lost if they don't.

**Make it easy to buy/engage.** Clearly, explain or show how to buy/engage with you.

John Carter is President of Potomac Digital Group, a script-to-screen video production agency in Alexandria, VA. ○



John Carter



# O'Dwyer's guide to VIDEO & BROADCAST FIRMS

## AKA MEDIA INC.

142 E. Ontario St., Suite 1600  
Chicago, IL 60076  
800/996-9432  
info@akamediainc.com  
www.akamediainc.com

**Andrew Krause**, Executive  
Producer & CEO

Every company in the world communicates with video, and the world's most-trusted brands trust AKA. We create strategic video content, live streaming events and integrated media tours sharing the emotions of real people, celebrities, athletes and CEOs.

Our ability to consult, audit video content processes and provide cost effective production and syndication eliminates waste, reduces costs, and improves business outcomes. We deliberately cultivate our world-class reputation for premium video content strategy, service and value.

Capabilities: video content strategy; production and distribution; media tours; brand journalism and video storytelling; branded social media content strategy; global internal and external video communications; corporate social responsibility documentaries; consumer-facing content; strategic b2b content; highlight reels, sizzle reels, award entry videos; video editing, audio, graphics and effects; comprehensive earned, owned and paid content strategy production; syndicated distribution and metrics.

## ARTISAN PRODUCTION HOUSE

110 East 25th Street  
Neuehouse, 2nd Floor  
New York, NY 10010  
347/351-4804  
Vimeo: vimeo.com/  
artisanproductionhouse

**Erin Lahey Schwitter**, Producer/  
Partner  
erin@artisanproductionhouse.com  
**Kara Leibowitz**, Producer/Partner  
kara@artisanproductionhouse.com

Artisan Production House is a full service production house specializing in food & lifestyle publicity. We create brand content



**Toys "R" Us Spokesmom Nicole Hayes during her Influencer Media Tour with D S Simon Media.**

that resonates with your audience, keeps them engaged and brings value to their lives. Our innate understanding of story relevance and personal relationships with TV producers and media influencers throughout the country gets your story heard. We'll help you deliver your messages seamlessly and with style utilizing our high-end production capabilities (including film-style shooters and graphic designers). Artisan's in-studio and on location satellite junkets include quality bookings that are actually seen, spot-on custom craft services and a fresh, modern design aesthetic ... because taste matters. Additional services include exclusive launch event integrations, stunning branded content food videos, original book videos and select match-making between celebrity talent and brands.

## AURITT COMMUNICATIONS GROUP

555 8th Ave., Suite 709  
New York, NY 10018  
212/302-6230  
info@auritt.com  
www.auritt.com

**Joan Auritt**, President

Auritt Communications Group is a full-service broadcast and online PR production company providing creative multi-platform solutions that meet our clients' specific needs. Whatever industry we work in — healthcare, food and nutrition, entertainment, publishing, finance, tech — our producers partner with you to find the most effective story to tell. Our close, enduring relationships with the media result in the highest quality bookings. Our creatively designed cost-effective production packages increase brand awareness, reaching influencers and targeted audiences in prime media markets. Through carefully honed strategy and skilled execution, our team of media experts and network credentialed producers delivers promised results.

What we do: Video Production for Broadcast, Web, Corporate Events, Training; TV Satellite, Radio, Online Media Tours; Integrated Media Tours; Partner and Co-op Media Tours; Media Training; Social Media Campaigns; Webcasts and Live Streamed Interactive Events; Video, Audio, Multimedia News Releases; B-Roll Packages; PSAs.

## D S SIMON MEDIA

229 West 36th St., 9th Floor  
New York, NY 10018  
212/736-2727  
Fax: 212/736-7040  
dougs@dssimon.com  
Twitter: @DSSimonMedia  
Facebook: www.facebook.com/  
DSSimonMedia/  
Instagram: @DSSimonMedia

**Doug Simon**, CEO & Owner

Satellite Media Tours have become Influencer Marketing Tours as part of our new Influencer Marketing Division. Working with partners House Party Inc., The DGTI ADVISORS, Looksmart and Equities.com, we get spokespeople from leading brands and non-profits in the media through Influencer Media Tours, Video Series, Media Packages and Junkets. Partnering with influencers, we extend their reach through YouTube, Facebook, Instagram, Snapchat and online media using the power of video. We specialize in significantly increasing media placements for content cross-platform for client campaigns. The result: grow your organization and its influence.

## GOLDMAN MCCORMICK PR

516/639-0988  
516/901-1103  
www.goldmanmccormick.com

Goldman McCormick PR specializes in National Media Tours for Authors, Celebrities, Political Strategists, Legal Experts, Doctors, and Financial Planners. Comprised of active Radio & TV producers, Goldman McCormick PR has managed National Media Tours for: "Sanford & Son" Star Demond Wilson, National Journalist & Former HLN Anchor Jane Velez-Mitchell, "The Walking Dead" Star IronE Singleton, and many others.

Goldman McCormick PR's Unlimited Traditional Media Package includes: Interview Training, Video Clips, and MP3's of your media tour appearances.

"Mark Goldman and Ryan McCormick are an extremely effective public relations machine. They were key in getting my 4th book, 'Exposed: The Secret Life of Jodi Arias' on the *New York Times* bestseller list. They have a massive contact list and great relationships with TV, radio and print media. Also, they are just fun to work with! Two really nice guys who know everybody in the biz!" — Jane Velez-Mitchell, National Journalist, Best-Selling Author and Founder of JaneUnchained.com

## KEF MEDIA

1161 Concord Road  
Smyrna, GA 30080  
404/605-0009  
www.kefmedia.com  
Twitter: @kefmedia  
Facebook: facebook.com/kefmedia

**Kevin E. Foley**, Founder & CEO  
**Yvonne Hanak**, COO  
**Linda Buckley**, Co-President  
**Audrey Kelsey**, EVP, Executive Producer

KEF Media is an "agency's agency," delivering innovation, integrity and verifiable results that matter. There are three important reasons knowledgeable PR agency professionals choose KEF Media: We're your partner, not a vendor. We collaborate with you on the tactics that will deliver optimum results. And we offer a refreshing blend of honest counsel, candid feedback, media research, straightforward estimates and transparent billing. We offer tactics such as satellite media tours, co-op media

tours, B-roll, Internet media tours, customized media days, radio media tours, radio news releases, print media pitching and placement, corporate video, and much more. As an industry pioneer that developed many of the techniques widely used today, a lot of our competitors mimic what we do and a number of them have gone out of their way to hire our former employees. So we like to ask, why work with a knock-off when you can hire the original?

## MEDIA CONNECT

301 E. 57th Street, 4th Floor  
New York, NY, 10022  
212/583-2718  
brian.feinblum@finnpartners.com  
www.Media-Connect.com

**Brian Feinblum**, CMO, SVP

Media Connect, a division of award-winning Finn Partners, has been serving clients well for 55 years.

The firm is known for delivering broadcast service to the entertainment, healthcare, association, corporate, non-profit, and book publishing worlds.

Specialty services include the Satellite TV Tour (15 local TV interviews from one location in a single morning), a trademarked service; national and local television and radio services and the trademarked Morning Drive Radio Tour (guarantee of 20 interviews with local and national radio shows in one morning). Our targeted online media campaign generates coverage with influential blogs, leading podcasters, and top media web sites. We have generated media for: Blue Cross, Hyundai, Dunkin' Donuts, Jamaican Tourism Bureau, Jamba Juice, DHL, Logitech, Hotels.com, Merck & Co., Hilton, Verizon Foundation, Jeff Foxworthy, Penguin Random House, McGraw-Hill, Harper Collins, and *Sports Illustrated*.

## MEDIATRACKS COMMUNICATIONS

2250 E. Devon Ave., Suite 150  
Des Plaines, IL 60018  
847/299-9500  
info@mediatracks.com  
www.mediatracks.com

**Shel Lustig**, President

Each week, radio reaches 265 million Americans and 93 percent of adults, 18+. We want them to hear your story. For more than 27 years, MediaTracks Communica-

tions has worked with PR and marketing professionals to craft clear, engaging messages that get heard on air and online to support your brand. As producer and syndicator of the award-winning national radio programs, Radio Health Journal and Viewpoints Radio, we deliver guaranteed placement ANRs with tangible, measurable results. Our experienced, accessible Chicago-based team connects with major market stations and national networks every day to communicate your message via RMTs, ANRs, custom news feeds, and PSAs. Our expertise also extends to targeted placement in both the Hispanic and African American markets. Solid, long-term relationships with repeat clients demonstrate our proven record in healthcare, consumer, corporate, public affairs, high tech and not-for-profit fields.

Radio media tours with consumer product messages have included American Cleaning Institute's Household Safety, American Cancer Society's Know Your Options, and College Financial Aid for Discover. Our client roster includes Abbott, Genentech, LifeScan, National Safety Council, Bristol-Myers Squibb, UPS Store, Walgreens, ACH Foods, Novartis, MetLife, Medline, Dole, Pedigree, Mars M&Ms, Kraft, Coca-Cola and Campbell's. We share long-term agency relationships with Allison+Partners, Burson-Marsteller, Edelman, FleishmanHillard, GCI, Golin, Hunter, Ketchum, Ogilvy, Porter Novelli, Ruder Finn, Taylor, Weber Shandwick and Zeno Group. MediaTracks has also produced and syndicated the 40-segment "Merck Milestones in Medicine" national radio series and "A Healthier World," a weekly national radio feature for Pfizer, Inc.

## PLUS MEDIA, INC.

85 Fifth Avenue, 7th Floor  
New York, NY 10003  
646/342-4500  
nweissman@plusmedia.com  
www.plusmedia.com

**Natalie Weissman**, VP, Sales

We are a team of passionate, creative and client-focused broadcast marketing professionals. Through creativity, flexibility and journalistic savvy, we consistently deliver top markets and ensure that our clients' ROI is not only met but surpassed. With over 30 years of experience in broadcast and video content production, PLUS

Media has the passion, know-how and commitment to deliver on its promises.

Services include: Single & Co-Op TV Satellite Media Tour and In-City Media Tour; Audio News Releases, Influencer Campaigns, Radio Media Tours, Video Package Distribution, Media Training.

## PREMIERETV

200 Spectrum Center Drive  
Suite 300  
Irvine, CA 92618  
310/899-9090  
info@premieretv.com  
www.premieretv.com

**Shayne Fraeae**, CEO

For more than 25 years, PREMIERETV has delivered exceptional broadcast publicity and video production services throughout the U.S. and across the globe. We pride ourselves on providing peerless quality, unyielding professionalism and superior customer service. Our clients agree — PREMIERETV maintains an astonishing client return rate and our business has grown exponentially through word-of-mouth and referrals alone.

PREMIERETV specialties include: Satellite Media Tours, Radio Media Tours, Digital Media Tours, Press Junkets, Audio News Releases, On-Air Radio Promotions, B-roll Packages / Highlight Reels / ENG crews / Event Coverage & Press Conferences / Press Junkets and International Services.

With a team of highly experienced PR, television, and news professionals, PREMIERETV's media relations experts are trusted by the top television, radio and online outlets, resulting in the best line-ups for your satellite, radio or web tour. If your talent is halfway around the globe, if you need to cover an event in a remote location, or if you need a "highlight reel" for your next meeting, we have the knowledge and resources to manage the production and orchestrate the PR.

Contact us today and learn how we can exceed your expectations.

The May issue of *O'Dwyer's* will profile our ranked PR firms. If your firm is ranked and you would like to be profiled, contact Editor Jon Gingerich at 646/843-2080 or jon@odwyerpr.com





In the fable, "The Tortoise and the Hare," slow and steady won the race for the tortoise. In real life, the tortoise was the featured player in another win – this time, for Taylor, when a spot the agency originally created for social media distribution was selected by long-time client partner Diageo to run as a national television ad on the popular "Jimmy Kimmel Live" program. The spot, which featured two live tortoises used interchangeably during production, was created to generate excitement and awareness for a series of limited-edition cans for Guinness Draught beer.

## STRAUSS MEDIA STRATEGIES, INC.

529 14th St., N.W., #1163  
Nat'l Press Bldg.  
Washington, DC 20045  
202/638-0200  
Fax: 202/638-0400  
info@straussmedia.com  
www.straussmedia.com

**Richard Strauss, President**

Celebrating our third decade, Strauss Media Strategies, Inc., is the nation's premier public relations, communications, and strategy firm specializing in radio and television. Not just another "crank it out booking service," Strauss Media Strategies works closely with its clients to develop campaign-specific strategies and tactics that get results. Collectively, our staff brings more than 175 years of broadcast experience and judgment to our clients. We specialize in booking radio tours with national news networks, nationally syndicated shows, and statewide, regional, and local radio outlets in each of the nation's nearly 300 radio markets. Strauss Media can also pitch, book and produce top tier Satellite Media Tours reaching local, regional and national

television outlets. We provide a complete solution including the booking of all of the interviews, studio rental and equipment, satellite uplink, make-up and catering services, and all of the technical and production needs to make your SMT the most successful it can be. Strauss Media also conducts radio and television ground tours, delivering high-level in-studio and on-location interviews. Moreover, we script, produce, and distribute targeted Bits and B-Roll packages for television; for radio, audio news releases to the nation's largest radio networks with the best "guaranteed-placement" in the industry. Clients include political groups such as the DNC and the DLC; advocacy groups like the Partnership for a Healthier America (PHA) and The Sierra Club; award-winning PR firms like Burson-Marsteller, Edelman, Hill & Knowlton, and Ketchum; non-profit clients like Safe Kids Worldwide, the American Jewish Committee (AJC) and MADD; government agencies like the Dept. of Veterans Affairs and CPSC; associations such as the US Conference of Mayors, National Urban League, and the National Law Enforcement Officers Memorial Fund (NLEOMF); large-

scale events such as the Clinton Global Initiative and the major auto shows; major companies like Google, Capital One, Facebook and General Motors; and we have worked on dozens of local, state and federal political campaigns. The company is also proud to be on the official GSA Schedule.

## TAYLOR

The Empire State Building  
350 Fifth Avenue, Suite 3800  
New York, NY 10118  
212/714-1280  
www.taylorstrategy.com

**Jon Resnik, Chief Creative Officer**  
**Matt Adam, SVP, Productions**

Taylor's full service content studio, Taylor Digital, specializes in the sports, lifestyle, and entertainment space. From commercial video production and live streaming to animation and real-time social content, Taylor Digital helps brands engage with consumers in creative and unexpected ways, across a variety of platforms. Conveniently located in the iconic Empire State Building, Taylor Digital offers a state-of-the-art broadcast facility featuring client-friendly

edit suites. The team is managed by an experienced creative director with a career that has spanned traditional, digital and social media advertising; creative, production and post-production work is handled by a versatile staff of planners, creative directors, copywriters, digital strategists, designers and editors. The client roster includes the world's most recognizable and admired consumer brands such as Diageo, P&G, Mercedes-Benz and Allstate. With a diverse network of content creators, production crews and studios, Taylor Digital has strategically placed its resources to handle a wide range of assignments, coast-to-coast and worldwide, at marquee events, from major sports venues to Hollywood red carpets.

## WASHINGTON INDEPENDENT PRODUCTIONS, INC.

5028 Wisconsin Avenue NW  
Suite 100  
Washington, DC 20016  
202/638-3400  
washingtonindependentproductions.com  
sue@washingtonindependentproductions.com  
Twitter: @SueStolov

**Susan Stolov, Director/Producer/Writer**

At Washington Independent Productions, we're passionate about achieving goals and getting results. Our award-winning films are found online, in corporate board rooms, at fundraising events, shared on Facebook and Twitter, on the big screen at meetings and conventions and broadcast on TV. Whether we are interviewing senators, CEOs, employees or people on the street — we can tell their story.

You know a picture is worth a thousand words but did you know a video is worth more than a million; that viewers retain 65 percent more from visual material vs. 10 percent from text; and that you can learn which video segments interest your viewers the most.

More than your average video production company, we offer services ranging from research and message development, scriptwriting, media outreach, distribution and analytics analysis, to social media strategy and more. ○



**BUSINESS TRAVEL**

**MEETINGS & EVENTS**

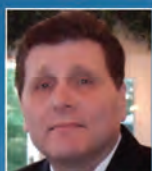
**VACATIONS CRUISES & MORE**



**Customer Focused  
Technology Driven**



**Gloria Bohan**  
President, Founder & CEO



**Nick Lananna**  
Client Services Manager

"Call me"



1271 Avenue of the Americas  
Suite 4300 - New York, NY 10020  
646-693-7404 - nlananna@owt.net

Omega World Travel brings 42 years of travel industry knowledge and expertise to you, combining personalized service and advanced travel technology solutions.

- Vendor and Sourcing Support
- Executive Travel Programs
- Travel Policy Consulting
- Risk Mitigation
- Mobile Technology
- Corporate Travel Solutions
- Duty of Care Technologies
- Global Capabilities
- Data Consolidation and Analytics
- 24/7 Support
- MICE Support & Management
- Leisure Travel - Cruise.com



# The Spokesman's role: Rockefeller v. Trump

By Fraser Seitel

For more than four decades, I served as public relations “spokesman” for David Rockefeller, who died in March at the age of 101.

It was my privilege to represent Mr. Rockefeller with the media, first as Public Affairs Director at Chase Manhattan, where Mr.



**Fraser P. Seitel** has been a communications consultant, author and teacher for more than 30 years. He is the author of the Prentice-Hall text, *The Practice of Public Relations*.

Rockefeller served as CEO for a decade, and then later as public relations counsel to the Rockefeller family.

He was — despite what you might read from conspiracy theorists and angry tweeters — a wonderful man, hard-working and kind to a fault. Had David Rockefeller not been born a billionaire, he still would have been the world's nicest guy.

On the occasion of his death, it seems fitting to compare my job as spokesman for Mr. Rockefeller with that of Sean Spicer as spokesman for Donald Trump.

Here's how David Rockefeller might define the task of a spokesman and why Mr. Spicer has a lot tougher road to hoe than I ever did.

## Respect the reporter's role

Mr. Rockefeller, being a Rockefeller, never coveted media coverage. He preferred to keep his activities private, but as Rockefeller and the CEO of a major institution, privacy simply wasn't an option.

So, he accepted that reporters have a duty to keep the public informed. And if that meant reporting on problems or scandals or things that might make the institution look bad, then so be it.

Reporters, he understood, weren't in business to kiss the buttocks of a CEO or a person of wealth or the President of the United States, for that matter. They were there to report a story, warts and all.

Anyone who drops in on a Sean Spicer daily news conference, where he regularly lambastes the assembled media for following the wrong stories and emphasizing the wrong aspects, understands that “respect” for jour-

nalists isn't part of the Trump playbook.

## Help with the “why”

Mr. Rockefeller also understood that journalists need to know “why” actions are taken or decisions reached. He recognized, as good public relations counselors do, that the “who/what/where/when/how” are important but not nearly as critical as understanding the rationale for statements.

Watching Mr. Spicer's daily contortions, specifically his failure to explain “why” his boss believes his inauguration attendance set records or “why” Russians espionage wasn't important in the election or “why” Obama spied on him, one can see how elusive explaining “why” can be.

## Don't play favorites

Mr. Rockefeller's eminent fairness always shined through in his dealings with the press.

At Chase, we would accommodate all comers, from sit-downs with the *New York Times* editorial board to profiles from *Fortune* to interviews with college journalists. Mr. Rockefeller treated all equally, whether they approached him in reverence or revulsion.

With a boss who has openly questioned the “failing” *New York Times* or the “fake news” CNN or the enemy mainstream media, Mr. Spicer has been criticized for freezing out more hostile reporters in favor of those more hospitable to the Trump administration.

Since journalists have long memories and must publish every day, this policy of favoritism will prove, over the long-term, suicidal.

## Don't second-guess your press secretary

Finally, what Mr. Rockefeller never did was question either the answers or the loyalty of his press spokesman.

That's not to say Mr. Rockefeller's spokesman never made mistakes. (Occasionally, he made some real doozies, like the time he allowed an anti-Rockefeller Lyndon Larouche stooge in to interview his client, believing the man's story that he was a stringer from *Forbes*! Ooofa!)

But Mr. Rockefeller trusted that while his spokesman may not have answered every question in the most well-crafted and appropriate manner, he never questioned his loyalty or professionalism. And so, his spokesman spoke with confidence.

Mr. Spicer, on the other hand, likely enjoys no such inherent trust from his client. Indeed, he appears at his daily briefings occasionally to be walking on eggshells, fearful that his employer might be in another room watching his performance on television and critiquing every wrong move.

Such daily uncertainty in such a high stress job can't be pleasant. I feel bad for Sean Spicer, and I'm so glad I worked for a Rockefeller as opposed to a Trump. ○



Lights...  
Camera...  
Audience!

What happened to Action?

Everybody delivers action, but

**Nobody delivers audiences like we do!**

For your next PSA or other media project contact

TV Access @ 800-944-9134

TV  
access

A DIVISION OF FILMCOM

# Breaking news: nothing's changed

By Arthur Solomon

In November, I wrote a column on this website highly critical of cable TV's coverage of the 2016 election, and stated that I was done writing about the lessons learned from this event.

What I didn't say was that I would stop writing about cable TV's failure to uncover news instead of just talking in generalities and freeloading on coverage from print publications for substantive discussions.



**Arthur Solomon** was a senior VP at Burson-Marsteller. He now is a contributor to public relations and sports business publications, consults on PR projects and is on the Seoul Peace Prize nominating committee. He can be reached at [arthursolomon4pr@juno.com](mailto:arthursolomon4pr@juno.com).

What we've seen is essentially a string of commercials interrupted by egocentric, mostly wrong, self-assured, so-called political experts who provided malpractice-like analysis.

It's now been five months and nothing's changed. The

same crew of reporters who were unable to ask specific questions and counter what Trump's surrogates said during interviews — because they didn't know the facts — and the same “expert” analysts who assured America of a Hillary Clinton victory are still at it.

The shortcomings about political matters by cable beat reporters are obvious. Spokespersons for Trump and the Democratic opponents still go largely unchallenged.

TV pundits still confidentially offer their opinions as if they know what they're talking about, even though a good case can be made that they're responsible for Clinton's defeat by lulling her voters to remain at home because of their non-stop, “it's in the bag” for Hillary comments.

The most thoughtful of all the pundits, as he has been for years, is David Gergen of CNN. Of the cable TV political shows, “AM Joy” on MSNBC is the most continually hard hitting. Joy-Ann Reid's former colleague, Tamron Hall, was also a tough interviewer, as is occasionally Jake Tapper of CNN. But for the most part, what is served up by cable political programs is soft-questioning pap.

There are a few reasons why tough questioning occurs so infrequently. Unlike print political reporters — who are immersed in the nitty gritty of legislation and have specif-

ic beats requiring them to be knowledgeable and write stories laden with facts — the TV cable reporters are mostly generalists. Traveling with a candidate and repeating what a candidate says, without educating themselves about the details of legislation being discussed so an intelligent perspective can be provided for viewers, doesn't make the reporter an expert. A parrot can do that.

Perhaps another reason is that many cable reporters — especially hosts of the daily and Sunday programs — are comrades in arms with their guests. They go to the same insider parties, socialize with each other, and their kids go to the same schools. It's difficult to look a guest on a program in the eye and say, “You're not telling the truth,” when you're all part of the same social set.

Most importantly, political guests are the backbone of cable TV programming. Put them on the spot and they'll refuse to participate in the cable TV game.

Cable TV pundits have no shame. The same so-called experts — the pundits whose predictions and analysis have been wrong so often in the past and in the recent presidential election — are telling us what will happen during the Trump administration and will also opine what the Democrats must do to become relevant in 2018 and 2020.

Instead of repeating what political operatives tell them and pretending it's “breaking news,” cable reporters should do some enterprise reporting. Years ago, major print publications did away with the one-source story. TV should do the same. What's needed is more hard news political reporting, like major print pubs do.

In an effort to make viewers think they're hearing inside news, an oft used phrase of cable reporters is, “our sources tell us,” without investigating the veracity of what those sources disclose. Do they think their “sources” are going to tell them anything that they don't want the reporter to use? As someone who's worked on local, state and national political campaigns, including the presidential level, I know the only information “sources” reveal are what they want the reporters to use. Like we do in our business.

Shortly after the election, the hot media topic was “fake news” and how to control it. My suggestion: A good place to begin is by eliminating reports by cable news field reporters based on sources from the campaign they're covering.

Extremely disturbing is Fox's “Media Buzz,” a program that's supposed to critique press coverage but has permitted obvious misstatements by guests to go unchallenged. It's bad enough that host Howard Kurtz often acts like a PR person for other shows on

the network. During a discussion on his February 26 program, about Trump's attacks on the “opposition media” and “fake news” and the exclusion of the *New York Times*, CNN, Politico and other news organizations from a press briefing, Kurtz let an obvious falsehood by Corey Lewandowski, Trump's former campaign manager, go uncorrected. Lewandowski said the *Times* and *WSJ* get stories wrong and then bury the corrections on “page A 97.” Considering the context of the topic, this was much more than an exaggeration. Kurtz and Lewandowski certainly had to know that both publications for years prominently printed corrections on page two until March, when the *Times* changed its format and began printing a notification on page two directing readers to the corrections. But Kurtz let Lewandowski's fake news comment stand.

The bottom line is that cable TV hardly ever breaks any news. On the extremely rare occasion that a cable political reporter might truly break a story, there's cynicism about the “exclusive” claim, because of cable's untruthful “breaking news” utterances that occur several times an hour.

Print publications detail mistakes they make in news stories with corrections. Cable TV reporters and pundits should do the same. (But don't hold your breath waiting for them to do so.)

There is one facet of the 2016 election coverage that I'll miss, and it's definitely not listening to the same pundits continue to confidently think they really know what's happening. I'll miss the free concerts featuring Beyonce, Bruce, Katy and others. They were definitely more entertaining than the cable TV news performers, without providing reporting and erroneous analysis that might have determined the outcome of the election. ○

## PR news brief

### Study: balance digital, TV ad spend

Standard Media Index, which analyzes advertising data, in conjunction with Bill Harvey Consulting, is set to release new data showing the effects an unbalanced TV and digital advertising mix has on sales.

The study used major auto, quick service restaurants and consumer packaged goods brands as its subjects.

Results show that not only does increased TV advertising support sales, but there's an optimal media mix between TV and digital to increase sales.

The study notes that industry pundits are beginning to question the effects of digital advertising and brands like P&G are starting to question their shift away from traditional media.

The most successful advertising methods for CPG brands studied were broadcast prime time TV, all other TV, and pure-play digital video.



## PETA enlists lobbying help on military training bill

**A**nimal welfare group People for the Ethical Treatment of Animals has tapped Las Vegas-based political consulting and public affairs firm RedRock Strategies for legislation recently introduced in the House that involves the use of animals in military training exercises.

The Norfolk, VA-based non-profit has retained RedRock to advocate on behalf of H.R. 1243, the Battlefield Excellence through Superior Training Practices (BEST) Act.

Introduced in February by Rep. Henry “Hank” Johnson Jr. (D-GA), the BEST Practices Act would require the Department of Defense to cease the Armed Forces’ use of live animals for training first responders in the treatment of combat-related injuries.

Currently, the DoD injures, dismembers and kills more than 8,500 goats, pigs and other animals each year as a means of training troops. The BEST Practices Act would force the DoD to phase out the use of animal-based training methods entirely within the next five years, and replace animals with the use of high-tech, lifelike patient simulators that can mimic everything from severe bleeding, breathing difficulties and responses to medications, to death.

The account will be managed by Michael Lisowski, who was a former Senior Legislative Assistant to Rep. Joe Heck (R-NV). Heck joined RedRock as President in February.

Washington political tabloid *The Hill* reported that PETA had not hired an outside lobbying firm since 2003. ○

## Fuel groups lobby Capitol Hill on RFS program

**O**il and energy trade association the American Fuel & Petrochemical Manufacturers has retained government affairs shop Capitol Counsel LLC for representation in Washington on energy and environmental issues.

AFPM, which was formerly known as the National Petrochemical & Refiners Association, represents virtually every gasoline, diesel, jet fuel and home heating oil manufacturer and refiner in the U.S. The trade group has hired CC, which is headed by former Democratic lobbyist John Raffaelli, for strategic counsel and lobbying support among legislative and executive branch officials on issues including the Renewable Fuel Standard program, the federal initiative established by Congress under the Energy Policy Act of 2005 that requires transportation fuel sold in the U.S. to contain a minimum volume of renewable fuels.

That controversial program, which amended the Clean Air Act in a bid to curb greenhouse gas emissions and reduce the country’s reliance on imported oil, was expanded significantly under the Energy Independence and Security Act of 2007, which centered on increasing the production of renewable fuels and ultimately achieving greater U.S. energy independence. The Environmental Protection Agency sets RFS’ renewable fuel volume requirements for each calendar year.

Efforts have been made within Congress and among trade groups to either repeal the RFS program or lower its compliance requirements. Oil and natural gas trade group the American Petroleum Institute in February petitioned the EPA to deny proposed requests to further alter fuel obligation requirements under the RFS program.

Meanwhile, U.S. biofuel giant POET LLC has hired government relations firm Heather Podesta + Partners, also on legislative issues related to the Renewable Fuel Standard.



Sioux Falls, SD-based POET is the largest U.S. ethanol producer in the U.S., operating more than two dozen ethanol plants in the country and producing about 1.7 billion gallons of ethanol per year. ○

## Glover Park picks Obama alum

**G**lover Park Group has appointed Obama Administration alum Liz Allen to serve in the role of senior vice president. She’ll be stationed in the Washington, D.C.-based WPP unit’s strategic communications practice.

Allen joins the Democratic lobbying giant after holding a series of senior roles in the Obama Administration. Most recently, she served as deputy communications director and deputy assistant to the President, where she led strategic communications planning for Obama’s policy initiatives and public appearances.

She was previously stationed in the White House’s communications office, where she was a director of message planning. She was also a director of public affairs and strategic communications at the U.S. Department of State, and a deputy communications director for VP Joe Biden.

She previously worked for the 2008 Democratic National Convention Committee and the Obama-Biden Presidential Campaign.

As senior VP, Allen will provide strategic and media counsel for the firm’s clients. ○



Liz Allen

## CNN hires ex-Trump adviser

**J**ason Miller is CNN’s newest commentator, thought to be a nod to appease President Trump, who has called the news outlet “terrible” and “fake news.”

Miller was tapped to be the White House Comms Director in late December last year, but resigned only days after getting the position. A.J. Delgado, a Trump adviser and member of the transition team, called for Miller to resign and accused him of having an affair, tweeting on Dec. 22, “Congratulations to the baby-daddy being named WH Comms Director!”

Miller issued a statement saying he couldn’t take the post because of a second daughter on the way in January, paving the way for current Press Secretary Sean Spicer.

This is the second ex-Trump aide to join CNN. Former Campaign Manager Corey Lewandowski was hired by CNN President Jeff Zucker last fall, but the deal went bad quickly because of Lewandowski’s non-disclosure agreement with Trump that limited his ability to criticize the presidential candidate. Lewandowski quit after the election. ○



Jason Miller

## BGR advocates for Azerbaijan

**B**GR Government Affairs has been tapped by the Republic of Azerbaijan's embassy in Washington D.C. to provide guidance and counsel in a bid to strengthen relations between the U.S. and that oil-rich country.

The nature of the work will involve government affairs and public relations services to be performed entirely within the U.S., which may include outreach to U.S. government officials, non-government organizations, members of the media and other U.S.-based individuals, according to Foreign Agents Registration Act documents filed in March.

The pro-western, 90 percent Muslim nation, which borders Russia and Iran and was formerly a Soviet republic state, is known for its "caviar diplomacy" efforts to enhance its image abroad amid claims of human rights abuses.

The country, which holds diplomatic relations and a bilateral trade agreement with the U.S., has inked a number of image-building pacts in recent years with Podesta Group, Greenberg Traurig, APCO Worldwide, Patton Boggs and Delahunt Group, among others.

BGR's work for Azerbaijan runs from March through December 31 and brings BGR a monthly fee of \$50,000.

## Kosovo Appoints Alston & Bird

**T**he Republic of Kosovo has hired international law firm Alston & Bird LLP for a year-long pact to provide a range of lobbying and consultancy services work.

The Muslim-dominated partially recognized European state, which declared its independence from Serbia in 2008, has hired

Alston & Bird to provide strategic advice and counsel regarding its relations with the United States Congress and the federal government.

The scope of the work, according to Foreign Agents Registration Act documents filed in March, will be divided into four key areas, which include: deepening bilateral cooperation between the Government of Kosovo and the United States; expanding Kosovo's bilateral relations and relations with international institutions; assisting in security and economic development initiatives; and fostering enhanced foreign direct investment and trade opportunities in Kosovo.

The year-long engagement with Alston & Bird began in February and ends in February 2018, with the possibility of extensions. The work brings Alston & Bird a fixed monthly fee of €65,000 (approximately \$70,000).

## Mercury reps Dominica

**C**aribbean island nation the Commonwealth of Dominica has retained public affairs and strategy shop Mercury for strategic communication and media relations consulting work.

The sparsely populated former British colony, which sits along the Eastern Caribbean archipelago between Guadeloupe and Martinique, is often referred to as the "Nature Island of the Caribbean," due to its tropical rainforests, which cover two-thirds of the island.

The Omnicom public affairs unit will provide strategic consulting and management services specific to issues facing Dominica in the areas of government relations and issues management, according to Foreign Agents Registration Act documents filed in March.

The pact, which became effective in February and terminates in April, brings Mercury a fee of \$90,000. ●

### FARA News



## NEW FOREIGN AGENTS REGISTRATION ACT FILINGS

Below is a list of select companies that have registered with the U.S. Department of Justice, FARA Registration Unit, Washington, D.C., in order to comply with the Foreign Agents Registration Act of 1938, regarding their consulting and communications work on behalf of foreign principals, including governments, political parties, organizations, and individuals. For a complete list of filings, visit [www.fara.gov](http://www.fara.gov).

**Global Strategies Council, Inc.**, San Diego, CA, **registered Mar. 17, 2017 for Kalifa Bin Fahed Bin Mohd Al-Thani**, Doha, Qatar, to retain a security specialist to research the location of missing members of the Royal Family of Qatar currently held in Iraq, and, if appropriate, petition U.S. Department of State to assist in their return.

**DiNino Associates, LLC**, Washington, D.C., **registered Mar. 14, 2017 for Embassy of the Republic of Korea (through Cornerstone Government Affairs)**, Washington, D.C., to work with the Embassy, pursuant to the formal agreement between Cornerstone and DiNino, to promote to members of Congress and their staffs an initiative to create a professional visa quota for Korean nationals to work in the U.S.

**Advanced Advocacy**, Washington, D.C., **registered Mar. 10, 2017 for Amsterdam & Partners LLP on behalf of the Republic of Turkey**, Washington, D.C., to provide PR, education and advocacy services in support of Amsterdam & Partners' representation related to potential claims under treaty, U.S. Law, and/or international law held by the Republic of Turkey against individuals and/or entities in the U.S.

### Lobbying News



## NEW LOBBYING DISCLOSURE ACT FILINGS

Below is a list of select companies that have registered with the Secretary of the Senate, Office of Public Records, and the Clerk of the House of Representatives, Legislative Resource Center, Washington, D.C., in order to comply with the Lobbying Disclosure Act of 1995. For a complete list of filings, visit [www.senate.gov](http://www.senate.gov).

**Signal Group Consulting, LLC**, Washington, DC, **registered Mar. 28, 2017 for Wireless Infrastructure Association**, Alexandria, VA, regarding wireless infrastructure deployment and tower marking issues.

**Dykema Gossett PLLC**, Washington, D.C., **registered Mar. 27, 2017 for Asian Republican Coalition**, Washington, D.C., regarding territorial taxation system for individuals.

**Steptoe & Johnson LLP**, Washington, D.C., **registered Mar. 27, 2017 for Berkshire Hathaway Energy Company**, Washington, D.C., regarding wind production tax credit.



# List your firm in PR's No. 1 online database

O'Dwyer's has been linking clients and PR firms for 46 years. This will be the best money you'll ever spend for marketing.

 Like  Tweet  G+  Share

## Public Relations Firms Database



### Marketing Maven Public Relations

135 East 57th St., 4th flr., New York, NY 10001

212/967-5510; fax: 212/967-1813

[lindsey@marketingmavenpr.com](mailto:lindsey@marketingmavenpr.com)

[www.marketingmavenpr.com](http://www.marketingmavenpr.com)

Multicultural, beauty/fashion, professional services, travel/hospitality, home furnishings, financial PR/investor relations, healthcare, food & beverage, entertainment/sports clients and social media.

Employees: 14. Founded: 2009.

**Agency Statement:** With offices in Los Angeles and New York City, Marketing Maven's integration of PR, SEO and social media marketing helps provide a competitive edge to their clients. Marketing Maven helps businesses grow their revenues by developing campaigns that engage a target audience, generate sales then utilize advanced metrics to measure ROI. Their services aid national marketing campaigns and product launches with reputation management, organic SEO tracking, competitive analysis reports, key influencer identification and online product reviews to help increase revenue. Hispanic marketing is also a core competency for Marketing Maven, not only focusing on Spanish language media relations, but assisting clients with culturally relevant content for various marketing channels. Visit [www.marketingmavenpr.com](http://www.marketingmavenpr.com) for more information.



Ranked Overall

Plus in the following  
PR specialties:

Beauty & Fashion  
Entertainment  
Financial & IR  
Food & Beverage  
Healthcare  
Home Furnishings  
Prof. Svcs.  
Travel & Econ. Dev.



Lindsey Carnett, CEO & pres.; Phil Rarick, COO; Natalie Rucker, VP of business dev.; Aljollynn Sperber, director of social media; Mari Escamilla, Hispanic media mgr.

2390 C Las Posas Rd. #479, Camarillo, CA 93010  
310/994-7380; fax 310/868-0222

Argo Marketing  
Baby Trend  
Better Bone Health  
Brides Entertainment  
Celeb Luxury  
Eat Well Co.  
eBev  
EVA Airways  
Fronto  
Greenleaf Medical  
Holster Brands  
InfoTech  
Inova  
Intellectual Artists Management  
Jabu'she

**\$300 enhanced listing** includes your logo and up to 75 words describing your unique background and services.

Plus, you can add **pictures of execs, work done for clients** and even **embed a video greeting** for those viewing your page on [odwyerpr.com](http://odwyerpr.com), visited over 60,000 times per month.

Our database is **broken down geographically** (including your branch offices) and by **22 specialties** such as healthcare, social media, food, technology, beauty, travel and finance.

For \$300 you get:	Value
--Listing in the "Find the Right PR Firm" section of <a href="http://odwyerpr.com">odwyerpr.com</a> and 2016 O'Dwyer's Directory of PR Firms. Check out some of the current entries as a guide to preparing your own.	\$300
--One-year of access to <a href="http://odwyerpr.com">odwyerpr.com</a> . Get a leg up on the competition by consulting our exclusive listing of new RFPs.	\$295
--One-year subscription to O'Dwyer's magazine, now in its 30th year.	\$60
--O'Dwyer's Directory of PR Firms, the only printed directory of its kind!	\$95
Total Value	\$750

Submit online at <http://odwpr.us/list-your-firm>  
or contact Melissa Werbell, Director of Research, 646/843-2082, [melissa@odwyerpr.com](mailto:melissa@odwyerpr.com)



# O'Dwyer's CAREER CENTER at [jobs.odwyerpr.com](http://jobs.odwyerpr.com)

**JOB SEEKERS,  
YOUR NEXT  
PUBLIC RELATIONS  
CAREER OPPORTUNITY  
COULD BE CLOSER  
THAN YOU THINK.**



## **Job Seeker Benefits**

- **Access** to high quality, relevant job postings. No more wading through postings that aren't applicable to your expertise.
- **Personalized job alerts** notify you of relevant job opportunities.
- **Career management** – you have complete control over your passive or active job search. Upload multiple resumes and cover letters, add notes on employers and communicate anonymously with employers.
- **Anonymous resume bank** protects your confidential information. Your resume will be displayed for employers to view EXCEPT your identity and contact information which will remain confidential until you are ready to reveal it.
- **Value-added benefits** of career coaching, resume services, education/training, articles and advice, resume critique, resume writing and career assessment test services.

# **O'Dwyer's**

[jobs.odwyerpr.com](http://jobs.odwyerpr.com)

Phone: 866/395-7710

**[jobs.odwyerpr.com](http://jobs.odwyerpr.com)**





Like the Westminster Dog Show, today's media landscape is vast and competitive. At Peppercomm, we're determined to help you step out from the pack.

The result? A fully integrated, strategic communications and marketing partner dedicated to creating a best-of-breed campaign.

Maggie O'Neill  
moneill@peppercomm.com | 212.931.6100

peppercorn  
LISTEN. ENGAGE. REPEAT.