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A woman in a black, sleeveless, form-fitting dress with a thin strap across the back is walking on a runway. The background is dark and out of focus, showing other people in the audience.

Communications & new media

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TIPS FOR THE NEW LUXURY CONSUMER
REVIVING BYGONE FASHION BRANDS
PITCHING HISPANIC FASHION MEDIA
THE FASHION ISSUE
BLOGS' INFLUENCE ON BACK-TO-SCHOOL SHOPPING
RISE OF THE ETHICAL FASHION BRAND
RANKINGS OF TOP BEAUTY & FASHION PR FIRMS
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EDITORIAL

Local police departments could use some help with their reputations.

ISRAEL, GAZA CONSUME "FANTASY" NEWS

A report in the UK's *The Economist* finds that both Israel and Gaza media promote "fantasy" coverage of the latest conflict.

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Accountability, transparency needed from police

The recent events in Ferguson, Missouri, where protests, looting, and vandalism followed the shooting death of unarmed teen Michael Brown, has raised serious questions regarding the militarization of our local police departments, the shortcomings of a presumably “post-racial” society, and the need for accountability from public servants whose routine use of lethal force against African American men is rarely delegated above an afterthought in the national conversation.

The public’s loss of trust in law enforcement has grown palpable. While there’s no data supporting the premise that incidents of police brutality have increased, the advent of video-capable mobile technology has made it abundantly clear that daily life in America is not the same for one segment as it is for others. Consider the lesser-known, albeit eerily similar cases that have occurred in the last month alone, each involving unarmed African American men being shot and killed by police:

John Crawford III was shot and killed inside a Dayton, Ohio-area Walmart after police received reports of an armed man inside the store. The 22-year-old was carrying a pellet gun he had picked up in the toy department. The killing was captured on surveillance video.

Jeremy Lake was shot and killed in Tulsa by off-duty police officer Shannon Kepler, allegedly because 19-year-old Lake was dating Kepler’s daughter. Kepler has since been charged with first-degree murder.

Ezell Ford, a 26-year-old Los Angeles man who suffered from schizophrenia, was shot and killed after two police officers approached him, at which point Ford made “suspicious movements,” according to an August 13 LAPD press release.

Eric Garner, a 43-year-old Staten Island man, was killed on July 17 after a police officer put him in a chokehold during arrest. Garner was suspected of selling untaxed cigarettes.

Demanding accountability from our police is paramount. This means we need leaders — local and national — to speak out on this issue and repudiate those who give the profession of law enforcement a bad name. We need more leaders to ask why residents were stripped of their rights to assemble during the Ferguson protests, why reporters were arrested for doing their jobs, and why police officers were pointing rifles at crowds while yelling pleasantries such as “I will f**king kill you.” So far, Massachusetts Governor Deval Patrick has been an exception, when he said on August 20 that he’s “sick of unarmed, black men being shot by police.” Our national media hasn’t helped, as it has done everything from circulating debunked Internet claims that Wilson was assaulted by Brown (Fox News), or suggesting that Brown’s love of rap music was a potentially mitigating factor in his innocence (*The New York Times*).

Internally, we need to evolve the role law enforcement plays in our communities. Police officers perform a public service, and as tired as the cliché has always been, the idea of the “friendly neighborhood” cop who’s seen as a community pillar is the exact kind of reputational reimagining that builds better relationships. Missouri Highway Patrol Captain Ron Johnson was a perfect — albeit underutilized — force in quelling tempers during the Ferguson protests because he’s a crisis counselor’s dream. His compassion was a veritable reset button; he makes the law something worth respecting. He sends a much better message than Stop and Frisk, or the use of military-grade weapons supplied by the Pentagon.

This also means local police departments should take control of the stories they want to tell. They need media training, but it would also behoove them to get involved with social media. An increasing number of police departments are now using Facebook and Twitter to engage with their communities and keep them informed. Tweeting doesn’t prevent police brutality, but it’s one more step in encouraging the very sort of interaction that builds strong communities.

What happened to Michael Brown may not be as isolated of an incident as we’d like to believe. If Brown’s death has done anything, however, it’s compelled some of us to challenge our perceptions; it has amplified a silent phenomenon that has been all-too-familiar for others. Those perceptions don’t change easily. The fringe right have grown downright histrionic about the supposed growth of government power in recent years, and have taken to proselytizing hypothetical militarized takeover scenarios like the very one that occurred in Ferguson. Now that their oft-repeated claims of government encroachment have finally come to fruition, their silence on this issue is puzzling. Where’s the indignation (aside from the inconvenient detail that the victims in these cases weren’t white men)?

So, part of preventing what happened in Ferguson from ever happening again involves a willingness to evolve our worldviews for the sake of making better future judgments. If we aren’t willing to do this, we’ll only give credence to the adage that those who cannot remember the past are condemned to repeat it. ●

— Jon Gingerich



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Report: Israel, Gaza consume “fantasy news”

Israel and Gaza media dished out “fantasy” coverage of the latest conflict, according to a report in the UK’s *The Economist* headlined “Propaganda War.”

By Kevin McCauley

The coverage of the war is “unusually partisan,” according to the magazine. Israel’s sole liberal daily, *Haaretz*, backs the military campaign, though with questions about how it is carried out. Some readers cancelled subs after *Haaretz* “insisted that Palestinian casualties be covered alongside Israeli ones.”

Most Israelis get news from rolling bulletins by correspondents quoting military spokespeople.

Broadcasts are decidedly upbeat. “Specialists in Arab affairs report that the offensive is bringing Hamas to its knees. Former generals provide constant commentary, often describing Hamas in blood-curdling terms.”

Few TV anchors have talked about the high death toll of Palestinian civilians, continued *The Economist*. One Hebrew-speaking Palestinian was cut off after he spoke of the toll on Gaza’s children.

The Hamas propaganda machine “has

kept up a flow of heroic exhortations and fanciful tales of its triumphant fighters.”

Emails have been sent to Israelis to warn them that their country will “continue to explode” until Israel has met all of the Palestinian conditions.

The magazine reports that West Bank cafes have dropped the TV station that supports moderate President Mahmoud Abbas in favor of stations carrying martial footage from Hamas and the radical Islamic Jihad group.

FPA raps press policy of Hamas, Israel

The Foreign Press Association in Israel, which was formed in 1957 to help reporters cover the Middle East conflict, rapped Hamas in August “in the strongest terms” for its “blatant, incessant, forceful and unorthodox methods” used against visiting international journalists.

Foreign reporters in Gaza “have been harassed, threatened or questioned” over their stories,” according to the group of 480 journalists from 32 nations.

FPA informed the Arabs “traditional media are not advocacy organizations” and thus shouldn’t be prevented from covering what is happening on the ground for an objective report about developments.

FPA member media include *New York Times*, Fox News, NPR, *Los Angeles Times*, CNN, CBS, NBC, ABC, Bloomberg, *The Economist*, BBC, *The Scotsman*, *Financial Times*, *The Australian*, Globo TV Brazil, Al Jazeera, Globe and Mail, *Der Spiegel*, Russia Today, Chinese Central TV News, and *La Repubblica*.

In July, FPA criticized the Israel Defense Force’s aiming of “live fire” at Al Jazeera offices in Gaza City, which are located on the 11th floor of a commercial building. IDF apologized, claiming it was an error to the investigation.

FPA also said a reporter from BBC Arabic was physically attacked on the Israeli side of the Gaza border during a live report.

According to its statement, FPA “strongly condemns deliberate official and unofficial incitement against journalists working to cover the current warfare under very difficult circumstances as well as forcible attempts to prevent journalists and TV crews from carrying out their news assignments.” ●

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Media Briefs

Gannett splits in half

Gannett Co. is splitting into two publicly traded companies, one with a focus on broadcasting and digital businesses with the other on newspapers.

CEO Gracia Martore believes the split-up will provide each unit “enhanced strategic, operating, financial and regulatory flexibility to pursue growth and consolidation opportunities in their respective markets, while delivering strong cash flow to build further upon Gannett’s long-standing tradition of award-winning journalism and service to our local communications,” according to a statement.

Gannett’s yet unnamed broadcasting/digital company is off to a fast start as the company is paying \$1.8 billion to buy the remaining 73% stake in cars.com, an automobile selling site that attracts 30 million visits per month.

Martore will lead the segment with 46 TV stations and careers.com, the No. 1 employment site in the US.

Robert Dickey, CEO of Gannett’s community publishing unit, will helm the newspaper group of *USA Today*, 80 dailies and more than 200 magazines and trade publications. It will retain the Gannett name.

Completion of the split-up is expected by mid-2015. Sard Verbinen handles the Gannett separation.

Online influencers shake up back-to-school shopping

The back-to-school season is upon us, and marketers can learn a great deal by understanding how online behaviors have shaped and influenced the seasonal retail tradition.

By Cheryl Georgas

We all moan about back-to-school commercials in July, Halloween costumes in August, and Christmas trees in September, but the truth is, we're driving this early bird marketing trend. The increase in mobile usage has transformed the way consumers shop, converting seasonal shopping into a year-round affair. While the timing of purchases has not drastically changed, the research influencing those purchases has, which has many marketers now launching seasonal campaigns earlier and earlier.

The tradition of back-to-school shopping is a perfect example of this. New research from eMarketer shows that 23% of Internet users start researching back-to-school items well before July 4. Nearly 65% start by the end of July. This coincides with Facebook's findings that back-to-school chatter begins to pick up in late July, about one month prior to the traditional timeframe.

Marketers need to be driving online conversation during this time and social and influencer campaigns can be an effective and efficient driver. A recent Clever Girls Collective study on back-to-school shoppers in their network found: 93.3% purchased something because a blogger recommended it; 44.3% say a trusted blogger (influencer) wins over a recommendation from family/friends (41.2%); and 88% purchased something because of a coupon, deals, tip or idea shared via social media.

As we look at back-to-school influencers, the field is not limited to moms. While they drive 42.7% of back-to-school conversations on Facebook, 18-24 year olds drive 25%. This is why JSH&A has taken a dual influencer strategy with back-to-school campaigns for clients Master Lock and Dudley.

The agency is working with Master Lock to reach the school-age target through promoting the Master Lock Photo Hunt Challenge, a photo hunt game that has students competing for a spot on the leaderboard while learning about Master Lock's back-to-school offerings. To reach parents, JSH&A launched an influencer program with Resourceful Mommy Media

to reach moms through a series of blog posts, social shares and a Twitter party educating parents on must-have Master Lock products and tips to keep kids safe and secure throughout the school year.

For Master Lock's Canadian sister brand, Dudley, the agency launched the #OOTD (Outfit of the Day) campaign driving teens to Facebook to vote for their favorite back-to-school look for a chance to win school fashions and dudley prizes. The agency is also helping dudley gain share of the #OOTD conversation by working with 50 teen brand ambassadors to feature their back-to-school fashions with dudley products through social shares that include the #OOTD hashtag.

Target is also taking this dual approach by targeting moms within its marketing mix as well as marketing directly to students through online influencers in an effort to generate sales. The national retailer is using YouTube stars to sell Target to the college

set through four online video shows under the "Best Year Ever" umbrella. The series follows a before and after dorm room makeover format with Veronica Valencia, a young interior designer, and carts full of Target merchandise. The entire campaign is visible on the brand's Facebook, Pinterest and Twitter channels with the hashtag #BestYearEver.

While these influencer programs are effective in driving early conversation and engagement online, they should be integrated into an overall marketing mix to support the season. And, of course, a good deal is always king with 75% of back-to-school shoppers saying they are influenced by price and 70% saying that they would go over budget for a good deal.


Cheryl Georgas is Senior Vice President and Deputy General Manager at JSH&A in Oakbrook Terrace, IL. ●



Cheryl Georgas

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New engagement tips for the new luxury consumer

It's no secret that luxury beauty and lifestyle brands are facing increased competition from all sides. Disruptive pricing, messaging overload and an exceptionally crowded marketplace make it harder than ever for brands targeting the luxury consumer to stand out from the crowd. But there is a way to break through the barriers — and it starts with listening to the customer.

By Lauren Banyar Reich

Whether you're marketing fashion, skincare, cosmetics or health and fitness products, luxury brands must listen to their customers to discover what motivates them. Why? Because the power of the brand to influence purchasing decisions is slipping away ... fast. The latest findings from the Survey of Affluence and Wealth, published by Time Inc. and YouGov, show 61% of affluent and wealthy Americans identified a favorite fashion brand, down 8% from 2007/2008. Luxury consumers are more resourceful than ever before, relying on their own research, peer reviews and their own lifestyle to influence the products and brands they buy.

The good news is that this is a huge opportunity for companies that are willing to take a deep dive into what's being said by their customers, from social media to market research to how consumers experience your brand at retail and online. Once you understand how these audiences communicate with each other — and how they like to be communicated to — brands can create an impactful content platform that will cut through the clutter.

Engage in storytelling

We know content is king, but without a clear content strategy, your brand's message will be lost. Now that you've taken the time to listen to your customers and understand the way they want to communicate, the next step is to weave a brand narrative that resonates.

For luxury brands and services that typically come at a premium price point, it's imperative that the story of quality, craftsmanship and provenance are part of every communication. If you're selling a piece of clothing that is handcrafted with traditional detailing that harkens back 180 years into the history of British haberdashery, it's a major point of distinction that should be shared. Alternatively, if you are a leading cosmetic brand that is using

cutting edge technology like 3-D printing to create innovative packaging that gives your organic products a longer shelf life, your customers are going to want to know, and new customers may select products based on this type of information.

The affluent and the aspirational luxury customer is willing to spend money on goods and services that they see have value — both in terms of efficacy and the way in which it helps enhance their own personal brand. For marketing and PR professionals targeting this audience, it means creating a comprehensive plan to tell these stories of distinction in detail across every platform. The content you put out must consistently hit upon these key differentiators and do so in a way that allows these messages to have lasting power.

Think beyond social

When creating an integrated marketing and communications content strategy for our luxury lifestyle clients, we often hear them say, "My customers just aren't on social media." The truth is that in some cases they're right — but luxury consumers are almost all online, and the impact of social media on searchability cannot be understated. These buyers are relying more than ever before on their own research as well as recommendations from friends and peer reviews. Therefore, having a strong online presence through regular updates on social media platforms, blogs and other forms of thought leadership is critical for organic search.

If your client still isn't buying in, show them a simple Google search between their brand and a competitor who is actively engaging across these platforms — they're likely to change their tune.

Aim to surprise and delight

Not only are luxury consumers looking for experiences that money can't buy, they are also looking to be surprised and delighted by the products and services they engage with.

One way for luxury beauty, fashion

and lifestyle brands to stand out from the crowd is to show up in unexpected places. This could mean something as simple as placing a thought leadership piece from a travel expert on a fashion blog, talking about the best shopping available in Berlin or Prague. It could also be as involved as a partnership between a luxury skincare line and a leading women's business conference, offering treatments on-site through a pop-up shop. By connecting your brand with an industry or organization that feels fresh and unexpected, luxury consumers are more likely to take notice.

Deliver on your brand promise

Yes, this seems like a very basic concept — but the truth is, if you've been in this business for a few years there's been at least one product or service you've launched that simply didn't deliver on its promise.

No matter how brilliant the program, if the quality, craftsmanship and level of service for a luxury brand don't surpass expectations, consumers will not only away but will also tell their friends. This is an opportunity for marketing professionals to challenge the status quo and come to the table with some solutions on how to bridge the gap between the promise and the experience. To do so, listening is critical, or better yet, ask the CEO or CMO to experience the brand as a consumer.

The bottom line is that today's luxury consumer holds more power than ever before. When it comes to engaging with them, brands need to recognize this sea change and understand that their customer is in the driver's seat.

Lauren Banyar Reich is a Director at Peppercomm and helps lead the luxury, lifestyle and non-profit specialty team. ●



Lauren Banyar Reich

The Atlantic looks at “so many women in PR”

The Atlantic’s Olga Khazan has penned a 3,700-word essay on the preponderance of women in public relations, a feature that touches on many of the current opportunities, pressures and problems in the industry. Khazan’s online-only article asks an important question: “Why are there so many women in PR?”

By Jack O'Dwyer

Khazan interviewed 12 women working in PR, including Deirdre Latour, Senior Director of External Communications at General Electric; Shannon Stubo, Global CC Executive, LinkedIn; Cait Douglas, Director of Communications, Travel Effect of U.S. Travel Assn.; Sarah Roth, Media Manager, Golin; Megan Laney, Senior A/E, LaunchSquad, and others in their own firms or at companies.

Khazan’s article says PR is an appealing and well-paying career for women but negatives include long hours; dealing with unresponsive editors (half male); the unending quest PR counselors must make for new business; and the need to “mollify a client with marathon conference calls.”

Holder of a B.A. from American University in political science and communications and an M.A. in online journalism from the University of Southern California, Khazan has written for the *Washington Post*, *Huffington Post*, *Los Angeles Times*, *Forbes* and has appeared on MSNBC, CNN and NPR.

Journalists ‘fray nerves’ of PR pros

“Pitching journalists can fray even the most ‘communal’ and ‘social’ of nerves,” said Sarajane Sacchetti of Secret, San Francisco, marketer of deodorants.

Careercast currently rates PR as the sixth most stressful job and has ranked it as high as No. 2. PR people are pressured on the one side by demanding clients and on the other by demanding journalists.

Khazan’s sources told her that breaking into journalism is “so hard” and that PR not only pays better but is something that women excel at since they are “more collaborative, participative and pro-social than men.”

As “some evidence” to support this, Khazan cites a study for the Kellogg School of Mgmt. of Northwestern University.

“Women have only been found to

talk more than men when they’re in collaborative settings,” she writes. “Women are expected to be happier and smile more than men. Subjects in clinical studies will more readily identify androgynous, angry-looking faces as male, but they will view androgynous happy faces as female.”

Jennifer Hellickson, Director of Marketing at SweatGuru, Portland, Ore., told Khazan: “Studies have shown that women tend to collaborate more and prefer to work on teams whereas men usually do better in competitive environments and prefer to fly solo. The male approach works well for journalists, while having a bit of a ‘people-pleaser’ gene probably attracts and/or makes it easier for women to excel in the PR environment.”

The alleged ability of women to be more “collaborative and social” is “repeatedly cited as one of PR’s biggest draws,” writes Khazan. Women are somewhat less likely to get into a battle or challenge the Establishment than men is what is being said in so many words.

Khazan, whose article has 17 links to supporting sources, cites studies showing that women in the job market “tend to be more risk-averse than men because they are faced with steeper costs when they switch jobs.” Men are said to be “more risk prone” — more likely to cross busy roads, for example.

Legal, marketing are problems

Sacchetti told Khazan, “It’s all women out there. And the two people running it are dudes. That’s the only thing that’s puzzled me and angered me for a long time.”

Other sources told Khazan that males dominate in the executive suites of PR firms. “The contrast between the workers and the C-suite is so dramatic as to be maddening,” she says.

Our take on this is that the real sources of stress and frustrations in PR are not men but legal, marketing and financial executives who can be either men or women.

Legal keeps a tight rein on corporate

and institutional PR, mostly confining interaction to e-mails that can be monitored. Pitches can be made but the PR people are heavily-scripted and often cannot answer questions or meet with reporters on the phone or in person. They usually cannot produce a company executive for an interview. Press conferences have about disappeared from the business world.

There is more freedom on the agency side where most of the PR that interacts with the press now resides. Khazan in a future article could explore the differences between corporate and agency PR and should also ask reporters what they think of PR.

Two reporters who have done so are *New York Times* columnist Dave Carr who says he can’t get past “PR underlings,” and Gene Weingarten of the *Washington Post* who has twice excoriated PR people as bombarding him with errant pitches and being unable to answer questions.

“They’re a hoot,” Weingarten wrote May 14, 2012. Particularly “poisonous,” he contends, is the melding of marketing with PR. ●



Olga Khazan



Sarajane Sacchetti



Shannon Stubo



Cait Douglas

How PR can revive, relaunch a familiar brand

Sometimes, a beauty or fashion company considers relaunching one of its existing brands. PR and marketing companies should always do more than merely help brands gain exposure and awareness; while these initiatives are imperative, PR professionals should ultimately become invaluable to their clients, and can do this by developing a tactical plan to support sales, whether it's online or at the retail counter. Here's how PR can support a sales strategy while reviving a brand from yesteryear.

By Elizabeth Maxim

Depending on the company's objective, a PR team may need to drive traffic and support conversions online, leverage media placements to support retail distribution, and drive consumers to brick-and-mortar locations.

Here are the basics for how we can utilize PR to revive a brand while simultaneously supporting an expanding sales strategy, as illustrated through a case study on the relaunch of a leading brand from the 1960s.

Beauty industry legend and makeup artist Jerome Alexander was seeking to relaunch his successful Magic Minerals makeup product into a modern and digitally driven sphere.

A major name in the beauty world, Alexander changed the makeup industry from the techniques used down to the tools used. Before cosmetic brushes, makeup artists relied on art brushes. Seeing a need, Alexander created the first professional line of products with professional brushes, going on to sell \$8 million in these brushes per year. He also invented the BLO-FLO Hair Brush, a first-of-its-kind that made it easy to dry and style wet hair with one easy tool. As his brand became a staple in major department stores everywhere, Alexander also became a well-known TV personality, appearing on home shopping networks worldwide.

Jerome wanted to revitalize his name as a whole and bring his products back to the forefront of the beauty industry with an impacting relaunch. Once an international phenomenon, Alexander was looking to reach a new and engaged group of consumers with his bestselling products. He wanted his product line to span a larger demographic.

Align the team with core messaging

For their successful brand launch, the entire team has to be on par with brand messaging. It's important to set up a strong team of vendors including ful-

fillment, production, website creations, public relations, and social media, that is all on the same page with the core message. A PR team can play an integral role in developing the brand's updated messaging, because they are familiar with what will resonate with both the media and consumers.

This includes key points highlighted on the website, in marketing material such as online banner ads or in-store signage, and content posted on social media. It should also include speaking points for executives and spokespeople when relevant. There should be no disparities between what's said to the media and the claims that are made elsewhere about the brand.



Makeup artist and beauty industry legend Jerome Alexander.

How does messaging change with a relaunched brand? Some of the old messaging may be stale. It's important to figure out what will resonate with the current target demographic. It may be necessary to do message testing through social media content or outreach to media contacts.

Alexander had developed a reputable

brand with strong messaging and even authored his own book, *Be Your Own Makeup Artist*. There was no need to completely throw out his old content; it simply needed to be given a fresh voice. He needed to be more relatable to a younger demographic.

Build a team of interview-ready experts

Alexander himself is acting as the face of both Magic Minerals and his eponymous makeup brand. As a part of the overall company relaunch, Alexander is being offered as an expert source for media interviews in order to keep his name and face fresh in the public eye.

In some cases, there is one person who acts as the face of the brand, while in others, there may be multiple spokespeople. Anyone who will be acting as a voice for the company in media interviews needs to be properly trained on the speaking points for media. If there are multiple spokespeople, clearly define the role of each person. Maybe the CEO is available to discuss business strategy and growth statistics while the celebrity spokesperson discusses personal experience with the brand or product. In this case the messaging will vary for each spokesperson but still needs to align under the same overall theme.

Supporting sales through PR

Alexander is looking to his team for several objectives: Raising consumer awareness about the brand relaunch, driving traffic to the new and rebranded website and increasing sales, and supporting retail distribution and expansion.

A key step toward all of these goals is generating new content through blog-



Elizabeth Maxim

— Continued on next page

ger reviews and media coverage. This includes coverage in online, print, and broadcast media. Video reviews are another valuable tool, because they have a higher search engine ranking than written content alone.

With Magic Minerals in particular, it's been beneficial to have bloggers and social influencers create video reviews that include a discount code, which is a great way to track direct sales.

This isn't to say that all of the old media coverage cannot be reused. In fact, old TV appearances and magazine articles can be repurposed and reorganized in a way that is meaningful to the media and impactful to the consumer. Showing that a brand has history demonstrates credibility to the consumer. Throwback Thursday (#TBT) which is a huge trend on Facebook, Twitter, and Instagram, provides the perfect opportunity to share old images and media interviews with Alexander in his heyday.

Raising consumer awareness

As positive coverage is generated, share the reviews on Facebook and Twitter. Interact with bloggers and social influencers who review your product and convert them into brand advocates. They will begin to do your promoting for you, encouraging their readers and followers to purchase the brand.

The goal is to saturate all mediums with fresh content about the brand. The messaging that you worked with the company to revise needs to be echoed across all channels, in order to engrain it in the media and consumers' brains.

Magic Minerals is currently working with bloggers, editors, and producers in order to maximize media exposure. While a good deal of existing content already existed, much of it was out of date. To connect with the new target demographic, the media outlets and the social influencers reviewing the brand also must resonate with that demographic.

Drive traffic and support sales online

In order to use online coverage to drive traffic to the website, it's imperative that the URL is included in all placements. Direct referral traffic can easily be tracked from online placements, and referral traffic for print and broadcast can be estimated based on the air date of the segment or date of print publication.

It's not just traffic that is valuable; you need qualified traffic. In the case of

Magic Minerals, the traffic needs to have a low bounce rate and high conversion rate. Again, positive coverage in the media can help with this. The more the consumer hears about the brand through third party editorial coverage and reviews before visiting the website, the lower the chance of them leaving the website without purchasing.



Magic Minerals.

Support retail distribution


PR efforts can be leveraged to support a move from online sales to brick and mortar retail. By demonstrating big wins including feature articles and celebrity endorsements, companies can

make their brand more appealing to buyers. You want to show the buyer what you have done to support consumer awareness and what you will do to support sales once the product is in stores.

Alexander has been able to present positive media coverage and high social media engagement for Magic Minerals to his brokers and buyers, which increases the value of the brand in their eyes.

To date, Alexander is successfully selling Magic Minerals online direct-to-consumer and at retail in major drugstores nationwide, and is still expanding his retail presence both domestically and internationally. The message to the consumer, to the media, and to potential retail buyers is consistent, and the overall sentiment is positive. There are a lot of pieces to the puzzle when supporting the relaunch and sales distribution of a brand, but as long as you know how to integrate and utilize PR to best meet your client's end goal, you have the tools you need to build and execute a successful campaign.

Elizabeth Maxim is an Account Executive at Marketing Maven in Los Angeles. ●



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Ethical issues move needle for fashion consumers

Several years ago, you could count the number of successful, stylish humanitarian fashion labels on one hand. Now there are dozens, and the concept of placing a human rights campaign at the center of a brand message has gone mainstream. But has consumer commitment to these causes been large enough to facilitate widespread change in the fashion industry?

By Adrienne Jordan

Several big brands in the U.S. that push humanitarian concepts include Tom's Shoes, John Hardy, American Apparel, and Everlane. John Hardy gives consumers a virtual tour of their facility in Bali on their website. Everlane employs supply chain transparency, Shinola emphasizes American craftsmanship, and French brand Sezane is open about their production facilities. Many of these brands have made headlines for their campaigns, and have even been featured in national fashion magazines (*Marie Claire* recently ran a front-of-the-book section highlighting ethical labels).

Other brands that are not as prevalent in the media, but employ ethically conscious practices, include Priya, Free Your Heart Apparel, Nomadic State of Mind, Sofia-Z, and Raleigh Denim. Online boutiques like Ethica and Zady showcase the story or information behind each item they carry. On the Ethica website, consumers can purchase "ethical" brands, and narrow them down by qualities such as: made in U.S.A., vegan, trade not aid, handcrafted, as well as sustainable characteristics, and most clothing items have more than one designation.

Cause becomes talking point

Jordan Landes-Brenman, CEO of Haute House PR & Marketing, represents several fashion brands and clients, including DARKOH, a menswear line that utilizes local-U.K. sourced fabrics. Landes-Brenman believes that people want to feel good about what they're buying nowadays.

"We're still shell-shocked after the recession, and though retail is certainly making a comeback, people have really changed their spending habits, and I don't see this changing anytime soon," Landes-Brenman said. "The market is so saturated with brands at this point, that a fashion line that stands out and does something humanitarian-conscious certainly can impact a consumer's decision as to whether or not to purchase from them, over their competitor. I think this is something that is only going to continue to grow, and it's something that is also being dictated by what we're seeing published by influencers in fashion media."

Landes-Brenman works with major fashion editors on a daily basis, and said she is

seeing a trend that brands with humanitarian-conscious causes are generally given more consideration for a story than ones that do not.

There are fashion brands that directly support humanitarian efforts in third world countries. For example, Houston-based boutique jewelry company Priya began in 2011 by employing sex trafficking survivors in Kolkata, India, to hand-make their products, and has grown since then to include two other artisan groups over the last three years. The jewelry line also created The Priya Foundation, which benefits from proceeds to provide micro-grants to women entrepreneurs in developing nations.



Houston-based accessories brand Priya employs artisans in Kolkata, India, who were victims of sex trafficking.

Although the line is very conscious about providing relief and support to women, the brand is more popular with local magazines than on the national magazine scale. Publications like *002 Magazine*, *Houston Modern Luxury*, and *Young Houston Magazine* have featured Priya products.

According to owner Joy Kennedy, "Most people who wear or promote Priya love to mention the humanitarian cause behind the brand."

Endorsement possibilities abound

Celebrity support and advertisement may be one of the fastest and most widespread ways to show concern for fashion brands

utilizing humanitarian decisions. Since many consumers base their purchasing decisions on celebrity endorsements, humanitarian and eco-conscious brands may begin to seek more support from the Hollywood industry. Celebrity gifting suites during awards season in Hollywood may be a method of creating humanitarian brand impressions. Nomadic State of Mind presented their handcrafted, recyclable shoes at the Secret Room Oscars gifting suite, pushing the appeal of their humanitarian label to fashion magazine editors and Hollywood celebrities that made an appearance. For the average consumer looking to buy the Nomadic State of Mind shoe, categories like organic apparel and sandals with soles are advertised on their website and contribute to a consumer's feel-good purchase.

There are a number of celebrities currently endorsing or facilitating humanitarian clothing. Lauren Bush and Ellen Gustafson launched FEED Projects in 2007 with the aim of selling bags to defeat world hunger. Ralph Lauren has a history of supporting breast cancer charities with various "Pink Pony" products. Olivia Wilde, an actress who has starred in movies such as "Tron: Legacy" and "The Change-Up," has recently developed the "Message Bag" in collaboration with Alternative Apparel, a company has pledged to give bags, backpacks and other supplies to the school throughout the year as part of the collaboration.

The \$138 bag is a cross-body that converts to a backpack, featuring vintage army canvas, pebbled leather trim and antique brass hardware. 20% of the bag's proceeds will go to Academy for Peace and Justice, which is screen-printed on the inside of the bag so buyers can remember exactly where their money is going.

"We are hoping to encourage people to consider where their dollars go, and to really understand the power of commerce. Your dollar is your vote, and everyone can really make a big difference because of that," Wilde recently told *Forbes*.

Consumer shift certain, albeit slow

Alden Wicker, owner of highly popular

— Continued on next page

How to pitch U.S. Hispanic fashion media

Hispanic fashion publications have grown in popularity and page count, and marketers with clients in the fashion world should take advantage of this vibrant media segment.

By Laura Perez

Hispanics are the largest and fastest growing minority group in the country. Hispanic women are gaining prominence in the U.S. and are becoming a notably stronger influence, with 52 million now accounting for the U.S. population.

Hispanics collectively have an impressive buying power of \$1.2 trillion. Latinas are becoming more educated and tech savvy with 86% of Latinas making the purchasing decisions in the household.

You can take advantage of this powerful demographic by including Hispanic U.S. media as part of your PR outreach. After all, Hispanic media stays on top of the current trends just like any other mainstream fashion magazine and includes products and designers from all over the world. If a product or client is a fit with an issue, the editor will take it under consideration.

What publications should I consider?

The mainstream Hispanic magazines with fashion content in the U.S. are *Latina*, *Cosmopolitan for Latinas*, *Cosmopolitan en español*, *Siempre Mujer* and *Vanidades*. First, just like with any fashion magazine, do your research by taking a look through recent issues and making note of recurring articles and editors. Also, look at current media kits and editorial calendar for upcoming issue themes. Whenever possible, align your clients with upcoming stories and demonstrate that you have read the magazine before you suggest your client. Then, heed the following tips to increase

the chances your outreach leads to coverage.

Can I write my pitch in English?

Even if you don't speak Spanish, you can still reach out to Hispanic media. Whether you are a publicist or designer, you may want to hire a firm who specializes in Hispanic media outreach, or bring on a freelance bilingual publicist or even a translator to translate all your pitches and press releases on your behalf.

However, both *Latina* and *Cosmopolitan for Latinas* is mostly written in English with a few Spanish words or phrases within its content. When pitching editors from these magazines you can write your pitch and press release in English.

The content for *Cosmopolitan en español*, *Siempre Mujer* and *Vanidades* is written in Spanish, but the magazines's offices are in New York City. So, should you send your pitch in English or Spanish? The answer is either. I typically write my pitches in Spanish but write my press releases in English.

When in doubt, I send both my pitch and my press release in Spanish and English and include a link to the lookbook for further review.

Keep in mind that *Cosmopolitan en Español* and *Vanidades* are also printed in Mexico. The editors for both the U.S. and Mexico editions are the same editors so, after sending your pitch and an editor is interested, confirm which edition your client is being considered for.

Can you share an example pitch?

Certainly! Here's a pitch template.

Spanish Sample Pitch:
[Nombre de Editora],
Espero y estes teniendo una gran semana!
Me gustaria tomar un poco de tu tiempo para presentarte a [brand name], una empresa de diseño de joyas de piezas únicas recientemente lanzada en Nueva York. [Brand name] está inspirada por los materiales reciclados con piezas de época y de la más alta calidad.



Laura Perez

Para crear a mano, hermosas piezas únicas de joyería.

He adjuntado algunas imágenes del lookbook. Me encantaría escuchar tus ideas y la posibilidad de colocar a [brand name] en la revista Latina.

Gracias de antemano por tu tiempo!

Sample English Pitch:

[Editor Name],
I hope you're having a great week! I would like to take a few minutes from your busy day, to introduce to you [brand name], a jewelry company designing unique pieces, who recently launched in New York. [Brand name] is inspired by recycled materials and vintage pieces of the highest quality, to create beautiful and unique jewelry by hand.

I have attached a few images of the lookbook. I'd love to hear your ideas and the possibility of placing [brand name] in Latina magazine.

Thank you in advance for your time!

Laura Perez is Founder and President of By Laura PR. This article was originally published on the PR Couture blog. ●

ETHICAL ISSUES

— Continued from page 14

eco-fashion blog, EcoCult, feels that many consumers are switching to American-made clothes and getting excited about American craftsmanship. However, she does not think that changes are happening swiftly enough.

"Until the Rana Plaza collapse in Bangladesh last year, I don't think consumers really thought about where their clothes came from. Most just assumed that sweatshop conditions were a thing of the past, that Nike had fixed all that," said Wicker. "But after Rana, suddenly women have been looking at their mounds of

clothes and thinking that they might want to go in a new direction. Unfortunately, without a certification or standard labeling system, the most consumers can do right now is look at the label and make a semi-informed decision about what kind of conditions might be found in the country where the garment was manufactured and what kind of impact the textile has on the environment."

Consumers have grown more conscious about where their clothing comes from and how it is produced, but it is not clear on what scale this consciousness has occurred to promote widespread change. There are many brands that are creating messages to address this newfound consumer aware-

ness, like worker facility tours, donations, and website advertising. The question remains on whether brands are making real, long-term changes to address socially responsible consumers. There seems to be some promotion among the major fashion magazines to inspire consumers to purchase humanitarian conscious brands.

"People have been concerned about what is in their food and how their food is made for some time. It was only a matter of time until they applied that same judgment to choosing clothing," said Wicker. "Now when women find a \$5 shirt, their response isn't so enthusiastic. It's more like, this was obviously made by a slave child, how else could it be so cheap?" ●

O'Dwyer's guide to: BEAUTY, FASHION & LIFESTYLE PR

5W PUBLIC RELATIONS

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Ronn Torossian, *President & CEO*
Erika Kauffman, *General Manager & EVP, Consumer Division*

In a media landscape that is simultaneously shrinking for magazines and newspapers and expanding to include blogs, video, social and other digital outlets, beauty brands must constantly fight for coverage. 5W Public Relations navigates this challenge and breaks the beauty PR mold. Our expert team delivers integrated campaigns, specifically designed to create personal and powerful connections with media, consumers, retailers and influencers.

As a top PR firm with a leading beauty department, we approach each assignment with fresh, innovative and effective strategies that engage beauty consumers with products, services and companies they need to know. We are committed to innovation and creating 360-degree programs that ladder up to an overarching brand strategy. From media relations, events, blogger campaigns, retail integration, cause marketing, social media guerilla marketing, influencer outreach or brand partnering, our campaigns are fully integrated for success. The 5W beauty team helps our partners develop brand-specific programs which will engage their audience and get their message heard.

Staffed by former journalists, beauty insiders, beauty bloggers, beauty PR veterans, and others well-connected across the industry, 5W's beauty team has the specialization, extensive experience, media contacts and creativity that ensure that we deliver an outstanding marketing campaign.

Considered to be the partner of choice for some of the best-known brands in this sector, the 5W Public Relations beauty

team is renowned for achieving competitive results for all clients. Whether we are working to put a mature beauty brand back in the spotlight, launching a lesser known entrepreneurial company into mass retail or even introducing a top-selling European brand to the U.S. marketplace, 5W is dedicated to structuring beauty PR programs that will generate millions of media impressions, drive enormous buzz and create celebrity influence.

The 5W Public Relations beauty client list includes worldwide beauty conglomerate Shiseido, pillar spa brands including Decleor Aromatherapy Skincare and CARITA Paris, Jane Iredale, Repechage, celebrity hairstylist Ted Gibson, AHAVA Dead Sea Mineral Skincare and Supersmile, one of the most popular teeth-whitening brands on the market.

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The Allison+Partners consumer lifestyle practice breaks the systemic PR mold, bringing the reach and resources of a global leader paired with the responsiveness and expertise of a boutique group.

Many of our employees call out our entrepreneurial culture, in which great ideas flourish.

Prospects often gravitate towards the diverse range of clients and unique advantages that our comprehensive set of practice areas and geographies provide. The beauty and lifestyle practice marries the expertise of a group of seasoned PR professionals with the storytelling and strategic thinking Allison+Partners is known for delivering. The media that we work with on a daily basis respect the fact that we're responsive and smart, understanding the bigger picture

and demands on their time. Our clients appreciate how nimble we are, as well as our editorial relationships and keen understanding of digital technologies and social media. They also appreciate the fact that we know that today, defining brand experience through impactful storytelling often makes the difference between being one of many who is liked, to being one of few who is adored.

With years of experience growing some of the world's leading skincare, fragrance, cosmetics, personal care, apparel and accessories brands, our beauty and lifestyle experts create breakthrough campaigns that are never one-size-fits-all. We are uniquely positioned to integrate traditional media tactics into 360 degree programs including events; sampling and promotions; digital and social media; retail marketing; sponsorships and alliances; corporate social responsibility; and cause marketing programs that reach consumer audiences and build market share.

Our brand experience includes Julep Beauty, JOICO, Sexy Hair, Bulova, ASICS, Lo & Sons, Pevonia, philosophy, L'Oréal USA, Bobbi Brown, and more. We are committed to creativity and innovation — developing brand-specific programs to captivate audiences and get messages heard.

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Beehive PR is a strategic PR boutique based in St. Paul, Minn. We are best known for fresh insights, big ideas and contagious energy that creates bold growth for our clients.

Beehive is focused on creating a positively brilliant experience for our clients, partners and team — every day. Our senior strategists and savvy specialists are experts in strategic

communications and quick studies of our clients' businesses. We bring curiosity, optimism and authenticity to everything we do. And we deliver results on time, on budget.

Our team has deep expertise serving the beauty and fashion industry representing clients like 6pm.com, Christopher & Banks, Dayton's, Dressbarn Stores, J.R. Watkins Naturals, JB Hudson Jewelers and Juut Salonspas.

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Coyne PR is a creative powerhouse. Some of the world's most-prominent brands look to Coyne PR to create high-profile public relations programs that deliver significant results and help them achieve their marketing, communication and business goals.

Coyne PR's Beauty, Fashion & Retail team represents clients across the mass and prestige sectors, with accounts including Mary Kay, Palmer's and David's Bridal. The team knows that the measure of success is based on the ability to impeccably groom the client's image. From product launches and spe-

The October issue of *O'Dwyer's* will profile PR firms that specialize in healthcare. If you would like your firm to be listed, contact Editor Jon Gingerich at 646/843-2080 or jon@odwyerpr.com



Film Fashion secures double page spread on designer Zuhair Murad in *US* magazine.

cial events, to social media campaigns, the Beauty, Fashion & Retail team thinks bigger and accelerates buzz for its clients, always keeping a finger on the pulse of this fast-paced industry.

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Film Fashion, an exclusive division of Rogers & Cowan, specializes in matching fashion and accessory brands with prominent celebrities to provide heightened brand awareness. This specialty PR firm creates customized solutions to match clients and their latest fashions with the "right" celebrities and trendsetters that embody their brand and promote the desired image.

The firm leverages these Hollywood associations into media coverage through the execution of strategic media relations campaigns targeting key fashion, lifestyle, and entertainment press. Media activities for their roster of fashion designers, fine jewelers, luxury goods, and specialty retailers may include designer profiles, collection launches, and fashion shows. Film Fashion's unique showroom space provides an optimal location to introduce media, stylists and celebrities to

our clients' brands by housing an edited collection of samples.

Recent projects have included dressing celebrities for magazine photo shoots and red carpet appearances, securing editorial placements and coordinating product placement working with talent such as Jennifer Lopez, Taylor Swift, Penelope Cruz, Halle Berry, Angelina Jolie, Kate Winslet, Blake Lively, Kate Beckinsale, Shailene Woodley and Lupita Nyong'o.

Clients: A Pea in the Pod, Bec & Bridge, Chopard, Georges Chakra, Houghton, Jenny Packham, Lorena Sarbu, N/Tice, Orotan, Pedro Garcia, Rani Zakhem, Romona Keveza, Rubin Singer, SAFIYAA, Swarovski, Tadashi Shoji, Zuhair Murad.

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French/West/Vaughan (FWV) is the Southeast's leading public relations, public affairs and brand communications agency, independent or otherwise. Founded in April 1997 by Agency Chairman & CEO Rick French, FWV now employs 89 research, public relations, pub-



Coyne PR designed a PR campaign to support Mary Kay with its role as Official Beauty Sponsor of the 2014 season of "Project Runway."

lic affairs, advertising and digital marketing experts among its Raleigh, N.C. headquarters and New York City, Dallas, Los Angeles and Tampa offices.

Ranked as the #4 firm for beauty and fashion PR by *O'Dwyer's*, FWV helps clients build retail and consumer demand for their product lines through earned media coverage, line reviews, collection previews, celebrity seeding, cooperative retail promotions, high-visibility trade show support and much more.

FWV's present and past beauty and fashion clients include Wrangler and Riders jeans, Justin Boots, Arena USA, SKINS, Gemesis Diamond Company, Lily of France and Vanity Fair lingerie, Speedo, Vidal Sassoon, Givenchy, Ferragamo, Bob Mackie, Celine, Escada, La Prairie, Joanna Mastroianni, That's So Raven Fragrance, Wrangler

Fragrance for Men, Vincent Shoes, Dearfoams, Diana Vincent Jewelers, Fossil, Swatch, Monet, Marithe & Francois Girbaud, Kasper A.S.L suits and sportswear, Susan Gail handbags and Joe Boxer.

In addition to its portfolio of beauty and fashion clients, FWV works with many of the world's leading consumer lifestyle brands, including Bassett Furniture, Fretlight Guitar, Calligaris Home Furnishing, the International Gemological Institute, Island Club Brands, Melitta USA and spirits company Hood River Distillers (Pendleton Whisky, 1910 Rye Whisky, Yazi Ginger Vodka, Broker's Gin and SinFire Cinnamon Whisky). The agency's fully integrated creative and digital team also provides award-winning advertising, graphic design and digital and social media services for a wide range of clients.

JAYNE & COMPANY, LLC

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Jayne Morehouse, President

At Jayne & Company, LLC, we build beautiful relationships for new, growing and established brands, products and personalities. We communicate beauty, fashion, wellness and lifestyle brands' stories directly and via targeted traditional and social media to the audiences who matter most — from end consumers to your industry, from your distribution partners to your own community to create, build and strengthen awareness, leadership positioning, sales and ongoing connections. Our point of difference comes from a deep and interactive understanding of our clients' businesses, coupled with an indelible passion for the growth of their brands. But most of all, our fun, entertaining and relevant communications process makes your brand memorable.

KAPLOW

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Liz Kaplow, President and CEO

For more than two decades, KAPLOW has been changing conversations through innovative storytelling that helps consumers fall in love with clients' brands.

Kaplow's programs for best-in-class beauty, fashion and lifestyle clients drive consumer behavior. When they launched Curl Secret for Conair, the device quickly sold out at retail — before advertising began! And, when it introduced Olga and Warner's new bra line as the solution for "sleeveage," the product flew off shelves. Other beauty and fashion clients include Cosmetic Executive Women, Laura Mercier, Revive, Shiseido, St. Ives, Timex and No Nonsense and CVS/pharmacy Beauty.

Mid-sized and independent, KAPLOW is nimble and flexible in today's ever-changing communications landscape. The

agency's fully integrated programs — including traditional media relations, events, social media, digital marketing and branded content — fuel consumer conversations wherever they occur and help create an emotional bond with client brands.

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Lippe Taylor is an integrated marketing communications agency that specializes in motivating women and girls to buy products. We're pioneers in, and continue to dominate, the marketing to women space. Today and every day, the team at Lippe Taylor is obsessed with "cracking the code" on what motivates women and girls to buy one brand and not another... on influencing them to share their opinions and engage on social channels.

Founded by Maureen Lippe, a former Beauty and Fashion Editor at *Vogue* and *Harper's Bazaar*, brand spokeswoman and TV personality, Lippe Taylor is committed to delivering superior ROI. Our areas of expertise include beauty, fashion, health/wellness, home and lifestyle. In addition to PR, we specialize in digital/social marketing, trend-forecasting and graphic design. We bring innovative insights to life with an integrated approach, considering all options and using whatever marketing tactics best serve the idea and drive business results.

We know that women rule! If you aren't connecting with them they will rule you out. Lippe Taylor helps clients understand and inspire this target audience via our proven DTW: Direct-to-Women®, DTM: Direct-to-Moms® and DTT: Direct-to-Teens® methodologies. Through a partnership with SheSpeaks, we established the "SheSpeaks/Lippe Taylor Women's Buying Behavior Index," proprietary research that helps uncover trends and insights for clients. Research findings are at the core of our creative, effective, award-winning client solutions.

From strategic media outreach to social marketing, multicultural initiatives to experiential events, Lippe Taylor breaks through to engage and capture the attention of the media and the consumer. Former editors, producers and bloggers lead our teams so our media relationships and results are unparalleled. Through day-to-day contact with media and critical influencers, we shape trends and ignite buzz.

At Lippe Taylor, we abide by the simple principle of mutual trust and respect and believe that the best work comes from those who are happy and given the tools and incentives to succeed. Our open, home-like office environment fosters creativity and collaboration, and allows our talented team to deliver exceptional client service. Therefore, our employee and account turnover is very low, which allows us to deliver unsurpassed, consistent results for our clients.

Lippe Taylor is committed to excellence and has received multiple industry awards for PR and Social/Digital Media — we are a two-time winner of *PR Week's* Consumer Launch of the Year Award and have won multiple Sabre Awards. One of our Pinterest campaigns has recently won 12+ awards.

We are Lippe Taylor: Speak to us about speaking to her.

MANNFOLK PUBLIC RELATIONS

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dorothy@mannfolk.pr.com

Dorothy Mannfolk, Owner/Public Relations

From Los Angeles to New York, fashion, beauty and lifestyle brands depend on Mannfolk PR to achieve nationwide attention and success. Mannfolk PR specializes in bringing maximum exposure to clients with proactive campaigns that blend celebrity outreach, product placements in national publications, websites, TV and film, along with various social media and special events including product launches and fashion show productions. With complete access to all the major media out-

lets, Mannfolk PR is the go-to firm for companies looking to break into the competitive industries of fashion, beauty and lifestyle. Providing effective publicity, branding and marketing support for a wide range of clients, Mannfolk PR has an unbeatable track record in achieving maximum media exposure and delivering consistent coverage through its vast network of media contacts. Its Hollywood showroom is an excellent showcase for products to reach stylists and high profile celebrities. Its New York office has access to leading fashion and lifestyle magazines. These translate into valuable impact on consumer audiences to support the brand's sales and marketing goals. Mannfolk PR offers the best of both worlds in providing the full range of services of a major firm and the personal attention of a boutique agency. Each client receives focused attention with a tailor-made campaign featuring innovative ideas and diligent dedication to their brand through traditional media channels as well as rapidly-evolving platforms for outreach. The agency prides itself in being a trusted and dependable partner with their clients in a team effort for brand success.

MARKETING MAVEN

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Phil Rarick, COO
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Natalie Rucker, VP of Business Development
natalie@marketingmavenpr.com

At Marketing Maven, we believe beauty is in the eye of the consumer. As a results-driven integrated marketing and communications firm specializing in earning national media exposure for clients, we create strong relationships with celebrities and nationally recognized make-up artists and stylists to earn editorial coverage. We pride ourselves on our sales-focused and engagement-driven tactics that have proven to increase revenue and develop customer loyalty for our beauty and fashion



Marketing Maven CEO Lindsey Carnett (right) with Account Executive Elizabeth Maxim (left) and Hispanic Media Manager Mari Escamilla.

clients.

Our clients value the social activation and media outreach strategies we implement alongside branded marketing collateral and coordination at red-carpet events, which set our clients apart as industry trend-setters. Marketing Maven also maintains close ties with fashion, beauty and lifestyle editors at major publications and television producers on a national level.

With expertise in creating innovative communications solutions, we represent a wide array of clients in the beauty and fashion industry including major fashion competitions, pageants, luxury beauty products from hair care to skin care, and designer brand clothing.

MFA (MISSY FARREN & ASSOCIATES)

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candrew@mfaltld.com

Missy Farren, Founder & CEO
Caroline Andrew, Vice President

MFA is a mid-sized agency offering a powerful combination of customer assistance, attention to detail and dynamic, meaningful coverage and social media results. Our personal passions drive professional success and relationships in various niches, including: men's, women's and children's fashion; fitness appar-

el; beauty; wellness, lifestyle; sports; and millennial. The agency specializes in strategic media relations; social media strategy and management; partnership development; product launches/placement; press previews/media showrooms; tradeshow; event facilitation; spokesperson positioning; lifestyle campaign development; millennial marketing; and crisis communications. Our team of agile, professional marketers pairs innovative thinking and never-say-never attitudes to deliver significant results and exceed expectations. Industry experience includes: Alex and Ani; Alli — Alliance of Action Sports; Burton Snowboards; Cannondale; DC Shoes; NBC's Dew Tour; Diageo; Disneyland; Girard-Perregaux; Global Surf Industries; Global Views; Kidrobot; Red Bull; Roxy; Schwinn; SKINS; Target; Tonique Fitness; US Ski & Snowboard Association; Quiksilver.

PEPPERCOMM, INC.

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Steve Cody, Co-CEO & Co-Founder
Ed Moed, Co-CEO & Co-Founder
Ted Birkhahn, Partner & President
Ann Barlow, Partner & President, West Coast
Maggie O'Neill, Partner & Managing Director



The Media Oasis spa/treatment room at Pierce Mattie headquarters.

Janine Gordon, President,
JGApeppercomm
Melissa Vigue, Director
Lauren Banyar Reich, Director,
JGApeppercomm

Peppercomm is an award-winning strategic marketing and communications firm headquartered in New York City with offices in San Francisco and London that prides itself on listening first, last and always. We pride ourselves on listening to our clients' needs as well as the wants and needs of their various audiences. That focus on listening before engaging (or creating) inspired not only our tagline: "Listen. Engage. Repeat," but our strategic approach.

Our integrated team of specialists work together to create cohesive campaigns that leverage the right communications and marketing vehicles across all touch points. From major household names to elite luxury brands, we have helped clients reposition and rebrand; launch entirely new brands and position global brands in the U.S. market; build websites and social footprints; launch content strategies; create brand experiences; drive executive visibility; prepare for and mitigate crises; engage key audiences and ultimately deliver results for our clients.

In addition to our cross-channel offerings, Peppercomm provides distinct expertise in luxury, lifestyle, fashion and beauty through the specialty team of JGApeppercomm. JGApeppercomm has spent the

last two decades servicing luxury lifestyle and nonprofit clients, working with some of the world's most coveted and respected consumer brands.

Our experience runs deep and includes work for brands such as CARGO Cosmetics, Crocs, Holland & Holland, Kiehl's Since 1851, Michael C. Fina, MINI Cooper, Mustela, Perricone MD, Pixi, Spa Castle, T.J.Maxx and Marshalls and Whirlpool Corporation, to name a few.

PIERCE MATTIE COMMUNICATIONS

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**Joshua Blaylock, Director of
Business Development**

Pierce Mattie Communications remains the industry leader in public relations for beauty, fashion and lifestyle consumer brands. It is the only PR agency with a modular event space for the press located in Times Square that features a fashion showroom, spa/treatment room, multimedia capabilities and lounge called the Media Oasis. At Pierce Mattie Communications our team is innovative, client-focused and has solid relationships in the editorial world of New York & beyond. Pierce Mattie

Continued on page 20

PIERCE MATTIE COMMS.

— Continued from page 19

Communications has a proven track record of collaborating with its client partners to deliver consistent outstanding results.

RED PR

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julia@red-pr.com
www.red-pr.com
Twitter: @redprnyc

Julia Labaton, *President*

RED PR is a marketing and communications firm specializing in beauty, fashion and lifestyle brands. We value the strong relationships we have developed within the industry and create synergies that mutually benefit our clients. Our company provides detail-oriented, efficient and individualized service. We believe in creative, collaborative thinking that leads to impactful results. We customize programs to support our clients' unique business goals and communications needs.

Public relations has the power to shape a brand image, create and increase demand, and drive sales. It is an essential business tool that encompasses research, communications training, strategic planning, publicity, social media, and branding by design. Effective PR tells a compelling narrative to an organization's key audiences and good stories build word of mouth reputation, which contributes to successful bottom-line results.

Our objective is to provide excellent service while aligning public relations and marketing tactics with business goals. By understanding a company's strategic objectives, we are able to focus on PR initiatives that will directly support growth. We start with brand strategy. What clients get is dynamic, passionate, intelligent boutique agency collaboration with large agency capabilities. Senior-level talent is intimately involved with each client.

Contact us today to discuss your goals.

ROGERS & COWAN

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Fran Curtis, *Executive Vice President (New York)*
Maggie Gallant, *Executive Vice President (New York)*
Valerie Zucker, *Senior Vice President (Miami)*

Rogers & Cowan treats each one of its Fashion and Beauty brands as a celebrity — because every brand has a distinct personality that sets it apart. With many of the top brands in Fashion and Beauty under our banner, we were among the very first PR agencies to leverage the explosive marketing power of fashion and celebrity.

The agency is located in New York, Los Angeles and Miami, some of the largest fashion capitals in the world. We offer extensive expertise in the fashion, beauty and luxury categories providing marketing communications campaigns, editorial placement, social media strategies, fashion week support, event management, celebrity/influencer seeding and product placement. Our commitment is illustrated in the work we do in promoting men's, women's and children's apparel, eyewear, handbags, shoes, jewelry, timepieces, beauty/skincare products, hair care, celebrity brands, designers and fashion-related events.

Through its Film Fashion brand, Rogers & Cowan is the only PR agency with a specialized unit focused on matching fashion and accessory brands with prominent celebrities for red carpet appearances, securing editorial placements and coordinating product placement. (See separate listing for Film Fashion). Additionally, our Black Sheep Social Media unit works with a variety of fashion and beauty brands on audience engagement and peer-to-peer conversations.

Clients have included Rosie Pope Maternity, Lancome, Estee Lauder Companies, Kardashian Kollection, Drybar, Glo Science, Kate Walsh Boyfriend Fragrances, Lea Black Beauty, PRAI Beauty, Kohl's Jennifer Lopez and Marc Anthony collections, Avon Voices, Pastry by

Angela and Vanessa Simmons, TW Steel, Swarovski, Sunglass Hut, Ray-Ban, Clinique, Coty's Beyoncé Pulse and David Beckham Fragrances and Glamour Reel Moments.

RUDER FINN, INC.

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Kathy Bloomgarden, *CEO*
Rachel Spielman, *Global Head of Corporate Communications*
Jean-Michel Dumont, *Chairman, Ruder Finn Asia*
Elan Shou, *Managing Director China & Senior VP, Ruder Finn Asia*

As one of the largest independent global communications agencies, Ruder Finn has a deep understanding of the global market — including the U.S., Europe, and China — and the trends driving business today. The agency's dual headquarters in New York and Beijing gives us a strong perspective on fashion, style, luxury and evolving habits of consumers around the world. Ruder Finn partners with the world's leading luxury brands in fashion, lifestyle and beauty to build corporate reputation and enhance brand awareness and visibility through integrated communications programs in markets across the globe.

Ruder Finn's expertise lies in helping luxury brands enhance their positioning in a competitive market, as well as connect with and gain understanding of their customers. For the past five years, Ruder Finn has released our annual China Luxury Forecast, which surveys Chinese consumers on their luxury purchasing habits. The results of this survey have provided invaluable insights for our clients who are looking to move into this important luxury market.

Ruder Finn works with luxury clients to establish consistent brand communications and build awareness with consumers, thought leaders, journalists and other key stakeholders. Our capabilities in this industry include corporate reputation, brand awareness, stakeholder mapping, global media relations, consumer relations management, event management, marketing communications, corporate

social responsibility, thought leadership, online engagement and community building.

SPM COMMUNICATIONS INC.

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Suzanne Parsonage Miller, *President & Founder*

For 15 years, SPM has promoted and protected brands through media relations, social media strategy, spokesperson training and crisis management. Our "No Jerks" policy, which was featured in *The Wall Street Journal*, is the core of SPM's culture. It means we foster an atmosphere of mutual respect and trust among clients, team members and company leaders that leads to a creative, collaborative and productive environment.

From former newspaper reporters and TV journalists to social media strategists, media relations specialists and corporate communications experts, our team is made up of experienced professionals who approach each client's brand holistically. Our team's extensive fashion, beauty and lifestyle brand experience includes eraclea Skin Care, Aveda, Tiffany & Co., Enfusia, Nautica, Dickies Workwear, A Pea in the Pod, Beretta Gallery, Madewell, FitLogic, Naya, Naturalizer, E! Live from the Red Carpet product line, The Vintage Pearl, Heelys, NorthPark Center, Bliss Spa Dallas, The Spa at the Crescent and Goss Gallery.

Whether the client is a category-leading national powerhouse or a startup, SPM works to build businesses by creatively telling clients' stories in many voices to many audiences to not only resonate with consumers, but provide measurable ROI.

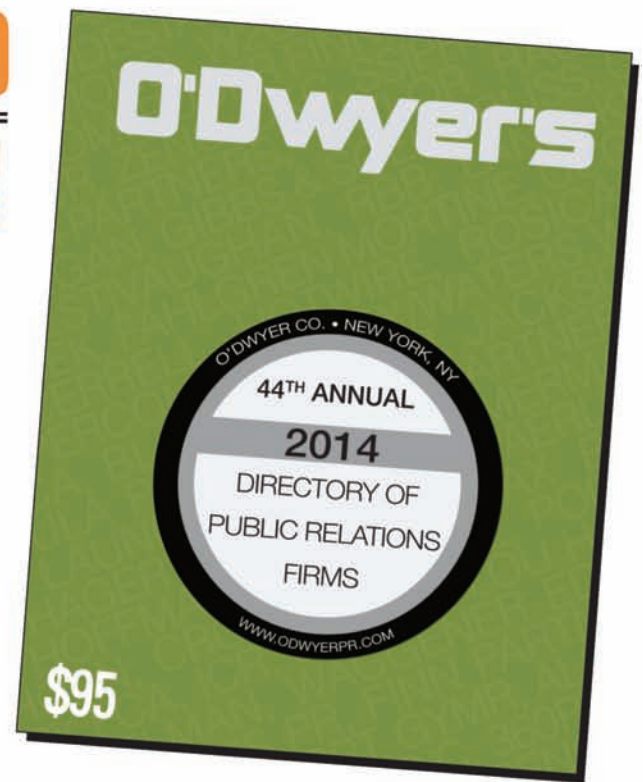
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O'Dwyer's is the #1 source for researching public relations firms and outside PR counsel. We've been connecting clients and PR firms for 44 years through our directory of PR firms.

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The Dilenschneider Group

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- Marie Raperto
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- Thomas L. Harris, Author
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One of Turner's seasonal flagship brand presentations.

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Christine Turner, Founder and President
Mariana DiMartino, Senior Vice President
Angela Berardino, Chief Strategy & Integration Officer

Turner PR is a national public relations, social media and digital communications firm representing fashion, active lifestyle, modern outdoor and travel brands. Our fashion division has a 17-year history working with some of the world's most iconic brands. We are a niche firm that speaks to

fashion, outdoor and creative audiences with equal authenticity, and our passion translates to relevant results.

We build our campaigns to have maximum impact in the modern media environment, owning the intersection of earned and owned media. We excel at delivering meaningful brand and product media exposure through our nationwide network of trusted contacts; and our digital influencer outreach is designed to extend brand presence in the social sphere. From strategic brand collaborations, media showrooms, retail press events, ambassador campaigns, community management, social media programs, digital analytics and insights, cause marketing and celebrity and creative familiarization, we work to elevate brand messages and bring connection with their core purpose.

We work with a stellar roster of 20+ brands including Fjällräven, Incase, Alternative, Native Shoes and Obermeyer.

WEBER SHANDWICK

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Weber Shandwick offers a strategic, innovative and integrated approach to beauty and fashion — one that continues to evolve in real-time with today's fast-paced PR and social landscape. With decades of beauty, fashion and lifestyle experience, our global team of experts is well-versed in the latest industry trends and tools necessary to cut through the clutter of competitive and dynamic markets. We represent leading brands in the industry — from skin care and hair care to department store apparel and intimate wear — and

have brought major industry innovations to market for our clients.

Expertise includes influencer relationship management, brand building, product launches, social media strategy and creative development, content creation and management, editor and blogger events, celebrity spokesperson acquisition and talent partnerships, event and fashion show planning, grassroots marketing, multi-cultural engagement, branded entertainment including integration and sponsorships, celebrity and influencer seeding, retailer/trade support, cause marketing and issues management.

Weber Shandwick prides itself on its relationship-built network of top beauty and fashion influencers, including social media mavens, magazine directors, TV producers, top bloggers, celebrity stylists, makeup artists and Hollywood A-listers. These relationships are paramount in producing award-winning results for clients. From magazine pages and national broadcast to the most influential blogs, web sites and social handles of today's top influencers, Weber Shandwick executes memorable beauty and fashion campaigns that garner attention and incite action by the brand's key stakeholders. ●

O'DWYER'S 2014 RANKINGS OF HOME FURNISHINGS PR FIRMS

1. Edelman	New York	\$45,453,943
2. Zeno Group	New York	6,318,841
3. Hager Sharp	Wash., D.C.	5,339,924
4. Gibbs & Soell	New York	3,328,760
5. L.C. Williams & Associates	Chicago	3,177,298
6. Kaplow	New York	1,750,000
7. Peppercomm	New York	1,439,956
8. PadillaCRT	Minneapolis	1,250,508
9. Hunter PR	New York	952,667
10. Finn Partners	New York	840,551
11. SS PR	Northfield	500,000
12. Lou Hammond & Assocs.	New York	483,170
13. McNeely Pigott & Fox PR	Nashville	393,481
14. Formula PR	New York	365,990
15. French West Vaughan	Raleigh	300,000
16. Hope-Beckham	Atlanta	206,622
17. Jackson Spalding	Atlanta	133,123
18. Trevelino/Keller	Atlanta	130,000
19. PAN Communications	Boston	120,000
20. Beehive PR	St. Paul, MN	112,750
21. Marketing Maven PR	Camarillo, CA	104,986
22. Rosica	Paramus, NJ	95,000

O'DWYER'S RANKINGS

TOP BEAUTY & FASHION PR FIRMS

	Firm		Net Fees (2013)
1.	Edelman	New York	\$16,494,517
2.	Ruder Finn	New York	7,393,000
3.	Kaplow	New York	5,413,000
4.	French West Vaughan	Raleigh	4,225,613
5.	5W Public Relations	New York	3,700,000
6.	Turner PR (Fahlgren Mortine)	Columbus	1,836,872
7.	Coyne PR	Parsippany, NJ	1,594,000
8.	Zeno Group	New York	993,904
9.	Allison+Partners	San Francisco	898,000
10.	O'Malley Hansen Comms.	Chicago	688,000
11.	Formula PR	New York	668,454
12.	SPM Communications	Dallas	570,621
13.	LaunchSquad	San Francisco	525,775
14.	Linhart Public Relations	Denver	521,913
15.	Finn Partners	New York	353,404
16.	Beehive PR	St. Paul, MN	300,809
17.	The Buzz Agency	Delray Beach, FL	290,494
18.	Peppercomm	New York	188,478
19.	PAN	Boston	180,000
20.	Rosica	Paramus, NJ	174,700
21.	TransMedia Group	Boca Raton, FL	150,000
22.	Hope-Beckham	Atlanta	143,066
23.	Maccabee	Minneapolis	126,255
24.	Marketing Maven PR	Camarillo, CA	94,037
25.	Jackson Spalding	Atlanta	66,561
26.	Schneider Associates	Boston	60,000
27.	Sachs Media Group	Tallahassee	55,400
28.	IW Group	W. Hollywood	46,000
29.	Stuntman PR	New York	45,000
30.	PadillaCRT	Minneapolis	19,500

PR winners and losers in Ferguson, MO

By Fraser Seitel

The ongoing nightmare in Ferguson, Mo. is a tragedy first and foremost for the young man who was killed and the family who mourns him.

Beyond that human tragedy of Ferguson, Mo., lies a nightmare of bad judgments and

wrong decisions that hold PR lessons for any public official who finds him/herself in a similar cauldron.

In a PR sense, there are few winners and many losers coming out of Ferguson. PR counselors and their clients can learn from all of them, including:

Ferguson Police Department

The biggest loser in the Ferguson tragedy is the city's police force. Rarely in

From the moment of Michael Brown's shooting, the Ferguson PD proved unable to get out of its own way. With only three black police officers on a force of 53, the Ferguson PD had to anticipate that skeptics would be ready to pounce if reports of the investigation were perceived as not being transparent.

The clear PR counsel called for making known what was known about the shooting as quickly as possible, including releasing information on the circumstances surrounding the 18-year-old's shooting, the convenience store robbery of which he was suspected, and the identity and background of the officer who shot him. In such an escalating crisis, where social media rumors spread and cable reporters run with them, speed is of the essence and hesitation or withholding is interpreted adversely.

In this case, with St. Louis County and City officials ducking for cover, it was left to an incapable and unprepared Ferguson Police Department to fend off the onslaught. Not surprisingly, it wasn't up to the test.

It hid the shooter's identity, hesitated to release the Brown robbery allegation, and fumbled every explanation of what happened and why. Meanwhile, what it did achieve was arming its officers for WWII, while journalists were arrested.

Mercifully — but too late — the proceedings were turned over to the Missouri Highway Patrol by another big-time Ferguson loser ...

Governor Jay Nixon

Despite his fellow Democrat Barack Obama's defense, Missouri's Governor was a no-show in Ferguson, just when he should have taken charge. As New York's Andrew Cuomo showed when helping avert a Long Island Rail Road strike, and Ohio's John Kasich showed when Toledo's water became contaminated, a governor's primary responsibility is to be there at Ground Zero when crisis hits.

Nixon wasn't, and outraged residents noticed. His subsequent call for a curfew to stop nighttime rioting was disastrous. Not only did protestors scream at being denied their rights, but the looting got worse. As camera's filmed giddy criminals breaking down store fronts and stealing whatever they could carry, the gendarmes — both state and local — were nowhere in sight. A day later, a mortified Gov. Nixon called off the curfew and called in the National Guard.

The only thing Nixon got right and the

only real "winner" in this tragedy was the man the governor put in charge ...

Captain Ron Johnson

The Missouri Highway Patrol captain, a lifelong resident of the St. Louis area and 27-year veteran of the Highway Patrol, was mercifully chosen by the governor to coordinate law enforcement agencies after the Ferguson PD proved so wanting.

Every crisis needs a compassionate, decisive and approachable leader, and Johnson fit the bill. He ordered the military armaments taken down, waded into the midst of the protestors, spoke sympathetically, and presented a human face to the community.

Captain Johnson, who is destined to emerge from the Ferguson riots as a strong and popular political figure, clearly understood what other officials didn't: that symbolism and compassion and humanity in a crisis is often as critical as proper action. Indeed, Capt. Johnson might singlehandedly have turned the tide in Ferguson had the national news media not insisted on fanning the flames of the legitimate protestors and illegitimate criminals. The most shameful Ferguson media culprit was clearly ...

MSNBC

The liberal cable network turned itself over hook, line and sinker to a participant in the Ferguson drama, the ever-rabble rousing/race-baiting/flame-throwing reverend, Al Sharpton. Not only did MSNBC allow incendiary Al to use his daily broadcast hour to castigate the authorities and foment further Ferguson tension, it encouraged him to pop in as a guest on other programs throughout broadcast day. Wall-to-wall inflammable Al.

By this time, of course, MSNBC has made no bones about shedding most of the standards of news and objectivity that helped earn its NBC parent a reputation for quality journalism. In the face of right-wing Fox News, MSNBC has staked its claim to speak for the left. And no doubt with Rev. Al at full, unhelpful bellow in Ferguson, the network's ratings likely rose and management was happy.

But somewhere the esteemed reporters who helped build the network's now-tattered reputation for journalistic integrity — Chet Huntley and David Brinkley, John Chancellor, Tom Brokaw and even David Gregory — were shaking their heads ruefully. ●



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

recent memory have so many wrong-headed PR blunders been committed in such a short period of time.

PR News Briefs

Kekst, Joele Frank split big bananas PR bid

Kekst and Company is promoting a \$600 million unsolicited bid for Chiquita Brands as an alternative to the banana giant's "inversion" plan to merge with Ireland's Fyffes and establish a domicile in that country.

Orange juice producer The Cutrale Group and Brazilian banking and investment firm Safra Group went public with a \$13-per-share offer to Chiquita Brands shareholders, a 29% premium over the proposed Fyffes transaction that was pegged to Chiquita's Aug. 8 share price.

Kekst managing director Jeremy Fielding is leading PR for Cutrale and Safra regarding the Chiquita offer, while Innisfree M&A is wooing proxies. The parties said they could close the deal by the end of the year, the same timeframe proposed for the Fyffes inversion. Shareholders of Chiquita and Fyffes are slated to vote on the deal in September.

Chiquita in February hired Joele Frank, Wilkinson Brimmer Katcher to bolster PR for the Fyffes deal, which would make the combined entity the world's top banana producer ahead of Dole.

Ogilvy PR and Ireland-based Wilson Hartnell PR work with Fyffes on the PR front, while Chiquita director of corporate communications Ed Lloyd is the primary spokesman for his company.

In a statement, Chiquita said its board and advisors will review the offer to "determine the course of action that it believes is in the best interests of the Company and its shareholders." It urged shareholders not to take action until that review is completed.

O'DWYER'S RANKINGS

TOP PROFESSIONAL SERVICES PR FIRMS

Firm		Net Fees (2013)	Firm		Net Fees (2013)
1. Edelman	New York	\$90,476,533	26. Linhart Public Relations	Denver	582,259
2. Finn Partners	New York	11,658,597	27. Standing Partnership	St. Louis	569,560
3. MWW	New York	4,118,000	28. Perry Communications Group	Sacramento	491,992
4. LEVICK	Washington	3,751,644	29. Moore Communications Group	Tallahassee	451,513
5. Allison+Partners	San Francisco	3,500,000	30. Hope-Beckham	Atlanta	428,259
6. Peppercomm	New York	3,339,852	31. Public Communications Inc.	Chicago	390,338
7. Bliss Integrated Comm.	New York	3,090,000	32. McNeely Pigott & Fox PR	Nashville	353,481
8. rbb Public Relations	Miami	2,889,416	33. Beehive PR	St. Paul	351,399
9. 5W Public Relations	New York	2,800,000	34. Kohnstamm Communications	St. Paul	343,807
10. Zeno Group	New York	2,648,013	35. Jackson Spalding	Atlanta	339,370
11. Prosek Partners	New York	2,642,500	36. Coyne PR	Parsippany, NJ	303,000
12. Rasky Baerlein Strategic Comms.	Boston	2,379,536	37. Seigenthaler Public Relations	Nashville	302,585
13. Ripp Media/Public Relations	New York	2,325,492	38. Maccabee	Minneapolis	278,624
14. Regan Communications Group	Boston	2,142,000	39. TransMedia Group	Boca Raton	245,000
15. Konnect Public Relations	Los Angeles	1,687,863	40. Weiss PR	Baltimore	244,436
16. CooperKatz & Co.	New York	1,623,504	41. PAN	Boston	240,000
17. French West Vaughan	Raleigh	1,415,775	42. Rosica	Paramus, NJ	176,322
18. Schneider Associates	Boston	1,309,875	43. Landis Communications	San Francisco	175,000
19. Boardroom Communications	Plantation, FL	1,000,000	44. Marketing Maven PR	Camarillo, CA	131,662
20. LEWIS	San Francisco	896,000	45. Trevelino/Keller	Atlanta	110,000
21. Bendure Communications	Middleburg, VA	723,439	46. Gregory FCA	Ardmore, PA	100,000
22. PadillaCRT	Minneapolis	719,800	47. LaunchSquad	San Francisco	89,200
23. Makovsky	New York	700,000	48. OCG PR	Ft. Worth, TX	72,000
24. IW Group	West Hollywood	675,000	49. The Buzz Agency	Delray Beach, FL	67,502
25. L.C. Williams & Associates	Chicago	601,914	50. Idea Grove	Dallas	44,695
			51. Feintuch Communications	New York	42,208

Benchmarking, forecasting income, and budgeting

By Richard Goldstein

According to Al Croft in his book *Managing a Public Relations Firm*, one of your most important management tasks is to accurately forecast the amount of income that can be expected from clients during the year. You will need this information to anticipate cash flow and profit (how much money you will take in and how much you will keep) and to plan staff schedules and to anticipate hiring additional employees.



Richard Goldstein is a partner at Buchbinder Tunick & Company LLP, New York, Certified Public Accountants.

Forecasting and budgeting

There are important distinctions between forecasting and budgeting. Forecasting describes the amount of income/revenue that your agency expects to generate in a given period of time based on work that actually will and/or can be completed. Accurate forecasting is an essential aspect of both short and long term business planning.

Budgeting is more pragmatic. It outlines the maximum cost of client projects and the total income available to the firm. There are both similarities and differences between budgeting and forecasting. They are both based on your ability to estimate how much staff time will be required to complete specific client activities, and therefore how much agency income can be expected in payment for that work.

Budgeting establishes the cost parameters within which you must work. To produce an accurate income forecast, you must predict how much work you will actually do within a specific time period and within budget parameters.

Forecasting income also requires knowing the amount of time that you and other staff members will have available to invest in specific client projects within a set time period. It all requires an understanding of the activity that can be completed within a given period — because the client has approved it and/or budgeted for it and staff time is available — as well as the

activity that must be completed within that period because it is time sensitive. Time sensitive activities include such projects as a special event tied to an athletic contest, a new product introduction that must precede the advertising campaign, or press material related to a specific holiday season or special publication issue.

Variables such as unforeseen or last-minute assignments, opportunities, crises, the client decision making process, and other idiosyncrasies will always impact on how much and what type of work is performed and, therefore, will affect the amount of income that is actually earned in any given period.

Managing profitability

In addition to reliable income forecasts, your agency's profitability depends on control of profit drains as high salary to income ratios, high operating costs including rent (probably your second largest expense after salary and related costs), low staff productivity, and unbillable client time. Nonbillable expenses, such as agency promotion, new business development, travel, and client entertainment must be budgeted and contained. You must establish and live within a realistic overall agency budget and charge fair, competitive, and profitable rates and track the profitability of each client. It is also crucial to consider how you can turn around unprofitable clients or resign the engagement if not possible.

Five most popular ways to lose money

The five most popular ways to lose money in public relations are:

1. low productivity
2. write-offs
3. unprofitable clients
4. human mistakes
5. excessive salary costs

I could write a thesis on each of the above. I trust it is not necessary!

The role of benchmarking

It is critical that you benchmark your agency against your competition. It is often difficult to gauge your agency against other firms your size because of the lack of creditable information. Information is nevertheless out there. For example, a call to Rick Gould, managing partner of Gould+Partners can help.

Gould has recently published his *PR*

Agency Industry 2014 Billing Rates & Utilization Report. This report is as of December 2013 and can be invaluable in operating your agency. In addition to this report, in June 2014, Gould published his 2014 *Best Practices Benchmarking Report*. Both of these reports can be critical to your success!

Best practices

Ever since I have been working with PR agencies, it seems the benchmark for profitability has been set at 20% give or take. As most of you know, my view has always been this percentage is too low and the goal should be at least 33%. How do you get there? The first step is to understand what it takes to get there: budgeting, forecasting, and benchmarking to name a few.

Running the numbers

Croft suggested the following benchmarks to arrive at a 25% pretax profit: Salary and benefits — 50%; Travel and Entertainment — 2%; New Business Development — 1%, Operating Expenses (rent, utilities, telephone, maintenance, messenger, depreciation, etc.) — 13% of which rent is 7% to 10%). General and Administrative (stationery, supplies, insurance, postage and delivery, dues and subscriptions, recruiting) — 4%, Payroll Taxes — 4%. If you do the math, the sum of these expenses — 75% subtracted from 100% — leaves pretax profit of 25%. An observation: if your salary and benefits are over 55% according to Al Croft you are in trouble.

Tale of the tape

So how did the industry do for 2013? Well, according to the Gould survey, not one reporting firm based in the United States of any size level had an operating profit of 20% or more. In fact, not one US reporting firm had total labor at below 50% or even below 55%. Of the 115 agencies responding, eleven Canadian agencies had average profits of 20%. The New York metro area operating profit percentage was 15.9% and the highest of 18.5% was the Southeast.

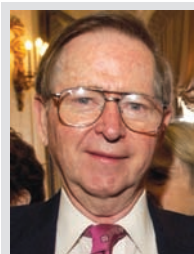
The overall goal

According to Gould, the overall goal for the industry should be labor under 50%, overhead no more than 25%, operating profit 25%+. Croft called this result "Nirvana." I call it a lot of hard work for what I consider low profitability! ●

Reporters under fire, need friends. Where's PR?

By Jack O'Dwyer

The beheading of journalist James Foley by ISIS forces and other instances of hostility to journalists in the U.S. and abroad prompted a *New York Times* examination of the phenomenon. "From Missouri to Syria, Journalists in Troubled Areas Are Becoming Targets," said the banner head Aug. 21.



Jack O'Dwyer

Noted were not only murders, jailings and expulsion of J's from troubled foreign lands, but interference with working press in the U.S.

Reporters covering protests over the shooting of a youth in Ferguson, Mo., have been "hit with tear gas and held by the police with little explanation," it reported.

"People who are in authority have a preference for journalists not being witness to wrongdoing," NYT was told by Martin Baron, executive editor of the *Washington Post*.

"Harsh environment" for reporters

NYT, warming to the subject, interviewed a number of reporters and editors and found "a harsh environment for reporters both at home and abroad, complicated by changes in the way journalists work and a change in the way they are viewed by both governments and the public."

NYT could have spent more time talking about how J's are confronted by PR people at U.S. businesses and organizations.

Reporters for PR Watch have been banned from sessions of the American Legislative Exchange Council for years. Gregory Koh, a critic of Wikipedia, was not allowed to attend a major meeting of WP May 28-June 2 in New York. The International Assn. of Business Communicators banned reporters from its annual meeting June 10 in Toronto. PR Society of America has banned reporters from its Assembly for the past three years.

The Committee to Protect Journalists, New York, which has a treasury of \$15 million, tracks press interference and persecution but focuses almost exclu-

sively on such abuses abroad.

PR executive Tim Cost said in 1998 that corporate PR "experiences a press call as a drive-by shooting." Richard Moss of Good Relations of the U.K., said in 2012 that clients are so afraid of what might get picked up in the media that content has become "too vanilla to matter."

PR specialists now outnumber press by a better than four-to one ratio says the U.S. Dept. of Labor — 202,530 PR's as of 2013 vs. 43,630 J's. The PR's grew from 166,630 in 2004 while the J's dipped from 52,550.

Furthermore, as noted by Douglas Hebbard in Talking New Media, the median pay of PR's was \$54,940 in 2013 while J's were making only \$35,600.

We wouldn't advise anyone to take up journalism as a career. There's far more money and security in PR, which is thriving on the agency side where counselors can do lots of promotion for businesses large and small at a much lower cost than paid ads. Corporate PR is shrinking but agency PR is growing based on 131 PR firms tracked by O'Dwyer's.

Traditional media sidestepped by PR

Current fashion in PR is to avoid traditional media as much as possible, especially when such media are critical, reaching customers and other target audiences via company websites, e-mails and social media. There's a sense in parts of the PR industry that victory has been achieved over the pesky independent press.

PR specialists are now called "social media influencers" at an ad/PR firm employing the son of Richard Batyko of the Akron chapter of PRSA, who noted this fact in his pitch to join the 2015 national board. All the pitches stressed the importance of social media including the one by chair-elect candidate Mark McClennan, who says he "helped lead the social media adoption at our agency."

Decades of employing PR people who never worked in the media has created a PR culture that tends to regard reporters as aliens and definitely people to be approached with supreme caution.

The shrinkage in media, resulting in the loss of tens of thousands of jobs while PR employment has been booming, was covered in *The Atlantic* article

on women in PR by Olga Khazan.

Additional pressure on reporters is coming from the economic side—the need to please advertisers. A "firestorm of controversy" has erupted over new "advertiser-friendly" criteria Time Inc. is using on some of its editorial employees.

Time looks at how "beneficial to advertiser relationship" a writer's work is deemed to be. *The Times-Picayune* of New Orleans prints press releases labeled "Community Submission."

Press persecution documented

Worldwide press persecution is a phenomenon that has been documented by UNESCO, Committee to Protect Journalists and many others. UNESCO issued a 51-page report on the subject in 2012 and continues to examine it.

UNESCO's Navi Pillay is particularly distressed by the fact that such persecution is mostly ignored by governments and institutions and that those who impede and harass the press can do so with "impunity." Almost no murders of journalists are ever solved.

Among those silent on this subject is the U.S. PR community.

An unethical "ethics" program

The New York chapter of the PR Society is hosting a program in September that will address the topic "PR professionals practice deception."

That sounds like the chapter is interested in what is ethical in PR. Two speakers with backgrounds in "ethics" are featured — Randy Cohen, former "Ethicist" columnist of *New York Times* who wrote a column for Ally Bank but was dropped after six weeks, and Jacqueline Brevard, former chief ethics officer, Merck & Co.

The problem is that reporters are banned from the event. Chapter President Henry Feintuch says they can watch it via a webcast and if they try to "crash" the event they will be turned away by security.

The national Society has banned reporters from its Assembly for the past three years and O'Dwyer's staffers from all events at its national conference for the same period. It has already told the O'Dwyer Co. it is banned from the 2014 conference in Washington, D.C., Oct. 11-14 including the exhibit hall where a booth was sought for O'Dwyer products. National spent an all time low of \$1,057 on "ethics" in 2013. ●

Journos rap White House response to PR staff complaints

White House press secretary Josh Earnest said in August that the Obama administration has made the White House and federal agencies “far more accessible and accountable than ever before,” in response to complaints lodged in July by a coalition of journalism groups.

Earnest, acknowledging a “healthy, natural tension between journalists and the White House,” said in an Aug. 11 written response to the groups that increased attention to FOIA requests, protections for whistleblowers, de-classification of national security information, and access to covering private fundraisers with the President were among efforts to boost transparency and aid reporters.

A consortium of 37 journalism organizations including the Society of Professional Journalists and the American Society of News Editors sent a letter to the president on July 8 decrying two decades of “censorship” through public affairs officers and asking for a directive to federal agencies telling them they are free to answer questions from reporters and the public.

Earnest acknowledged that he didn’t expect the press to be “satisfied” with the reforms he outlined. He added: “You wouldn’t be doing your important job as professional, independent journalists if you aren’t constantly advocating for more access and more transparency.”

SPJ, which said it sent a follow-up letter on Aug. 5 after getting no response from the White House, called Earnest’s letter a “non-response.”

“Typical spin and response through non-response,” said SPJ David Cullier, who said Earnest didn’t address specific concerns about preventing journalists from gathering information. He added: “We are tired of words and evasion.”

The journalism groups in their July letter said PAOs have stymied reporting on the federal government. “Over the past two decades, public agencies have increasingly prohibited staff from communicating with journalists unless they go through public affairs offices or through political appointees,” they wrote. “We consider these restrictions a form of censorship — an attempt to control what the public is allowed to see and hear.”

Indicted Perry adds crisis guru to legal team

Indicted Texas Gov. Rick Perry has added crisis PR guru Mark Fabiani to his robust legal defense.

“As we move forward to protect the Texas constitution and the First Amendment rights of any governor, I am confident this prosecution will be revealed to be contrary to the law and wholly meritless,” Fabiani said in a statement released by Perry’s office.

Perry, a likely presidential candidate, faces two felony counts of coercion of a public official and abuse of official capacity related to him pressuring a local district attorney, who pleaded guilty to drunk driving, to resign. He has orchestrated a forceful PR response to the grand jury indictment, from an Aug. 18 press conference to a smirking mug shot.

Fabiani, who will advise Perry’s legal team led by attorney Tony Buzbee, is a Partner in the California crisis shop Fabiani



& Lehane and previously advised Lance Armstrong, Chipotle and the Sultan of Brunei’s hotel group. He is a former Crisis Manager and Spokesman for President Bill Clinton.

Fabiani said: “I’m proud to join Gov. Perry’s outstanding team which has been assembled to fight back against this attack on the rule of law.”

UAE airline lands D.C. rep

Abu Dhabi-based global airline Etihad Airways has added Matthew Jennings in Washington in the new post of Senior Manager of Public Affairs as it expands in the US.

Jennings led legislative affairs for the International Air Transport Association, the airlines’ main trade group.

Etihad, which carried 11.5M passengers last year as the flagship airline for the United Arab Emirates, in June added service from Abu Dhabi to Los Angeles International Airport and slates San Francisco and Dallas-Fort Worth routes for opening in November and December. It serves existing routes in Washington, Chicago and New York.

Etihad launched in 2003 under decree of UAE’s Sheikh Khalifa bin Zayed Al Nahyan.

Jennings is a former Staffer to Rep. Henry Brown (R-SC).

Conservation Int’l names Goldthwaite CMO

Meg Goldthwaite, who led communications and marketing for the Clinton Bush Haiti Fund, has been named Chief Marketing Officer for Arlington-based global environmental group Conservation International.

CI, which has about \$200 million in net assets, focuses on issues like climate change, food security and clean water through a lens of sustainability.

Goldthwaite exits a Senior Director of Strategy and Innovation post at Women for Women International, a DC non-profit that aids women survivors of war.

At CI, she leads all marketing and communications, including partnerships, brand positioning and message development for the group.

CI, with its substantial fundraising and spending, has taken some criticism in the past for partnering with companies like BP, ExxonMobil, Nestle and McDonald’s on environmental projects.

Qorvis speaks for sanctioned Russian energy company

Qorvis MSL represents OAO Novatek, which made the list of US-sanctioned companies for Russia's invasion of Ukraine.

Billionaire Gennady Timchenko, a crony of Russia strongman Vladimir Putin, is a major stockholder of Novatek.

Reportedly worth more than \$14 billion, the US State Dept. called Timchenko a member of Putin's "inner circle."

Novatek issued a statement July 17, which noted it has neither businesses nor plans to make an political/economic impact in Ukraine.

The gas giant claims to adhere to "the world's best corporate governance and business conduct principles."

Novatek pointed out that individual Americans, US banks and investment funds are among its owners.

Qorvis' Loretta Prence, former Manager of the Dept. of Energy's clean energy website, SunEdison Communications Director and InfoWorld Senior Editor, and Ayal Frank, ex-staffer to Connecticut Rep. Jim Maloney supporting Armed Services Committee work, handle Novatek.

They're focused on the Russian Aggression Prevention Act of 2014, Executive Order 13662-Blocking Property of Additional Persons Contributing to the Situation in Ukraine, credit financing issues and global energy markets.

Ketchum, which is part of Omnicom, counts Russia and its energy giant Gazprom as clients.

Publicis Groupe owns Qorvis MSL. ●

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.

Greenberg Traurig, LLP, Washington, D.C., **registered August 12, 2014 for Embassy of the Republic of Turkey**, Washington, D.C., to provide, as an independent contractor, lobbying and government relations services to Turkey, in accordance with the provisions of an agreement between Turkey and Gephardt Government Affairs.

Liberty International Group LLC, New York, NY, **registered August 8, 2014 for Central Bank of Sri Lanka**, Sri Lanka, to identify U.S. business leaders, members of Congress and officials in the executive branch, opinion leaders, media outlets, and academics and prepare background papers for these audiences and engage them through personal contact.

Mayer Brown LLP, Washington, D.C., **registered July 30, 2014 for Government of the Kingdom of Morocco**, Washington, D.C., to conduct meetings and correspondence with appropriate U.S. government officials, facilitate visits to the U.S. by visiting delegations, and help to build partnerships in key industries and sectors of business.

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.

Pillsbury Winthrop Shaw Pittman LLP, Washington, D.C., **registered August 14, 2014 for Middlebury College**, Middlebury, VT, to advocate for potential legislation to ensure certification of veterans educational benefits for language immersion program.

McGuireWoods Consulting, Washington D.C., **registered August 15, 2014 for The Aerospace Corporation**, El Segundo, CA, regarding latest developments in cybersecurity techniques to protect critical U.S. Infrastructure.

Banner Public Affairs, LLC, Washington, D.C., **registered August 15, 2014 for SunEdison Semiconductor**, St. Peters, MO, regarding manufacturing, energy, and defense issues related to research and development of semiconductor technology and semiconductor manufacturing.

Todd Strategy, LLC, Washington, D.C., **registered August 13, 2014 for Myriad Genetic Laboratories, Inc.**, Washington, D.C., regarding Medicare payment for clinical laboratory tests and FDA draft guidance to regulate laboratory developed tests and companion diagnostics.

Sri Lanka banks on Macks

The Central Bank of Sri Lanka has recruited Liberty International Group to help improve the reputation of its home country in the US. Liberty is home of Florida politicians Connie Mack III and Connie Mack IV, who retired from US Senate and House respectively.

The Bank, called a "semi-autonomous financial institution," hired Liberty to a contract worth \$760,000.

According to its contract, the Bank wants to drive home the messages that Sri Lanka "suffered a long and brutal war," receives "unbalanced" media coverage that is "unfair, unwarranted and overshadows the impressive post-war socio-economic achievements of Sri Lanka" and is in the process of making a "genuine effort to improve the living standards of people in the conflict-affected areas." ●

Libya candidate gets U.S. help

Libya businessman Bashir Musa, a presidential hopeful in the chaotic country, is using AUX Initiatives of Baton Rouge for campaign management duties.

AI is the firm of Ronnie Snows, former Democratic Congressman from Mississippi, and James Creaghan, Louisiana lobbyist who testified in the 2009 bribery trial of ex-Congressman William Jefferson of New Orleans.

The firm's \$700,000 contract calls for candidate representation, including reputation building among US officials, staff and media, according to the firm's federal filing. ●

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Monument Optimization, Washington, DC. 202/904-5763. john@monumentoptimization.com; www.monumentoptimization.com. John Stewart, President.

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NM SLATES INSURANCE EXCHANGE PR
New Mexico, which has started to run its own health insurance exchange with federal help under the Affordable Care Act, is preparing to release at least one RFP covering PR and public outreach.

New Mexico is opening \$20M in federal funds to use for marketing, outreach and education for the exchange and is in negotiations with the federal Center for Consumer Information & Insurance Oversight this week. It expects the funding to be approved by July 1.

The exchange anticipates a 2013 marketing budget of \$2.5M.

Outreach in the state is a "unique" challenge in New Mexico because of its Native American and Hispanic populations, according to the Kaiser Family Foundation. The state created the exchange in late March after Gov. Susane Martinez, who previously vetoed bills which would have created the marketplace in 2011, signed it into law. The state initially wanted to run its own exchange but has asked for federal help after it recognized meeting the Oct. 1 deadline to be operational.

CADILLAC ROLLS WITHIN
Cadillac, which is enjoying a sales resurgence, has put FiatChrysler's PR in the driver's seat and a lack of the General Motors heavy brand's advertising and marketing budget.

Publicis' Fallon was dropped after a three-year run as a three-agency team from Interpublic's ad agency. Fallon took over creative AOR duties. Hill Holliday, Lowe and Campbell-Schmied made up the PR team.

Cadillac said Omnicom-owned FFI will provide strategic communications counsel to the brand and help reach new customers in finance, luxury and technology. Bob Ferguson, a GM VP who heads marketing, brand management and advertising for Cadillac, is a former senior VP for FFI.

FFI president and CEO Drew Sney said in a statement that the agency's mandate is "driving the new Cadillac narrative and executing communications brilliantly in the places our buyers live."

FFI already works with Cadillac parent General Motors.

GM said this month that Cadillac sales are up 33% in 2013, the biggest increase since 1976.

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You'll get the news first in the eight-page weekly O'Dwyer letter, the "bible" of PR according to the *New York Times*—tips and stories that can lead to jobs, new accounts, media placements—sent as a PDF to your inbox every Monday afternoon.

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O'Dwyer's magazine, now in its 28th year, examines a different area of PR each month. Issues include practice-area specific feature stories as well as profiles of PR firms with strengths in the focus area. The agency profiles constitute the ideal starting point for companies beginning their search for PR counsel.

2014 Editorial Calendar:

January, *PR Buyer's Guide/Crisis Comms.*
February, *Environ. PR & Public Affairs*
March, *Food & Beverage*
April, *Broadcast Media Services*
May, *PR Firm Rankings*
June, *Multicultural/Diversity*
July, *Travel & Tourism*
August, *Prof. Svcs. & Financial/*
September, *Beauty/Fashion & Lifestyle*
October, *Healthcare & Medical*
November, *Technology*
December, *Sports & Entertainment*



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