



Xanthus Communications

Media Jockey

A Newsletter from Xanthus Communications

Coming Soon!
pr for people-the book

pr for people™

Be famous for who you are and what you do.

To promote you, your brand, and your business, you must carefully plan all elements of your promotion, which include the following Ps of PRforPeople: Persona, Positioning, Perception, Platform, Planning, Press, Pitching, Partnering, Performance and Persistence.

All of these pieces together help to create a brand identity where the whole is greater than the sum of its parts so that your message about who you are and what you do breaks through the clutter in a way that will help to develop your career and increase your business.

Book launch December 1st!
Soon at bookstores near you!!!

Two Americas

It's not about politics.
Reaching Two audiences-
New Media or
Newspapers?

A growing hunger for information

Issue 28 Oct 22 2009

Fools, Knaves & Balloons

Dear Friends and Colleagues: Greetings!

Last week I spoke to a young architect who has a flair for PR--he decided to get work by going to local street fairs, getting a booth, placing a tin cup on the table and offering architectural advice for 5 cents. Soon someone told the media about his tin cup and cheap advice. The press thought he was fun and upbeat--the perfect antidote to the barrage of grim economic news. He was picked up in the local newspaper, and then he made it to NPR, numerous blogs, YouTube, and finally he was on to the big time--CNN.



We've witnessed publicity stunts from the Beatles' famous "Paul is Dead" campaign to accompany the release of *Abbey Road* to the very recent Balloon Boy debacle. Publicity Stunts will always be with us. They will get you attention and instant recognition, but they are no substitute for the steady, sustained devotion and discipline that it takes to build a solid, high quality brand.



The 5-cent architect says he has had a steady stream of work since his stunt. Now he claims to have another great PR stunt, but he is not sure he can get lucky twice, so he is asking me what he should do. My advice to him and to anyone is: never rely on gimmicks. Instead, put in the time and do the hard work that it takes to build a successful brand.



Best Regards,
Patricia Vaccarino,
Managing Partner
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is "being met unequally," raising the specter of two Americas -- one wired, the other not so much, says a Knight Commission report. Newspapers need new business models, notes Google exec Marissa Mayer, but "the solution isn't coming."



"Hollywood is the moral compass of America." -- Harvey Weinstein



Harvey Weinstein

Colossally Dumb PR

Harvey Weinstein broke the three cardinal rules of PR:

PR Rule number One.

Always have a complete understanding of reality and especially your audience.

Harvey said: "Hollywood is the moral compass of America."

PR Rule Number Two.

Visit [PRforPeople](#) to learn more about our experts

Roman Polanski + Hollywood

Whatever Roman Polanski did or did not do with a thirteen-year old girl back in the 1970s is his private issue to sort out.

Roman Polanski's colleagues' rallying around him in a show of support, however, is a different story. Their positioning and their messaging is not good for an industry that is already perceived as struggling with its own identity and is on the brink of financial collapse.



Main Street already mistrusts Hollywood, but until recently there has always been the air of plausible deniability. Hollywood-as an industry-always claimed it did not live in a separate, amoral and gilded reality. Hollywood always claimed it was only making the movies that America really wanted to see. Hollywood claimed to be filling a demand-our demand.

But when Miramax Producer Harvey Weinstein announced that everyone should forget Roman Polanski's "so-called crime," the public's perception of Hollywood took a sharp nosedive. Harvey's comments to the press confirmed everyone's worst suspicions about Hollywood, and gave fresh ammunition to the skinheads living in Idaho. Harvey also successfully branded himself as a pig. Not to mention dumb. Just at a time when his company is tanking and he could really use some investment \$\$\$.

Great example of a total PR disaster and how NOT to brand one's self or one's industry. For a complete story, please see Oct 3 2009 Wall Street Journal <http://tiny.cc/ZR1PP>.

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Be famous for who you are and what you do.

PRforPeople-Seattle: a business networking group!
Join us for a glass of wine and hearty hors d'oeuvres!

Sunday, November 1st
4pm to 6pm

Patricia Cameron Gallery
234 Dexter Ave North
Seattle, WA 98109

PRforPeople-Seattle: a business networking group brings together professionals from diverse sectors and businesses to support one other in the pursuit of professional excellence in both career and community. This month's meeting will feature leading Northwest Plastic Surgeon Henri P. Gaboriau, MD FACS on Sunday, November 1st from 4pm to 6pm

Do not minimize a crime, especially when the perpetrator has already pled guilty. Acknowledge the crime and apologize to the victim.

Harvey's message: in Hollywood (all across America), rape is okay if the perpetrator is a Very Important Person.

PR Rule Number Three.

Do not publicly associate yourself with morally reprehensible crimes, causes or people.

Harvey implied: if you look at the numbers again, the girl could be 31, not 13.

NOTE: Harvey applies the same inflated numbers to his box office earnings.

BRANDING THE MEDIA

Gordon Crovitz, co-founder of Journalism Online, claims that the media meltdown will continue because Digital technology is undermining almost all forms of media -- and "no one knows which brands will survive. The challenge for all media is the same: Focus on what makes each brand different and more valuable."



Become a fan of PRforPeople on facebook and connect with the media.



Dr. Gaboriau will give a brief presentation that provides some of the latest breakthrough technologies, cosmetic procedures and aesthetic treatments that are available.

Originally from France, Dr. Gaboriau opened the Sammamish Center for Facial Plastic and Reconstructive Surgery in 2000. He is expert in all aspects of Facial Plastic and Reconstructive Surgery, and has over 15 years of experience that ranges from the traditional face-lift, eyelid surgery, and nose surgery to the advanced endoscopic forehead lift. He has also had extensive training and experience in the treatment of head, neck and skin cancer. As an expert in facial plastic surgery, he also performs reconstructive plastic surgery on the most complex cases involving victims of dog attacks and accidents. For his complete bio, please see his website <http://www.sammamishfacial.com>. Become a fan on Facebook, search for "Sammamish Facial" or follow @HenriGaboriauMD on twitter.

Street parking is free on Sunday!

Contact: Patricia Vaccarino

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206 979 3380

\$15 meeting fee!! Professionals and entrepreneurs are encouraged to attend. For directions, send us an email or call.

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For questions or comments, please reply to patricia@xanthuscom.com

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