



CableFAX

TOP

CASE STUDIES IN CABLE MARKETING & PR

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Editor's Note



A terrific account by Marshall Heyman in *The New Yorker* of the 47th annual Publicists Awards gala (yes, publicists have a day where they are the stars) was mostly lighthearted.

The group, Heyman reported, gathered March 5 at a hotel near Hollywood, munched on spinach-stuffed chicken and heard from 93-year-old Ernest Borgnine, emcee Mario Lopez (filling in for George Lopez) and the group's biggest get ever, George Clooney, who presented the Les Mason Award, the organization's top honor, to his publicist Stan

Rosenfeld. Anthony Breznican, the *USA Today* reporter who won the Press Award, joked it was like "getting the lawman-of-the-year award from the Mafia."

The hilarity was broken somewhat by a lament from veteran publicist Lois Smith. Ms. Smith, now retired, once counted Robert Altman and Martin Scorsese as clients. In 2003, she received the Les Mason Award.

Smith, reminisced with Heyman about how her former profession had changed radically, even before the Internet became a force. "Being a publicist is not as much fun as it used to be," Smith is quoted as saying. Her lament continues: "There's no such thing anymore as 'creating a campaign.' There's so much noise. I'm not so sure I could do it now."

There have been changes in PR and Marketing, this is to be expected and embraced. It's why we've asked industry professionals about change and the best ways to prepare for it (see the final chapter in this book).

But no more fun in publicity? No more campaigns? Perhaps Ms. Smith might have been overly nostalgic at seeing so many old friends at the lunch, and, granted, she's retired, but with respect I submit she's missing much of what's occurring in cable PR and Marketing.

As articles in this guidebook show, marketers and PR professionals continue to create and execute campaigns. There's plenty of strategizing and forethought. And fun. Just look at the campaigns A&E staged for "Crisis Angel Mindfreak" (page 39) and "Hammertime" (page 63) and Bravo's publicity for "Top Chef" (page 46).

Certainly the space is crowded, but I suspect Ms Smith's "noise" is social networking sites and the Internet, which can yield much information about customers and audiences, professional catnip for PR and marketing executives.

Speaking of fun in PR and marketing, it was a pleasure working with the professionals from MSOs, programmers and other cable organizations who submitted articles for this book. Thanks also to our panel of PR and marketing pros who shared their wisdom through interviews that can be found toward the end of this book. Finally, to my editorial and design colleagues, thank you for helping shape and enhance the ideas, tactics and strategies in this volume.

Cover photos (top to bottom): CNN's election campaign (courtesy of CNN), Bravo's "Top Chef" cross-country tour (courtesy of Bravo), Animal Planet's new season campaign (courtesy of Animal Planet), WWE's election campaign (courtesy of WWE)

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