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CASE STUDY

BY GREG PALESE, VP, MARKETING, KLEIN TOOLS

How Klein Tools Used Videos to Calm Flare-Ups About Global Manufacturing

Since 1857, **Klein Tools** has assisted professionals by designing and manufacturing hand tools. What began in Mathias Klein’s forge shop in Chicago has become a globally recognized manufacturer.

For 160 years, the brand created and manufactured tools in the United States.

THE ISSUE

As the company continues to grow and expand, however, it faces the challenge of being unable to manufacture every tool on home soil.

Despite many tools used in electrical work that are manufactured in Klein Tools’ U.S. plants, the brand’s target audience reacted poorly to the company’s global expansion, which had it making some tools outside the U.S.

Often the company’s growth is perceived as betraying its American roots, which causes “brush fires” on social media that demand a lot of attention and quick action to mitigate.

TACTICS

As a proactive measure against these flare-ups, Klein Tools decided to mount a video campaign.

Faced with the challenge of evolving the perception of Klein Tools and reinforcing the company’s commitment to the U.S., the brand sought to reconnect with its domestic audience through things it cares about: music, sports, racing and other inspirational entertainment.

With the rise in social video’s popularity, Klein Tools reasoned video could be used as a powerful PR vehicle to gen-

erate awareness. In this case, the company decided to feature its relationships with end-users throughout the country and show Klein Tools remains a respected, reliable American manufacturer that also produces tools globally.



ILLUSTRATE EXPERIENCES

The idea of the video series, “Tools that Power America’s Passion,” was to go behind the scenes at events to show the work and resources needed to create unforgettable experiences. In each of these typically American events, professionals deploy Klein Tools. In sum, the brand aimed to show that the U.S. depends on electricity and electricians depend on Klein Tools.

The experiences included:

- ▶ When floats parade down Bourbon St. during Mardi Gras.
- ▶ When engines roar under the lights in Charlotte.
- ▶ Friday nights during HS football games across Texas.
- ▶ Every time the bass drops at an outdoor music festival.

The stories behind these iconic events and the people who make them possible felt larger than the company’s traditional advertising could handle. Obtaining feature placement for each series segment wasn’t feasible, and Klein’s audience failed to express interest in reading long-form blogs on these subjects. Knowing all this through regular analysis of social media interactions and advertisement leads, or lack thereof, the Klein Tools marketing team chose video for its

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NY CITY

Continued from page 1

Content Marketing in the MAGA Era

ability to spread the company's message in an entertaining way.

Once Klein Tools developed a calendar of potential events that worked within the campaign theme, the content marketing team got to work tracking down contacts at local electrical distributors, production companies, property managers and contractors to secure filming rights and production schedules.

The team made an assumption that as long as it could find electricians working on major events, it could find Klein Tools in their hands. The assumption proved correct.

Videos from each event were produced, combining behind-the-scenes footage and interviews with professionals on the job using Klein Tools. Each event became the backdrop for a video of roughly two minutes. The videos contained information about the event and showed professionals using Klein Tools to set up the electrical requirements needed.

The videos featured interviews with tradespeople and other professionals, shots of the work needed to set up or maintain the iconic venues, as well as the impressive final results.

Since Klein Tools' end-users generally see only construction projects during a specific phase—not often eyeing the finished product—we decided to feature events while they were up and running. This provided what we felt was a holistic perspective on the work pros do daily on massive projects. It also was a side of the story our audience was unlikely to have seen.

GOALS

The team did not expect to see a direct correlation between the campaign and sales figures. Instead, it chose goals it believed could outperform those of similar campaigns the team executed recently:

- ▶ Exceed normalized thematic (non-product) campaign engagement rate: 112 interactions per 1,000 followers
- ▶ Exceed average thematic (non-product) campaign **YouTube** views of 1,500
- ▶ Maintain thematic (non-product) campaign **Facebook**-viewed engagement rate of 1.5 % to 2.5%

CHALLENGES

The challenges included content issues and logistical hurdles. Not only did the team need to find the right events, it had to secure behind-



Highly Charged Issue: A Klein Tools worker produces a tool. A video series was begun to counter social media complaints when customers learned the company was making some tools outside the United States.

the-scenes access and final approvals from host organizations. After that the videos needed to present content in an entertaining and informative way that also showcased Klein's behind-the-scenes involvement.

The weather also proved to be a major challenge. Just when the team thought all the boxes were checked and filming could commence, Mother Nature stepped in. The team spent three days slogging through the mud during an outdoor music festival in Michigan, or leading a pack of motorcycle riders through the Black Hills of South Dakota, in the rain.

Relying on in-house resources and personnel for the majority of the production process, once filming wrapped the team scrambled to return to the editing suite. Factoring in travel time, editing, internal approvals, approvals from event partners and supplemental asset creation, distribution timeliness proved to be challenging, as well. Relevancy is fleeting when working with events that last just a few days or weeks.

DISTRIBUTION

A first for Klein Tools: The team decided to upload the videos directly to Facebook as the primary social media distribution method. This took advantage of Facebook's auto-play functionality and created a playlist that would run all published installments to our 700,000 followers once a viewer started watching.

Since the events had at least several weeks between them, Klein Tools filled the void daily with product-focused posts. We believe this gave the campaign more visibility.

The team also uploaded videos to YouTube in full, 30-second, 15-second and six-second

cuts. While the longer videos were embedded in the Klein Tools website and shared through professional networks, the shorter films served as Instagram and **Twitter** content, as well as bumper ads that drove traffic to the full-length videos.

A landing page on the Klein Tools website housed the embedded campaign videos and served as the destination for digital ads. The longer spots were also distributed to media in local markets and to trade publications for coverage.

After sharing the campaign on the platforms noted above, it was posted to our blogs. The team augmented the content by diving deeper into the history and significance of each event.

The team also incorporated the video series into its annual Electrician of the Year search, with a trip to an iconic American destination as part of the grand prize.

The campaigns also were featured at in-store counter displays throughout the country in alignment with the company's national business-to-business stocking promotion.

RESULTS

A sampling of positive comments:

- "I think I found my next summer job. Klein Tools are the best!"
- "This just made me love Klein even more!"
- "Something that you depend on that's what you are going to find in my Tool Bag... Klein Tools"

Not only were Klein Tools' followers relating to the featured tradespeople and the passion at each event, but they recognized the skills and tools they saw in the videos could translate into job opportunities.

Prior to the campaign wrapping at the end of 2017 the videos exceeded expectations. They resulted in more than 80,000 views and 300,000 reached. The series' videos averaged more than 12,000 views, 300 engagements, 45,000 reached and more than 42 hours of total viewing time.

Trade publications, including *New Equipment Digest*, *Industry Week* and *Electrical News*, ran articles about the video series.

The series also surpassed goals the team set:

- ▶ Exceeded normalized thematic (non-product) campaign engagement rate: 336 interactions per 1,000 followers

- ▶ Exceeded average thematic (non-product) campaign YouTube views of 1,700
- ▶ Maintained thematic (non-product) campaign Facebook-viewed engagement rate of 1.92%

LESSONS LEARNED

1. Location scouting and shooting can be difficult. Although Klein's end-users show impressive love and respect for the Klein Tools brand, their employers, property owners and production companies didn't always share their enthusiasm for being part of the project. The lack of understanding and excitement at the higher corporate levels intensified issues with securing filming rights and final approvals.

2. When the country is focused on "Making America Great Again," a softer approach to supporting America gets lost in the outrage of who makes what where. Klein's core customers, though entertained and engaged by the video series, want a more overt display of the company's commitment to America.

3. It is our view that there is no quick fix to shift the conversation about U.S. manufacturing away from who makes what and where. Highly publicized events and dialogue around American manufacturing have created a climate where Klein Tools' marketing is chipping away at the issue, rather than instigating a major shift.

MOVING FORWARD

Throughout 2018, Klein Tools plans to address more directly the issue of who makes what and where. The company will continue its quest to evolve the perception of Klein Tools by reinforcing its commitment to America.

The content marketing team and PR push will highlight the people of Klein Tools who work in Mansfield, Texas; Fort Smith, Arkansas; Elk Grove, Illinois; Cedar Rapids, Iowa; Bolivar, New York; and Trevoise, Pennsylvania. This is where they are forging, machining, sewing and shipping U.S.-made tools.

We will continue to search for unique and compelling ways to resonate with American customers and to be top of mind when they think about American tools, American jobs and American workers. ■

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GoPro Tops Electronics Sector in Consumer Engagement With 74,000 Actions Per Post

It sometimes seems that brand communicators and marketers operate in silos within their companies. The *PR News Salary Survey 2018* found just 22% of communicators reporting to marketing, for example (PRN, March 13). A survey from an arm of **The Conference Board** tracked with PRN's finding (PRN, February 27).

On the other hand, marketers and communicators seem to be comparing notes regarding social media. Once again we have exclusive data from **Shareable** showing that a sector grew engagement on **Facebook, Twitter** and **Instagram** despite posting fewer pieces of content.

Specifically, consumer electronics brands in 2017 boosted engagement 5%, generating some 467 million consumer actions with their social posts, although they posted 15% fewer pieces of content. The sector saw a healthy 51% increase in actions, or engagements, per post, says Shareable's **Ron Lee**.

Another similarity with other sectors we've looked at during the first few months of 2018: The Consumer Electronics segment featured a 76% growth in consumer engagement with video.

Instagram was the category's most utilized platform as 77% of actions came from Instagram, followed by Facebook at 18% and Twitter at just 5%.

QUALITY BESTS QUANTITY

As we've seen often but not always, the leader in a category exemplifies the trend of fewer posts bringing more consumer engagement. **GoPro** fits the mold perfectly.

The 2016 leader, GoPro garnered 184 million consumer actions in 2017 (down 6% year over year), which was 39% of the category's engagement. Despite posting 25% fewer pieces of content and 4% fewer videos, GoPro still saw a 25% growth in actions per post and a 157% increase in consumer actions with videos vs 2016, Lee says.

In addition, GoPro garnered the highest consumer engagement per

piece of content with 73,890 actions per post.

Number 2 **Playstation** touts a 36% increase in consumer actions with a 263% increase in video content posted in 2017. Consumer engagement with videos rose 277%; video views rose 139%. Playstation content was the most shared in the category at 2.1 million, Lee says.

Number 5 **Canon** grew the most of the top 5, generating 22 million consumer actions (up 110%). ■

Shareable

SOCIAL SCORECARD

TOP CONSUMER ELECTRONICS BRANDS – 2017

Based on Total Actions (reactions, comments, shares, retweets and likes)
Data provided exclusively to PR News by Shareable.

Sources:   

Rank	Brand	Total Actions	Total Content	Actions per Content	Total Audience
1	 GoPro	183,690,502	2,486	73,890	25,093,117
2	 PlayStation	28,963,557	5,257	5,510	60,312,912
3	 Razer	25,162,574	2,686	9,368	12,492,887
4	 Xbox	22,603,412	2,507	9,016	40,611,911
5	 Canon	22,221,783	2,273	9,776	2,786,604
6	 Beats by Dre	17,346,225	1,764	9,833	13,523,704
7	 Nintendo	16,858,804	1,814	9,294	14,737,145
8	 Lenovo	13,087,616	1,341	9,760	7,453,224
9	 Sony	11,620,425	1,606	7,236	16,059,755
10	 Adobe Photoshop	8,552,510	813	10,520	11,362,760

Women Twice as Likely as Men to Shop on Mobile Devices and Respond to Bargains From Marketers

Several weeks ago we reported **Statista's** survey of 10,000 U.S. adults 18-64 provided patterns in how the sexes made purchases (*PRN*, March 6, 2018). Statista's data said 81% of women made purchasing decisions on culinary items, while 65% of men did. 90% of women chose fashion-related goods, such as clothing, shoes and accessories, with men making decisions 75% of the time. Men led in consumer electronics purchases 79% to 69%. In cars, motorcycles and bicycles, men made decisions 64% of the time, women 50% of the time.

A caveat: 30% of those surveyed in Statista's *Global Consumer Survey* were single. This means the results don't reflect relationship dynamics, Statista says. In the end, the conclusion was that some of the figures made marketers' jobs easier; other of the findings should have marketers thirsting for additional knowledge about customers.

MEN VS WOMEN ON MOBILE DEVICES

We feel that thirst and are responding with a new survey from retail researcher **First Insight**, which provides additional insight about how the genders differ on purchases. In short, these findings spot keen differences in shopping habits, insight no doubt useful to marketers and communicators.

The First Insight survey finds women are much better bargain hunters than men; women also are more likely to shop on mobile devices. The survey asked questions of 1,000 U.S. shoppers.

Only 22% of male respondents reported frequently shopping on mobile devices, compared to 40% of women. The next finding is hardly surprising given the previous one: 46% of men say they frequently shop on **Amazon**, while 60% of women do.

In addition, 42% of men are much more likely to shop at full-priced retailers than discount retailers (18%). Women (38%) prefer discount retailers over full-price shops (31%). Just 21% of men frequently use mobile devices to compare prices while in a store, yet 31% of women do. 54% of men say they research products and prices on Amazon.com before shopping elsewhere, while 67% of women do. ■

ONLINE SHOPPING'S GENDER GAP

22% of males reported frequently shopping on mobile devices
40% of women reported frequently shopping on mobile devices

46% of men are frequently shopping on Amazon
60% of women are frequently shopping on Amazon

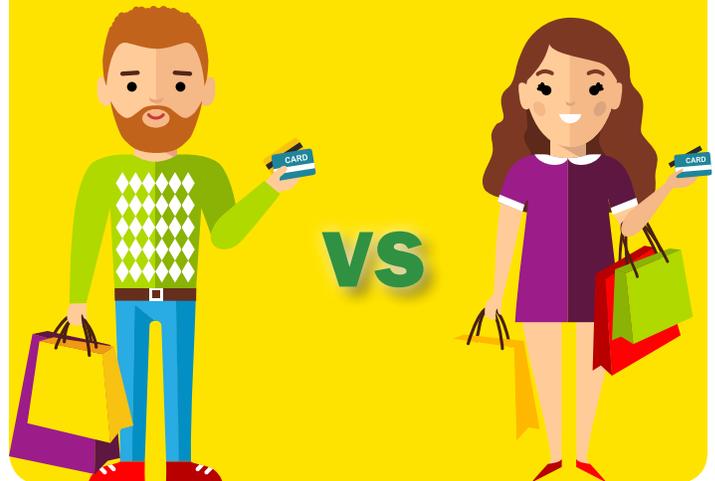
44% male respondents cite being able to touch and feel a product as a main driver that takes them in-store
33% female respondents cite being able to touch and feel a product as a main driver that takes them in-store

42% men are likely to shop at full-priced retailers
31% women are likely to shop at full-priced retailers

18% of men who are likely to shop at discount retailers
38% of women who are likely to shop at discount retailers

34% men who subscribe to Amazon Prime
54% women who subscribe to Amazon Prime

Source: First Insight (1,000 respondents, March 2018) PRN Infographic



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Communicators Should Expect to Encounter a New Species of Data-Oriented Journalists

Newsrooms seem to be changing, based on what's discussed during PR conferences. Practically speaking, how are they are changing and at what pace?

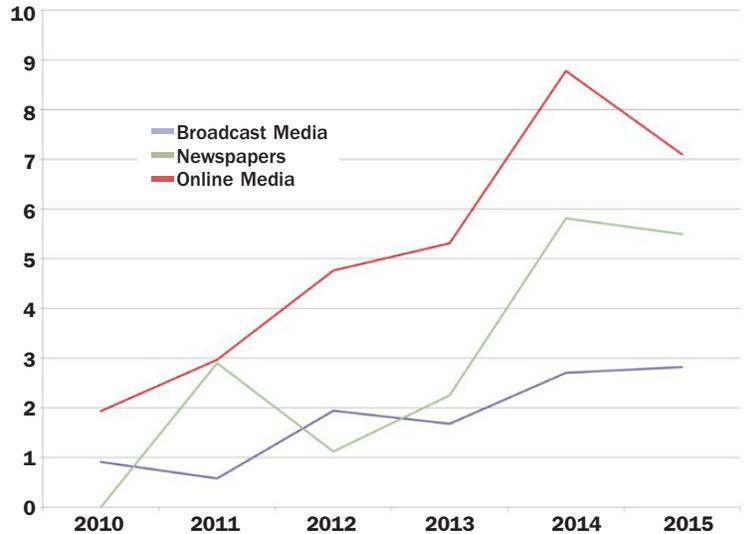
Those were some of the questions **Tow Center for Digital Journalism** fellows **Matthew Weber (Rutgers University)** and **Allie Kosterich (Pace University)** had as they launched a study examining the careers of 6,116 news staffers in NYC employed at print, digital-first and television outlets.

Their analysis found the presence of a new type of news worker, one possessing data, analytics and platform-oriented skills (DAP). As you can see in the charts, DAP jobs grew significantly, though mostly in newspapers and online media.

During the years of the study, 2010-2015, DAP jobs accounted for an estimated 9% of all positions at media companies in the NYC metro area. In addition, the share of traditional, non-DAP newsroom jobs decreased 8% at online media companies, 9% at newspapers and 5% in broadcast newsrooms. The researchers' conclusion: such skills have become "critical" to the day-to-day running of newsrooms.

The study also looks at where the DAP workers originated, providing another insight into the changing newsroom. What Weber and Kosterich found was an insignificant number of DAP hires coming from outside journalism. Hires from tech

Percent of New Roles Categorized as DAP



Source: Tow Center for Digital Journalism, March 2018

Data's Entry: Charts from the Tow Center study show the increase in data, analytics and platform-oriented (DAP) jobs in newsrooms, 2010-15. Online media and newspaper companies hired DAP professionals at a faster rate than television news outlets.

companies, such as **Google**, were seen, but they were neither "central nor influential." Larger media companies, those paying higher salaries, were beginning to hire DAP employees from industries other than journalism, the data showed. Absent hiring from outside journalism, media companies will need to increase training in data skills, the study suggests. ■

The Changing Newsroom

9%	percentage of all jobs in NYC media companies that were data, analytic and platform-based (DAP)
8%	percentage decrease of non-DAP jobs in those media companies (9% in newspapers and 5% in broadcast)

Source: Tow Center for Digital Journalism (6,116 newsroom staffers, March 2018)

REPUTATION

Just 41% of Americans Trust Facebook to Obey Laws That Protect Their Personal Information

The survey of some 2,000 Americans taken last week as the **Facebook-Cambridge Analytica** data breach story was ebbing reveals few surprises (see box at right).

The **Reuters/IPSOS** survey, however, emphasizes one of the main issues Facebook will need to address to avoid further erosion of its business (the company lost \$58 billion in value last week and shares were off as we went to to press due to the **Federal Trade Commission** confirming it has opened an examination into Facebook's data-handling practices). No large tech company that gathers data on users is trusted less than Facebook to handle such information lawfully, the survey shows.

Continued on page 7

Whom Do You Trust With Your Personal Information?

66%	Trust Amazon to obey laws that protect their personal information
62%	Trust Google to obey laws that protect their personal information
60%	Trust Microsoft to obey laws that protect their personal information
47%	Trust Yahoo to obey laws that protect their personal information
41%	Trust Facebook to obey laws that protect their personal information

Source: Reuters/IPSOS (2,237 people, Mar. 21-23) 2018

TRUST IS THE MAIN INGREDIENT

As **Sheryl Sandberg**, Facebook's COO, said late last week on *CNBC*, regaining trust is the company's top priority. Both **Edelman** and the **Reputation Institute** (RI) released their annual reports about trust and reputation. Both reports were dour: Edelman found trust continuing to erode for brands and governments; RI said corporate reputation in 2018 will decline for the first time since 2009 (*PRN*, March 20). Apparently Facebook faces an uphill challenge to return to the public's good graces.

How does it get there? RI's report emphasizes clear and frequent communication from the CEO. As we note on page 8, column 1, Sandberg and Facebook founder/CEO **Mark**

Zuckerberg were silent for 5 days after a page 1 story in the *Sunday NY Times* and the *Observer* of London (March 18) detailed how Cambridge Analytica allegedly siphoned the data of 50 million Facebook users and provided it to consultants working for the Trump presidential election campaign in 2016.

Will regulation work? The same Reuters/IPSOS poll has 46% of adults in favor of additional government oversight of how tech companies handle user information; 17% want less oversight and 18% were unsure.

Another data point of interest for Facebook and other brands: 63% of those polled want less targeted advertising; just 9% want more. ■

MILLENNIALS

Study: Millennials Are Much More Than the Sum of Their Social Media Accounts

"The Greatest Generation." "Baby Boomers." "Gen X." They all seem to have better connotations than one of the current monikers attached to Millennials, "The Selfie Generation."

Even less flattering are the characteristics often associated with Millennials, such as job-hopping, lazy and mobile phone- and internet-dependent.

Ah, but Millennials may fool us, a new study says, arguing this generation cares more about values, career and diversity than the number of followers, likes and shares someone has on social media. Communicators and marketers take note.

SOCIAL MEDIA IS A TOOL NOT A PHILOSOPHY

In short, while there's little doubt Millennials, particularly younger Millennials, are more comfortable with social media and use it more than earlier generations, it is another thing to automatically link this group's self-worth with social media. The study argues social media is a tool for Millennials, not the center of their lives.

Released last week, **Fuse Media's** study, conducted late in 2017 by **Insight Strategy Group**, looked at 2,000 people who self-identify as black, Latino, Asian and white.

Among its findings was that 80% of Millennials care a lot about diversity and inclusion.

In addition, 73% say "values" are the largest influence on who they are.

Nearly one-third cited "relationships," "hobbies," "careers" and "what I'm good at" were factors for self-identity.

44% are people of color and this subsection comprises up to 75% of the Millennial audience in the top 20 U.S. markets. This group places much weight on ethnicity and nationality.

80% of the full Millennial group expects authentic advertising to feature people who look like them.

Who is a Millennial?

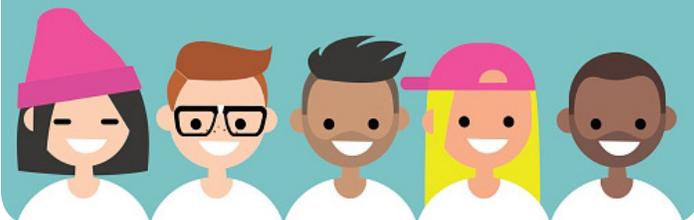
78% Multicultural Millennials say they mainly watch content to disengage and decompress from life

73% of Millennials say values have the most impact on who they are

32%+ of Millennials say factors for self-identity include "what I'm good at," "relationships," "hobbies" and "careers"

80% of Millennials care a great deal about diversity and inclusion, they expect authentic advertising featuring people who look like them, and they respect brands that take a stand on relevant issues

Source: Fuse Media and Insight Strategy Group
(2,000 respondents and in-home interviews, March 2018)



In addition, a point that many studies echo, including **Aflac's** 2017 CSR survey (*PRN*, March 13, 2018), the overwhelming majority of Millennials (80%) respect brands that take a stand on relevant issues. ■



Mark Zuckerberg, Founder, CEO, Facebook

1. What If? What if **Facebook** leaders **Mark Zuckerberg** and **Sheryl Sandberg** hadn't waited 5 days to speak in public about the **Cambridge Analytica** mess? And what if they hadn't missed a March 20 meeting of Facebook employees when the media storm was beginning? What if Facebook hadn't initially poo-pooed the scope of data Cambridge had taken from it for a week, as **Robert Hackett** and **Adam Lashinsky** wrote in *Fortune*? The *NY Times* said Facebook at the outset "questioned whether any of the [Cambridge] data still remained out of its control." You might recall Zuckerberg's initial reaction to the suggestion that Russians used Facebook to meddle in the 2016 U.S. presidential election. "A pretty crazy idea," he called it. Later he admitted it wasn't and pledged to fix Facebook. Same deal with Cambridge Analytica: the allegations were bogus, Facebook snorted, until eventually they weren't. But fixes of a product with billions of users can't be easy. Facebook's size makes us skeptical regulators will fare a great deal better than Zuckerberg *et al* in policing the behemoth. A rule of crisis management is to avoid knee-jerk reactions to potential crises. It's advised to gather information and then act. It took Facebook 5 days. That's too long, especially when you say nothing in public and you're an iconic brand dealing with an earlier crisis. You'd think after the Russia fiasco Facebook would have learned some lessons. The results of this PR snafu resulted in the company's value falling \$58 billion last week. At our press time more bad news: the **Federal Trade Commission** confirmed it's investigating Facebook over the Cambridge affair. Shares were down 2% in early afternoon trading. More fallout can be seen on page 6, bottom.

2. Not #MeToo: Celebrities accused in the midst of #MeToo are fighting back. Former **Metropolitan Opera** music director **James Levine** (*PRN*, March 13), whom the Opera dropped earlier this month after an internal investigation found "credible evidence" of "sexually abusive and harassing conduct," is suing the Met for \$5.8 million in damages. Levine, 74, alleges the accusations against him are baseless and he was fired without even the courtesy of a phone call. The internal investigation, his suit says, was "a kangaroo court" Met GM **Peter Gelb** arranged to oust the aged and often infirm conductor. Our take: The Met will settle rather than



James Levine, former Music Director Emeritus, Metropolitan Opera

Also fighting back is **Tavis Smiley**, the ousted **PBS** host. "Still fighting" is more accurate. When Smiley was let go late last year, he adamantly refuted charges. "I have never groped...coerced [or]...exposed myself inappropriately," he tweeted Dec. 18 (*PRN*, Dec. 19, 2017). Last week, though, in a countersuit to Smiley's, PBS includes witness accounts of Smiley's alleged sexual harassment and affairs with subordinates, *The Hollywood Reporter* relates. Our take: We have no idea how this one ends. The PR lesson, though, is avoid making claims you can't later prove in court.

3. Half-Price Burritos: Speaking of courts, some good news, finally, for **Chipotle** and transparency. A NY judge dismissed an investor suit claiming Chipotle withheld information about food safety risks. Since Chipotle's bout with e.Coli, norovirus and Salmonella in 2014-15, shares have plummeted from an Aug. '15 high of \$758. Chipotle was trading at \$327 at our press time.

4. Gold Cup: Kudos to **Starbucks** for making PR lemonade from lemons. Feeling the heat (no pun intended) from environmentalists on the issue of coffee cups that can't be recycled (due to their plastic content), Starbucks has made it a positive, offering a \$10 million grant challenge to those who can create a design for a cup that's easier to recycle.

5. Platform Prater: **LinkedIn** continued its move toward becoming a full-service social platform last week by adding a video filter feature that allows users to deploy text and stickers with videos. Not surprisingly, videos are exploding on LinkedIn, but brands are warned to be frugal. "Keep it short (30 seconds to 2 minutes does the trick in most cases)," LinkedIn wrote in a post.

6. Growth: **Englander Knabe & Allen** and **PRCG | Haggerty LLC** expanded their joint crisis and litigation communications business. – Congrats to **Abelow PR** on 25 years in business. The same best wishes to another 25-year celebrant, **Moore Commu-**



Karen Moore, Founder, CEO, Moore

nations, which now has rebranded to **Moore** (we think founder/CEO Karen Moore has heard all the "less finally is Moore" jokes by now). Congrats also to **Green Room Communications** on 10 years in business. – Toy PR specialists **Southard Freeman Communications** of NY-NJ is forming an alliance with **Playtime PR** of the UK. – Film marketer and promoter **Liquid Soul** (*Black Panther*) is opening a D.C. office as it seeks to move into politics and sports. Former **BET** exec **Paxton Baker** will lead it.

7. People: **APCO** named **Simon McGee**, former press secretary to U.K. foreign secretary **Boris Johnson**, as exec director, global solutions. – Ex-**Golin** CEO **Rich Jernstedt** joined **Prosper Group** as a strategic advisor. – **M&C Saatchi PR** named **Serena Thynne** VP. ■

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- Content Marketing
- Crisis Management
- Customer Service Campaign
- Data Insights
- Digital Communications
- Employee Relations
- Event Marketing
- External Publication (print or online)
- Facebook Communications
- Financial/Investor Relations
- Global PR Campaign
- Healthcare Communications
- Influencer Communications
- Instagram Campaign
- Internal Publication (print or online)

- Large PR Firm of the Year
- Live Streaming
- Marketing Communications
- Measurement
- Media Event
- Media Relations
- Midsize PR Firm of the Year
- Mobile Marketing Campaign
- Multicultural Campaign
- On a Shoestring Campaign
- Online Press Room/Media Center
- Podcast
- Press Release
- Pro Bono Campaign
- Product Launch
- Product Launch – B2B
- Promotion for Professional Services Firm
- PSA
- Public Affairs
- Re-Branding/Re-positioning
- Satellite Media Tours
- Single Video
- Social Good Campaign
- Social Media Campaign
- Small PR Firm of the Year

- Snapchat Campaign
- Speech/Series of Speeches
- Trade Show/Event PR
- Tumblr Campaign
- Twitter Campaign
- University: Education
- Video Program
- Website Marketing
- Visual Storytelling Campaign
- YouTube
- Word of Mouth Marketing
- WOW! Award

Top People and Teams:

- CEO of the Year
- Educator of the Year
- Marketing Team of the Year
- PR Professional of the Year
- PR Team of the Year
- Boutique Firm (5 or fewer employees)

Top Firm of the Year:

- Small
- Midsize
- Large

Questions? Contact Mary-Lou French at mfrench@accessintel.com

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