PR NEWS®

The Weekly Source for Media Relations, Crisis Management, Marketing Communications, Internal Communications, Financial Relations

Special Issue: Healthcare PR

Healthcare Creates Wide Variety of PR Opportunities, Challenges

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Plastic PR

Diabetes and nursing shortages are serious issues – and so is cosmetic liposuction. At least that's how Katherine Rothman has positioned it.

As president of KMR Communications, Rothman has seen her clients – mostly elective-surgery practices – hurting in the post-9/11 environment. A slow economy is damaging their business, Rothman says, and reporters – at least in the immediate aftermath of September's tragedies – were not responding to the cosmetic surgery stories Rothman typically pitched.

Undaunted, Rothman has angled for her share of ink by sending out the message that looks really *do* matter. She helped get a quote from one of her clients in a national business publication, talking about how for some people in the fall of 2001, "changing their bodies made it feel like they were taking control of their lives in some fashion," she explains. For editors looking at the economy, she put out a press release recently on how some men are getting chin implants, on the theory that a strong chin makes you look young and powerful. Overall, "we want to have our medical clients comment on situations that are tasteful, timely and appropriate," she explains.

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> *"... We want to have our medical clients comment on situations that are tasteful, timely and appropriate."*

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pitchin... ...an do to improve it

July 29, 2002
Volume 58, No. 28
www.PRandMarketing.com

This Just In...

- The White House is staying on message with its attempts to prompt corporate reform and encourage investigation of various accounting scandals by the Securities & Exchange Commission. President Bush has accordingly denied SEC Chairman Harvey Pitt's request for a 20+ percent raise, which administration officials say would be "a potential distraction."
- Despite her every effort to ignore "ridiculousness," Martha ...cing the ...mage is ...tions on ... compa- ... that full ...s will be ...ectations ...n of the ...les of ... APCO ...ding up ...or rela- ... Croasdaile comes to APCO from Genesis, a strategic positioning and communications firm.
- **Extended deadline!** Didn't have time to work up an entry for the Telecom Marketing Awards sponsored by *PR NEWS*' sister publications? The deadline has been extended until Aug. 9! For more information on the 15 categories for entry or to download an entry form, see www.telecomweb.com/tma.htm. Contact Amy Urban, aurban@ pbimedia.com.