



NewmanPR Presents

SEVEN DECADES OF SPIN

Stuart Newman reflects on 70
years of tourism public relations in
South Florida

TABLE OF CONTENTS

1. Stuart Newman: 70 years representing Miami's tourism industry giants
2. Cuba Tourism Returns to the Spotlight
3. When It Comes to Clients, There's Cheap ... and Cheaper
4. No Aspirin for PR Headaches
5. The Politics of Political PR
6. Sometimes the Clowns Are Already Here
7. PR Can Become a Zoo
8. From Rags to Riches — Florida Keys Style
9. Remembering Flo
10. From Red Hot Momma to Evangelical Preacher
11. When the Messenger Becomes the Story

12. Practice Makes Perfect

13. The Best-Laid PR Plans ...

14. It's a Crazy Business — And So Are Some Clients!

15. No Steaks or Chops!

16. Contact Us

Stuart Newman: 70 years representing Miami's tourism industry giants

By Chebeli Herrera, Miami Herald



Credit: The Miami Herald

The Miami Herald ran a lengthy profile of our eponymous agency founder in the "Business Monday" section April 4, 2016.

Stuart Newman has been at the helm of one of Miami's longest-running public relations agencies for 70 years, but he could have been in the industry longer — if it weren't for one regret.

The memory of it hangs by his desk: Two primary colored circus posters depicting horses, elephants and clowns.

At 15 and living in Fort Lauderdale, Newman was invited to tag along with Russell Bros. Circus' "advance man" Francis Kitzman, who was in charge of traveling ahead of the Wisconsin-based circus to promote the show. A dream summer for any 15-year-old in 1937, touring the Midwest and earning \$3 or \$4 a week, Newman said.

"I was about to do it but some girl kept me back," he said. The relationship never came to fruition.

Girls have always had an influence in his life, he concedes.

It was a girl who gave him the Russell Bros. Circus posters that now hang by his desk — second wife Sandy — as a reminder that if an opportunity comes his way, he shouldn't hold back.

At 93, Newman has had time to make good on other opportunities. After an early stint in journalism, he founded Miami-based tourism public relations firm NewmanPR in 1946, creating long-lasting relationships with clients, most stretching at least a decade. His agency managed PR for the Fontainebleau and the Eden Roc when they opened in the mid-1950s. Carnival Cruise Line has been a client for 27 years. The idea for the Florida Keys' tongue-in-cheek secession name, the Conch Republic, originated with NewmanPR.

Then in 1989, Newman got his circus redemption: He arranged a carnival-themed party — what else? — to welcome Carnival's then-largest ship, the Carnival Fantasy, to the Port of Miami. The ship inauguration included cotton candy, Ferris wheels, merry-go-rounds, clowns and 11,000 attendees.

Carnival chairman Micky Arison called it "Stuart's carnival."

In seven decades, Newman has taken a front seat to the winding circus of Miami's tourism industry, watching the landscape's metamorphosis. He remains as founder and chief executive of NewmanPR along with son Andy, who is the agency's vice president.

Newman spoke to the Miami Herald at his office on South Dixie Highway about his years in the industry, his greatest accomplishments and his bucket list. His mother lived to be 101; At 93 and sprightly, he expects to make it there, too.

Q. Was there a moment in your life, or a collection of moments, that really established your love of media? How did you get started in the business and what really hooked you about it?

A. In 1937, in Fort Lauderdale as a high school third-string football tackle wannabe, I was more than willing to comply with the coach's request to compile daily practice notes for the Fort Lauderdale Daily News (now Sun Sentinel). This led to writing complete sports stories. When I received my first byline, I discovered a career. After the first few months, the sports editor — he also covered city hall and courthouse beats — said: "You're doing a great job for me kid, so I'll pay you." He did: \$1 for football season and another for baseball season. Subsequently at the University of Florida I wrote a weekly column for the Daily News for which I eventually was paid 5 cents per column inch. In 1942, it won the St. Petersburg Times trophy for UF's best column for a Florida daily paper. Later I had full-time summer jobs in 1941 and 1942 as reporter and substitute for the vacationing sports editor.

Q. You were in the U.S. Army Air Force as well. How did that experience, which is vastly different from the world of public relations, translate into who you are and what you've done since leaving service?

A. My experience as a World War II bombardier and navigator reinforced my conviction that we have limited control over our own destiny. Certainly flying 35 missions with nine other aviators underscored the vital need for teamwork and clear communications in an environment where misunderstanding could be fatal. The lesson in my professional career has carried over to making prompt decisions and delegating to the right associates for implementation.

Q. Why did you decide to start a public relations firm in Miami and how did you help get it off the ground?

A. Certainly, not because of any longtime plans. Even after spending the final six months of my military career as public relations officer at Coral Gables' Biltmore Air Force Rehabilitation and Convalescent Hospital (now The Biltmore hotel), I had considered pursuing a master's degree in journalism at Northwestern when I learned of a Miami Beach hotel seeking a public relations director. Actually, the owner told me, he wanted an agency. Walking along Collins Avenue, I encountered a UF fraternity brother who also had been in journalism prior to Army service. When told about my interview he said, "Why don't we start a public relations agency?" Ten days later, in late January 1946, our firm — Public Relations Associates — was up and crawling. The hotel, then the Ritz Plaza and now the SLS South Beach, became our first client. The first post-war Greater Miami phone directory listed less than 10 PR firms including our agency.

Q. Who were some of your most memorable clients? Which clients have you had the longest?

A. The Florida Keys & Key West tourism council for more than 35 years has provided hundreds of memories of dedicated destination, business and governmental leaders with whom we have closely worked to enhance visitor flow to the island chain. These, and many unforgettable characters and experiences, have generated hundreds of memorable tales. Representing Carnival Cruise Line, a client for almost 27 years, also has resulted in scores of memorable instances as well as positioning NewmanPR among preeminent cruise industry firms.

Q. You tell the story of taking a trained bear into the Miami Herald office many years ago. How did that work out and are there other tales of representing tourism in Miami that stand out?

A. Arranging an "interview" at the Herald for Rosie the dancing bear, who was performing at the Miami Beach Travel and Sports show, paved the way for a next-day photo of the bear at a typewriter in the paper's newsroom. The publicity resulted in a surge of attendance during remaining days of the show.

Five Miami Beach hotels partnered with then Eastern Airlines, several South Florida attractions and ground operators once staged a mini-circus targeting travel agents throughout North America. Our client, Greyhound's local conglomerate of airport shuttle, sightseeing buses, limousines and rental cars, asked us to coordinate. We created "Greyhound's Sideshow of Holiday Transportation" to familiarize some 2,100 travel agents with South Florida products. By promising exposure for the attraction, I persuaded Lion Country Safari in Palm Beach County to provide an elephant as highlight for Greyhound's exhibit. The pachyderm proved to be the day's main attraction, reaping the lion's share of attention for the client.

Q. You've had a front-row seat to Miami's growing tourism industry. What was it like when you first started working here and how has it evolved since?

A. In the late 1940s and early '50s, nightclubs, restaurants, hotels, horse and dog racing were major tourism attractions and employers of PR practitioners, most of whom were publicists and press agents. There was little live theater and I cannot recall any museums. The major annual event was the Orange Bowl weekend. Today, world-class events have changed the landscape, with the resulting need for globally knowledgeable PR professionals and advertising agencies to create and spread messaging, whether in mainstream or social media. As the business community grew, so did the Greater Miami public relations' profession, with the result that major corporations, who previously were represented by New York-based agencies, realized they could obtain national and international representation at home.

Q. Which public relations projects are you most proud of? How did they help you become a well-known name in this community?

A. Top of the list arguably was our role in providing the concept of a mock "secession" to Florida Keys and Key West government and business leaders after the U.S. Border Patrol suddenly established a checkpoint at the top of the Florida Keys Overseas Highway near Florida City, almost shutting down tourism flow to the island chain. The "secession" idea inspired Key West leaders to come up with and establish the "Conch Republic." It was the "The Conch that Roared" and the widespread coverage it created not only got the checkpoint dismantled, it also provided worldwide attention for the Keys and Key West. And more than 30 years later, "secession" is celebrated each year at the Conch Republic Anniversary Celebration. The concept and its success in invoking humor in converting near-economic disaster to an opportunity still has "poster child" status in PR forums of crisis news management.

For Carnival Cruise Line's Carnival Fantasy, the agency was responsible for one of the first live-at-sea television broadcasts on the CBS Morning Show. The agency's role in planning for, and implementing, media coverage for (at the time) the largest cruise ship, the Carnival Destiny, as well as the even earlier introduction of Royal Caribbean's Sovereign of the Seas also created record print and broadcast coverage. The latter, so much coverage that then-Herald Travel Editor Jay Clarke devoted an entire Sunday column to the agency's role in planning and executing an introduction to capture media attention to the event. For Yellow Rent-A-Car, later to become Greyhound Rent-A-Car, we suggested and helped develop the first-ever unlimited free mileage program, now an industry standard.

Q. What was an obstacle that was particularly difficult to overcome?

A. The main obstacle in the PR business hasn't changed in 70 years. It is convincing clients — and potential clients — of the value of public relations and the importance of having a professional public relations program in place, both for ongoing marketing support and in the event of a crisis.

Q. Where do you see public relations and the Miami tourism industry developing in the future?

A. Miami always has been and always will be a tourism mecca. Consider the numerous events which draw visitors from around the world: Art Basel, Miami International Boat Show, Calle Ocho as well the several large annual music festivals, sport fishing, shopping, great restaurants and the nonstop nightlife of Miami Beach and other visitor-appealing districts throughout Greater Miami.

The challenge is to develop a comprehensive tourism message for Miami and South Florida. We have major sports events as well as existing cultural attractions in the performing arts center, the new art museum and upcoming science museum and some developing ethnic attractions, such as the Haiti Cultural Center, that make Miami a more well-rounded destination than just beaches and partying. The goal is for the entire tourism industry, government as well as private, to communicate that point.

Q. What's still on your bucket list?

A. Professionally I would like to broaden our almost total tourism client portfolio to include a major airline. In the past we have represented such Latin American carriers as Viasa, Avensa and Lanica and provided project PR for Pan American. Personally, although I have visited more than 85 countries, Antarctica still tops my travel bucket list.

STUART NEWMAN

Job title: Founder and chief executive of NewmanPR.

Age: 93.

Experience: Newman enlisted with the Army Air Corps in 1942, flying 35 combat missions on a Flying Fortress bomber in Europe before crashing in a Belgian farm and being rescued by a British sergeant — named Newman. He has been at the head of NewmanPR since founding it in 1946, also serving as chapter president of Public Relations Society of America and vice president of American Public Relations Society, among others.

Also: A Marco Polo member of the Society American Travel Writers, a lifetime member of the Society of Professional Journalists (of which he was a co-founder and past president of the Miami chapter), University of Florida President's Council member, distinguished alumni of the University of Florida, member of the Air Force Association and World War II 381st Bomb Group Memorial Association, and donor to the University of Miami's Sylvester Cancer Center.

Education: Studied journalism, political science and English at the University of Florida.

Personal: Married to second wife Sandy Sharp Newman, a nurse, for 22 years.

Newman has two children: Cathy, a former editor and author for National Geographic; and Andy, vice president of NewmanPR. He has three grandsons.

About NewmanPR: NewmanPR was founded in 1946 and primarily represents clients from the tourism industry. The agency offers a variety of services, including news

photography, graphic design, video production and crisis management. It has represented many longtime clients, such as Carnival Cruise Line and the Florida Keys Tourism Council. About 73 percent of the agency's clients have been with NewmanPR for at least a decade.

Website: newmanpr.com

Read more here: <http://www.miamiherald.com/news/business/biz-monda...=cpy>

Cuba Tourism Returns to the Spotlight

By Stuart Newman



With the recent historic meeting of presidents Barrack Obama and Raul Castro as a catalyst, the escalation of U.S. visitors to Cuba seems like it will happen sooner rather than later. That, in turn, could preface the possible return to the island of American resort operators retracing the footsteps of those who thrived there in the pre-Castro days.

In that era, a trip to Havana could be as casual as an overnight excursion on a 50-minute flight departing Miami International Airport nightly at 5 p.m. and returning at 8 a.m. the following morning.

In 1959 a group of Miami-based investors opened the Capri Hotel & Casino in Havana with the late film star George Raft serving as the casino's front man. For the inaugural party our agency teamed with Pan American Airways to host a familiarization trip to the resort for more than 80 Florida-based and Northeastern travel journalists including Horace Sutton, at that time the syndicated doyen of travel editors.

His review of the opening events remains indelibly imprinted on my mind.

"Today," his story lede began, "I joined in the grand opening of

Havana's newest luxury casino resort — the Capri."

"It was a race."

"A race to determine whom would be plastered first; the guests of the new resort or the hotel itself."

While the remainder of his comments about the new property were largely complimentary, his pithy lede did capsule a scenario hardly unique in the introduction of new hotels or cruise ships, which frequently open with painters and other workmen completing finishing touches even as guests check in.

Most seasoned travel journalists take these situations in stride, but often considerable hand-holding is required on the part of the PR representative to ensure such conditions don't become the centerpiece of the coverage.

When It Comes to Clients, There's Cheap ... and Cheaper

By Stuart Newman



During our early agency years in the post-war 1940s and '50s, among the most sought-after South Florida clients were Miami Beach hotels.

The Ritz Carltons, Hyatts and Hiltons were decades in the future, rather, the resorts were operated by investors who had acquired their capital in other fields, but were drawn to the glamor of oceanfront hotels.

One of the most colorful of these was the late Sam E. Cohen, who, with his family, built and operated the oceanfront Sherry Frontenac hotel.

In those days television had not yet arrived, however, movie theater newsreels were a coveted publicity medium. In 1952 we recruited a production team from the enormously popular "Bill Stern Sports Shorts" series to film a sequence of the Aquaclowns — seven divers in clown costumes who performed daredevil dives, in unison, at the hotel pool.

The hotelier grudgingly agreed to host the cameraman, sound operator and director

and the sequence was filmed.

Periodically Sam would ask when it would show. Finally the production, which included a full-width projection of the hotel's logo across the diving platform, appeared at local theaters.

A few days after the opening Sam approached me, I assumed with a compliment on the outstanding publicity. Instead he asked when it would appear. Knowing that more than a few guests had seen the film and surely had mentioned it, I responded, "Quit kidding me, it's been at the Lincoln Theater for several days."

He looked me straight in the eye and replied, "Can you get me passes?"

No Aspirin for PR Headaches

By Stuart Newman



At one point in an old Bob Newhart comedy bit on "Abraham Lincoln and his Press Agent," the publicist, upon learning that Lincoln had conducted a press conference without consulting him, groaned "Abe, how many times must I remind you, don't talk to those newspaper guys when I'm not along."

Sometimes it does not matter even if the PR consultant is in attendance.

After finishing my Air Force navigator missions in World War II, I was assigned as public relations officer at the Biltmore Hotel in Coral Gables, Florida, then an Air Force rehabilitation hospital. When I learned that the renowned Gen. Curtis LeMay, a major player in both European and Pacific theater victories, was on site for R&R, I asked, and received, his approval to hold a press conference.

When one reporter asked his views on the U.S. Navy's role in the Pacific victory over Japan, LeMay roared, "The Navy didn't do a fxxxing thing!"

When the reportorial clamor subsided, I tried to perform damage control by explaining, "What the general means is the Navy's role has been greatly amplified."

The crusty general glared at me and exclaimed, "Lieutenant Newman, I mean exactly what I said," repeating the expletive.

Unsurprisingly, the resulting headline "LeMay Raps Navy Role in Pacific" generated turmoil in Washington and I was the recipient of a tongue lashing by a desk-bound PR colonel.

Thinking quickly, I suggested patching him through on the telephone to LeMay to voice his views. The colonel swiftly hung up and I heard nothing further from headquarters.

The Politics of Political PR

By Stuart Newman



Barack Obama's deployment of social media charted a sea change for political campaigns in its departure from the past half-century's preoccupation with television and radio and the even earlier candidates' dependency upon print advertising and direct mail.

Today NewmanPR clients are almost exclusively within the hospitality arena — mainly destination and maritime industries. However, in prior years local, state and even national political candidates were a significant factor in our business model.

In my third year I set a record as the only PR practitioner in a single local election to claim four losing candidates — a judge, state's attorney, school board member and a constable. This dubious distinction was lost the following year with a media relations campaign that propelled a little-known underdog, Dante Fascell, to victory over a highly vested incumbent in a race for U.S. Congress.

One memorable event we orchestrated featured the candidate as the first to campaign by helicopter, which in the early 1950s was considered quite innovative. Fascell, who campaigned 24/7, topped the highly favored incumbent by just 485 votes and went on to a 38-year congressional career.

Through the years we scored more than a few victories including a one-time tap dancer who, when elected mayor of Miami Beach, proclaimed, "I have reached the *pinochle* of my career!"

Another successful political client who also became Miami Beach's mayor was the late Elliott Roosevelt. More often than not, senior voters were inclined to identify him with his father. One elderly lady was overheard telling her friend, "He was a wonderful president who brought us social security so he'll make a wonderful mayor."

We did nothing to discourage this, of course, including among other strategies a citywide mailing utilizing 3 cent postage stamps bearing FDR's image. This gained even more attention when his incumbent opponent unwisely complained to media that, "Roosevelt's PR consultant is employing unfair tactics by using President Roosevelt stamps on their mailings."

When it comes to political PR scores, we'll take 'em where we can get 'em — even from opponents.

Sometimes the Clowns Are Already Here

By Stuart Newman



In Sondheim's signature song from "A Little Night Music," the singer reflectively adds to the lyrics "Send in the clowns ... don't bother they're here." I can identify with that each time I glance at the vintage Russell Brothers Circus poster on my wall.

It's a reminder of one of the missed opportunities of earlier years in Fort Lauderdale where, for a time, my father operated the only shoe store.

In the pre–World War II days, before air conditioning, Fort Lauderdale's tourism business was moribund from Easter to Thanksgiving, so Dad wisely hired extra salesmen for the November–April period. One was Francis Kitzman, who would depart at the end of tourist season for his other job as an "advance man" with Russell Brothers, based in Baraboo, Wisconsin.

The year of my 15th summer he invited me to join him touring the Midwest, offering

"all expenses and perhaps three or four dollars a week," explaining that his job as an advance man consisted of moving two weeks ahead of the circus, installing posters and passing out free tickets to local newspapers and radio stations, and otherwise promoting the circus.

It's likely some alluring local maiden trumped the lure of the circus life for this 15-year-old, and I declined — a decision I've regretted for my 67 years in the PR arena.

The profession loftily called "public relations" had its roots with circus advance men and press agents, the first of whom historically was hired by P.T. Barnum in the mid-1800s.

But occasionally life offers a second chance. When we were engaged in 1989 by Carnival Cruise Lines — whom NewmanPR has represented for almost 24 years — to orchestrate the inauguration of its first mega-ship, m/s Fantasy, we suggested holding a shoreside carnival on the MacArthur Causeway opposite Port Of Miami, to hype the ship's arrival.

It became what Carnival CEO Micky Arison labeled "Stuart's Carnival," and I savored the pent-up joy of recruiting Ferris wheels, merry-go-rounds, an organ grinder, cotton candy and popcorn vendors, clowns and even a vintage calliope, among other circus trappings.

Happily the free event drew an overflow crowd as well as drawing significant added attention for the new cruise liner. Equally rewarding was my role as a successful circus promoter, if only for a day.

PR Can Become a Zoo

By Stuart Newman



At a Miami Beach sports and travel show in the late 1960s, in addition to golf and fly-casting demonstrations, and personal appearances by former Cleveland Indians star pitcher Bob Feller, a dancing bear named Rosie attracted considerable attention with her terpsichorean talents. Creative public relations can draw upon many resources and I can recall at least two instances when a bear and an elephant generated headlines in publicizing an event.

A Miami Herald city editor accepted my suggestion for an "interview" with Rosie, and I arranged to drive her and the trainer to the city room. He had a conflict, but said, "hey you can drive her to the paper yourself."

Finally convinced Rosie wouldn't mistake me for lunch, I departed for the Herald with a muzzled Rosie in the passenger seat. Not surprisingly, whenever we stopped for a traffic light, motorists gaped at the unusual passenger and sounded their horns. The only greater surprise would have been Rosie driving.

At our destination I managed to coax Rosie into an elevator to the second-floor city room where immediately pandemonium broke out. The Herald's chief photographer

suggested seating Rosie at the desk of the business editor—who had a somewhat bearlike resemblance—and photographed her amid much merriment among the staffers, whose noise in the newsroom caught the attention of publisher John S. Knight.

Viewing the scene, he exclaimed, "What's this all about, Stuart? I thought all of your clients were hotels?"

"Mr. Knight," I replied, "this bear just bought an ocean front hotel!"

But the stunt produced the desired results, with a photo and caption that generated interest and increased attendance for the show.

And the elephant? Well, we'll relate that saga another time.

From Rags to Riches — Florida Keys Style

By Stuart Newman



For almost two centuries the economy of Key West and the Florida Keys seesawed between prosperity and depression.

In the early 19th century, Key West was one of the nation's richest cities from its sponge industry and salvaging cargos from ships wrecked on its treacherous reefs. But in the Great Depression years it dropped to one of the poorest.

Construction of the Overseas Highway in 1938 began a tourism flow that was interrupted in 1980 by the flood of Cuban refugees and a depressed tourism economy.

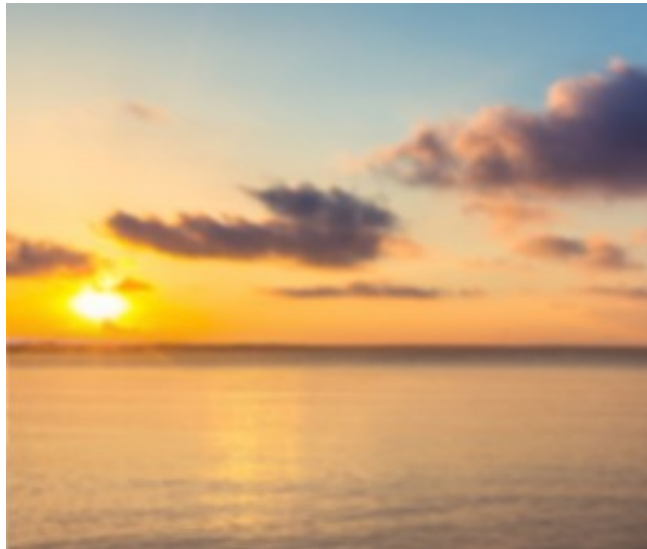
Against that background, when our agency began representing the Florida Keys and Key West in 1980, the total advertising and public relations budget was \$105,000. Annual hotel, motel and other resort billings were in the \$70 million to \$85 million range. Fast forward to 2010, which saw total tourism tax revenues of more than \$14 million providing more than \$9 million for advertising, public relations and marketing derived from more than \$3.2 billion in Keys' resort revenues.

The resulting media exposure created by NewmanPR has been widely credited by the

Keys tourism community and government as a major factor in that extraordinary growth.

Remembering Flo

By Stuart Newman



When Marco Polo and Society of American Travel Writers chapter member — who died in her 90s in mid-October — made her usual dramatic entrance into an SATW gathering there was no need for a flare of trumpets or a butler's announcement.

Her flamboyance in apparel, jewelry and commentary left no doubt about the new arrival's identity.

Flo's buoyant spirits and pithy remarks always enlivened any occasion and there are few SATW old timers without their favorite chapter of the Lemkowitz saga.

Past President and chapter member Paul Plawin remembered that at an SATW board meeting in Spain, Florence was indignant because women had to pay at the public toilets while men men could use their facilities without cost. She was outraged and railed that women had to "pay a peso for a pee."

Past president Bill Hibbard's favorite came from the SATW Board meeting in Budapest when the group was invited to dinner at the US Embassy where the Ambassador and his wife were waiting to greet the Board. The Ambassador seemed like a regular guy, but his wife appeared to be the aristocratic type. As Florence flounced up the steps in

her typical swishy multicolored dress and long feathered boa, the wife's nose seemed to go into the air. Florence was nonplussed and asked innocently: "Oh, am I underdressed?"

Longtime member Ginny Ade recalled an episode at a Panama night club when Flo was dancing with the then Shaw of Iran and her blouse caught on his military ribbons. Everyone had a good chuckle until they were untangled.

She was a master at working the system. In the 90s Andy and I invited her for a Freelance Council Carnival cruise with an overnight at a top flight Nassau hotel. Dissatisfied with her oceanfront room she made a single call resulting in a limousine transferring her to a designer suite at an ultra-exclusive Paradise Island resort.

Florence was the life of the party at every meeting. She will live on in memory as one of SATW's most unforgettable characters.

From Red Hot Momma to Evangelical Preacher

By Stuart Newman



The passing this week of renowned evangelist Oral Rogers brought to mind the extreme variety of clients represented by the agency in its earlier years, before we settled into our current niche of leisure travel, destination and maritime clientele.



Famous for her 1939 movie "My Little Chickadee" one-liner, "Come on up and see me sometime," Mae West gained fame as an uninhibited "red hot momma" in her many film roles. The agency provided her South Florida publicity in a 1960s supper club booking in Miami Beach.

An even more unlikely client was evangelist Oral Roberts' revival in the late 1950s at Miami's Dinner Key Convention Center. Although the attendance was large enough to earn the agency Roberts' praise for the publicity buildup, he failed to convert his jaded publicist to his Pentecostal agenda.

When the Messenger Becomes the Story

By Stuart Newman



Although the conventional public relations mantra dictates that, like children, the publicist should neither be seen nor heard, it's always rewarding when media takes positive note of a special role played by one of us.

Such was the case when then "Miami Herald" travel editor Jay Clarke headlined a three-column story "Months of planning make ship's arrival a splash," lauding our agency's efforts during the successful introduction of Royal Caribbean cruise Line's first mega cruise ship, Sovereign of the Seas.

He credited the Newman agency with planning and executing a highly newsworthy inaugural event that resulted in major national media coverage.

Reporting that "all the preparation paid off with 11,000 showing up to cheer on the Sovereign ... and the media — the target of all this organized hoopla — got a story and picture it liked," Clarke noted that "all the publicity is doing its job."

The campaign also was cited at the time by several travel trade publications.

The lesson is that if you have a compelling story and you can communicate it in a compelling way to appropriate media outlets, you can generate significant coverage for your client.

Practice Makes Perfect

By Stuart Newman



For the introduction of Carnival Cruise Line's Ecstasy the agency proposed the first ever nighttime cruise ship inaugural.

The primary challenge was to time the arrival so that photos and videos would depict the entire ship as well as the elaborate lighting and fireworks. To insure that the starlight arrival would work seamlessly, the client agreed with the agency to do a "dress rehearsal" at considerable expense using a sister ship with the same Port of Miami routing and approximate date and time of day — only a year ahead of Ecstasy's arrival.

Andy Newman, accompanied by a videographer, booked a helicopter to take aerial photos and video of Carnival's Fantasy. The resulting photos and videos supported the projected results. In fact, the videotape of the pilot project was used by NBC as part of its coverage of that year's Orange Bowl New Year's Eve events.

A year later, with Andy aboard a helicopter, Stuart Newman at the port, another agency member on the fireworks launching barge and Ecstasy's captain all linked via radio, the event went off without a hitch.

The resulting videotape was used by major networks and the stunning photos of the fireworks and laser-illuminated ship were distributed worldwide by the Associated Press and Reuters news wires.

The Best-Laid PR Plans ...

By Stuart Newman



When planning media events for new hotel openings or ship inaugurations, finding a news hook is always the primary goal, and such was the case for the introduction of the Chateau oceanfront resort at Miami Beach.

We suggested — and the owner complied — with a 24-hour hiring of a noted chef whose newsworthiness (and price) was recently enhanced when he won a major TV game show.

The Miami Herald readily agreed to send a photographer to photograph the introduction, and sure enough the following day's edition prominently carried a four-column photo of the event.

The caption reported "... at a Miami Beach hotel" without naming the property.

Needless to say, the owner did not extend the contract.

It's a Crazy Business — And So Are Some Clients!

By Stuart Newman



During the early days of our practice, we experienced our share of bizarre wannabe clients.

Especially memorable was the elderly French lady, claiming to be a colleague of the late Madame Eve Curie, who asked us to publicize her food-synthesizing talents which included, among other forms of culinary alchemy, converting carrots into orange marmalade and beets into chicken liver. She was an excellent cook, but failed chemistry 101.

Another, this time a French man, but equally certifiable, desired to retain us to publicize his voyage between Miami and Bimini, Bahamas, on a raft propelled by a shark!

We politely declined, but he found another more naive — or perhaps more imaginative — publicist.

On the appointed day, with a sizeable gathering of reporters and photographers in attendance, the Frenchman attempted to harness a nurse shark to his raft, but the unappreciative fish turned in its harness, nipped the would be skipper in the leg then took off, raft in tow, for destinations unknown.

No Steaks or Chops!

By Stuart Newman



When we learned that Gen. Douglas MacArthur was returning from the Philippines after years away from the U.S., I suggested that our client, Miami Beach's Sherry Frontenac Hotel, invite MacArthur and his family to enjoy some R&R at the resort.

The general manager was about to cable the invitation when the owner walked into the office and asked, "What are you bums up to now?"

When I explained the media potential, he asked, "What kinda rate do I gotta give this guy MacArthur?"

"Rate!" I exclaimed. "Why he and his entourage will be your guest for several suites and meals," which of course further annoyed the notoriously frugal hotel owner who protested loudly until I mentioned that most of the media people would no doubt be spending freely in the hotel's bars while awaiting the general's daily press conference.

"OK," he responded, seemingly mollified. "I'll go for the deal, but remember," he ordered, poking me in the chest, "When this MacArthur guy checks in you can welcome him, but you're responsible for telling him — no steaks or chops!"

Fortunately, I was spared that onerous task when the MacArthur party declined the invitation.

Contact Us

Now that you have read Stuart's thoughts on public relations, find out what NewmanPR can do for you.

[CLICK HERE](#)