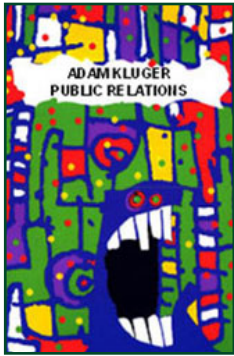




PR STAR



Adam Kluger: President and Founder of Adam Kluger Public Relations

[By Heather Jung]

Adam Kluger began his career in public relations 15 years ago when he began working in the television industry. While writing for networks such as Fox, CNN, MSNBC, and E! Entertainment News, Kluger was able to work with some of the PR industry's most well-known and respected experts.

"I discovered that handling a top client or celebrity requires people skills, media savvy, time, and crisis-management skills as well as leadership ability," Kluger said. "As a television producer, when you go out into the field, you always have to be prepared to handle unforeseen crises. You need to be able to think fast on your feet and problem-solve effortlessly. Being a publicist requires many of those same skills."

In 2003, Kluger left the television industry and switched to full-time PR work, opening his own PR agency, Adam Kluger Public Relations, which, in the beginning, dealt with what Kluger dubs "alternative niche clients"-predominantly artists, actors, and authors. When the agency launched, Kluger threw a major bash at Times Square's Planet Hollywood for 350 attendees.

"We had six live bands playing in various rooms with a rock 'n' roll circus theme. We had Troma characters running around causing mischief, models, actresses, various costumed performers; I had a \$10,000 mermaid tail flown in from Hollywood to New York just for the party. I actually had to hire a bodyguard just to protect our gorgeous mermaid and her very expensive tail! Today, the business has grown, expanding our client

Q. What do you do for fun?

A. I hang out with my beautiful wife, Shari, and our newborn son, Robert. I also travel, write, play golf terribly, go see live music and sporting events with friends. On occasion, I will work as a freelance television writer and producer for various entertainment news shows, just because being a television producer is still always a lot of fun, and it helps me keep my "journalism jones" at bay.

Q. What CD is in your CD player right now?

A. I'm about to go out and get the new Beastie Boys album, *The Mix Up*. I love all kinds of music. I live just off Central Park, so when I run the Reservoir in the early morning, my iPod is loaded with Biz Markie, The Beach Boys, The Doors, Grateful Dead, Public Enemy, Devo, B-52's, Bob Marley, Dance Hall Crashers, Northern State, The Specials, The Mercantillers, Railroad Jerk, The Rolling Stones, and Roy Orbison...just to name a few.

Q. What is the last magazine you read?

A. I read everything I can get my hands on...newspapers, industry trades, and celebrity glossies. As Clint Eastwood's "man with no name" character once said in *Fistful of Dollars*, "around these parts, a man's life can often depend on a mere scrap of information." I just finished reading a copy of *Forbes* magazine to prepare for my E! Entertainment News interviews with Donald Trump and Sally Hershberger tomorrow. I've interviewed Mr. Trump a couple times over the years, but whenever I meet with *anybody*, I always make sure I am completely and totally prepared. You always want to bring your "A" game to whatever you do.

Q. What are your favorite TV shows?

A. *The Odd Couple*, *Curb Your Enthusiasm*, *Lucky Louie*, and *Entourage*. (I always find it funny when new clients or new media contacts say I remind them of Jerry Maguire or Ari Gold...because in this business, it's pretty easy to end up feeling like Johnny Drama-if you're not careful!!)

Q. Who are your literary heroes?

A. Charles Bukowski, Jack Kerouac, Ernest Hemingway, and Sir Arthur Conan Doyle.

Q. Who are your role models?

A. My dad-the most brilliant man I've ever known. He taught me the importance of having confidence in your abilities, being true to yourself, and to never be afraid to think big. My mom, who taught me that everyone you meet is a potential new friend and to always try to see the world through other people's eyes. My older sister, Jane, who taught me to always keep it real and that it's okay to be tough sometimes as long as you have a big heart...and my twin sister, Allison, my lifelong soul mate and number-one consigliere-who, along with my amazing wife, Shari, are constant sources of love, strength, and wisdom. My friends, colleagues, and clients are also role models in that they challenge and inspire me daily to always be the best I can be personally and professionally.



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roster to include mainstream business, major corporations, and a distinguished set of industry notables. However, we still like to throw really cool parties," Kluger said.

According to Kluger, his company's client list runs quite the gamut, ranging from startup companies and small businesses to mid-market manufacturers to corporations grossing millions of dollars. The agency also represents individuals, such as CEOs and experts from various industries.

"We're always looking to expand our roster of fascinating clients who have interesting backstories and products or services with strong news hooks," Kluger said. "I want to be passionate about what my clients are all about. I want to help them realize their goals. So I strive to maintain a diverse roster of clients to keep things interesting and challenging and so that I can always provide a breadth of solutions and cool story ideas to my media contacts."

Kluger is most proud of the "amazing relationships" he has forged and maintained with clients, colleagues, journalists, and media contacts in his long career. He is also very proud of the success his company has garnered both for his clients and itself in such a short amount of time.

"Our good fortune is definitely the result of much hard work. But excellence in any field requires setting high standards and goals, vision, passion, hunger, and a very strong work ethic. Our success inspires me to work even harder every day," said Kluger.

According to Kluger, the Internet has drastically changed the PR industry. It offers professionals new tools-new ways of communicating, distributing, measuring, and marketing. And while he says television will always have a place in PR, there is no denying the presence and impact of the Internet.

"I might be a bit of an old-school gangsta, but to me...television is *still* king. Television is

still a magic box-the big time. It is still the dominant mode of expression in our culture, and it still creates the greatest wow factor or juice for clients in terms of media placement. That being said, the Internet has already surpassed television as the primary societal mechanism to disseminate information and entertainment. The Internet has also quickly become an essential vehicle for business and communication," Kluger said.

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