PRWeek

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1st

>> George Atallah, NFL Players Association assistant executive director of external affairs, highlights the game plan during the recent lockout p.26 <<

HABITS

MARLO FOGELMAN, Principal, Marlo Marketing/ Communications

Morning ritual
First thing, I down a shot of antioxidant juice. I then check email and that day's m.blog post for any last-minute edits.

Required reading

We're a Boston-based general consumer firm with practices in beauty, lifestyle, hospitality, beverage, and professional services. That translates to me reading everything. The only subscription I get to my house is *Time*, which I've read avidly since law school.

First PR job
My first position was at a Boston PR firm. I was the account lead on the Starbucks New England team. This was in 2000, when lattes weren't everyday norms and this Seattle-based company was opening on Dunkin' Donuts' turf. Needless to say, there were challenges, but it was an amazing opportunity at a pivotal time in its growth.

Proudest career achievement
I have two. The first is Starbucks moving with me twice, from my first agency job to my second and then when I left to start my own firm. It gave me the infrastructure and confidence to go out on my own. The second was making it through the recession and keeping my team in place – no layoffs, pay cuts, or furloughs.

Most regrettable career moment
Making some wrong hires. If anyone had told me finding strong people to do consumer PR in Boston would have been my biggest challenge, I would have laughed. It's turned out to be very true.

Best career advice
Never dismiss an opportunity. Especially in terms of business development, never say never. I'm always open to taking a meeting, even if at first glance it doesn't seem like a fit.

Most distinct aspect of your personal office

Puppy toys and accessories from my Shih-poo and our office mascot, Lulu.

Favorite city to travel to on business
New York. Everything is on warp speed. I feel as if am incredibly productive.

Person to call in a crisis
One of my best friends, who is a successful restaurateur. He always has my back and helps me chart the right course of action.

Mentor
I learn from everyone around me. I like to fill the room with people a lot smarter than me.

Ideal job, if not in PR
Film editor. I love the process of crafting stories, which is one of the reasons I love PR. ●

PRPLAY

Jay-Z should not Occupy All Streets

PR Play Rating
1 Clueless
2 Ill-advised
3 On the right track
4 Savvy
5 Ingenious

Jay-Z just wanted to lend spiritual support to **Occupy Wall Street** when his **Rocawear** clothing label debuted "Occupy All Streets" T-shirts last month. The financial implications were not considered. At least that's what the hip-hop fashion brand would have you believe.

The rapper and music-industry mogul got blowback after his clothing line launched the T-shirt design around the time of the New York-based protest movement's apex. However, a spokesman for Rocawear was left to explain that the shirts did not support the protests in financial terms, saying that, "At this time, we have not made an official commitment to monetarily support the movement."

Occupy Wall Street supporter and fellow rap mogul Russell Simmons only made matters worse by tweeting that the T-shirts "took Occupy Wall Street to the next level."

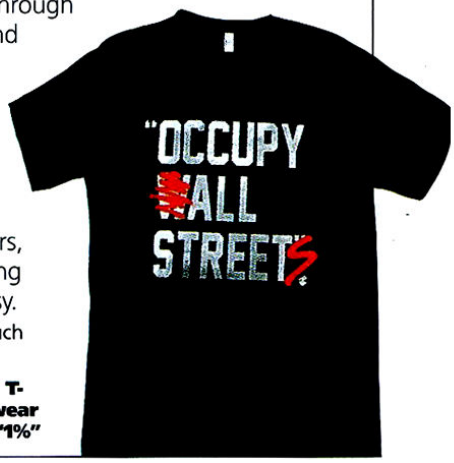
Needless to say, leaders of the protest movement, which spread to cities around the globe after launching in New York, were not very happy with Rocawear's rationale.

The shirts, which have the "W" in the phrase "Occupy Wall Street" crossed out and replaced with an "S" to read "Occupy All Streets," disappeared from Rocawear's website within a week – just after it received a lot of unflattering press. *The Wall Street Journal* reported that the brand pulled the shirts due to negative media stories, but the company said it was only temporarily out of stock due to high demand.

Well intentioned or not, the issue likely made Jay-Z and Rocawear appear to many prospective fans as part of the dreaded "1%," piggybacking on the protesters' ideas, then praising their "constructive impression," but keeping the profits to themselves.

The episode has a simple lesson for brands considering tying themselves to a controversial social or political cause: "Think the consequences through first and be ready to respond adequately." In this case, Jay-Z and Rocawear not only failed to consider that copying Occupy Wall Street's message without making a significant donation would anger consumers, but also did not plan a fitting response to that controversy.

Frank Washkuch



Despite good intentions, the T-shirts made Jay-Z and Rocawear appear part of the dreaded "1%"