

**Media Influencers Series:
Celebrity, Politics and
Feeding the Media Beast (Free
On-Demand Video)**



Free Live Stream Webcast
On-Demand Video

Media Influencers Series: Celebrity, Politics and Feeding the Media Beast



Michael Levine
Author &
PR Expert



Doug Simon
Founder & CEO
D S Simon Media



Ronn Torossian
Founder, President & CEO
5W Public Relations



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Webinar Overview

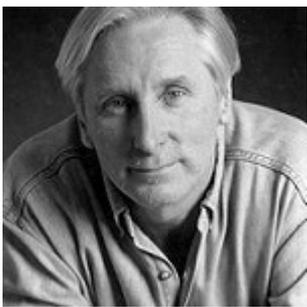
Join the discussion with our panel of communications experts as they take a deep dive into the world of celebrity and politics—a topic dominating all media channels during the midst of this extraordinary 2016 Presidential primary season.

Sharing their insight about the role of celebrity in powering a brand is our panel of marketing communications leaders (a.k.a. “media influencers”) including Michael Levine, prolific writer of PR and marketing communications books including, *Guerrilla PR*, and *A Branded World: Adventures in Public Relations and the Creation of Superbrands*, Ronn Torossian, founder and CEO of 5W Public Relations, one of the 20 largest independent PR firms in the United States, and Doug Simon, social and strategic video innovator and founder & CEO of media firm D S Simon.

Our media influencers will discuss:

- **The Growing Use of Political Communication Tactics in PR**
 - Politics as the best platform for new tactics because of real time feedback, polling, and results
- **Spending vs Strategy**
 - It's not about the money. Candidates spending the most are not winning
- **Who will win the PR battle in the race?**
- **The Outsider Effect:** Has authenticity replaced experience as the most sought-after quality for elected officials?

Speakers



Michael Levine

Author & Public Relations Expert

Michael Levine is an [American](#) writer and [public relations](#) expert. He is the author of numerous books on public relations including *Guerrilla P.R.* He has represented 58 Academy Award winners, 34 Grammy Award winners, and 42 New York Times best-sellers, with such names that include [Michael Jackson](#), [Barbra Streisand](#), and [George Carlin](#). Levine also appeared in [POM Wonderful Presents: The Greatest Movie Ever Sold](#), the 2011 documentary by [Morgan Spurlock](#).



Ronn Torossian

Founder, President & CEO

5W Public Relations

Ronn Torossian is founder, president & CEO of New York-based 5WPR. With 20-plus years of experience creating powerful narratives, Ronn is one of the most well respected Public Relations professionals in America. Under his leadership, 5W has grown into one of the 20 largest independent PR firms in the nation. Torossian was named PR Executive of the Year by the American Business Awards, which recognizes the accomplishments and contributions of business executives worldwide, and Ernst & Young Entrepreneur of the Year semifinalist. Ronn is considered a thought leader on every aspect of PR and communications, including crisis management, public affairs and social media, and is called on to counsel blue chip companies, top business executives and religious leaders both at home and abroad.

He has developed strategic marketing campaigns for a diverse and impressive client roster that includes Sparkling Ice, JetSmarter, KRUPS, L'Oréal, Unilever and Walgreens, and has represented top global brands such as Coca-Cola, McDonald's and Microsoft. His firm was named "PR Agency of the Year" three consecutive years by the American Business Awards (2013-2015). Ronn regularly provides expert commentary for CNBC, Entertainment Tonight (ET) and Fox News, among other media outlets, and is a contributing columnist for Forbes and the New York Observer. Ronn's "Behind the Lines" blog gives readers an insider perspective on media, marketing and

trending topics while his book, “For Immediate Release: Shape Minds, Build Brands, and Deliver Results With Game-Changing Public Relations,” is a PR best-seller.



Doug Simon

Founder & CEO

D S Simon Media

Doug Simon is founder and CEO of award-winning media firm [D S Simon](#). His firm pioneered Internet Media Tours and its unique approach to guiding clients, [PRketing®](#), was awarded a trademark by the US patent office. He’s provided strategic counsel and executed campaigns for leading brands and non-profits including Pfizer, Fidelity, Lincoln Financial, Macy’s, HOOD, the Consumer Electronics Association, Whitney Museum of American Art and the American College of Physicians.

Doug is an entertaining and informative speaker on communications topics. He’s been among the top ranked speakers at multiple conferences and spoken at the Impact Leadership 21 Global Summit, PRSA International, PR News, Bulldog Reporter, Software and Information Industry Association conferences, Women & Co and many others. He has provided expert testimony on communications issues during US Senate hearings and founded the award-winning video blog [Vlogviews.com](#).

Doug is frequently quoted in top media across platforms. Television appearances include Dateline NBC, PBS, Reuters,

CNN, Fox News Live, First Business and WNBC. He's appeared on NPR and been quoted in USA Today and on The Huffington Post in addition to numerous trade publications. Doug's video commentary on the 2012 political conventions was picked up by the humor site Funny or Die. Doug is former VP of PRSA NY Chapter and he was a three-time president of the Publicity Club of New York. Doug began his broadcast career at NBC Sports, where he served as Talent Assistant to Bob Costas. His hobbies include performing stand-up comedy at New York's top clubs and rooting for terrible sports teams including the Jets and Knicks while still remaining optimistic.

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