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# Ivy Pendleton discusses future of marketing and PR in new book

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For nearly 15 years, Ivy Pendleton has stood as a top public relations and marketing strategist in the fields of business, politics and entertainment. Similar to a real-life Olive Pope, Pendleton has worked with international governments, Fortune 500 companies, non-profits and high profile celebrities.

Pendleton recently decided to write her first book, *Good Girl's Guide to Public Relations, Publicity and Marketing*. She spoke with rolling out about her new venture and the future of public relations.

## **Why did you decide to write *Good Girl's Guide to Public Relations, Publicity and Marketing*?**

The Book is part of a three part series intended for small business owners, independent publicists, nonprofit organizations, special events managers and individuals seeking ongoing media coverage for newsworthy topics. I teach Continuing Education courses at various universities and this helps them to better grasp for the professional aspects of the industry. This survival guide provides information and advice for a novice publicist or seasoned public relations practitioner.

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[www.rollingout.com/tag/ivy-pendleton/](http://www.rollingout.com/tag/ivy-pendleton/)

### **How has the field of PR changed in the last decade?**

The value of PR and Marketing has been overshadowed by bloggers and “fake” publicists. Key points of intersection have changed since the onset of social media. Historically, broadcast media (radio and television) and print media were the most sought after coverage. Now print media is almost a thing of the past and so many magazines and newspapers have closed their doors. There are more “publicity stunts” that garner favorable or unfavorable coverage and promotion which can negatively impact the industry as a whole. Public Relations practitioners are developing more content to sell to the media demographic

### **What will always remain the same about PR?**

The notion of perception versus reality. Mastering the art of pitching news stories. Creating content and building relationships with news media and influencers

### **What should recent college grads expect financially when entering PR?**

It depends on which area of practice they choose to pursue. Different sectors have different pay scales. Entry Level Public Relations Specialists should expect to earn between \$57,000 and \$59,000 depending on the sector (government, Legal, etc)

### **Now that Twitter and other social media properties allow talent to reach fans directly, has that hurt or enhanced the need for publicists?**

Conversations happen in real time. The trite term “Loose lips sink ships” has proved to be a detriment and has enhanced the need for seasoned, professional publicists who can engage reputation management consistently and aggressively depending on the client. Once you put information “out there” it is permanent in most cases. The reaction or dissolution must be just as instant in the role as a publicist

### **Can you name celebs who seriously need to follow great PR advice and why?**

**Chad Ochocinco** – does he even have a publicist?

**Lindsay Lohan** – she is a shipwreck and is always in a compromising position. With her legal woes, one would think that if she wishes to be taken seriously and earn a living, she should engage in a viable campaign to build a trustworthy and saleable, well managed sustainable brand reputation

### **How can people get your book?**

Barnes and Noble, Amazon.com and on the publisher website under products [www.tcapr.com](http://www.tcapr.com) , [www.ivykipendleton.com](http://www.ivykipendleton.com) An electronic version is available on iTunes, Kindle, Nook and other digital booksellers.