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SPECIAL PROMOTIONAL SECTION

KATHERINE ROTHMAN'S KMR COMMUNICATIONS

USING THE POWER OF THE MEDIA TO PROMOTE BEAUTY, HEALTH AND FITNESS CLIENTS

Katherine Rothman's public relations firm, KMR Communications, Inc., is a shining example of a business that knows its niche. Five years ago, Rothman launched KMR to promote and publicize companies in the beauty, health and fitness industry. Already an experienced PR professional, Rothman knew that health and beauty were crowded fields, and wanted to leverage her expertise to help worthy products, services and medical practices gain the media attention they deserved.

But she took it one step further. "Many companies represent beauty entities, but not many firms have been as focused as we have in representing individual physicians, group practices, and divisions of hospitals," Rothman says. "We were among the first to have any physicians on our roster, and today we have a greater number than any firm I know."

Rothman is an expert trend spotter within her field. Recently, she says, the medical profession and beauty industry have become more intertwined. Physicians are starting skin care companies, and creating medi-spas, spas with in-house physicians. "It was a logical move for us to integrate the beauty and medical aspects," she says, "to make a marriage between the two."

The other trend Rothman points out is people undergoing cosmetic procedures at an earlier age, as a preventative measure, before any visible signs of aging occur. "It's not the baby boomer generation where some people wait until age 65 before they have something done," she says.

The facts that KMR focuses on just a few industries, and that Rothman's media contacts in the field are impeccable, are tremendous draws. Her clients now number more than 40, and have included: Oasis on Park Day Spa, Rene Furterer Hair Care, G.M. Collin Skin Care, the Bariatric Division of Lenox Hill Hospital, American Laser Centers, Dr. David Goldberg, and Ganeden Biotech, Inc. "We offer one-stop shopping for media sources whenever they are doing a story on beauty, health or fitness," Rothman says.

KMR may offer one-stop shopping, but it does not take a one-size-fits-all approach. Rothman strives to identify the specific needs of each client and develop a strategy that suits them. "The most important thing is listening and understanding where clients are coming from and what their goals are," she explains. "We take a very different approach in handling an emerging company versus a more established entity.

Sometimes, the strategy might include a promotional event or launch party. Recently, Rothman and her team coordinated and hosted the launch party for Dr. David Goldberg's new book, *Light Years Younger*. The 100-plus guests included celebrities, socialites and beauty editors. Goldberg's party was featured in *The New York Times*, *Daily News*, and *The New York Post*.

Representing medical and beauty clients like Dr. Goldberg has proven successful. KMR was recently recognized as one of the top 50 Healthcare PR firms in the nation by *PR Week* magazine. Rothman was honored by *Fempreneur* magazine as one of the "Top 30 Female Entrepreneurs of 2004."

In fact, growth has been so rapid that Rothman says the company has had to move three times to accommodate its expanding clientele and staff. While Rothman welcomes the growth, she is adamant about remaining a boutique public relations firm, to maintain a hands-on approach and personal way of conducting business.

Rothman is also intent on running a business that gives back to the community. Each year she joins forces with several charitable events that are specifically health related. In her effort to promote these causes, Rothman offers her services pro bono, or at a heavily reduced rate. She has been involved with charities such as The Little Baby Face Foundation, to benefit children born with facial disfigurements, as well as Prasad Project Global Umbrella Organization, promoting humanitarian causes worldwide. ♦

— Lindsey Bromley

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