

# Larchmont author explains public relations

By Robyn Neri

Residents of Larchmont may have one of the nation's best human resources living right next to them.

Eric Yaverbaum, the author of "I'll Give You a Call," has recently released his newest book, "Public Relations Kit For Dummies."

Not only a best-selling author, Yaverbaum is also the president and co-founder of Jericho Communications, a New York City-based public relations firm for 16 years. The company is now ranked by some as the 13th best consumer agency in the country.

The firm represents and has helped in building the reputations of many large corporations and names including Domino's Pizza, Bell Atlantic, American Express, and even the acclaimed author Ken Follett.

"People know what advertising is, but not what public relations is — this book is for every entrepreneur and every small business firm who can't afford a public relations agent," Yaverbaum said. "I am also hoping CEO's will read it and will find it really useful."

Yaverbaum's long career in public relations began while he was studying marketing at American University in D.C. During his sophomore year at school, he became

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Eric Yaverbaum

the public relations person for Matthew Lesko, a New York Times best selling author.

"I could actually apply what I was learning," Yaverbaum said of his schooling. "It made college much more of a learning experience. It was also great to be an example of what you are learning about."

Perhaps Yaverbaum's success is due to his unwillingness to give up.

"We are continually being told that this can't work or won't work, but often times, doing it the standard way isn't going to get you as much attention as you want to get."

And some of Yaverbaum's clients will tell you that it's this very attitude that helped them ascend to where they are today.

"I've been a client of Eric's agency for 17 years — from 300 million Wacky Wallwalkers sold — to a highly rated children's television show — to my Shaker Furni-

ture Collection which tours museums throughout the world as well as my current website," said Ken "Dr. Fad" Hakuta, a multi-millionaire businessman who made his fortune after Yaverbaum helped him market his innovative ideas.

"From Oprah to Time magazine to being profiled on 60 Minutes, I've seen how effective public relations can translate to the bottom line," Hakuta said. "Eric's book is the secret weapon I'd always hoped none of my competitors would see — it's an extremely well written and a totally understandable road map to use PR in the same ways I have been benefiting from for two decades."

In addition to being a member of the Young President's Organization and the Public Relations Society of America, Yaverbaum's interest in politics has led him to write political essays on how the Democratic Party could improve their pub-



Eric Yaverbaum with his newest book, "Public Relations Kit For Dummies."

lic relations strategies when combatting what he considers to be a media savvy Republican Party.

Having been featured on the cover of USA Today at the age of 21, Yaverbaum's experiences on CNN, Larry King Live and various CBS shows have led him to where he is today, advising people — "Don't ever spend your last dime on a P.R. person — do it yourself."