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What Does Atlantic Publicity Do? Why Is this Company Number One in its Field?

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ATLANTICPUBLICITY
BECAUSE YOU HAVE A STORY™

SPOTLIGHT
Walking the Walk

ATLANTICPUBLISHER
BECAUSE YOU HAVE A STORY™

What's the latest?

Inside the 2013 Golden Globe Awards

The Biggest Names Behind the Scenes in Hollywood

The 2012 Satellite Awards by The International Press Academy

The Caucus for Producers, Writers and Directors Hosts its Annual Award Gala Dinner

What Does Atlantic Publicity Do?

As seen on CNN

We are Passionate about Creativity

Story Telling Changes Lives

The Difference Between the Known and the Unknown is Publicity

The Write People, The Right Publicity®

Because You Have a Story™

"I have the simplest tastes. I am always satisfied with the best"

Oscar Wilde

Stan Lathan, Lifetime Achievement Award from The Caucus for Producers, Writers and Directors

Simon Hayes, Satellite Winner for Sound Mixing and Editing of "Les Misérables"

Graham Yock, Winner of Writer of the Year Caucus Award

Songwriter, Paul Williams receives the Auteur Award from The International Press Academy

Barry Meyer, Chairman and CEO of Warner Bros. Entertainment

Terrence Stamp at the International Press Academy Gala Dinner Receiving the Mary Pickford Award

Bruce Davison, Actor, Director, Producer (e.g. X-Men) Receiving Lifetime Achievement Award

Walter Murch, Multiple Award Winner Sound Editor (e.g. The English Patient) Receiving the Tesla Award

Jason Isaacs (Harry Potter Movies) at the International Press Academy Gala Dinner

Lady Adrienne Papp, Publisher, Writer, NSA, Journalist & Publisher, Master of Science in Economics, Ph.D.

Jay Roach, (e.g. Meet the Parents) Caucus Director's Honors, 3 Times Emmy's and Golden Globe Award

James Widdoes, Director of Two and a Half Men

Dennis Haysbert at the International Press Academy

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What's in the News?

By Adrienne Papp

What Does Atlantic Publicity Do?

Our mission at [Atlantic Publicity](#) is to bring people out of the unknown into the known and lead them to success. Increase revenue, create profit, and let the public know about their stories. A [story](#) bears a great deal of importance because that is what readers and customers relate to the most, but also remember the most. That is how [John Travolta](#), [Bill Gates](#), and so many other influential people gained the public's attention: we related to their very human story.

Atlantic Publicity combines the below described various media venues for maximum exposure in a carefully selected method to gain the largest number of audience possible (always into the millions) and through a sub-selection of the appropriate combination of both the demographics and psychographics Atlantic leads its clients to success.

These venues include but are not limited to: [Airline Radio](#) (Delta announces us as their publicity company; US Airways and American Airlines) [CNN Airport Network](#), other [Cable TV](#) channels, and at times [specific magazines](#). Our firm belief of [a full feature and journalistically credible article, a true story](#), which then gets syndicated (sent out) to over [150,000 media outlets nationwide along with 25,000 entertainment executives and celebrities](#) is always a MUST.

This comprehensive article is the very foundation on which we further build the client's image to success. People have busy lives and unless there is a well written, fact checked, journalistically credible and engaging editorial that focuses the reader's attention within the first sentence, and makes them understand the very specific product or unique service our clients can provide, success cannot be guaranteed. The first one or two sentences are crucial in any feature article or else the reader will not read it.

This very element of a solid foundation is always missing when a client comes to us. The borders of publicity vs. PR (HUGE DIFFERENCE) marketing vs. advertisement, editorial vs ads, journalism vs. PR releases, branding vs. positioning, etc. are always blurry and missing altogether. THAT is when Atlantic Publicity comes into the picture and changes the outcome.



Why is Atlantic Publicity No.1 ?

When you want to set yourself apart from everyone else, we can make it happen. Our International team creates widespread industry recognition through building a high profile image by publishing your unique story in key multi-media outlets. We create a direct rapport with your audience. The clients of Atlantic Publicity have been recognized in their individual fields through our dedicated personal service and storytelling, which combines sophistication, media awareness, and a touch of celebrity.

Atlantic Publicity is about storytelling, legacy building, educational media, and market penetration by beating the competition through what we call "the secret of the trade." We do not have any competition because we combine the following individual professions all in ONE through our President, Adrienne Papp, who holds many diplomas therefore can see a client's public life from the beginning to the end. No need for another person in each department slamming ideas against one another, competing for power or various other interests, rather we have ONE brain that assigns the appropriate tasks to the appropriate departments of Atlantic Publicity. In plain, we are a ONE STOP SHOP:

- › Journalism
- › Marketing
- › Advertising
- › Publicity
- › Economics
- › Brand Recognition
- › Brand Differentiation
- › Story Telling
- › Logistics

An entrepreneur or a large corporation would need to literally work with 5-7 companies to combine these very different professions. A publicist usually does not write articles, does not have the power to publish them, nor can she/he conduct interviews but rather "hires, or more appropriately, makes a journalist interested in the subject matter." However, editorials do not come around easily even if a journalist might become enticed and eager. A marketing company does not do advertising. Brand recognition in today's social media frenzy is a very different ball game from just a few years ago. An advertising company cannot and will not do marketing. These are two very separate areas

and completely different professions. See our marketing and advertising plans that have been conceived at and for UCLA: [Our Services](#)

Advertising Plans, [Sample Advertising Plan*](#)

Marketing Plans, [Sample Marketing Plan](#)

Marketing Materials, [Sample Marketing Materials*](#)

A regular Publicity Company has no relationship with Marketing and Advertising. And none of these separate fields and professions include an Economist, who knows the global trends and how to prevail in a stagnant or thriving economy. For brand recognition one needs to hire a large agency that nevertheless has no power in any other field. And as such, is “just” a marketing company that may hire an advertising firm, that may hire a number of branding expertise, that may hire a PR company that can only do PR releases that might never show up anywhere, and certainly would never be as credible as an editorial IF it ever gains any notice at all. And so the story rolls pushing the price for the client sky high with no final outcome of any measurable success as these agencies have not even coordinated with one another in a comprehensive and perfectly tailored way. Rather, they most likely will be competing openly or covertly with each other, until the quicksand affect collapses the entire build-up. THEN, the process repeats itself, but this time with more supervision, coordination and “good neighborhood” that will YET AGAIN take another round of the client’s time and resources.

As mentioned above PR companies come to Atlantic Publicity because they have no media power at all. They look to us to create coverage and media placement for them. PR releases are deadly to a new business. Anything that is a PR release is pure sales that is openly selling something that you do not really know anything about due to its nature: it is a sales pitch. The credibility is questioned until there is an actual editorial and other reliable sources broadcasting the product or service, or an idea, on large platforms, such as Delta airlines, TV networks, etc.... When I was Editor in Chief, Profile Editor or Feature Editor, I received hundreds of PR releases a day, which all went to trash automatically. People frequently, if not always, confuse a PR firm with a Publicity Company and vice versa. Publicity does NOT do PR and PR cannot do Publicity! Another misconception is that only movie stars have publicists. The word “publicist” has a connotation to it in Hollywood as if publicists only exist to serve the stars. The Webster Dictionary defines a publicist as the following: “A publicist is a person who puts written information into public circulation.”

Storytelling – THAT is when it is well written by a recognized writer, – is crucial to create a relationship with your audience. In school children are being taught by association with a story! Or else the topic is simply not remembered. Our brain remembers a new concept, product, or idea by association with a story. You can see and measure this in your daily life just by observing your thoughts! Has there ever been a thought in your mind without an actual event, or a story, with maybe a deep emotional charge around it that you cannot let go of in your mind? No! There is no such thing as thinking without the subject of what you are thinking about. Your brain is looking for solutions to the issue at hand, or is trying to put something to rest that requires action on your part one way or another? In fact, your thinking will influence the subject matter. (This is touching on the territory of Quantum Physics that observes the human mind and is the biggest discovery of the 21st Century as it points out the power of the human brain / mind – although two different things)

When an article about you with a true human element is out in the public, people tend to associate to it by FEELING and tend to be inspired by it. They feel GOOD by reading it. Something speaks to them. Bill Gates became famous because there was a very human story about him, starting his business in a garage.” If I was down to my last dollar I would spend it on publicity.” he famously said. Others who are even wealthier than him are still unknown to the general public because there was no publicity on them in the appropriate way. The co-stars of the young John Travolta are not even known today, and have not made it in the industry, but John Travolta spent every cent and every borrowed penny on publicity, which made him broke technically at all times, but he has achieved the highest fame that is possible in the entertainment industry. He FELT AND KNEW he would once people saw and heard him!

Atlantic Publicity looks for people with extraordinary stories that encourage and amaze others and thus earn the reader’s support because the reader feels ” all of what one has achieved is possible for the other one to achieve just the same or even better.” THAT is how I would summarize up in ONE sentence our core mission at Atlantic: **“Man Becomes What He Thinks About.”**

Atlantic Publicity has also been assigned to become the first official publicity company of the [Order of Constantine the Great and of Saint Helen](#) in 2010. As a Publicity company for this most regal and Historic Order (see the movies made with Tom Hanks about the Holy Grail and the inevitable part of Constantine in establishing Christianity.) To carry on this tradition since 312 A.D. we are looking for worthy individuals with special achievements and missions to invest into this Grand Order. Some of the biggest names in our times belong to this Order, which makes it very exquisite with a very direct mission.



Sir Garth Fisher, MD, is Invested in the Oldest Order in the World in Helsinki, Finland, February 8, 2014, with Publicist, Adrienne Papp of Atlantic Publicity.

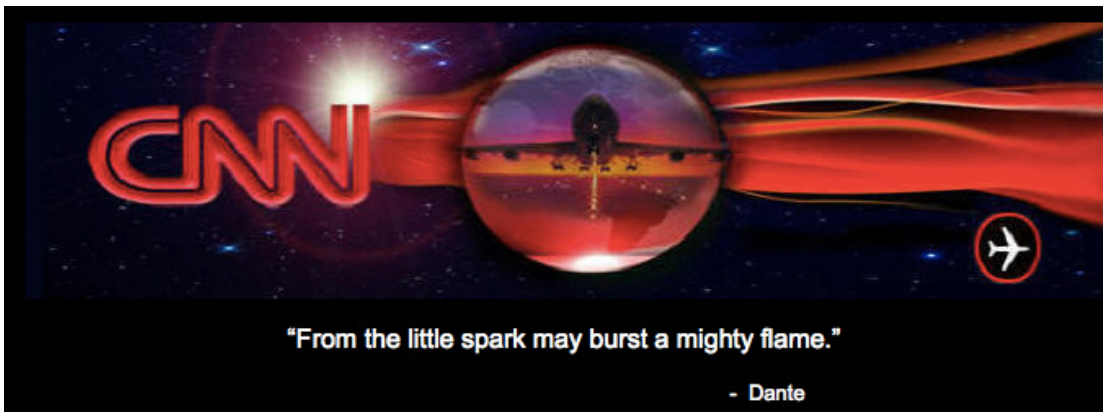
We, at Atlantic Publicity are passionate about creativity!

Creating a legacy, changing a life is our mission!

We have the simplest tastes: we are always satisfied with the best!

MEDIA VENUES



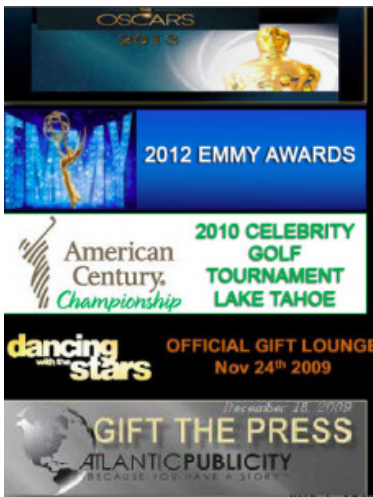


We also print or post in specific magazines: www.OurMediaKits.com. See SOME of our clients and their stories on this page among many others: www.AtlanticPublicityArticles.com

Our own 15 sec ad that aired on CNN with great success is our intro to our website: www.AtlanticPublicity.com. It is important to note that a message can be clearly stated within 15 seconds and viewed by millions once it is done with a great deal of professionalism and 20 years of experience.

Atlantic Publicity's CEO and Founder, Adrienne Papp, was the first one giving an interview about the "Think-Feel-Do" lifestyle and marketing strategy that became the cover of the Harvard Business Report in the summer of 2014. For more about Adrienne see: [LinkedIn](#), or [IMDb](#), or just google [Atlantic Publicity](#) and you will find **more than 10 million hits**.





The Awards Seasons are particularly important as we, at Atlantic, can brand your product, name and even story with the Oscars, Golden Globes, etc...by drawing attention from over 20 million viewers worldwide. And, that is just television. Please refer to [our Newsletter](#) regarding content and presentation of our presence at the Award Shows. By clicking on the image on the right that shows our various gift lounges you can gain understanding about how your product, name and service will be recognized instantly. Most companies made statements that within these crucial 2 days they gained more publicity than spending millions of dollars on advertisement. [:www.AtlanticPublicityGifting.com](http://www.AtlanticPublicityGifting.com)

All of our companies' websites can be visited for in-depth information and are listed below along with [testimonials](#).



www.AtlanticPublicity.com

www.AtlanticPublisher.com

www.AdriennePapp.com

www.SpotlightNewsMedia.com

www.AtlanticUnitedFilms.com

www.TheLatestSpotlightNews.com,

www.SpotlightWalkingtheWalk.com

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www.OurSyndication.com

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24,634 Entertainment Industry Executive

84,254 Private Email Addresses

2,001,601 Executives of Nationwide Fortune 500 Corporations

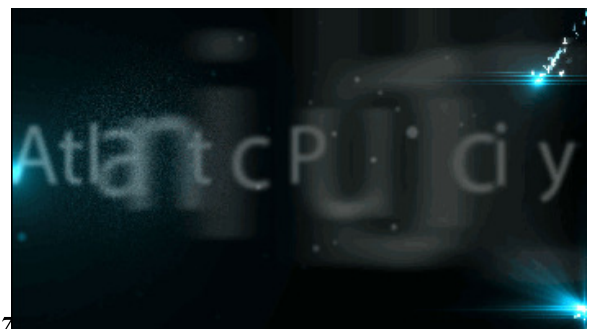
Totaling 2,263,298 email addresses twice a year. Syndication to individual special groups upon request is also possible.

Once you google [Atlantic Publicity](http://AtlanticPublicity.com) you will find that all of our articles become google news, which is impossible to achieve unless someone has written literally [hundreds of feature articles – as expressed by Imdb Founder and CEO, Col Needham](#). [Adrienne Papp](#) has been editor in chief, profile editor, or feature editor of over 15 news magazines. Being in google news today equals with being on the cover of a magazine in print.

Our special for the Academy Awards Season this year is a \$ 1,000 gift certificate from Atlantic to those who want to brand with the Oscars or any other award show. Just refer to the gift certificate as presented in this article.



Without publicity a horrible thing happens: Nothing!



Contact Atlantic Publicity at 917.678.4017







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www.AtlanticPublicity.com |
 www.AtlanticPublisher.com |
 www.AdriennePapp.com |
 www.SpotlightMediaProductions.com |
 www.SpotlightNewsMagazine.com

"The difference between the known and the unknown is publicity. The only way to make publicity recognized is a new approach. That new approach embraces our concept of bringing Hollywood and Wall Street together in a unique, never before way."
- Adrienne Papp

"Without publicity a horrible thing happens: nothing."

"The quality of a leader is reflected in the standards they set for themselves"

This sponsorship card is issued by Atlantic Publicity and Spotlight News Media in sponsorship of the 21st Annual American Championship Celebrity Golf Tournament and entitles you for publicity services by redeeming its value.

Atlantic Publicity is known worldwide for its unique services of personalized story telling in the most sufficient and attractive way utilizing modern media principals along with specific search engine optimizations.

When you want to set yourself apart from everyone else, we can make it happen. Our international team creates widespread industry recognition through building a high-profile public image by publishing your unique story in key multi-media outlets. We create a direct rapport with your audience. The clients of Atlantic Publicity and Atlantic Publisher have become recognized in their individual fields through our dedicated personal service and story telling, which combines sophistication, media awareness and a touch of celebrity for clients of all walks of life. The old way of advertising, publicity and publishing is dead and outmoded. Our strategic approach, and personal, journalistically credible attention, will have drawing power besides telling your individual story in a specific way.

We believe that educational information presented in a professional manner and backed with scientific data, rather than sensational glitz, is the key that will take a public message the farthest. Truthful, intimate portrayals through one-on-one mission-oriented interviews is the primary approach in all areas, including the world of entertainment

To redeem this certificate please call
310.451.7403

www.AtlanticPublicity.com
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About the Author of This Article: Dame Adrienne Papp is a recognized journalist, economist and feature writer who has written for many publications including [Savoir](#); [The Westside Today Publications](#) ; such as [Beverly Hills 90210](#); [Malibu Beach](#); [Santa Monica Sun](#); [The Beverly Hills Times](#); [Brentwood News](#); [Bel-Air View](#) ; [Celebrity Society](#) ; [Celeb Staff](#) ; [It Magazine](#); [Chic Today](#); [LA2DAY](#); [West Side Today](#) among many others. She is the President and CEO of Los Angeles / New York-based publicity company, [Atlantic Publicity](#) and publishing house, [Atlantic Publisher](#). Adrienne writes about world trends, [Quantum Physics](#), entertainment and interviews celebrities, world leaders, inventors, philanthropists and entrepreneurs. She also owns [Atlantic United Films](#) that produces and finances true stories made for theatrical release or the silver screen. [Spotlight News Magazine](#) is owned by [Atlantic United, Inc.](#) Dame Adrienne Papp is a member of the [International Press Academy](#).

See You Around the World!



Dame Adrienne Papp, Journalist, Editor in Chief, Master of Science in Economics, CEO, President and Founder of Atlantic Publicity

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