



## Personalized Public Relations For Challenging Times

**Gail S. Horowitz** “They are always one step ahead of the media.” Zlokower Company Public Relations

Media publicity is one of the most powerful techniques to build public awareness of a company, an individual or a brand.

During these challenging economic times, the media’s focus is changing with more coverage of how companies are adapting to an altered landscape where business is anything but usual. Now more than ever, a targeted, creative public relations campaign is what makes the difference in getting one company’s message heard over its competitors.

At Zlokower Company—one of New York’s leading boutique public relations firm that specializes in real estate—a team of talented publicists work closely with clients “to shape and fit clients’ news for the media, whether it’s a New York Times article or a popular blog covering the real estate industry,” said Gail S. Horowitz, senior vice president at Zlokower.

A former journalist who covered the television industry for Gannett News before going into public relations, Horowitz understands the media’s wants and needs from having been a member of the fourth estate. “It will always be about the story. What’s new, different, and unique and what advice can you give others,” she advises clients.

As a media columnist for Gannett Newspapers, Horowitz herself interviewed many of the country’s top media personalities—Tom Brokaw, Regis Philbin, Andrea Mitchell, Mary Hart, and top news executives from The Today Show, 60

Minutes, Entertainment Tonight, Inside Edition, and others.

Since joining Zlokower in 2005, Horowitz has grown the company’s residential real estate division, creating a niche developing public relations/marketing campaigns for many of the City’s top residential brokers, new condominiums, and several boutique hotels. “It’s been a very exciting time for our company,” said Harry Zlokower, who founded Zlokower Company in 1983.

In the residential marketplace, public relations is a critical component that should go hand-in-hand with any strategic marketing campaign, according to Horowitz who has led public relations programs for such luxury properties as the Onyx Chelsea, the Aurora, Fifth on the Park, 60 Thompson, SOHA 118, Brownstone Lane Two, Hotel on Rivington, Observatory Place, Windsor Park, The Switch Building on the Lower East Side, and the Crescent Club in Long Island City to name a few. Other clients include building owners, managers, appraisers, attorneys, title companies, finance advisors, and non-real estate companies as well.

It was Zlokower Company that Barak Realty turned to ‘in the beginning’ to brand the new company and get it noticed with brokers and the public alike. “Zlokower was the best PR firm I ever worked with,” said Barak Dunayer, president and founder of Barak Realty. “They are always one step ahead of the media.”

For these clients and others, Horowitz pitches and targets media hits in selected high profile consumer print and broadcast media and the real estate trade media. She also uses other techniques to build client visibility, like speaking engagements, special events, and collateral materials such as brochures or electronic newsletters, web pages, even advertising.

A Brooklyn-born New Yorker, Horowitz ran her own public relations business in Westchester County for over a decade, where she specialized in promoting real estate developers, architects, designers, fitness clubs, the Westchester Medical Group, and several prestigious school districts. She has a bachelor’s degree in journalism from New York University and attended the New School’s masters program in Urban Affairs and Policy Analysis.

“Despite the economy, the New York City real estate industry will never lose its excitement,” said Horowitz. “The stories and deals may change, but there will always be the drive, ambition, and the spirit of New Yorkers leading us back. Those are the stories I want to bring to the public.” ■

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