



The ***GILDED ONES***

THE CONSUMMATE INFLUENCER

ANNIE SCRANTON

BOSS LADY

The notion that when one door closes, another one opens may ring true, but only if one is willing to look for the open door, stick one's neck out, and take a peek. When Annie Scranton lost her job as a television producer 10 years ago, an opportunity to change her fortunes made its way into her email inbox. Annie didn't just take a peek. She jumped into the opportunity with gusto and discovered that she possessed a certain "special sauce" – a potent ability to persuade combined with a powerful network of contacts. Throw into that mix Annie's tireless determination, and a healthy dose of self-confidence, and you end up with a force to be reckoned with.

Today, Annie, helms a successful multi-million dollar public relations business that she built from the ground up. **Pace Public Relations** ("PPR") represents over 40 clients (we are one of them!) and employs 10 public relations professionals. That's quite a feat under any circumstance, but is especially impressive when you consider that she started her business during the "Great Recession" – a time when many companies had slashed their budgets for marketing and PR. On top of that, Annie has successfully navigated PPR through 2020 (a/k/a one of the craziest years on record) – a huge achievement in and of itself.

Did we mention that Annie is just plain fun to be around and anyone who meets her walks away with a smile? Without further ado, we are thrilled to introduce you to someone who makes it her business to help other businesses thrive. Please meet Annie Scranton.



LET'S CHAT!

Home. Sweet. Home.

I am a Jersey Girl! I grew up on the Jersey Shore. West Long Branch, New Jersey to be exact.

School Daze.

I graduated from Smith College with a B.A. in English. I went to graduate school at NYU, where I obtained a Masters in Public Relations.

The J.O.B.

I am the founder and president of [Pace Public Relations](#).

Wilding Out.

I've done so many crazy things in public, but out of respect for my mother who will definitely read this, I will have to keep my mouth shut on that subject.

Daytime Reverie.

These days, I am dreaming about the day when I don't have to hear the word "Trump". On the flip side, one of my dreams that came true was having my baby girl, Rose.

Sign Language.

Aries, baby. Fired up and ready to blast off. The typical characteristics of Aries describes me to a tee. I am fun, fiery, bold, opinionated and doggedly persistent.



LET'S TALK ABOUT YOUR CAREER PATH!

1. Before starting your own public relations company, you were a television producer for 10 years working for several major TV networks. Tell us more!

I worked for many well-known anchors (Deborah Norville, Dan Abrams, Donny Deutsch, to name a few) and my job was to find the best guests to interview. As a result, I was able to meet many celebrities. If I wasn't on the phone, I was greeting guests in the green room or out to lunches, dinners or parties. Producers don't make that much money — so I lived a more lavish lifestyle in my 20s by saying YES to every invite I received!

2. How did you transition from being a TV producer to public relations?

I was 28 and the show I had been producing was canceled. The network laid off the entire staff of the show, including me. After I cried and called my mom, I sent an email to my contacts at the network searching for work. One of the responses I received changed my life. A publicist with whom I had worked frequently asked me to help get his client booked on a network show. I secured a booking for his client that that day! I realized that I possessed a special currency — relationships with high-level TV news producers. Shortly after that, I secured another full-time job in TV, but kept doing the PR thing as a side hustle. A year and a half later, I quit TV entirely and officially launched my business. That was ten years ago!



YOU STARTED PACE PUBLIC RELATIONS FROM SCRATCH.

In fact, you were the first employee of the business. Ten years later, PPR has evolved into a multi-million dollar company representing 40+ clients and employing 10 professionals.

1. Name the top three ways you used to grow the company.

First, I kept costs way down in the beginning. I worked from my studio apartment. I had no employees or overhead, which allowed me to build up capital to invest in the business over time.

Second, I grew slowly. I didn't hire my first employee until I was two years into the business. It took me another year to hire my next employee.

Third, I said "YES" to everything. Well, not everything . . . but a lot of things. I had (still have) a lot of confidence that I could deliver, even on projects that were outside of my comfort zone.

2. Name a one triumphant moment you've experienced as the founder of PPR.

I experienced my first big "moment" when I represented the prosecutor in the Casey Anthony case. I set up a media blitz for him after the verdict, which led to my securing him a book deal with Harper Collins. The book became a NYT bestseller and was made into a **Lifetime TV movie starring Rob Lowe!**

3. Name some challenges that you have experienced while growing your business.

Like many women, I've struggled to understand my worth. Figuring out what to charge clients is tricky! Even though my business is well established, I still suffer from Imposter Syndrome! Learning to truly believe in myself has taken some time. Another challenge has been maintaining a healthy work-life balance. One good thing that's resulted from this strange year, 2020, is that I have become much better at putting my "pencils down" at the end of the workday (kinda).

4. Is your team still working from home? If so, how has "WFH" affected your business?

My team is still working from home, except for me! I go with my husband to his office, which allows me to focus on work. Luckily, PR is the type of business where you need a phone more than an office. That said, my colleagues and I miss each other and the creativity that comes from working together in the same space.



YOU GOT YOUR MASTERS IN PUBLIC RELATIONS FROM NYU IN 2018.

1. What makes having a Masters in Public Relations valuable to you and to the business?

I got the degree because eventually, I want to teach, and you need an advanced degree to do so. It was great to learn about the different verticals in the business of PR, including government relations.

2. Would you advise someone starting in the public relations business to obtain a Masters in Public Relations, and if so, when? Right after college or after you've worked for a while?

I'd never say "no" to more education; however, PR is really a job that has to be learned "on the job." If anything, I would say to invest in various writing courses - so much of PR depends on great pitch writing and having those skills at an entry-level position is critical.

WHAT 3 PIECES OF ADVICE WOULD YOU GIVE TO SOMEONE WHO IS CONSIDERING PUBLIC RELATIONS AS A CAREER?

1. **Work on your writing skills.** Mastery of the English language is critical in this job and you would be surprised about how many applicants lack this critical pre-requisite.

2. **Read + watch EVERYTHING.** In PR you have to know a little bit about a lot of things because you'll likely have a variety of different clients. You have to know where the puck is going in order to be creative with your pitches.

3. **Make real connections.** I often get very personalized emails from prospective hires who have taken some real time to get to know me, and reference as much in their emails. It means a lot. We're all human after all - we want to know that the person reaching out to us is legitimately curious about who we are and what we do.



WHAT 3 PIECES OF ADVICE WOULD YOU GIVE TO SOMEONE WHO IS STARTING THEIR OWN BUSINESS?

1. Don't spend a lot of money! The main reason businesses fail is that they are not careful about spending and run out of money. While it's true that you need to spend money to make money, it pays to be cautious.

2. Go slowly. It takes time to build a successful business. It's OK if you're flat for a few years.

3. Believe in yourself. If you are truly passionate about your business and have developed a product or service that is unique and compelling, then keep going. No business owner has ever succeeded without working really hard.

YOU ARE MARRIED TO MICHAEL AND MOM TO A LITTLE GIRL NAMED ROSE.

What's it like to juggle a family and a business in 2020 – a year filled with many challenges?

It has been a crazy year. It was really, really hard for me in March and April. I felt like the walls in our apartment were starting to close in and I had some dark days. Luckily, our nanny has returned to work once it was safe to do so. She is a saint. Her presence helps our lives to function more normally. I try to practice my gratitude as much as possible. Even in 2020, my family is lucky and fortunate. I try to remember this as much as possible – especially when things seem overwhelming.



ON TOP OF EVERYTHING THAT YOU DO, YOU WORK WITH SEVERAL NOT-FOR-PROFITS.

1. What's your role in each of them?

We provide traditional media relations services for them. We also help to publicize their big annual events in an effort to spread awareness and ultimately, help them to attract more donors.

2. Which ones are you focused on these days?

We've had a long relationship with the [Concern Worldwide US](#), which does some amazing humanitarian work. We also are proud to work with [All In Together](#), which is dedicated to helping women engage civically and politically.

3. Generally speaking, how have your not-for-profits fared during 2020?

I think like most industries, they took a hit over the spring. But they've come back. Fortunately, many of their large donors weren't quite as impacted financially as so many have been. I think that many of these donors also realize that now, more than ever, we need to support the good work these organizations do to help the least fortunate in this world.



WHEN YOU AREN'T WORKING, WHAT ARE YOU DOING?

When I'm not working I am with my family 95% of the time. I try to enjoy my time playing with Rose and trying to snuggle with her as much as possible. As far as hobbies go, I am really into doing puzzles (a very cathartic exercise – especially during a pandemic) and I'm obsessed with riding my Peloton. I'm also an avid Yankees fan so I watch most of the games. To relax, I read. When Rose is napping on the weekends I try to read an actual, physical book, but lately I have been crushing books on Audible – mostly when I'm either commuting or falling asleep at night. I also try to either meditate or do yoga every day- even if it's just for ten minutes.

HOW HAVE YOU BEEN DESCRIBED BY PEOPLE WHO KNOW YOU WELL AND DO YOU AGREE WITH THEIR ASSESSMENT?

I've been described as fun, a hustler (in the best way possible), opinionated and loud. I agree wholeheartedly!

HOW HAVE YOU BEEN DESCRIBED BY PEOPLE WHO KNOW YOU WELL AND DO YOU AGREE WITH THEIR ASSESSMENT?

1. **Artist:** Michael Dweck
2. **Designer:** Giorgio Armani
3. **Musician:** Bruce Springsteen
4. **Movie:** Goodfellas
5. **Food:** This chickpea stew that I make. It's the best recipe ever!
6. **Item in your closet:** My Chanel heels
7. **Piece of jewelry:** My wedding rings and my necklace that says "Rose"



DO YOU TAKE FASHION RISKS? IF SO, WHAT ARE THEY?

I used to! And I think I will again someday. Pre-pandemic, I was a faithful member of Rent the Runway so I was always trying styles I normally wouldn't purchase (puffy sleeves, oversized sweaters, balloon pants, etc). If they didn't work, I'd just return them!

WHOSE STYLE DO YOU ADMIRE THE MOST AND WHY?

My colleague Rose. You should see her on our Zoom meetings. She always has on an amazing top and/or necklace! Also, Jackie Kennedy always nailed it. Her looks are inspiring and still very relevant today.

WHAT ARE YOUR FIVE GO-TO WARDROBE PIECES?

- AG skinny jeans
- White AG silk button down
- A navy blazer
- Chanel heels
- Navy Chanel dress with belt



WHAT ARE YOUR CURRENT OBSESSIONS?

Any book by Kristin Hannah and [Emily in Paris](#). What a fun series!

WHERE WOULD YOU TELL OUT-OFTOWNERS TO GO TO GET YOUR NYC EXPERIENCE?

My favorite restaurant is an Italian restaurant called [Carbone New York](#). The other location I recommend for a true NYC experience is the [New York Botanical Gardens in the Bronx](#). Those gardens are an oasis in this city and are my favorite place in all of New York!



LIGHTNING ROUND! PICK ONE.

On personal aura: Mystery or Clarity?

– Clarity for sure.

On personal style: Minimalist or Maximalist?

– Minimalist.

On Interior Design: Bold color or neutral hues?

– Neutral!

On NYC apartment living: Huge walk-in closet with seating area or huge laundry room with large sized washer and dryer.

– The walk-in-closet please!

On shopping: Online or in store?

– In store.

On jewelry: Delicate or bold?

– Delicate.

On jewelry, pt. 2: Neck Game, Ear-scape, Arm Candy or Ring Bling?

– Ring Bling!

On travel: Adventure-filled with spartan digs or calm and quiet but supremely luxe?

– Luxe, Luxe, Luxe!

On people: Absolute favorite human trait?

– Self-awareness.

On people, pt. 2: Least favorite human trait?

– Arrogance.

WHAT DO YOU LOVE ABOUT GOLD?

The way it shines and pops – especially against black clothing.

WHAT AUVERE PIECES MUST YOU OWN?

Well, I already own the [Double X Ring](#), which I love. The [Star Power Ring](#) is probably going to be my next purchase!



PARTING WORDS?

This was so much fun. I loved getting dressed up again and piling on the gold!

ANNIE IS WEARING:

Cover:

Dress and Shoes: Chanel; and **Jewelry:** **Auvere** (Perigee Bracelet; Long Link Chain; Bold Heart Diamond and Black Enamel Pendant and Long Link Chain; Star Bright Ring; and Love First Bracelet);

Look 1:

Jumpsuit: Reiss; **Shoes:** Vince; and **Jewelry:** **Auvere** (Golden Horseshoe Necklace; Wishbone Pendant & Chain Large/Polished; Floral Eye Pendant & Chain; Tall Maze Cuff; Bridge Ring Tall; Floral Eye Bracelet Large/Polished; Galactic 8 Hoop Earrings; and Capture Ring);

Look 2:

Cape: AYR; **Shoes:** Vince; and **Jewelry:** **Auvere** (Golden Horseshoe Necklace; Wishbone Pendant & Chain Large/Polished; Floral Eye Pendant & Chain; Tall Maze Cuff; Bridge Ring Tall; Floral Eye Bracelet Large/Polished; Galactic 8 Hoop Earrings; and Capture Ring);

Look 3:

Dress: Marni; and **Jewelry:** **Auvere** (Valo Necklace; Tall Maze Cuff; Colonnade Ring Satin; Double X Ring Satin; Spike Ring Satin; Maze Ring Satin; and Galactic III Earring); and

Look 4:

Dress: Milly; and **Jewelry:** **Auvere** (Celestial Star Necklace; Cage Ring Ruby Ball; Cage Cocktail Ring / Ruby Ball; Cage Cocktail Ring / Gold Ball);