

## 1997 Agency Report Card



### Amster-Young Public Relations

Every year, it seems, an exciting new New York boutique appears on the scene. Its principal is usually someone with big-agency experience who has decided that the way the big agencies do things is not for him or her, who believes that a small agency can offer the same quality of service with greater creativity and less bureaucratic hassle. Some of these firms go on to become Patrice Tanaka & Co. or Spector & Associates and some don't. This year's brightest newcomer is a small outfit headed by Ketchum and Lobsenz-Stevens veteran Karen Amster-Young.

Founded in 1992, Amster-Young Public Relations is a full service marketing communications and PR firm notable for its work in food, travel, and business-to-business public relations (although clients include sports, healthcare and broader lifestyle accounts) and its combination of a commitment to planning and accountability with small-agency creativity and flexibility. Client work has included programs/projects for the Hong Kong Tourist Association (a promotion that established the agency's ability to deliver national programming), Health-Mor Personal Care (media relations for a new diabetes treatment), and an award-winning assignment for the Sporting Goods Manufacturers Association (designed to enhance the image of baseball).

For a small agency, Amster-Young has committed heavily to professional development, offering training in media relations, web site development, and event planning, while Karen Amster-Young is taking the lead in developing a new mentoring network designed to help entrepreneurs like herself learn from more established agencies.

