

## The Image of the Public Relations Practitioner in Movies and Television 1901-2011

APPENDIX:  
 CHRONOLOGICAL LIST OF  
 FILMS AND TELEVISION PROGRAMS USED IN THE STUDY  
 With Categories and Evaluation Data

**LEGENDS:****Type: Movies (M) *or* Television (T)****Gender: Male (M) *or* Female (F)****Category: Press agent (PA) *or* Business-Private-Publicist (B) *or* Government-Politics (G) *or* Military-Police (M)****Evaluation Definitions and Descriptions:**

**Very Positive (VP)** – A public relations practitioner who is a heroic character. This is the PR man or woman who is “confident, poised, capable, responsible, bright, reliable, efficient, imaginative, well-read, personable and trusted.” These PR men and woman are accomplished practitioners who are “good at their jobs and love what they do.”<sup>1</sup> They often puts their job or even their life at risk to do the right thing.

**Positive (P)** – A PR practitioner who tries to do his or her job without hurting anyone; basically a person trying to do the right thing, but often frustrated by the system. They are skilled, but often “unhappy with their jobs,”<sup>2</sup> unfulfilled, upset, discontented, tired, irritated, disturbed by either the profession or their particular situation or life in general. In some instances, the PR practitioner is played for comic relief or is a lovable character, “effervescent, jovial, lively, mild and chipper.”<sup>3</sup> Sometimes this PR man or woman is an outsider, isolated, and “unable to fit in with coworkers ... ill at ease, naïve, pathetic, a nun in a whorehouse, a lamb among wolves, a eunuch in a harem.”<sup>4</sup>

**Negative (N)** – A PR practitioner will do anything to help his or her client and doesn’t care much about the public; basically a person who doesn’t care about doing the right thing, but will do whatever is necessary to keep his job, even if his/her actions are unethical. These are what Karen Miller calls money-minded practitioners “who think about their jobs from only a financial standpoint; they are shrewd, cheap and have commercial minds.”<sup>5</sup> They are usually manipulative and will lie, cheat, and do whatever it takes to advance their careers. This PR practitioner is “a wheeler-dealer with a supple conscience — a shark or a snake who is ruthless, deceptive and predatory.”<sup>6</sup> In milder cases, they are simply obsequious and “guided by whatever they think will satisfy their employers.”<sup>7</sup>

**Very Negative (VN)** – A PR practitioner who is engaged in unethical and often unlawful activities, serving the client at all costs, even committing murder or serious crimes. They are manipulative and cynical, “sarcastic, edgy, angry, contemptuous and driven.”<sup>8</sup> The men are usually alcoholic womanizers who treat everyone with scorn. The women will do whatever it takes to get

what they want, from sleeping their way to the top to killing off the competition. Sometimes, the individual is just a morally corrupt person who does very little public relations but is labeled as a public relations practitioner.

**Neutral** – Nondescript character who is simply there as a PR practitioner doing his or her job without offending anyone. He or she often is in the background and figures slightly in the plot or action of the film or television program.

## **FILMS AND TELEVISION PROGRAMS**

### **1901 – Terrible Teddy, the Grizzly King**

M – M – PA – N

Theodore Roosevelt merrily kills a mountain lion in Colorado while his press agent and photographer record the event for posterity.

### **1925 – The Goose Woman**

M – M – PA – N

Police promise the Goose Woman publicity and turn her into a headliner if she cooperates with authorities.

### **1929 – The Cohens and Kellys in Atlantic City**

M – M – PA - P

The younger generation tries new publicity stunts such as a beauty contest to make more sales.

### **1929 – Gentlemen of the Press**

M – M – B - P

Wickland Snell (Walter Houston), a star reporter, takes a job as a public relations man to make more money to help his family.

### **1930 – Hook, Line and Sinker**

M – M – PA – N

Wilbur Boswell (Bert Wheeler) and Addington Ganzy (Robert Woolsey) launch a phony public relations campaign presenting a run-down hotel as a resort favored by the rich.

### **1930 – Follow the Leader**

M – M – PA – N

Press agent Sam Platz (Lou Holtz).

### **1931 – The Miracle Woman**

M – M – PA – VN

Press agent-manager Bob Hornsby (Sam Hardy) blackmails an evangelist after making her famous.

### **1931 – The Guilty Generation**

M – F – B – P

Publicist Nellie Weaver (Ruth Warren), publicity woman.

**1931 – The Black Camel**

M – M – PA – Neutral

Press agent Jimmy Bradshaw (Robert Young).

**1931 – Millie**

M – M – B – Neutral

Reporter Tommy Rock (Robert Ames) gets a public relations job.

**1932 – The Half-Naked Truth**

M – M (2) – PA – N

New York publicity man Jimmy Bates (Lee Tracy) starts off as a barker at a down-at-the-heels carnival before becoming a powerhouse New York publicity man.

**1933 – Professional Sweetheart**

M – M – PA – N

Press agent Speed (Frank McHugh).

**1933 – Murders in the Zoo**

M – M – B – N

Press agent Peter Yates (Charles Ruggles) gets a job doing public relations for the zoo.

**1933 – Bombshell**

M – M – PA – N

Press agent E.J. “Space” Hanlon (Lee Tracy) is a two-faced publicity man for Monarch Studios.

**1933 – Bureau of Missing Persons**

M – M – PA – N

Press agent Mr. Engel (Jack Wise).

**1933 – Made on Broadway**

M – M – PA – N

New York press agent Jeff Bidwell (Robert Montgomery) turns a suicidal girl into a celebrity.

**1933 – Hard to Handle**

M – M – PA – N

Press agent Myron “Lefty” Merrill (James Cagney) works his way up from dance marathons to one of the top public relations men in the country.

**1933 – Going Hollywood**

M – M – PA – P

Press agent Jack Thompson (Bobby Watson).

**1933 – King Kong**

M – M – PA – N

Publicity stunt backfires, angering the great ape Kong.

**1933 – Britannia of Billingsgate**

M – M – B – Neutral

Publicity man (Ernest Sefton).

**1934 – Lady by Choice**

M – M – PA – N

Press agent Front O'Malley (Raymond Walburn).

**1934 – The Lost Jungle**

M – M – PA – P

Press agent Larry Henderson (Syd Saylor) works for the circus.

**1935 – A Night at the Ritz**

M – M – PA – N

Press agent Duke Regan (William Gargan) is the high-pressure, irresponsible promotions/marketing/press agent at the Ritz Hotel.

**1935 – Another Face**

M – M – PA -- N

Press agent Joe Haynes (Wallace Ford).

**1935 – Cheers of the Crowd**

M – M – PA – N

Press agent (“exploitation engineer”) Lee Adams (Russell Hopton).

**1935 – The Old Homestead**

M – M – PA -- P

Press agent J. Wilberforce Pratt (Harry Conley).

**1936 – Here Comes Carter**

M – M – B – P

Public relations director for Premium Pictures Kent Carter (Ross Alexander) gets fired when he refuses to stop a story about an actor whose former wife is suing him for non-support. (“I’m a press agent, not a suppress agent,” he claims.)

**1936 – Speed**

M – F – B – P

Public relations woman Jane Mitchell (Wendy Barrie).

**1936 – Cain and Mabel**

M – M – PA – N

Public relations man Aloysius K. Reilly (Roscoe Karns), a former reporter.

**1936 – The Golden Arrow**

M – M – PA – N

Publicity agent Jorgenson (Craig Reynolds).

**1936 – The Great Ziegfeld**

M – M – PA – Neutral  
Press agent (Phil Tead).

**1936 – Mr. Deeds Goes to Town**

M – M – B – P  
Public relations man Cornelius Cobb (Lionel Stander), former newspaper reporter.

**1936 – The Preview Murder Mystery**

M – M – B – P  
Public relations man Johnny Morgan (Reginal Denny) works for a movie studio.

**1937 – Racing Lady**

M – M – B – P  
Public relations man advises an automobile tycoon to add a horse trainer's daughter to his stable as a publicity stunt.

**1937 – Expensive Husbands**

M – M – B – N  
Public relations man Joe Craig (Allyn Joslyn) handles temperamental Hollywood stars.

**1937 – Something to Sing About**

M – M – B – N  
Public relations man Hank Meyers (William Frawley) works for a motion picture company and tries to keep a star's marriage secret.

**1937 – A Star Is Born**

M – M – B – N  
Publicity agent Matt Libby (Lionel Stander) works for a motion picture company.

**1937 – Shall We Dance**

M – M – B – N  
Public relations man Arthur Miller (Jerome Cowan) fakes photographs to get results.

**1937 – When Love Is Young**

M – M – PA – N  
Press agent Andy Russell (Kent Taylor).

**1937 – Waikiki Wedding**

M – M – PA -- P  
Publicity man Tony Marvin (Bing Crosby).

**1937 – Thunder in the City**

M – M – B – N  
Public relations man Daniel "Dan" Armstrong (Edward G. Robinson).

**1938 – Cowboy from Brooklyn**

M – M – PA – N

Public relations man Pat “Speed” Dunn (Ronald Reagan).

**1938 – Four’s a Crowd**

M – M – B – P

Public relations man Robert Kensington “Bob” Lansford (Errol Flynn) is a former editor and PR legend (based on Ivy Ledbetter Lee).

**1938 – Annabel Takes a Tour**

M – M – PA – N

Publicity man Lanny Morgan (Jackie Oakie) is a wacky press agent.

**1938 – The Shining Hour**

M – M – PA – Neutral

Press agent (George Chandler).

**1938 – Mr. Moto’s Gamble**

M – M – PA – Neutral

Press agent Gabby Marden (Charles Williams).

**1939 – The Great Man Votes**

M – M – G – N

Political public relations man Charles Dale (William Demarest) makes “The Great Man” a household name.

**1939 – Dancing Co-Ed**

M – M – PA – N

Press agent Joe Drews (Roscoe Karns) for Monarch Pictures.

**1939 – Mr. Smith Goes to Washington**

M – M – B – VN

Newspaper publisher Jim Taylor (Edward Arnold) owns the news media and decides what the public should and should not know.

**1939 – Second Fiddle**

M – M (2) – PA – N

Hollywood Studio press agent Jimmy Sutton (Tyrone Power), a former reporter, works for publicity chief George “Whit” Whitney (Alan Dinehart) of Consolidated Pictures.

**1941 – Playmates**

M – M/F (2) – PA – N

Press agents Lulu Monahan (Patsy Kelly) and Peter Lindsay (Peter Lind Hayes) figure out an elaborate scheme to get their celebrity clients, actor John Barrymore and bandleader Kay Kyser, publicity.

**1941 – Meet John Doe**

M – M/F – B – VN

Publisher D.B. Norton (Edward Arnold) works with Ann Mitchell (Barbara Stanwyck) to put over a publicity campaign that will carry him into the White House.

**1941 – I Wake Up Screaming**

M – M – PA – N

Press agent-promoter Frankie Christopher (Victor Mature) is accused of killing a waitress he convinced could be a celebrity with the proper promotion.

**1941 – For Beauty’s Sake**

M – M/F (2) – PA – N

Press agent Jonathan B. Sweet (Ned Sparks) is a sourpuss publicity man hired to handle a woman-hating astronomy professor who inherits a swank beauty salon in a New York hotel from his aunt.

**1942 – Born to Sing**

M – M – PA – N

Press agent Johnny (Charles Lane).

**1942 – Four Jacks and a Jill**

M – M – PA – N

Press agent Joe (Robert Smith).

**1943 – The Leopard Man**

M – M – B – P

Public relations man Jerry (Dennis O’Keefe) promotes a nightclub performer by having her appear with a leopard, which escapes and is accused of killing a child.

**1943 – Government Girl**

M – M – G – N

Reporter Tom Holliday (Ray Walker) offers to be a public relations man for a businessman trying to learn what Washington politics is all about.

**1944 – Wilson**

M – M – G – P

Political press agent Joe Tumulty (Thomas Mitchell).

**1944 – See Here, Private Hargrove**

M – M (3) – M – P

Journalist Pvt. Marion Hargrove (Robert Walker) and Pvt. Mulvehill (Kennan Wynn) join the public relations staff run by public relations officer (Ray Teal) to stay out of harm’s way.

**1944 – Broadway Rhythm**

M – M – PA – N

Press agent (Sidney Blackmer).

**1945 – Zombies on Broadway**

M – M (2) – PA – N

Press agents Jerry Miles (Wally Brown) and Mike Strager (Alan Carney) are ordered to get a zombie for an opening night publicity stunt of a nightclub.

**1945 – Eve Knew Her Apples**

M – M – PA – N

Press agent Steve Ormond (Robert Williams) and singing star Eve Porter's manager try to convince her not to take a vacation, but to capitalize on her recent success.

**1946 – O.S.S.**

M – M – B – VP

Public relations man John Martin (Alan Ladd) goes to war as an undercover agent.

**1947 – Miracle on 34th Street**

M – M/F – B – P

Public relations practitioner Doris Walker (Maureen O'Hara), a hard-bitten department store PR woman, learns the meaning of Christmas and Santa Claus.

**1947 – The Senator Was Indiscreet**

M – M – G – N

Publicity Director Lew Gibson (Peter Lind Hayes) tries to stop his girlfriend reporter from exposing one of his clients, a senator.

**1947 – Sepia Cinderella**

M – M – PA – N

Press agent Lester Green (Fred Gordon) thinks he's the best press agent in the world. His catch phrase said throughout the film: "Boy, am I a press agent!"

**1947 – Heartaches**

M – F – B – Neutral

Publicist Toni Wentworth (Sheila Ryan) tries to convince her boyfriend reporter not to print a story exposing her client's secret: he's a singer who can't sing.

**1948 – The Miracle of the Bells**

M – M – PA – P

Press agent Bill Dunnigan (Fred MacMurray), a studio public relations expert, discovers a new actress and when she dies, tries to salvage her first and last film.

**1949 – All the King's Men**

M – M – G – N

Reporter Jack Burden (John Ireland) becomes a corrupt governor's press secretary.

**1949 – The Girl from Jones Beach**

M – M – B – Neutral

Publicist Chuck Donovan (Eddie Bracken).



**1949 – Easy Living**

M – M – B – Neutral

Publicist Scoop Spooner (Jack Paar) works for a professional football team.

**1949 – Woman Hater**

M – M – PA – P

Press agent Harris (Michael Medwin) works to get publicity for a French star in London, but all the star wants to do is be alone.

**1949 – King of the Rocket Men**

M – M – B – P

Publicity director Burt Winslow (House Peters, Jr.) works for a research science center.

**1949 – Mighty Joe Young**

M – M – B – P

Public relations man Windy (Frank McHugh).

**1950 – To Please a Lady**

M – M – B – Neutral

Press agent (Frank Jenks).

**1950 – A Woman of Distinction**

M – F – B – N

Publicist Teddy Evans (Janis Carter) assigned to do story on a visiting professor.

**1950 – The West Point Story**

M – M – PA – Neutral

Press agent Steve (Paul McGuire).

**1950 - Trigger Jr.**

M – M – PA – N

Press agent Splinters (Gordon Jones) plants a story that embarrasses Western hero Roy Rogers.

**1950 – Studio Stoops**

M – M (3) – PA – N

The Three Stooges work for a movie studio as exterminators and are mistaken for PR men. They fake a kidnapping of a famous star to get publicity, but find out that the kidnapping is real.

**1950 – Suspense: The Brush-Off**

T – M – B – VN

Hollywood press agent-publicist Roger Sherman (George Reeves) is targeted for murder.

**1951 – Amos ‘n’ Andy: Kingfish Becomes a Press Agent**

T – M – PA – N

Kingfish takes a job as a press agent in order to make money to pay Andy off and get his mother-in-law’s diamond pin back, but things don’t work out. In the process, he pretends to know all of

the famous columnists of the day, including Walter Winchell.

### **1951 – Lady Godiva Rides Again**

M – M/F – B – Neutral

Publicity man Eddie Mooney (Eddie Byrne) convinces a young teenager to enter a soap beauty contest for fame and fortune. Lady in charge of publicity (Dora Bryan). Soap publicity men (Clive Baxter, Paul Connell I, and Arthur Howard III).

### **1951 – As Young As You Feel**

M – M – B – Neutral

Public relations head Ernest (Emerson Treacy).

### **1951 – Let’s Make It Legal**

M – M (2) – B – P

Publicity director Hugh Halsworth (Macdonald Carey) for a hotel. Working as his assistant is his son-in-law Jerry Denham (Robert Wagner).

### **1951 – Rhubarb**

M – M – B – P

Publicist Eric Yeager (Ray Milland) must convince a baseball team that their new owner, a cat, will bring the team luck.

### **1952 – The Pace That Thrills**

M – M – B – P

Publicity sales manager Richard L. “Dusty” Weston (Bill Williams) is in charge of promotion and public relations for a motorcycle company.

### **1952 – All-Star Revue**

T – M – B – N

Vice president of public relations (Jim Backus) for the Victor Talking Machine Co.

### **1952 – Singin’ in the Rain**

M – M – B – Neutral

Publicity man Rod (King Donovan) tries to convince the silent female movie star that she shouldn’t talk in public because it would ruin her image.

### **1953 – Roman Holiday**

M – Comment on public relations Only – Neutral

The princess tells a reporter that her father (who is the king) is in public relations and works in fertilizers. She doesn’t know he’s a reporter or that he knows she is the princess.

### **1953 – Call Me Madam**

M – M – G – P

Former reporter Kenneth Gibson (Donald O’Connor) convinces newly appointed ambassador to hire him as press attaché.

**1953 – Vicki**

M – M – B – N

Publicity man Steve Christopher (Elliott Reid) helps a waitress become a supermodel.

**1954 – It Should Happen to You**

M – M – PA – N

Promoter-TV commentator Brod Clinton (Michael O’Shea) creates a publicity campaign for Gladys Glover (Judy Holiday), who becomes famous when she does a personal public relations campaign, putting her name on billboards around the city.

**1954 – The High and the Mighty**

M – M – B – Neutral

PR man Boyd (Douglas Kennedy) handles the press during an airplane crisis.

**1954 – A Star Is Born**

M – M – B – N

Public relations man Matt Libby (Jack Carson) works for a movie studio.

**1955 – The Big Knife**

M – M (2) – B – N

Studio press agent Smiley Coy (Wendell Corey) tries to keep the exploits of his clients out of the paper. Buddy Bliss (Paul Langton) is a toady of a publicity man, has even gone to jail for hit and run, covering up for a studio client.

**1955 – Hour of Stars: The Miracle on 34th Street**

T – F – B – P

Public relations practitioner Doris Walker (Teresa Wright) is a cynical PR woman for a department store.

**1955 – The Life and Legend of Wyatt Earp: The Buntline Special**

T – M – PA – N

Public relations man Ned Buntline (Lloyd Corrigan), a frontier promoter, comes to town to make Wyatt Earp a legend. Earp wants no part of it.

**1956 – The Girl Can’t Help It**

M – M – PA – P

Press agent Tom Miller (Tom Ewell).

**1956 – The Great Man**

M – M (2) – B – P/VN

Press agent Sid Moore (Keenan Wynn) with public relations man Nick Cellantano (Jim Backus).

**1956 – Foreign Intrigue**

M – M – PA – P

American press agent Dave Bishop (Robert Mitchum) probes the death of a millionaire client and his mysterious past in Europe.

**1956 – The Harder They Fall**

M – M – PA – P

Sportswriter Eddie Willis (Humphrey Bogart) loses his column when his paper folds, so he goes to work as press agent for crooked fight promoter.

**1956 – The Man in the Gray Flannel Suit**

M – M – B – VP

Public relations man Tom Rath (Gregory Peck) works for the United Broadcasting Corporation.

**1957 – Sweet Smell of Success**

M – M – PA – N

Press agent Sidney Falco (Tony Curtis) is a cowardly sycophant who makes money by putting items into columns, including the most powerful and influential column written by gossip columnist J.J. Hunsecker (Burt Lancaster).

**1957 – Top Secret Affair**

M – M – M – P

Army public information officer Col. Gooch (Jim Backus).

**1957 – Don't Go Near the Water**

M – M (3) – M – P

Public relations officer Lt. j.g. Max Siegel (Glenn Ford) is part of the PR staff for the Navy commandeered by Lt. Cmdr. Clinton T. Nash (Fred Clark). Ens. Tyson (Russ Tamblyn) is also on the staff.

**1957 – Loving You**

M – F – PA – P

Press agent Glenda Markle (Lizabeth Scott) promotes musicians and singers.

**1957 – Slim Carter**

M – F – B – P

Studio public relations head Clover Doyle (Julie Adams) discovers a Western singer and turns him into a cowboy hero.

**1957 – Beau James**

M – M – G – P

Public relations man Charley Hand (Darren McGavin) has integrity and refuses to be a “yes” man.

**1957 – Kiss Them for Me**

M – M – M – P

Public relations officer Commander Wallace (Werner Klemperer).

**1958 – Make Room for Daddy: Too Good for Words**

T – F – B – P

Publicist-press agent Elizabeth “Liz” O’Neal (Mary Wickes) is Danny’s publicist and press agent.

**1958 – Kathy O’**

M – M – B – P

Studio public relations man Harry Johnson (Dan Duryea) has his hands full with a tyrannical child movie star.

**1959 – Pork Chop Hill**

M – M – M – P

Public relations division Lieutenant (Lew Gallo).

**1959 – That Kind of Woman**

M – M – B – N

Public relations man Harry Corwin (Keenan Wynn).

**1960 – Let’s Make Love**

M – M – B – VP

Public relations director Alex Coffman (Tony Randall).

**1960 – The Twilight Zone: The Fever**

T – M – B – Neutral

Public relations man (William Kendis).

**1960 – Alfred Hitchcock Presents: Madame Mystery**

T – M – B – VN

Publicity man Jimmy Dolan (Joby Baker).

**1961 – Ada**

M – M – G – P

Political press relations-speech writer Steve Jackson (Martin Balsam).

**1961 – Return to Peyton Place**

M – M – B – P

New York publisher-publicity man Lewis Jackman (Jeff Chandler) creates a publicity campaign for his newest writer.

**1962 – Hemingway’s Adventures of a Young Man**

M – M – PA – N

Press agent Billy Campbell (Dan Dailey) is always drunk as he goes from town to town to publicize a show.

**1962 – Gypsy**

M – M – PA – Neutral

Press agent Phil (Harvey Korman).

**1962 – The Manchurian Candidate**

M – M – M – VP

Military public relations officer Bennett Marco (Frank Sinatra), who was captured in Korea, begins

to suspect that one of his comrades has been brainwashed and tries to prevent him from carrying out an assassination.

**1962 – Night of Evil**

M – M – PA – N

Publicity man-promoter helps a girl win a beauty contest.

**1962 – Days of Wine and Roses**

M – M – B – P

Public relations man Joe Clay (Jack Lemmon) is an alcoholic who turns his wife into an alcoholic as well before struggling to regain his sobriety and keep a job.

**1963 – Summer Holiday**

M – M – PA – N

Press agent Jerry (Lionel Murton) wants to milk his client's disappearance for all the publicity it is worth.

**1963 – Bye Bye Birdie**

M – F – PA – Neutral

Rosie DeLeon (Janet Leigh) comes up with a publicity stunt that takes a rock singer to a small Ohio town to offer one last kiss to a young fan on the *Ed Sullivan Show*.

**1963 – Goldilocks and the Three Bares**

M – F – B – Neutral

Publicist Alison Edwards (Allison Louise Downe).

**1964 – Man's Favorite Sport**

M – F – B – N

Public relations woman Abigail Page (Paula Prentiss).

**1964 – The Americanization of Emily**

M – M (2) – M – N

Lt. Cmdr. Paul "Bus" Cummings (James Coburn) and Lt. Cmdr. Charles Edward Madison (James Garner) are in the Navy's public information office when they are ordered to make sure the first casualty of D-Day in 1944 is a Navy man.

**1964 – Hush...Hush, Sweet Charlotte**

M – F – B – VN

Public relations expert Miriam Deering (Olivia de Havilland).

**1964 – The Patsy**

M – M – B – N

Publicist Harry Silver (Keenan Wynn).

**1964 – What a Way to Go!**

M – M – B – Neutral

Publicity and press agent (Phil Arnold).

**1964 – Mr. Broadway**

T – M – B – P

Public relations man Michael Bell (Craig Stevens), a sophisticated Broadway press agent and owner of public relations firm in Manhattan.

**1964 – Robin and the 7 Hoods**

M – M – B – P

Public relations man Allen A. Dale (Bing Crosby).

**1964 – Fate Is the Hunter**

M – M – B – Neutral

Public relations man Ted Wilson (Dort Clark), Consolidated director of public relations.

**1964 – A Hard Day’s Night**

M – M – B – P

Public relations man Norm (Norman Rossington) tries to keep the Beatles on track as their fans smother them in attention.

**1965 – Strange Bedfellows**

M – M – B – N

Public relations practitioner Richard Bramwell (Gig Young).

**1965 – Winter A-Go-Go**

M – M – PA – N

Promotion director Danny Frazer (James Stacy) will do anything to get people to a new lodge in the mountains.

**1965 – Beach Blanket Bingo**

M – M – B – N

Public relations agent Bullets (Paul Lynde).

**1966 – The Glass Bottom Boat**

M – F – B – P

Public relations woman Jennifer Nelson (Doris Day) gives guided tours at a space research institute.

**1966 – The Oscar**

M – M – B – N

Publicist Hymie Kelly (Tony Bennett).

**1967 – Smashing Time**

M – M – B – N

Public relations-image maker Jeremy Tove (Jeremy Lloyd).

**1967 – Blast-Off Girls**

M – M – B – N

Sleazy record promoter Boojie Baker (Dan Conway) and his loyal, but dim-witted assistant Gordy (Ray Sager) try to make it big with a local Chicago garage band.

**1968 – The Secret Life of an American Wife**

M – M (2) – B – N

Public relations practitioner Tom Layton (Patrick O’Neal).

**1968 – Interlude**

M – M – B – Neutral

Public relations man (John Cleese).

**1968 – The Horse in the Gray Flannel Suit**

M – M – B – P

Public relations-advertising executive Frederick “Fred” Bolton (Dean Jones).

**1969 – That Girl: Fly Me To the Moon**

T – M – M – P

Air Force public relations man Maj. Brian James (Robert Colbert).

**1970 – Airport**

M – M – B – P

Mel Bakersfeld (Burt Lancaster) is the hard-charging manager of Lincoln International Airport and has one public relations problem after another to deal with.

**1970 – The Man Who Had Power Over Women**

M – M (3) – B – N

Public relations man Peter Reaney (Rod Taylor), a swinging PR man working out of London, is part of a public relations-talent agency that handles a difficult British pop star.

**1972 – The Candidate**

M – M (2) – G – N

Public relations man Marvin Lucas (Peter Boyle) convinces a man, who he says can’t possibly win, to run for senate.

**1972 – McCloud: A Little Plot at Tranquil Valley**

T – M – B – N

Public relations man (Bruce Kirby).

**1973 – The Werewolf of Washington**

M – M – G – N

Press aide Jack Whittier (Dean Stockwell) to the president has a problem: he’s a werewolf.



**1973 – Miracle on 34th Street**

T – F – B – P

Public relations practitioner Karen Walker (Jane Alexander).

**1974 – The Missiles of October**

T – M – G – P

White House press secretary Pierre Salinger (Michael Lerner).

**1974 – The Morning After**

T – M – B – N

Public relations writer Charlie Lester (Dick Van Dyke) is an alcoholic who can't control his drinking.

**1974 – The Towering Inferno**

M – M/F – B – P

Bigelow (Robert Wagner), public relations executive for the hotel, is having an affair with his assistant Lorrie (Susan Flannery). Bigelow shuts off the phones so he and Lorrie can be together without interruption. As they are getting dressed, Lorrie asks, "Did you leave a cigarette burning?" Bigelow pauses, then says, "That's no cigarette." Both burn to death in the towering inferno.

**1975 – Marcus Welby, M.D.: 1975-1976**

T – F – B – P

Public relations director Janet Blake (Pamela Hensley) of the hospital.

**1975 – The 2000 Year Old Man: The Animated TV Special**

T – M – PA – N

Press agent Marty for Robin Hood created the image that he stole from the rich and gave to the poor. Actually, Robin Hood stole from everybody and kept everything, but Marty wrote scroll after scroll creating the legend.

**1976 – Buffalo Bill and the Indians (Or Sitting Bull's History Lesson)**

M – M – PA – N

Publicist Ned Buntline (Burt Lancaster) is a master at taking ordinary men and turning them into legends.

**1976 – Emergency!: Rules of Order**

T – M – PA – N

Press agent (Ray Ballard).

**1977 – Washington Behind Closed Doors**

T – M (2) – G – N

Press secretary Hank Ferris (Nicholas Pryor) handles a lot of dirty tricks for the White House to give the president a better image and to manipulate the news coverage in the president's favor. He replaced Bob Bailey (Barry Nelson) who was too honest to stay in the job.

**1977 – The Love Boat: 1977-1986**

T – F – B – P

Cruise director Julie McCoy (Lauren Tewes) is in charge of passenger relations and solves one PR crisis after another for the cruise ship.

**1978 – The Rutles: All You Need Is Cash**

T – M – PA – N

Press agent Eric Manchester (Michael Palin) for Rutle Corp.

**1978 – A Dream of Passion**

M – F – B – N

Publicist Margaret (Betty Valassi).

**1979 – The China Syndrome**

M – M – B – VN

Public relations head Bill Gibson (James Hampton) for a nuclear power plant.

**1979 – The Electric Horseman**

M – M – B – VN

Ampco Industries PR man Fitzgerald (Nicolas Coster).

**1979 – Blind Ambition**

T – M – G – N

Press secretary Ronald Ziegler (James Slovan); press briefing secretary (Mitzi Hoag).

**1979 – Supertrain: Express to Terror**

T – M – B – P

Passenger relations-social director David Noonan (Patrick Collins) tries to stay clear of the amorous granddaughter of Supertrain's chairman and creator while making sure everyone on the train is happy.

**1980 – The Idolmaker**

M – M – B – N

Publicist Vincent "Vinnie" Vacarri (Ray Sharkey) discovers talent and makes superstars.

**1980 – Stardust Memories**

M – M (2)/F – PA – Neutral

Press agent (Renee Lippin) for director Sandy Bates.

**1980 – The Jayne Mansfield Story**

T – M – B – Neutral

Publicity man (Lewis Arquette).

**1980 – Benson: 1980-1984**

T – M – G – P

Governor's press secretary Pete Downey (Ethan Phillips).

**1980 – City in Fear**

T – M – M – P

Police publicity man Henry Zeller (Mark Lonow).

**1980 – Final Assignment**

M – M – G – N

Liaison officer for the State Commission of Radio and Television Lyosha Petrov (Michael York).

**1980 – Tribute**

M – M – B – P

Press agent Scottie Templeton (Jack Lemmon) is a Broadway press agent who learns he is dying.

**1981 – Dallas: 1981**

T – F – B – VN

Public relations practitioner Leslie Stewart (Susan Flannery).

**1983 – Dynasty: 1983-1984**

T – M/F (2) – B – N

Public relations head Krystle Carrington (Linda Evans) of Denver-Carrington. Blake Carrington (John Forsythe) offers the job when his PR man Gil Roland leaves. Roland had promised the job to his assistant Tracy, who now offers to help Krystle.

**1983 – Hotel: 1983-1986**

T – M – B – P

Public relations director Mark Danning (Shea Farrell) is the handsome and likable PR director of San Francisco's St. Gregory Hotel.

**1983 – Kennedy**

T – M – G – P

Press secretary Pierre Salinger (Peter Boyden).

**1984 – Lace**

T – M – PA – Neutral

Press agent escorts celebrity through a crowd of reporters.

**1984 – This Is Spinal Tap**

M – M/F – B – N

Record publicist Bobbi Flekman (Fran Drescher).

**1984 – The Woman in Red**

M – M – B – N

Public relations man Ted Pierce (Gene Wilder).

**1984 – Murder She Wrote: The Murder of Sherlock Holmes: Pilot**

T – F – B – P

Public relations practitioner Kitty “Kit” Donovan (Jessica Browne) squires Jessica around New York for her first book promotion tour.

**1985 – The Purple Rose of Cairo**

M – M – PA – Neutral

Press agent (George J. Manos).

**1986 – Gung Ho**

M – M – B – P

Public relations man Hunt Stevenson (Michael Keaton) is an “employee liaison” between American autoworkers and their Japanese managers.

**1986 – Who’s the Boss?: Charmed Lives**

T – M – B – N

Public relations practitioner Mickey Day (John Kapelos) runs his own PR firm.

**1987 – Full Metal Jacket**

M – M – M – N

Public relations officer Lt. Lockhart (John Terry).

**1987 – Leg Work: 1987**

T – M – M – P

NYPD public affairs officer Lt. Fred McCarron (Patrick James Clarke), “a PR cop,” is always getting his sister, Claire McCarron (Margaret Colin), a former assistant D.A. turned private investigator out of trouble.

**1987 – Making Mr. Right**

M – F – B – P

Public relations practitioner Frankie Stone (Ann Magnuson) is hired to humanize an android for the purpose of space exploration.

**1987 – Perry Mason: The Case of the Murdered Madam**

T – F – B – N

Public relations woman and former madam Suzanne Domenico (Ann Jillian) is murdered.

**1987 – Drop-Out Mother**

T – F – B – P

Public relations woman Nora Cromwell (Valerie Harper).

**1988 – Tucker: The Man and His Dream**

M – M – PA – Neutral

Frank, the press agent (Marshall Bell).

**1988 – Dead Heat**

M – F – B – N

Public relations woman Randi James (Lindsay Frost) for Dante Pharmaceuticals turns out to be a zombie.

**1988 – Ladykillers**

T – F – B – N

Publicist Lilah Corbett (Susan Blakely).

**1988 – The Dead Pool**

M – M – M – N

Police public relations man wants Detective Harry Callahan to play nice with the news media.

**1989 – Mob War**

M – M – B – VN

Public relations practitioner Todd Barrett (Johnny Stumper), a high-power PR wiz, battles a New York underworld czar after he's hired to improve his image.

**1989 – Growing Pains: 1989**

T – F – G – P

A public relations team tries to change the image of TV anchor Maggie Seaver (Joanna Kerns).

**1989 – Roger and Me**

M – M – B – N

Public relations women serve as media guides for author Michael Moore.

**1990 – The Tragedy of Flight 103: The Inside Story**

T – F – B – Neutral

Public relations woman (Diana Hunter).

**1990 – thirtysomething: Three Year Itch**

T – F – G – P

Former magazine writer Hope Murdock Steadman (Mel Harris) is told about a possible public relations job with an environmental organization in Washington D.C.

**1990 – The Godfather, Part III**

M – M – B – N

Public relations man Dominic Abbandando (Don Novello), public relations and media coordinator for Don Michael Corleone, is asked by reporter about criminal past. He snaps, "You think you know better than the Pope?"

**1990 – Memphis Belle**

M – M – M – N

Public relations military officer Lt. Col. Bruce Derringer (John Lithgow) in World War II.

**1990 – Syngenor**

M – M (2) – B – VN

PR man is killed by a genetically engineered cyborg. Stan Armbrewster (Charles Lucia) takes over his job. He is an inept whiner who is turned into blood vapor by an experimental weapon.

**1990 – The Palermo Connection**

M – M – G – P

Public relations man Sam Toi (Ronald Yamamoto).

**1990 – Perry Mason: The Case of the Defiant Daughter**

T – M – B – N

Public relations man Richard Stuart (Robert Culp).

**1991 – Cover Up**

M – F – M – VN

Public relations officer Susan Clifford (Lisa Berkeley) for the military turns out to be a killer.

**1991 – Palace Guard: Pilot**

T – F – B – P

Public relations vice president Christy Cooper (Marcy Walker).

**1992 – The President’s Child**

T – M – G – VN

Campaign advisor (William Devane) works to create a positive image for the candidate.

**1992 – Absolutely Fabulous**

T – F (2) – B – N

Public relations woman Edina Monsoon (Jennifer Saunders) is an alcoholic, drug-abusing PR agent who spends her time chasing bizarre fads in a desperate attempt to stay young and “hip.”

Public relations woman Claudia Bing (Celia Imrie) is Edina’s rival. She runs a more successful PR agency (Bing, Bing, Bing & Bing).

**1992 – Mad About You: I’m Just So Happy for You**

T – F – B – P

Public relations practitioner Jamie Stemple Buchman (Helen Hunt) lands a big account.

**1992 – Murphy Brown: Come Out, Come Out, Wherever You Are**

T – M – B – P

Public relations man Rick (Brian McNamara) is not ashamed of being gay.

**1992 – Bob Roberts**

M – M – G – N

Press Aide Chet MacGregor (Ray Wise) tries to protect his candidate from the news media.

**1992 – The Bodyguard**

M – M – B – N

Publicist Sy Spector (Gary Kemp) handles pop star Rachel Maron (Whitney Houston).

**1992 – Running Mates**

T – M – G – N

Publicist Mel Fletcher (Ben Masters) is a campaign manager for a presidential candidate.

**1992 – No Angel**

M – M – B – VN

Public relations executive Tom Ferrell (Domenic Cuzzocrea), a womanizing PR practitioner, finds the tables turned when he falls for an enigmatic woman.

**1992 – Murder She Wrote: Murder in Milan**

T – F – B – P

Press agent (Mary Wickliffe).

**1993 – Barbarians at the Gate**

T – F – B – N

Public relations expert Linda Robinson (Joanna Cassidy).

**1993 – My Life**

M – M – B – P

Public relations man Bob Jones (Michael Keaton) runs a Los Angeles public relations firm when he learns he has cancer and a few months to live.

**1993 – Dave**

M – M (2) – G – VN

Public relations-press aide Alan Reed (Kevin Dunn) is part of a plot to use an actor to play the president, who was struck down by a stroke.

**1994 – Official Denial**

T – M – M – VN

Public information officer Lt. Col. Dan Lerner (Dirk Benedict) helps cover up the arrival of aliens on earth.

**1994 – Miracle on 34th Street**

M – F – B – P

Public relations practitioner Dorey Walker (Elizabeth Perkins).

**1994 – Speechless**

M – M (2)/F (2) – G – N

Press secretary Kratz (Charles Martin Smith). Public relations aide Annette (Bonnie Bedelia). Senatorial speechwriters Julia Mann (Geena Davis) and Kevin Vallick (Michael Keaton) work for opposing candidates.

**1994 – Major League II**

M – F – B – N

Public relations practitioner Rebecca Flannery (Alison Doody).

**1994 – Parallel Lives**

T – F – G – P

Political public relations practitioner Winnie Winslow (JoBeth Williams) lets her personal life interfere with her professional life.

**1995 – The Nanny: Oy Vey, You're Gay**

T – F – B – P

Publicist Sydney Mercer (Catherine Oxenberg) confides to the Nanny that she is gay.

**1995 – Bye Bye Birdie**

T – M/F – PA – N

Promoter-publicists Albert J. Peterson (Jason Alexander) and Rose Alvarez (Vanessa Williams) create an image for rock-and-roll icon Conrad Birdie who is about to go into the Army. In one song, they answer reporter questions for Birdie, rearranging history as fast as possible.

**1995 – Gordy**

M – M – B – VN

Public relations man Gilbert Sipes (James Donadio) tries to get rid of a pig who inherited a fortune.

**1996 – The Great White Hype**

M – M – B – N

Publicist Sol (Jon Lovitz) works for a boxing promoter.

**1996 – Mars Attacks!**

M – M – G – N

Press secretary Jerry Ross (Martin Short) advises the president when aliens attack Earth.

**1996 – Beavis and Butt-Head Do America**

M – M – G – Neutral

White House press secretary (voiced by Eric Bogosian) holds a press conference.

**1996 – Evil Ambitions (aka Satanic Yuppies)**

M – F – B – VN

A public relations firm is a front for a devil-worshiping cult that kills young women. Publicist Brittany Drake (Amber Newman) controls the minds of people around her.

**1996 – SubUrbia**

M – F – B – P

Publicist Erica (Parker Posey) is the handler for a nouveau rock star.



**1996 – Spin City: 1996-2002**

T – M – G – P

Press secretary Paul Lassiter (Richard Kind) for the mayor.

**1997 – Wag the Dog**

M – M (2)/F – G – VN

Media consultant Conrad Brean (Robert De Niro) works with White House aide Winifred Ames (Anne Heche) to spin control a damaging story on the president. Director Stanley Motss (Dustin Hoffman) works with Brean to show video proof of a fake war, a story designed to offset a story that could hurt the presidency.

**1997 – Liar Liar**

M – F – B – Neutral

Publicist (Amanda Carlin).

**1997 – Contact**

M – F – G – Neutral

NASA public relations woman (Rebecca T. Beucler).

**1997 – The Big One**

M – M/F (4) – B – P/N – Female media escorts are P. Male press secretary is N. Governor Thompson's press secretary Kevin Keane (himself) meets Michael Moore.

**1997 – Air Force One**

M – M/F – G – P

Deputy press secretary Melanie Mitchel (Donna Bullock) is taken hostage by hijackers who seize the plane carrying the president of the United States and his family. She is assassinated. On the ground, the assistant press secretary (Michael Monks) meets the press.

**1998 – Primary Colors**

M – F – G – N

Lesbian media consultant Libby Holden (Kathy Bates) is drafted to nullify the potent threat of negative media reporting.

**1998 – Bulworth**

M – M – G – N

Press aide Dennis Murphy (Oliver Platt) tries to keep up with a politician who begins to say exactly what he thinks.

**1998 – Goodbye Lover**

M – M (2)/F – B – VN

Public relations-advertising executives Jake Dunmore (Dermot Mulroney) and Ben Dunmore (Don Johnson).

**1998 – Random Encounter**

M – M/F – B – N

Public relations executive Alicia “Allie” Brayman (Elizabeth Berkeley) is a young and rising public relations executive dead set on advancing her career. She meets a strange man after a cocktail party and is framed for the murder of her biggest client. The person framing her turns out to be her boss, head of the PR firm Blake Preston (Barry Flatman).

**1998 – Sliding Doors**

M – F – B – N

Public relations woman Helen Quilley (Gwyneth Paltrow) is the lone female in a PR firm that wants to get rid of her.

**1998 – Sex and the City: 1998-2004**

T – F – B – N

Publicist Samantha Jones (Kim Cattrall) owns her own PR firm and is as sexually active as any womanizing man.

**1999 – Queer as Folk (United Kingdom)**

T – M – B – N

Public relations practitioner Stuart Jones (Aidan Gillen) is manager of a PR agency, rich, gay, always the center of attention and drop-dead gorgeous.

**1999 – Come On, Get Happy: The Partridge Family Story**

T – F – PA – Neutral

Press agent (Ruth de Sosa).

**1999 – The Big Tease**

M – F – B – N

Publicist Candy (Frances Fisher).

**1999 – The West Wing: 1999-2006**

T – M (2)/F – G – VP

Press secretary Claudia Jean “C.J.” Cregg (Allison Janney).

**2000 - The District: 2000-2001**

T – M – G – P

Press secretary Nick Pierce (Justin Theroux) works for the Washington D.C. police department.

**2000 – A Piece of Eden**

M – M – B – P

New York press agent Bob Tredici (Marc Grapey) applies his show business acumen to revitalize his ailing father’s Indiana fruit farm.

**2000 – Isn’t She Great**

M – M – B – P

Publicist Irving Mansfield (Nathan Lane) creates a new image for his wife Jacqueline Susann.

**2000 – The Growing Pains Movie**

T – F – G – P

Media relations director and former journalist Maggie Seaver (Joanna Kerns) is working for a senatorial candidate, discovers he is using dirty tactics to win. She runs against him and becomes the new senator for Washington D.C.

**2000 – The Kid**

M – M – B – P

Public relations practitioner Russ Duritz (Bruce Willis) is a successful image consultant who also does media training and crisis PR.

**2000 – Clerks: The Animated Series**

T – M – B – N

Publicist Plug is a robot.

**2000 – P.R.: Operation Overload**

T – M/F (2) – B – N

Public relations practitioner Alex Reed (Diane Flacks) is a fast-talking liar, boozier, and inspired owner and founder of Alexandra Reed & Associates, a flourishing metropolitan PR firm in Toronto. She and her partner Jill Hayes (Ellie Harvie) create news, hype, and fabricate only the best events in order to serve a guarded list of actors and celebrity clients.

**2001 – Amy's Orgasm (aka Amy's O)**

M – F – B – N

Publicist Janet Gaines (Caroline Aaron) is a lesbian.

**2001 – Bridget Jones's Diary**

M – F – B – N

Publicist Bridget Jones (Renee Zellweger) is a single, 30-something working for a publishing firm.

**2001 – Monkeybone**

M – M – B – N

Publicist Herb (Dave Foley) is pulled into the world of Monkeybone with disastrous results.

**2001 – Rock Star**

M – F – B – N

Public relations woman Tania (Dagmara Domincyk) for Steel Dragon.

**2001 – America's Sweethearts**

M – M(2) – B – N

Movie public relations wizard Lee Philips (Billy Crystal) tries to convince the press that the feuding costars of a new movie are still in love.

**2002 – Girlfriends: Blinded by the Lights**

T – F – B – N

Publicist Darla Mason (Angie Stone).

**2002 – Baby Bob (2002-2003)**

T – M – B – P

Public relations executive Walter (Adam Arkin) is a talking baby's father.

**2002 – What I Like About You: 2002-2006**

T – F – B – P

Public relations woman Valerie (Val) Tyler (Jennifer Garth).

**2002 – Mr. St. Nick**

T – M – B – VN

Public relations man Hector Villarba (Luis Garcia) attempts to steal millions of dollars from his richest client.

**2002 – People I Know**

M – M – B – N

Publicist Eli Wurman (Al Pacino) is a hard-drinking, pill-popping, old-school publicist, one of those guys who when they started in the biz was called press agents. He's washed-up, living on money and sympathy from his last paying client. But he has one last hurrah in him.

**2002 – Phone Booth**

M – M – B – N

Publicist Stuart "Stu" Shepard (Colin Farrell) tormented by unseen gunman as he stands in a public phone booth.

**2002 – The Rats**

T – F – B – P

Public relations executive Susan Costello (Madchen Amick) is a single parent who is head of public relations at Garvers department store in New York City. And then the rats descend.

**2002 – City by the Sea**

M – M/F – M – N

Police Department public relations staff quiz a detective, whose father was executed for a 1950s kidnapping of a child.

**2002 – Spooks: Thou Shalt Not Kill: Pilot**

T – F – B – Neutral

Public relations woman (Louise Ludgate).

**2003 – Absolute Power**

T – M (4)/F – B – VN

Public relations practitioners Charles Prentiss (Stephen Fry) and Martin McCabe (John Bird) run the London public relations company (or "government media relations consultancy") in London. Prentiss is a man without morals whose only objectives are money and power.

**2003 – Wanda at Large: King Rat**

T – M – G – N

Director of public relations Jonathan Lyles (Mario Joyner) of the Board of Health is interviewed by TV reporter Wanda Hawkins, falls for her and then drops her when she exposes the Board of Health cafeteria as being infested with vermin.

**2003 – Lost in Translation**

M – F – B – Neutral

Japanese press agent (Kazuyoshi Minamimagoe), press agent (Kazuko Shibata), and press agent (Take) greet an American actor in Tokyo.

**2003 – Las Vegas: 2003-2008**

T – F – B – P

Director of special events Mary Connell (Nikki Cox) handles all sorts of relations with the public.

**2003 – A Mighty Wind**

M – M/F – B – N

Publicists Wally Fenton (Larry Miller) and Amber Cole (Jennifer Coolidge).

**2003 – This Time Around**

T – F – B – P

Publicist Melissa “Mel” Rochester (Carly Pope) gets a well-deserved promotion.

**2004 – Entourage: 2004-2011**

T – F – B – N

Public relations-publicist Shauna (Debi Mazar) is a tough, pull-no-punches publicist.

**2004 – Monk: Mr. Monk and the Blackout**

T – F – M – P

Public relations woman Michelle Rivas (Alicia Coppola) of the police department falls for the eccentric detective.

**2004 – Medical Investigation: 2004-2005**

T – F – G – P

National Institutes of Health (NIH) publicity liaison Eva Rossi (Anna Belknap) uses unconventional methods to keep the media at bay.

**2004 – Arrested Development: Public Relations**

T – F – B – N

Publicist Jessie (Jill Richie) is hired to improve the family’s image.

**2004 – Jersey Girl**

M – M (4)/F – B – P

Publicist Ollie Trinke (Ben Affleck), a Manhattan public relations man, loses everything when his wife dies in childbirth, and then discovers he has only lost a job he hated.

**2005 – Commander in Chief: 2005-2006**

T – F – G – P

White House press secretary Kelly Ludlow (Ever Carradine).

**2005 – NYPD Blue: Stratis Fear**

T – M – M – N

Public relations man Paul Westerville, who is doing PR for the PBA (Policeman's Benevolence Association), is murdered in a parking garage after he has an affair with a paraplegic's wife.

**2005 – Criminal Minds: 2005-2011**

T – F – M – P

Press relations woman Jennifer "J.J." Jareau (A.J. Cook) acts as the team's liaison with the media and local police agencies for the FBI's Behavioral Analysis Unit (BAU).

**2005 – Boston Legal: It Girls and Beyond**

T- M – F (2) – B – VN

Publicist Tracey Green (Sarah Carter) is accused of having a lesbian relationship with her boss Stephanie Rogers (Dana Wheeler-Nicholson) only for financial purposes. It turns out they made up the whole thing to get their firm needed publicity.

**2005 – Jake in Progress: 2005-2006**

T – M/F – B – P

New York City public relations whiz Jake Phillips (John Stamos) tries to shed his Lothario ways. PR head Naomi Clark (Wendie Malick) is a late-in-life pregnant battle-ax boss.

**2005 – The Comeback**

T – M/F – B – N

Publicist Billy Stanton (Dan Bucatinsky) is hired by Valerie to get her picture on a magazine cover after publicist Carolina (Stephanie Courtney) turns her down.

**2005 – The Thick of It: 2005-2009**

T – M (2) – G – VN

Crisis management public relations expert Malcolm Tucker (Dana Wheeler-Nicholson) is the General Election Advisor, former director of communications, Number 10. Tucker is the aggressive, profane and feared director of communications for the government.

**2005 – Extras: 2005-2007**

T – M – B – Neutral

Andy's attempts to boost his career invariably end in failure, embarrassment, and a PR disaster.

**2005 – Miss Congeniality 2: Armed and Fabulous**

M – M – B – P

Gay publicist Joel Meyers (Diedrich Bader).

**2005 – King Kong**

M – M – PA – N

Promoter Carl Denham (Jack Black) presents his beauty and the beast scenario to the press.

**2005 – Thank You for Smoking**

M – M (2)/F – B – VN

Chief spokesperson and lobbyist Nick Naylor (Aaron Eckhart) is vice president of the Academy of Tobacco Studies. Public relations woman Polly Bailey (Maria Bello) works in the Moderation Council in alcohol business, and Bobby Jay Bliss (David Koechner) promotes the gun business with its own advisory group SAFETY. They frequently meet in a bar and call themselves Mod Squad *aka* Merchants of Death, disputing which industry has killed more people.

**2006 – Boston Legal: Shock and Owww!**

T – F – B – N

Publicist Candy Springtime (Robin Riker) of Sherling Tompson.

**2006 – Six Degrees: 2006-2007**

T – F – B – P

Public relations executive Whitney (Bridget Moynahan).

**2006 – Just My Luck**

M – F (2) – B – P

Public relations practitioner's assistant Ashley Albright (Lindsay Lohan) works at a ritzy PR firm headed by Peggy Braden (Missi Pyle).

**2006 – Huff**

T – F – B – VN

Public relations practitioner Dauri Rathbun (Sharon Stone) is a sexy drug addict who sleeps with her lawyer before police come to arrest her for fraud.

**2006 – The Queen**

M – M – G – N

Director of communications Alastair Campbell (Mark Bazelev) for Prime Minister Tony Blair prepares a speech in which Diana is described as “the people's princess,” as he tries to help Blair capitalize on Princess Diana's death.

**2006 – Flags of Our Fathers**

M – M – G – N

Bud Gerber (John Slattery) of the Treasury Department is the civilian handler of the three survivors of the raising of the American flag on Mount Suribachi at the Battle of Iwo Jima. He creates a publicity campaign to sell war bonds.

**2006 – For Your Consideration**

M – M – B – N

Unit publicist Corey Taft (Michael Higgins).

**2006 – The Oh in Ohio**

M – F – B – P

Public relations executive Priscilla Chase (Parker Posey) in Cleveland commerce is married but has never had an orgasm.

**2006 – All the King's Men**

M – M – G – N

Reporter Jack Burden (Jude Law) becomes part of the governor's press relations staff.

**2007 – Bones: The Bodies in the Book**

T – M/F – B – N

African-American public relations practitioner Ellen Laskow (Valarie Pettiford) is one of three murder victims whose deaths are similar to murders in Brennan's book of fiction. The publicist was working to publicize Brennan's book.

**2007 – NCIS: Corporal Punishment**

T – M – G – N

Public relations practitioner Ray Vincent (Patrick Fabian) for a senator is worried about bad publicity and tries to spin the story of a war hero gone berserk.

**2007 – Big Shots: 2007-2008**

T – M – B – N

Public relations-image consultant Brody Johns (Christopher Titus).

**2007 – The Life and Times of Vivienne Vyle**

T – M – B – N

PR adviser Miriam (Christopher Ryan) is a transsexual.

**2007 – Sparkle**

M – M/F – B – N

Public relations executive Sheila (Stockard Channing) hires Sam (Shaun Evans) who works as a waiter as her boy toy and personal assistant.

**2008 – Reaper: Acid Queen**

T – M – B – P

Publicist Tony (Ken Marino) is the top PR man in town but he's also a fallen angel and Sam's neighbor.

**2008 – Ugly Betty: Tornado Girl**

T – M – B – N

Public relations fiasco regarding the cover of *Mode*, a glossy Manhattan magazine.

**2008 – Lipstick Jungle: 2008-2009**

T – F – B – N

Public relations specialist Dahlia (Rosie Perez) works to make a fashion designer famous.



**2008 – Hancock**

M – M – B – P

Public relations practitioner Ray Embrey (Jason Bateman) tries to rehabilitate the public image of Hancock, an alcoholic, broken-down man with amazing super powers.

**2008 – How to Lose Friends and Alienate People**

M – F – B – N

Publicist Eleanor Johnson (Gillian Anderson) pulls all the strings to get her clients the best media publicity. Eleanor is loosely based on Nadine Johnson, a high powered publicist in New York City.

**2008 – The Human Contract**

M – M – B – N

Public relations creative director Julian Wright (Jason Clarke).

**2008 – Sex and the City: The Movie**

M – F – B – N

Publicist Samantha Jones (Kim Cattrall) handles major clients and moves to Los Angeles to be near the movie star she created and now lives with.

**2009 – Castle: Flowers for Your Grave**

T – F – B – Neutral

Book promoter Alexis Castle (Molly C. Quinn), who is introducing Castle's latest novel, is also Castle's ex-wife.

**2009 – Cold Case: Breaking News**

T – M – B – N

Public relations corporate executive David Wyatt (Adam O'Byrne) in 1988 works for LM Plastics and is a nervous whistle-blower who asks his boss to fix a factory problem causing cancer. Wyatt in 2009 (Steven Flynn) is now in his early 50s, a slick company man who stayed at LM Plastics after it was bought out in 1988.

**2009 – Melrose Place: Cahuenga**

T – M/F (2) – B – VN

WPK Agency PR owner Amanda Woodward (Heather Locklear) fires half the staff but keeps on publicist Ella Simms (Katie Cassidy), who is an equally ruthless public relations practitioner, cool, blonde, and eager to be another Woodward.

**2009 – State of Play**

M – M – B – N

Public relations practitioner Dominic Foy (Jason Bateman) is a cynical PR guy who panics when he realizes that he has got in over his head.

**2009 – 12 Men of Christmas**

T – F (2) – B – P

Public relations executive E.J. Baxter (Kristin Chenoweth) is a New York City PR practitioner who uses her media savvy to bring tourism to a small Montana town when she quits her job after

finding her boss Lillah Sherwood (Heather Hanson) in the restroom with her fiancé.

### **2010 – Mad Men: Public Relations**

T – M (2)/F – B – N

Advertising executive Peggy Olson (Elisabeth Moss) suggests that they hire actresses to fight over a product at a grocery store. Publicity stunts aren't billable, says Pete Campbell (Vincent Kartheiser), though he concedes that the event might generate news coverage. Pete gleefully recounts to Peggy and Joey, a junior creative staff member, how much Sugarberry liked the stunt. Peggy envisions a campaign with the slogan "Our hams are worth fighting for."

### **2010 – Family Guy: Brian Writes a Bestseller**

T – M – B – N

Stewie (voiced by Seth MacFarlane) assumes the role of public relations practitioner for Brian, the top-selling author.

### **2010 – Somewhere**

M – F – B – P

Public relations woman (Randa Walker) is eager and tries to be everything a public relations practitioner should be: helpful, enthusiastic, always there for the client.

### **2010 – Sex and the City 2**

M – F – B – N

Publicist Samantha Jones (Kim Cattrall) is now 50 years old but still handles major clients and has sex with anyone she wants to. Jones shows up on the red carpet in the same dress as a teenage celebrity.

### **2011 – The Real Housewives of Beverly Hills: Unforgivable: Finale**

T – M – B – Neutral

At a party, one of the women introduces her public relations man, saying that everyone in Beverly Hills takes their PR people to Beverly Hills parties.

### **2011 – Too Big to Fail**

T – F – G – P

Public relations specialist Michele Davis (Cynthia Nixon) is the lone woman in a sea of men working with the treasury secretary to prevent the nation's financial meltdown.

### **2011 – Leverage: The 15 Minutes Job**

T – M – B – VN

Reed Rockwell (Michael Gladis), a public relations counsel, is a professional career assassin using any means at his disposal to destroy reputations.

### **2011 – Blue Bloods: Silver Star**

T – M – B – VN

Public relations practitioner Ian Seroy (Michael Izquierdo) is involved in a killing of a former U.S. Marine war hero.

**2011 – Blue Bloods: 2011**

T – M/F – G – P

Deputy press secretary Sue Connors (Noelle Beck) for the mayor. The police chief's own PR man, speech writer Garrett Moore (Gregory Jbara), helps him with damage control.

**2011 -- Royal Pains: But There's a Catch**

T – Comments on public relations only – Neutral

Two brothers argue over whether their medical practice needs publicity.

---

<sup>1</sup> Karen S. Miller, "Public Relations in Film and Fiction, 1930-1995," *Journal of Public Relations Research* 11 (1), 10.

<sup>2</sup> *Ibid.*, 10.

<sup>3</sup> *Ibid.*, 8.

<sup>4</sup> *Ibid.*, 10.

<sup>5</sup> *Ibid.*, 9.

<sup>6</sup> *Ibid.*, 9.

<sup>7</sup> *Ibid.*, 8.

<sup>8</sup> *Ibid.*, 9.