

## ABOUT THE AUTHORS

**Jessica Kleiman** and **Meryl Weinsaft Cooper** have a combined 30-plus years experience in the public relations industry, having worked both in-house and on the agency side.

Kleiman is currently VP-public relations for Hearst Magazines, one of the world's largest publishers of monthly magazines. She has guest lectured about publicity at NYU and the Radcliffe Publishing Course at Columbia University and has written for various newspapers, Web sites and magazines. A graduate of University of Michigan with a BA in Communication, she started her career at a magazine publicity firm and then served as director of PR at The Knot, a wedding media company. Kleiman lives in Brooklyn, NY with her husband and daughter and enjoys posting words she finds funny on Twitter, Facebook and her blog, *Funny Word of the Day*.

Meryl Weinsaft Cooper joined DeVries Public Relations as managing director of the Home & Lifestyle division in Fall 2010. Previously, as SVP-Partner at L+S, she led programs for a variety of hospitality, spirits and consumer clients including Veuve Clicquot, Viceroy Hotels, Vikram Chatwal Hotels, BR Guest Restaurants, Tourism New South Wales, Magnolia Bakery and Belvedere Vodka. A graduate of Ithaca College's Park School of Communications, her PR experience includes stints in art, music and entertainment, including time at the Screen Actors Guild's New York office. She lives in Brooklyn, NY with her husband and dog, and spends her spare time writing and producing films as well as seeking out the best culinary, travel and art experiences, which she documents in her blog, *Searching for Jake Ryan*.