

February 2002

REALITY CHECK

Promo donnas

Collectively, they eat more skewers of chicken satay in a month than most of us do in a lifetime. But these gals aren't just about party poultry. Publicists, flacks, handlers—call them what you will, they launch as well as they lunch. Whizzes in the art of promotion, hired to find their clients rows of eyeballs and crunchy applause, here are six PR princesses who own their own companies and together make up the social mainframe of the Toronto scene. In short: they're plugged in and way out. They excel at holding hands, scratching backs and dancing the media two-step. Off they go daily, dotting i's, crossing t's, criss-crossing the city to publicize some *fabulous* thing or another. —*Shinan Govani*



Cori Ferguson **Cori Ferguson Publicity**

In a nutshell: A wise-cracking musicaholic who represents record industry clients and has a knack for handling big-ego artists

Clients: MTV Canada, North by NorthEast Music Festival, Cowboy Junkies, Dream Warriors, Steve Earle

Past life: Discovered punk rock in Oakville as a teenager and worked the cash at Sam the Record Man before moving on to a job in PR at Universal, where one of her clients was Alanis Morissette

Stunts: Once rented a Lear jet in the middle of winter to fly a bunch of Canadian journalists to Wisconsin to interview the band Garbage

Publicity high: Helped generate mass audience interest in the Canadian teen-girl metal group Kittie

Drink of choice: Sour apple martini

Quote: "I am not a groupie. Never have been. The only person I ever stood in line to meet was Wayne Gretzky when I was 13"