**How Public Relations Is Earning Its Place in 2016**

****But the emergence of skippable, blockable, opt-out-able advertising, not to mention ever-more integrated campaigns, means PR can suddenly demand more than a supporting role—and maybe even take center stage. Clients increasingly understand that marketing is multichannel, and that the digital and experiential spaces lend themselves to magnification by PR, said Harris Diamond, McCann Worldgroup chairman-CEO.

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<http://adage.com/article/cmo-strategy/public-relations-earning-place/302060/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1453088094>