

BALTIMORE MAGAZINE'S

BEST OF 2003 BALTIMORE

★ **BUSINESS** ★ **BEST FLAK**



CARYN SAGAL

We call them “flaks” (they might prefer “public relations professionals”—good luck with that). But by any name, their job is to relentlessly pitch story ideas—some good and some, well, pretty lame—to editors so their clients get some ink. One of the best success rates in town belongs to **Caryn Sagal** of Lawrence Howard & Associates, whose clients include the likes of development big boys Manekin LLC and MIE Properties. Her secret? Knowing which stories to pitch—and which *not* to pitch. “I know when [the editor] is going to laugh at me,” she says.