

VISION &

By Christian Shane Dougherty

Geller started JMediaHouse with a vision to work with clients who share the same values and beliefs in building brands using strategic messaging and positioning within the media. JMediaHouse serves a variety of clients in various industries such as health and fitness, food and beverage, spirits, luxury goods, men's fashion, health tech, media, sports, etc. I had the opportunity to chat with Jason...

**JASON
GELLER**

JMediaHouse Founder

VALUES

Tell us a bit about where you grew up? Have you always been interested in PR?

First, I have to say this is very strange to be the one being interviewed because I am always the one guiding my clients through these. So, thank you for the opportunity. I grew up in Cherry Hill, NJ, a town right outside of Philadelphia. Cherry Hill was about 20 minutes from Philly and an hour and a half from New York City, which is where my public relations career began. Public Relations was never on my radar as something I wanted to do as a career. My dream was to play professional tennis, but after playing in college, I quickly realized there was a whole other level that I was just not able to compete. After graduating from college, I moved to NYC with a degree in business and a focus on finance. I figured I would work in the financial sector, which wasn't very appealing to me. I ended up living down the hall from Jai Rodriguez, one of the stars of the popular TV show, *Queer Eye for the Straight Guy*. Jai and I became friends, and he hired me as his assistant/business manager, which is where I was first introduced to public relations through his own publicist at a company called Big Machine Media, which now goes by the name of Big Machine Agency. The rest is history.

It's been a challenging time. How do you keep ahead of the game and grinding?

Yes, this past year has been challenging for every industry and PR is not an outlier. I am thankful that we have incredible clients who were able to "duck and weave" with us throughout the pandemic and find creative ways to garner great press for their businesses. Public Relations in and of itself is a grind, in a good way. Every day takes on a new and different challenge which keeps things fresh, and therefore it makes "grinding" fun in a way. We have been very fortunate to be able to grow JMediaHouse throughout the pandemic with current and new clients looking to better build back in their respective industries.

What keeps you motivated to keep the machine going? Has any one person(s) inspired you?

Well, to be completely honest, I am motivated by my clients. We work with a very wide-ranging client-base

who are mostly entrepreneurs with early-stage businesses very similar to my own. We are all very much cut from the same cloth and have goals we'd like to achieve. I see how passionate they are for their own businesses, and that they will stop at nothing to build something special and successful. They keep me motivated day-in and day-out.

This may sound cliché, but my wife Amy has always inspired me. We have known each other since we were kids, and she knows me better than anyone. Starting your own business when having a family is not for the faint of heart, and she has always had my back when things got tough. She was a guidance counselor at an NYC high school for many years and had HUGE responsibilities for her students - 200 of them! Parents think helping their own kids get into college is hard - try doing it for 200 kids. While doing that, we also had two of our own children, so make that 202 kids for which she was responsible. She is definitely the driving force behind my desire to work hard every day.

Explain that moment you decided to branch out on your own.

I had been thinking about going out on my own for a while. Doesn't everyone? Being my own boss was always something I had imagined but never thought would happen until about four years ago. I was working at a PR agency at the time and regularly had past clients calling and asking if we could work together. While I was excited by the opportunity to bring new business to the agency, we had a fee structure that wouldn't allow for it, i.e. the potential clients didn't have huge budgets to spend on public relations, but they had budgets. After the fifth or sixth call, and turning them away because of fee differences, I thought why don't I start my own PR agency, so I did, and that's when JMediaHouse came to fruition.

What are your plans for JMediaHouse in 2021 and beyond?

The first quarter of 2021 has been great. I think a lot of it has to do with the country seeing a light at the end of the tunnel in regards to the pandemic. Businesses that have been in a "holding pattern" for the past year are beginning to ramp up and start talking about how they were able to pivot and are now coming out on the other side. We are starting to hire new team members as we continue to grow. The plan for 2021 is the same as it's been in previous years - continue to keep our clients as the main priority and help them grow through the media. If we keep that approach, I am confident that JMediaHouse will continue to grow at a steady pace throughout 2021 and beyond.

<https://jmediahouse.com/>