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Streaming service Hulu is adding an element of "authenticity" to its marketing with a campaign where endorsers emphasize that they are getting paid for their services.

The first ads in the "Hulu Sellouts" campaign, which promotes Hulu's live-television service, feature NBA stars Damian Lillard, Joel Embiid and Giannis Antetokounmpo taking extreme measures to advertise that Hulu has live sports. "Mr. Embiid, why'd you change your nickname?" a young fan asks. Mr. Embiid answers, "Money."

The strategy is to use humor to turn consumers' cynicism about influencers to Hulu's advantage. "Influencer marketing has taken on a life of its own," said Kelly Campbell, chief marketing officer at Hulu, which is jointly owned by Comcast Corp., Walt Disney Co., 21st Century Fox Inc. and AT&T's WarnerMedia. "Yet at the same time we know athletes are getting paid a lot of money to endorse products."

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Pittsburgh Post-Gazette

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Brands and influencers risk turning people off if they are coy about paid relationships, according to Liz Gottbrecht, vice president of marketing at influencer marketing company Mavrck. “You should put '#ad,' '#sponsored,' '#sp' plus any brand campaign tags in front of the caption,” she said. “The majority don't put it so overtly in front. They bury it at the end of the caption, in the middle of the caption, or 5 comments down.”

When Mavrck interviewed 113 influencers with various followings last year, 40% said marketers don't consistently follow up with them about following government rules for endorsement disclosures and 16% said a marketer had at least once asked them to skip the disclosures. Authorities in the U.S., the U.K. and elsewhere have been warning influencers to clearly indicate when they are being compensated. “Everyone is looking at what's happening in social promotions,” said Ryan Crosby, vice president for content marketing at Hulu. “You're not fooling anyone when you do these ads.” (The infamous Fyre Festival successfully lured ticket buyers with social-media posts [by paid influencers](#) who didn't tag their posts as ads.)

Hulu considers its live-TV offering, which includes access to its on-demand library of shows and movies, an important differentiator as the streaming-video business fills with imposing competitors. Comcast's NBCUniversal, Disney and WarnerMedia all plan on-demand services of their own. Netflix has a commanding lead, with more than 58 million domestic subscribers at the end of the year and close to 81 million more abroad. Hulu, which only operates in the U.S., said it had more than 25 million subscribers at year-end, including both on-demand and live customers. Last September it said live-TV subscribers had topped 1 million.

The Hulu campaign, which was created by the creative digital agency Big Family Table, will run on TV this weekend during the NBA's All-Star Weekend but play out in large part on social media, with posts from the players' own accounts. Hashtags will include #ad, #paid, #alot, #sponsored, #hulupaidme, #neversellout and #hulusellouts. The effort will continue throughout the year with athletes from other sports, according to the company. — *Wall Street Journal*

Mike Stack III was never the retiring type.

The former state senator from Northeast Philly found time while serving as Pennsylvania's lieutenant governor to train for a marathon. And he had side gigs as an actor. Clout's favorite was his portrayal of “Detective Jadick” in the [online television show](#) *Finders Keepers*. So few expected the 55-year-old to fade into a quiet life of contemplation just because voters in the 2018 Democratic primary [made the rare move](#) of ousting a lieutenant governor while reelecting his former boss, Gov. Tom Wolf.

Stack will hold a fund-raiser Tuesday in Center City. And while the invitation does not mention any particular new ambition for public office, we hear he'll be running for City Council. One source said Stack is still undecided on whether to run for the 10th District seat in the Northeast or for an at-large seat, [in a field widely anticipated](#) to be

packed with contenders, especially since two at-large Council members, Blondell Reynolds Brown and Bill Greenlee, are retiring.

Another source said Stack is leaning hard toward the 10th District, which has been held for 10 terms — that's 40 years! — by Brian O'Neill, the only Republican to hold one of the 10 district seats. O'Neill didn't even have a Democratic challenger when he won his 10th term in 2015. Stack's invitation offers ticket prices at \$100, \$250, \$500, \$1,000, and \$2,500, payable to the Committee to Elect Mike Stack.

He certainly could use the money. Stack's annual campaign finance report, filed last month, showed his political action committee with \$10,593 in the bank and \$137,814 in debt, including \$90,000 owed to his mother, former Municipal Court Judge Felice Stack. The report also lists Stack, who lives at his mother's Somerton house these days, as owing himself \$33,000.

Stack didn't respond to our requests for comment. He's been media-shy since his troubles with Wolf went public in 2017, sparked by allegations that he and his wife, Tonya, were verbally abusive toward state troopers assigned to protect them and state employees who cared for the lieutenant governor's mansion. Wolf stripped Stack of his staff and ordered the state's inspector general to investigate. That scandal likely resulted in Stack's finishing fourth out of five Democrats in a primary won by now-Lt. Gov. John Fetterman. But Stack finished first in Philadelphia with 38 percent of the vote and won decisively in the four wards that make up the 10th District. — *Philadelphia Daily News*

The Delaware County Democratic Committee last week called on State Sen. Daylin Leach to resign from office and, if he refuses, declared him ineligible for endorsement "for any elected office in the future." That's going to make 2020 tricky if Leach seeks a fourth term, since one-third of his district is in Delaware County. The rest is in Montgomery County.

The resolution cites an accusation that Leach lured a 17-year-old woman into oral sex in 1991 when he was representing her mother in a criminal case. Leach denies that and has sued the woman, along with two activists who support her. The Senate Democratic Caucus has hired a law firm to investigate the claim. Leach spokesperson Frank Keel, in a statement, called the resolution "anti-democratic" and predicted it would be overturned. "It's unfortunate that the leaders of the Delaware County Democratic Committee could be so cavalier about denying Sen. Leach his right to due process," Keel said.

Colleen Guiney, the county Democratic chairwoman, said the resolution was "overwhelmingly" approved in a meeting of about 40 party municipal leaders, similar to a party ward leaders in Philadelphia. George Badey, chairman of the Democratic Party in Radnor, one of two Delco municipalities in Leach's district, said he voted against the resolution not to choose sides in the fight, but because he wants to see the facts that emerge from the lawsuit and Senate investigation.

Rachel Amdur, chairwoman of the other municipality, Haverford Township, said she has been criticized for also voting against the resolution but thinks Leach deserves "some sort of adjudication" in the accusation. "Trial by jury on Facebook is dangerous to our

democracy," she said. "I don't know if Daylin is guilty or innocent." –
Philadelphia Daily News



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