



**Tania Pavlyuchykh**

## Is This CBS and Charlie Sheen Saga Nothing More Than a Publicity Stunt? What Do YOU Think?

With all the latest news focus on the trials and tribulations of actor Charlie Sheen, PR extraordinaire JP Pampena executive vice president of JP Public Relations Inc. a Toronto-based PR firm, steps into the fray in a novel way.

“With the millions of dollars of worldwide free publicity that this story is receiving, all the commentary on Charlie Sheen, the drama surrounding his personal life and his show Two and a Half Men in the past week I, like many other fans of the show, just want to see an end to all the hysterics and for the show to get back into production and for the season to continue uninterrupted,” states Mr. Pampena.

Let's face it. It's all about the money in Hollywood and if CBS does not get back on track they stand to lose hundreds of millions of dollars of advertising revenues for the show, not to mention that hundreds of people will be put out of work. CBS executives must not falter and lose grip of the fact that business is business and although Mr. Sheen's conduct may have gotten out of hand, we mustn't forget that in Hollywood; the show must go on.

“Let's get over the hostility and get the show on the road,” states Mr. Pampena. “On a PR perspective, if I were the studio's PR head, I would look at this as a fabulous PR opportunity which has thus far generated millions and millions of dollars of free publicity for the show on a worldwide scale. As far as I'm concerned it's a producer's dream come true,” states Mr. Pampena.

“Imagine how many more people around the world now know about the show Two and a Half Men? There's no doubt this saga would not only increase the shows ratings but could also push the advertising revenues through the roof,” adds Mr. Pampena.

In support of Mr. Sheen's liberty of free speech, Mr. Pampena has started a Facebook petition aimed at garnering support for Charlie Sheen and more importantly directed at CBS and the show's producers to stop all the vitriol and get back to work on the highly popular show.

We encourage all fans of the show to send a strong message to the network and the producers that we want the show to go on. Show your support by joining our group on Facebook, JP's Petition for Charlie Sheen and signing our petition found at:

[http://www.facebook.com/home.php#!/home.php?sk=group\\_167111923341225](http://www.facebook.com/home.php#!/home.php?sk=group_167111923341225)

As an added note JP Pampena has heard that Mr. Sheen's publicist has defected from his client and therefore Mr. Pampena's office is trying to contact Mr. Sheen to let him know Pampena's firm would be available to step into the roll of his PR agent.

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