

THE WALL STREET JOURNAL.

May 27, 2020

Making it Work

WSJ members share how they're adjusting to the uncertain times brought on by the coronavirus pandemic.

Keith Sherman, 64

Public relations professional, New York, N.Y.

I left the city to drive upstate [in March] and told my staff, 'Why don't we just work from home next week?' Broadway had just got the edict to close down, and we decided to play it safe. We haven't been back since. A lot of the work we do is in the entertainment sector. Film and television production has stopped, Broadway is closed, and there's rumblings that things may not restart until the fall or possibly 2021. Many of the projects that we represent are on pause. So I'm in the process of trying to identify new industries to apply my skills. I'm having some advanced conversations with a number of organizations, and I'm encouraged. I'm a fighter—I fight for my clients, and now I'm fighting for my own survival.

