



7248 Bernadine Suite #2
West Hills, CA 91307

818-340-5300 FX: 818-340-2550

www.MayoCommunications.com

www.MayoPR.com

www.LAentertainmentPublicity.com

www.MayoPRSwitzerland.com

MAYO Communications, a Los Angeles based agency, has been serving its business, government and entertainment clients' media and public relations needs with a niche knowledge of mainstream media relations for more than a decade. *“Best Media Placement –two years in a row,” “Best Corporate Communications,”* and *“Best Educational Campaigns,”* said *Public Relations Society of America*. MAYO received Awards for *Wal-Mart Superstore campaigns* to nonprofit community outreach. MAYO also provides award-winning website design, which makes unknown companies and clients become well-known almost overnight.

MAYO Communications offers solutions to help you achieve your business ROI. In every assignment – whether it is holding news conferences, launching a new product, communicating with key stakeholders, taking part in public debate, or providing media strategic counseling on communications issues. Often executive coaching is needed in positioning a company.

Our services include: public speaking, media training, crisis communications, governmental affairs, legal PR/lobbying, environmental affairs, social marketing, transportation, fundraising events and community outreach planning, special events, political campaigns, branding and media relations. **The MAYO niche: media coverage and placement in print, TV and radio.**

MAYO serves as a board member of the *Entertainment Publicists Professional Society (EPPS)*, serves on *Entertainment Business Industry Council (Beverly Hills Chamber (BHC))* and is an active member of the *Public Relations Society of America (PRSA-LA)*, MAYO is an active member of the Academy of Television Arts & Sciences and is a past member of the Radio TV News Association and is an active member of the LA Press Club. **MAYO is 100 percent Spanish and Woman Owned Business Enterprise (WMBE)** registered with Los Angeles County.

2008 Short Client List:

Hydra Properties, LLC, Abu Dhabi reality TV show *“Hydra Executives”*

Everyone Loves Buttons USA (www.ELBusa.com) Custom made promotional items

SafeMedia Corporation, Entertainment Technology www.safemedia.com, Boca Raton, FL

University of Southern California (USC), Los Angeles, media relations (www.usc.edu)

Los Angeles County Economic Dev. Corp. (www.laedc.org) **Chief Economist Jack Kyser**

World Trade Center Association of Los Angeles/Long Beach (www.wtcanet.org/)

Advantage SCI (www.advantagesci.com) Counterterrorism Expert Elsa Lee, Los Angeles.

H20 Entertainment, Wilmington, NC cast of *“Whittaker Bay”* includes Aldridge Twins

Swirl Films, Inc., Wilmington, NC (Filming *“Grand Strand”* Fall TV teen drama) and movies

Award-winning Actress Stefanni Brass (www.stefanni brass.com), Hollywood, CA.

Stevie Wonder’s (Benefits) www.dreams.20m.com/about.htm www.StevieWonder.com

SafeMedia Corporation, Boca Raton, FL

Younique Dolls, (culturally mixed dolls), Toronto, Canada

SoCal Gas Company, minority diversity sponsored business startups, downtown LA.

MTA (www.MTA.net); **SoCal Rail Authority** (www.metrolinktrains.com)

**Partners and Associates of MAYO Communications include: Academy of Television Arts and Sciences; California Fashion Assn.; Asian Pacific Business Assn. and British American Business Assn. Los Angeles County and City of Los Angeles Minority Owned Enterprises, Entertainment Industry Business Council, Entertainment Publicists Professional Society, and National Assn. of Women Owned Business, LA. For more about MAYO visit: www.MayoCommunications.com, or www.MayoPR.com, www.LAentertainmentPublicity.com, and www.MayoPRSwitzerland.com



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PR@MayoCommunications.com

MAYO Communications, based in LA, with offices in New York, San Diego and Bern, Switzerland, specializes in entertainment, hospitality and lifestyle publicity.

MAYO, recognized twice for "*Best Media Placement*" by the Public Relations Society of America, was founded in 1995 by V.P. George McQuade, who served as president of the Entertainment Publicists Professional Society in 2006 and is currently a board member.

In July 2007, MAYO reached more than 200 million media impressions for "*No Oscar For Hollywood*," a campaign focusing on runaway entertainment production that earned more than \$1 million in global broadcast and print placement for the Los Angeles Economic Development Commission. MAYO helped place LAECD Chief Economist Jack Kyser in more than 2,000 national articles on the first day of the Hollywood writers strike.

MAYO clients were featured in the cover story of [*The Hollywood Reporter*](#) Nov. 1, 2007, "*Made in America*" special issue about filming in the United States.

MAYO recently welcomed new client Hydra Properties LLC of Abu Dhabi, creator of "*The Hydra Executives*." The English-language reality show will feature a cast of U.S. and British entrepreneurs vying for \$1 million to fund a business startup. Showtime Arabia has committed to televise "*Hydra Executives*" in Asia and the Middle East.

MAYO clients include *H2O Entertainment*, which produces the half-hour TV drama, "*Whittaker Bay*," set to air in January 2008 on SuperStation WGN-TV.

MAYO also represents Warrior Records, home of rock legends Eddie Money and Benny Mardones. MAYO also has represented comedian Jack Rothman and singer-songwriters Seven Silvasy, Aron Cowen, Kelly-Lynn and AJ Wells.

MAYO: "We don't guarantee media, we just get it!"



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www.MayoPRSwitzerland.com.

**Founded in 1995, based in LA with offices in NY and San Diego.
Bern, Switzerland & Hollywood, CA
100 percent Woman-Owned, Spanish Owned business.**

Agency statement: MAYO offers award-winning national media placement, entertainment, theater publicity, website design and marketing, Online public relations, website optimization, blogs, RSS feeds, events planning and media training. Additionally, MAYO offers corporate communications, newsletters, ezines, crisis comm., litigation PR, minority marketing, executive coaching, community outreach, media tours, strategic planning, message development, cause marketing, executive spokesperson, trade show support, bylined articles and white papers, corporate and brand strategy, educational campaigns, environmental, lobby campaigns and public affairs.

Aida Mayo, president; George McQuade, vice president, Media relations/New Business.

MAYO Clients:

University of Southern California (USC), LA
Los Angeles County Economic Dev. Corp. (LAEDC); Chief Economist Jack Kyser, LA
World-Trade Center (WTCA) LA/Long Beach
Comedian Jack Rothman, Hollywood, CA
SafeMedia Corporation, Technology Developer, Boca Raton, FL
Everyone Loves Buttons, USA, Inc, Phoenix, AZ
Hydra Properties, LLC, Abu Dhabi (Reality TV show)
Sky Entertainment Group, Myrtle Beach, SC
Swirl Films, Wilmington, NC
Reveille Productions, Universal City, CA
H2O Entertainment
Larrymore-Kelly Talent Agency, LA
Actors Timothy Woodward, Jr.; Brent Lovell; Tobi-Wan Rodriguez,
Actress Stefanni Brass, Hollywood Actress Carla Bate, Hollywood
Actress Rae'Ven Larrymore-Kelly, Hollywood
Warrior Records, NY/LA
Grammy Board Member & Musician/Producer John Poppo
Stevie Wonder's benefits / STITCHES Technology
Singer/Songwriter Seven Silvasy, Philadelphia, Penn.
Singer/Songwriter Aron Cowen, LA
SoCal Gas Company, Los Angeles
Los Angeles County Metropolitan Transp. Authority (Metro)
D&L Toy Company, Porterville, CA
Southern California leadership Council (SCLC)
California Fashion Assn.; Union Station Foundation
Advantage SCI, Counterterrorism Expert Elsa Lee



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Aida Mayo ***President***

PROFILE: More than 12 Years of PR with media Law experience and expertise in:

- Business-to-business strategy in consumer marketing communications/PR in high tech, consumer tech, movie and the entertainment industry. Advertising, negotiating and maintaining strong business-to-business relationships with clients. Specialize in strategic messaging, marketing, reputation management, community relations and Spanish and minority media placement. Legal startup business counseling. Trade and media tours.
- Promoting product launches, new business presentations, industry panel participation, participant in conferences, workshops and trade seminars, non-profit fundraisers, joint venture promotions and crisis management.
www.MayoCommunications.com or www.MayoPR.com.
- Creating and implementing tactical plans for day-to-day and quarterly direction of analyst's relations, broadcast, cable, hi-tech media communications, trade shows, media tours, industry analyst briefings and testimonials. Monitoring media hits, competition placement and updating PR databases and web site resources contacts.

EXPERIENCE

5/1/95 - Today, President/Owner, Mayo Communications, West Hills (Los Angeles), CA

Media Relations, new business accounts, pitching the media, news conferences, media tours, editorial calendars and trade shows, spokesman for a half dozen clients. New business development representative and office supervisor. Clients range from legal, government, environmental, nonprofit 501C, organization, Transportation, and high tech.

The Spanish media love Aida Mayo, because she speaks conversation and proper Spanish language and with good grammar. She also offers Spanish media training.

1/2000 -2003 Spanish Communications Consultant/Teacher

Teaching Kindergarten and first grade students Spanish.

6/89 - 1/1/95 Industry Consultant, Franco Furs, Beverly Hills, CA.

Marcom/PR and industry analyst for fur store in Beverly Hills.

10/86 - 6/1/89 Civil Attorney, Mayo Law, Buenos Aires, Argentina.

Civil and commercial law clients. Client relations.

EDUCATION: BA of Arts, Civil Law, Buenos Aires University, Buenos Aires.

She is an Argentinean native and attorney with two sons, Kevin and James. Aida Mayo McQuade is also president of *MAYO Communications*. (www.MayoPR.com).



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George S. Mc Quade III ***Vice President***

George McQuade, V.P., MAYO Communications, is a national award-winning entertainment and corporate communications multimedia expert, and is often quoted on nationally on trends, campaigns and breaking stories. McQuade has been behind and in front of the camera/microphone for more than 15 years, 10 in the LA Market. In 1989 - 92, he was the news voice at *KGIL Newstalk 1260 AM* and later became LA correspondent for *NBC Mutual News* and *ABC Entertainment Radio Network* covering high-profile stories such as the lip-sync controversy of Milli Vanilli, a pop and dance music duo during the Grammys; Barbara Streisand Clinton Fundraiser; Beverly Hills Zsa Zsa Gabor Cop slapping trial and the attempted murder case of Actress Teresa Saldana.

McQuade covered the Rodney King Beating trial live for *UPI* and was among a handful of reporters covering the LA Riots in South Central LA for *KNX, KFI and KNBC*. His last decade of media relations jobs include: SoCal Gas Company and the Housing Authority of the City of Los Angeles. He grew up in Seattle, where he taught school and worked in TV and radio news. George has a Bachelor of Arts degree, with a double major in broadcast communications/journalism, from Western Washington University, Bellingham, WA. He is a former Navy Photographer at Oak Harbor, Whidbey Island, WA. He attended U.S. Naval Schools of Photography, Pensacola, Fl. McQuade has been Recognized over the last 10 years in print, TV, radio, and PR journalism awards for outstanding work in the industry. From *RTNA Golden Mikes* to *PRSA PRism Awards*.

Mc Quade is a board member and 2006 President of the *Entertainment Publicists Professional Society (EPPS)* with chapters in New York and LA. He writes a monthly column for *Jack O'Dwyer Publications, NY*, the No. 1 website for "media and public relations news" according to Google. Additionally, he is Executive Vice President of MAYO Communications, an LA entertainment and public relations firm he cofounded in 1995.

In 1998, California Firefighters honored him with a *Medal of Valor* for saving the life of a noted *UCLA Medical Center* Cardio Vascular Radiologist from his burning vehicle. The Los Angeles City Council gave him a hero's award. He's also a hero to his two sons, Kevin, 15, and James 12, and Argentina born wife and former Attorney Aida Mayo McQuade, who is also the president of MAYO Communications, Los Angeles.



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Dan Lai
Bureau Chief, San Diego

Dan Lai is a senior account executive in the Consumer, Economic, Housing, Medical, Life Science and Technology Division of MAYO Communications. He is based in San Diego, CA, where his wife is a general physician. Lai's background in public relations includes corporate, non-profit and federally funded organizations as well as agency experience. He has strategically implemented regional and national public relations and marketing campaigns for clients in the healthcare and biomedical fields.

Before joining MAYO Communications, Lai worked for Stoorza Communications supervising day-to-day media relations for I-Flow Corporation and was also responsible for Scripps Clinic, 1-800 CALL DOC and I/O Software. He produced a video news release for Unilab Corporation, receiving national coverage for a new cervical cancer screening process. Lai has also assisted in the highly successful national launch of Quidel Corporation's QuickVue Influenza Test during the 1999-2000 flu seasons.

Prior to joining Stoorza, Lai headed the communications efforts for the Wisconsin Area Health Education Center (AHEC) System. With Wisconsin AHEC, he handled media relations and internal communications, produced a quarterly statewide newsletter and gave the organization its first presence on the World Wide Web. Lai also previously worked for the Housing Authority of the City of Los Angeles' public relations department writing and editing news releases, annual reports, employee newsletters and shooting photography of external and internal events. His work earned national and regional recognition with the National Assn. of Housing Redevelopment Officials, Public Relations Society of America and International Assn of Business Communications and Publicity Club, Los Angeles.

Lai holds a master's degree in professional writing from the University of Southern California and a bachelor's degree in English from the University of California, Berkeley.



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Roxana Cornejo
Spanish Markets

Roxana Cornejo is a bilingual professional public relations specialist and marketing expert, who loves to work in a fast paced environment. "Spanish has two words for one word in English," she says, "so I have to be twice as fast."

In 1998, Roxana trained under George Mc Quade at the City of LA Housing Authority as a public affairs assistant, writing news releases, pitching mainstream, housing and Spanish media. Additionally, she worked in the internal communications newsroom editing and translating stories about management and public housing residents into Spanish. Roxana is no stranger to high profile environmental hearings.

She reads, writes and speaks fluent Spanish. Her background includes internal sales, exportation and marketing; managing regional and international accounts in Mexico, Colombia, and Peru. For Thermo Fisher Scientific in San Diego, she handled sales and exports of scientific products for laboratories, universities, hospitals and medical offices. Roxana also provided customer support and marketing to customers.

Some of her other skills include a clear understanding of the principles of exporting hazard/non hazardous products or chemicals. She is a certified Notary. During her freelance days as a working member of the Spanish press, she grabbed the opportunity to acquire experience as a graphic designer, and reporter/writer for newspapers. Some of the companies include: NBC Channel 4, La Opinion Newspaper, and La Vision de Atlanta Newspaper.



Renee Robinson
MAYO's NY Office

125 Green Street 1F
Brooklyn, New York 11222

Cellular: (631) 835-7842 E-Mail:

Renecerobinsonnybureaumayopr@gmail.com

Clear & Concise Communicator/Strong Writing Skills/Arts Management

EDUCATION

M.A. in Dance and Related Studies

University of North Carolina at Greensboro, Greensboro, NC (1997)

Diploma in Dance

University of Surrey, Surrey, ENGLAND (1993)

B.A. in Politics and Government

Ohio Wesleyan University, Delaware, OH (1988)

PROFESSIONAL EXPERIENCE

P.R./ International Booking Agent

Renée Robinson Representation, R3, NY, New York (Presently)

- Booking performing artists internationally.
- Negotiate all contracts.
- Responsible for all publicity and public relations for performing artists.
- Distributing all press kits.
- Grant writing.
- Booking venues.

Publicist

MAYO Communications, Los Angeles, CA (2004-Today)

- New York, Bureau Chief
- Developing productivity strategies and building relationships within the industry to benefit client goals.
- Creating media kits and news releases, managing media events

Managing Director

Winifred R. Harris' *Between Lines*, Los Angeles, California (Fall 2004 to 2005)

- Responsible for all publicity and public relations.
- Creating and distributing all press kits.
- Generate planned giving letter.
- Creating a budget.
- Coordinating concert and day to day logistics of the company.
- Liaison with Artistic Director.
- Create and distribute all artist contracts.
- Booking venues.

Dance Instructor

Los Angeles County Schools, Los Angeles, California (Summer 2004 to 2005)

- Teach dance to various middle and high schools in Los Angeles.

Assistant Company Manager

New York Harlem Productions Company, Los Angeles, California (Summer 2004)

- Travel on tour with Gershwin's *Porgy and Bess* production.
- Responsible for all work visas.
- Create and distribute all artist contracts and rooming lists.
- Arrange all airport pick-ups and drop-offs.

Office Assistant

David Mansfield, Attorney at Law, Central Islip, NY (2002-2003)

- Transcribed case-file materials.
- Receptionist duties.
- matches and camp placement.

English Teacher

AEON, Shin Koshigaya, Japan (2001 to 2003)

- Teach conversational English to adults and children.

COMMITTEES

Co-Chair, City at Peace-Charlotte

Charlotte, North Carolina (1997-1998)

Recording Secretary, Executive Board of Directors

Children's Theatre of Charlotte, North Carolina (1997-1998)

University Search Committee

University of North Carolina at Greensboro, North Carolina (1996)

University Search Committee

Ohio Wesleyan University, Delaware, Ohio (1986-1988)

Multicultural Day Planning Committee

Ohio Wesleyan University, Delaware, Ohio (1987)



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Nicole Berner

General Mgr. Bern, Switzerland

Nicole Berner brings a wide-range of international experience and resources to our music, arts and entertainment clients, and clients who do business or are based in Europe. She speaks German (native language), English, Italian and French.

While working at MAYO Communications in Los Angeles, Nicole assisted several accounts in music, movie, and technology monitoring media relations in Europe, posting news releases and blog messages all over the world. She writes news releases, business and marketing plans and offers strategic relations for MAYO at all new business meetings. Her work experience includes work this year at **Dr. Schenker Kommunikation AG (Public Relations Agency) Bern, Switzerland**, handling own projects in public and media relations, public affairs, corporate communications (CI/CD/DB) and crisis communications, coaching, issue management, ghost-writing, sales and account management, acquisition concepts, spearheaded strategic concepts for business development plans and organized organized business functions and events.

Nicole also performed marketing communications for various departments in a job at **Hotel Allegro Bern AG, Kursaal Bern AG**. Nicole is a member of Bernese Association of Business Administration (GBEB), Switzerland; Alumni of the University of Applied Science (PHW) Switzerland; She specializes in:

- Communication strategies and marketing/advertising concepts
- Strategy concepts in process, change and quality management
- The formulation of a business plan
- Conception of a quality management system (ISO 9001:2000) for the hotel and restaurant Ottenleuebad in Sangernboden, Switzerland
- Has project experiences in Russia

Education: Master English “Media & Art”

Aug. 02 – Oct. 06 University of Applied Science (Fachhochschule, PHW Bern) Berne, Switzerland; Bachelor of Arts in Business Administration and “Marketing & Communication” 2001 - 2002 Maturity, Economic School Thun, Switzerland Professional Maturity of Commercial Type; EF International Language School Redondo Beach, CA (Student of English as a Second Language)

Hobbies: Likes the outdoors, traveling, and teaches skiing in her spare time.



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10 reasons to hire MAYO Communications

1. **Experienced.** We have tons of experience as journalists and public relations professionals. We've helped other clients handle the same issues you face.
2. **Strategic.** Any good public relations campaign should help you accomplish your business objectives. Your objectives and goals are always MAYO's focus.
3. **Creative.** We're creative in making you newsworthy to tell your story that gets on the radar of the media outlets interested in covering you or your company.
4. **Passionate.** We love the business and we radiate that energy and enthusiasm to helping you with your challenges.
5. **Skilled.** We are the best at what we do, and our past campaign results show it. We're excellent problem solvers, strategists and writers. We'll bring the best practice and effective approach to helping you accomplish your goals.
6. **Straight Talker.** Some PR folks tell their clients what the client wants to hear even when they know it's bad advice. As the client, the final decision about what to do is yours. But we'll guide you with the best options, even if it's advice we know you don't want to hear. We believe you deserve nothing less.
7. **Resourceful.** We have a broad range of experience. So, we can help you in several ways. If we can not provide what you're looking for, we have partners and resources we'll bring in, when needed, to help meet your objectives.
8. **24/7 Media Center** – We respond to the media at all hours, while you sleep and give you a heads up before they call, so you're awake, confident and ready to talk.
9. **Affordable.** We're not the least expensive agency you can hire, but we are thousands of dollars from the most expensive. We provide the best bang for your buck.
10. **Proven PR and Marketing Tactics** – we don't reinvent the wheel we ride on it, because we've already have in our system proven and award-winning projects, case studies and "*Best Practices*" that other competitive agencies only try to copy.



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TO: Bill Allen, Pres. & CEO, LAEDC

CC: Jack Kyser, Chief Economist & Sen. Vice President Jack Kyser,
Senior V.P., LAEDC, Nhien Barros, Director, Marketing
Communications

FROM: Aida Mayo, President

DATE: February 25, 2008

RE: Media Report on 2008-09 “LAEDC Economic Forecast”

Below is a summary of the various media outreach activities MAYO Communications & MAYO PR conducted to promote the embargoed “2008-09. LAEDC Economic Forecast” and event Feb.20, 2008, at the Marriott, in Downtown LA. Despite a shorter time period for forecast, rain showers, February TV Sweeps month and competing preview media coverage of the Oscars, new media records were set. More than two dozen media representatives attended and many more opted for advanced interviews and post interviews. KNX did live and recorded interviews on the infamous “KNX Business Hour.” KNBC-TV ran advanced stories and several sets of newscasts stories. We also set up Wachovia’s Dr. Jay Bryson and CAR Chief Economist Leslie Appleton-Young with media interviews before, during and after the event.

Media coverage included:

Associated Press (X2 stories-two days-in-a-row) interviewed Jack Kyser and ran the Forecast story globally twice: Once with snippets about economic impact of the WGA strike, and the regular issues in the Forecast results at 1 minute after midnight. There were 120 online news articles as of 5 AM on the day of the event. Newspaper members of AP wires and TV and radio stations, which are members of broadcast wires read the story and/or posted it on their websites. . The story ran in dozens major newspapers, including the Miami Herald, LA Times, Boston Globe, NY Times, Chicago Tribune, Seattle PI, Tacoma Tribune and others in California. It also was posted at CNN.com and other major network news websites. Associated Press is an international news organization offering news, photos, graphics, audio and video for 1,700 U.S. newspapers and 6,000 broadcast outlets around the world. There are 242 bureaus worldwide representing 121 countries. It features a massive digital network, a continuously updated online news service, a television news service and one of the largest radio networks in the United States. The outlet offers RSS (Really Simple Syndication). Associated Press is available on the World Wide Web at <http://www.ap.org>.

- **KNBC-TV Ch. 4** ran advanced previews of the forecast on their *Today In LA*, and evening news on the day of the event. NBC also sent a business and general assignment reporters to produce two different stories for the evening newscasts.
- **KNBC-TV News Conference-** Jack Kyser was interviewed for KNBC-TV News Conference the half hour public affairs program on Channel 4 about the forecast.
- **KABC-TV** ran the story on its newscast and posted it on its KABC-TV website
- **KCBS-TV/KCAL-TV 9** both aired the story on the 2008 Economic Forecast on its evening and morning shows.
- **EXT FOX-TV6, San Diego** aired the story on the 2008 Economic Forecast focusing more on San Diego, but also briefly mentioning the entire regions
- **HDTV-** broadcast the *AP and CNS wire* stories quoting Jack Kyser live Saturday, Feb. 24th. The Cal-State Dominguez TV station has an audience of more than 2 million in the LA area; it also has a huge following in San Gabriel Valley and Pasadena areas.
- **KTLA-TV Ch. 5 James Chambers/crew** covered the event airing at 10PM/morn
- **KMEX-TV CH 52** interviewed Eduardo Martinez in Spanish airing several times
- **KVEA-TV 34** Univision interviewed Eduardo in Spanish airing evening/morning
- **CNN (LA Bureau)** interviewed Jack Kyser during the event and ran the story globally on the day of the embargo and forecast event. Stories aired on the CNN radio station members on the afternoon of Feb. 20, 2008. CNN Radio currently has more than 2,000 radio affiliates, 400 in California. Listeners: Millions
- **KNX 1070 AM News** interviewed the panelist, including Dr. Bryson and Appleton-Young at the event for regular newscasts, and Frank Mottek, host of KNX Business Hour, MC the event ran recorded and live stores throughout the day. KNX is owned by Viacom/CBS. Stories began running as early as 5:45 A.M. three hours before the event. Also posted on its website www.KNX.com.
- **KFWB 980 AM News** conducted interviews with Jack Kyser in advance of the event, and ran a series of stories the morning and afternoon of the release. The story was also placed on the KFWB website at: www.kfwb.com. KFWB 980 AM is the number one all news radio station, and has three million listeners during the noon hour. Stories aired once an hour started at 5:00 AM. It is also owned by Viacom/CBS.
- **KFI 640 AM** interviewed Jack Kyser during the event airing the stories through the afternoon newscasts and the next day. The 50,000 watt talk format station is the most powerful radio station west of the Mississippi. (www.KFI.com)
- **Voice of America (VOA (LA Bureau))**, the world's largest radio network ran AP and CNS stories out of LA bureau. They expressed interest in attending, but were too busy to attend, due to pre-Oscar coverage for a Sunday broadcast.
- **Fox Cable Business News (LA Bureau)** interviewed Jack Kyser in advance of story and aired stories on the day of embargoed report
- **USC Television (educational TV News)** – sent a news crew to Jack Kyser's office the day before the event and broadcast the Forecast story on its newscasts.
- **KPCC 89.3 FM News** attended interviewing panelists and aired stories we pitched on their morning newscast on the embargoed date and posted them on their website. KPCC is the flagship station of Southern California Public Radio. It airs all of the signature public radio news and talk programs, along with locally produced ones and has a strong following. Story was fed to NPR and Statewide NPR out of Sacramento office. Rachel Myers, former LA Bureau is now anchors.
- **KCRW Public Radio** aired city news Services and AP wire stories and interview Jack Kyser in advance of the Forecast and Event.

- ***New York Times Columnist James Flanigan (formerly LA Times)*** attended and we are waiting for his article to get published. It will also be posted at: www.NYTimes.com.
- ***Los Angeles Daily News*** (circ: 200,570) *business editor* conducted interviews with LAEDC staff and Chief Economist Jack Kyser to write an advanced story and post event news items for the Los Angeles Newspaper Group. The story ran as a front page banner headline in the Daily News and was published in all of the newspaper group member papers. The Daily Breeze focused more on the Aerospace industry and ran a different version. It was published in the business section on the morning of the event, Feb. 20 and was posted on its website www.dailynews.com. Several related economy stories appeared days before and afterwards from housing to employment snippets of the Forecast and WGA impact stories. The Los Angeles Newspaper Group, which has a circulation of more than one million (eight newspaper members). The coverage generated nearly a half dozen articles in its various newspapers.
- ***LA Opinion-*** Sent a business reporter, who interview the panelists and focused on several issues housing, jobs and economy with Latino angles. Eduardo Martinez, and Panelists were interviewed. The story ran the next morning and was published on the website. MAYO provided images from the event. LA Opinion is the largest and most influential Spanish newspaper in the Country.
- ***Reuters Wire Service*** – Reuters ran advanced stories on the event 1 min. after midnight Feb. 20th, and more than a dozen different bulletins and highlights from the Forecast throughout the day. Reuters offers 24-hour coverage of global happenings for professionals around the world. The news service also provides text, graphics, pictures, in-depth news analysis, features and profiles. They offer real-time data on 5.5 million financial records, information on 35,000 companies and financial information from over 300 exchanges and OTC markets. The company was founded in 1851. The outlet offers RSS (Real Simple Syndication). Reuters is available on the World Wide Web at <http://www.reuters.com>. Circulation is in the millions of financial readers.
- ***City News Wire Services*** published numerous advisories, and news alert updates leading up to the day of the event. They also wrote 400 word wire story for media members on the forecast and distributed one minute after midnight on the CNS circuit wire service for metro media. Additionally, CNS published the advisories, news releases and other collateral we faxed and emailed to them. All of the news alerts resulted in the *CNS Budgets*.
- ***E-F-E Spanish International Wire service*** was visiting this week for the Oscars and interview Jack Kyser on the WGA impact and the Economic Forecast. The story was carried globally all over Europe and in Italy and Spain.
- ***Daily Variety Magazine*** interviewed Jack Kyser on the movie production and TV studio production forecast of jobs and economic impact of the WGA strike and the forecast for Hollywood that it is not “business as usual” there, the story was published prominently in the national publication and on its website, www.variety.com.
- ***Hollywood Reporter*** interviewed Jack Kyser the night before the event and ran the story one minute after midnight, Reuters picked up the story and carried over its financial wire services globally and it was published in various versions of Financial Times, NY, Chicago and globally. The Hollywood Reporter is one of the top publications entertainment industry executives live by. Circ. 24203.

- **Backstage Magazine**, the Forecast and Kyser interviews also appeared in the sister magazine and website *Backstage*. (www.Backstage.com).
- **Daily Variety Magazine** interviewed Jack Kyser on the movie production and TV studio production forecast of jobs forecast to be lost in 2008 in Hollywood, the story was published prominently in the national publication and on its website, www.variety.com. Cir. 28,243.
- **Women's Wear Daily**- Attended the event and published a story today about the housing industry woes, and other economic issues and industry outlook. Established in 1892 to provide buyers, retailers and consumers with timely updates and news on the fashion industry. Each issue focuses on an aspect of the apparel and accessories markets, including ready-to-wear, market overviews, fashion trends, retailing updates and business issues. Women's Wear Daily is available on the World Wide Web at <http://www.wwd.com> Circ. 86,884
- **World Screen Mag.** Executive Editor Mansha Daswani of World Screen Mag wrote an in-depth article on the forecast and the Hollywood industry magazine was published online. Written for people involved in the international television business and covers news and developments within the industry. Delivers critical information and a unique perspective needed to meet new challenges and capitalize on new opportunities. World Screen is available on the World Wide Web at <http://www.worldscreen.com>.
- **Black Enterprises, NY**- [Rebuilding LB's Economy](#) Don Jergler and Kristopher Hanson wrote a Sunday piece that was published in the LB Press Telegram and NY's Black Enterprise.
- **eFlux Media, NY** – Sen. Editor Jane Ivory wrote a story that was published Online and distributed through RSS feeds focusing on the WGA strike impact and over forecast report.
- **Real Estate Journal** -Published an advanced story and sent a writer to the event for follow-up stories. LB Telegram is a Los Angeles Newspaper Group member.
- **Real Estate Journal**- sent a staff writer to the Forecast event for a story in its monthly publication on real estate.
- **LA Business Journal** published a story the morning of the event on its breaking news website, honoring the embargoed story and sent two writers to the event and wrote a story for the Feb. 25, 2008 (Monday edition) that was also published on the website. *Los Angeles Business Journal* is a weekly; company oriented 50+ page tabloid focusing on breaking news and business trends in the Los Angeles County business community. It is distributed to management executives who purchase or lease goods and services for their companies. Circulation ranges from 20 – 50K.
- **San Fernando Valley Business Journal** serves as a source of business news in the San Fernando Valley. Content analyzes and examines the trends in the leading valley industries, including manufacturing, health care, real estate,

banking, technology and entertainment. San Fernando Valley Business Journal is available on the World Wide Web at <http://www.sfvbj.com>. Cir: 10,300.

- ***Los Angeles Downtown News*** published a generic overview and preview to the forecast and another story online capitalizing on Hollywood's WGA and downtown and SoCal economy. Also print a story photo of Jack Kyser.
- ***San Gabriel Valley Tribune's*** published a story on the day of the event in the business section. SGV is belongs to the Los Angeles Newspaper Group. circ: 47,300
- ***The Press Enterprise*** interviewed Jack Kyser for the embargoed story and published the story on the morning of Feb. 2o. Total Circ: 190,773.
- ***The Daily Inland Bulletin*** interviewed Jack Kyser for the embargoed story and published the story on the morning of the event. Also published on its web site.
- ***Daily Breeze*** interviewed Jack Kyser on the Forecast and event and published the story Feb. 20 cir: 65,750. Daily Breeze is a daily newspaper published for residents of Torrance, CA. The newspaper covers local news, sports and weather. Daily Breeze is available on the World Wide Web at www.dailybreeze.com.
- ***Antelope Valley Press*** did the story and published it on the day of the event. It was also published on its web site.
- ***Pasadena Star News*** interview Jack Kyser and staff in advance of the event and published the story and posted it on its website. CA) circ: 34,700
- ***San Bernardino Sun News*** interviewed Jack Kyser in advance of embargoed story and published it the day of the event.
- ***San Gabriel Valley News interviewed*** Jack Kyser in advance of embargoed story and published it the day of the event. The story was also published in several LA Newspaper Group papers.
- ***San Jose Mercury News***-published story the afternoon of the event.
- ***Contra Costa News, SF Chronicle*** wrote a separate entertainment piece and many newspapers published an AP and Reuters Story the afternoon of the event.
- ***Ventura County Star*** published a story on the day of the Forecast. Ventura County Star is a local daily newspaper serving the residents of Ventura County, CA. The publication features local news, weather, sports, business, and entertainment. Ventura County Star is available on the World Wide Web at <http://www.venturacountystar.com>. circ: 98,596
- ***California Apparel News*** attended interviewed Jack Kyser and other panelist and published the story in their Friday, Fe. 22nd edition.

- ***The Planning Report and Metro Investment Report*** attended the event and published a story and posted it on its websites: www.planningreport.com and www.metroinvestmentreport.com.
- ***Metro Investment Report*** attended the event and published stories on its website.
- ***JiJi Press America, LTD*** sent a staff reporter (US Japan business news) to cover the event for their media outlet. JiJi Press America is a Japanese wire service serving newspapers in Japan on varied topics with emphasis on financial and business news. JiJi Press America is available on the World Wide Web at <http://www.jiji.com>.
- ***China Daily News*** – Sent the LA Bureau Business Reporter, who interviewed Jack Kyser and panelists on the event at the Marriot. The Chinese is the largest Chinese Newspaper in the country.
- ***The Korean News*** – Attended the event and interviewed Jack Kyser and panelists. Circ. 2,000,000.
- ***Korean Radio Network (KBS LA)*** called day before the event to interview Jack Kyser for stories in its newscasts that afternoon.
- ***Seoul Radio Network*** interviewed Jack Kyser via phone on Feb 20th, and ran stories on the Forecast and aired the stories on the economy on the afternoon of the Forecast.
- ***Sing Tao Newspapers (LA), Ltd.*** attended event and published the story the next day. MAYO Communications sent via email image highlights of the event for the pub which has a circulation of 30,000 and is owned by [Sing Tao - newspaper in Hong Kong, China at MondoTimes.com](http://www.mondotimes.com)
- ***Santa Rosa Press Democrat (CA)*** also published the AP story on the Forecast. The Press Democrat is a local, daily newspaper based in Santa Rosa, CA, with additional bureaus in Petaluma and Ukiah, CA. The paper covers local, regional and national news of interest to residents of Northern California. The outlet offers RSS (Really Simple Syndication). Press Democrat is available on the World Wide Web at <http://www.pressdemocrat.com>. circ: 85,600

Media outlets that expressed early and post interest and said they might do the story later include:

VOA
Journal of Commerce
Cal-Trade
International Daily
Manufacturing News
WSJ
NY Times
Chicago Tribune

MAYO Communications will continue to monitor other media hits over the next few weeks, which we will try to capture and send along to you. Many of the articles have been sent to you by via email already. Thanks team, and congratulations on another successful LAEDC Economic Forecast and media event. It is always a pleasure working with such a dedicated staff. We look forward to the next media training classes in May.

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