



7248 Bernadine Ave. 2nd Fl.
West Hills, CA, 91307
A Los Angeles Publicity Firm
818-340-5300 Fax: 818-340-2550
PR@MayoCommunications.com

Entertainment –TV, Movies and Music – Blogs – New Media

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

MAYO, recognized numerous times for "*Best Media Placement*" and "*Best Online Tactics*" by the *Public Relations Society of America*, was cofounded in 1995 by V.P. George McQuade, a past president and current board member of the *Entertainment Publicists Professional Society*.

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 Corporation. MAYO helped place LAEDC Chief Economist Jack Kyser in more than 2,000 national articles on the first day of the Hollywood writers strike. In 2008 it grew to 250+ million media impressions. 2009 is breaking all records.

MAYO clients were featured in the cover story of the most read [The Hollywood Reporter](#) Nov. 1, 2007, "*Made in America*" special issue. It came out on the same day as the Writers Guild Strike (WGA).

MAYO recently welcomed new client Hydra Properties LLC of Abu Dhabi, creator of "*The Hydra Executives*," a March 2008 - 09 reality TV show that will feature U.S. and British entrepreneurs vying for \$1 million prize to the final winner to fund a business startup. Showtime Arabia has committed to televise "*Hydra Executives*" in Asia and the Middle East. Entering its 3rd season.

MAYO clients include *H2O Entertainment*, which produces the TV drama, "*Whittaker Bay*," airing in 2008 -09 seasons on Superstation WGN-TV, WB and Fox TV.

MAYO represents Warrior Records, home of rock legends Eddie Money and Benny Mardones, Steve Wonder, members of Alice Cooper Band, Ratt and Warrant. MAYO has represented comedian Jack Rothman and Actress Sol Romero & movie director Martin Campbell (*Casino Royale*, *Legend of Zorro*, *Edge of Darkness* and *Green Lantern*).

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



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Agency statement: MAYO offers award-winning national media placement, entertainment/theater publicity, website design and Online marketing, Online public relations, website optimization, blogs, new media syndication, RSS feeds, events planning, media training, corporate communications, Red Carpet affairs, 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 and lobby campaigns and public affairs.

Aida Mayo, president; George McQuade, Vice President, Media relations; Dan Lai, San Diego Bureau and Renee Robinson, NY Bureau. Nicole Berner, MAYO office in Berne, Switzerland in September 2007.

2008 - 2009 MAYO Clients:

WW2 Reflections Film Productions, Dublin, Ireland
Actress Sol Romero, Malibu, CA
Wyatt Films, LLC, New York www.wyattfilmsllc.com
H2O Productions, NC Whittaker Bay, www.WhittakerBay.com, Fox Television
Silver to Rust Productions, Pasadena, Catharsis short film, Exe. Producer David J. Smith
Hydra Executives Reality TV show, Abu Dhabi, UAE, Hydra Properties
Warrior Records – Eddie Money, Benny Mardones, SOTU, Alice Cooper, Ratt, Warrant
*Reveille Productions, Universal City, CA (TV drama *Grand Strand*, 95 countries)*
SafeMedia Corporation, Technology Developer, Boca Raton, FL (anti-music piracy tech)
Swirl Films, Wilmington, NC
Sky Entertainment Group, Myrtle Beach, SC
Actors Timothy Woodward, Jr.; Brent Lovell; Actress Stefanni Brass Actress
Larrymore-Kelly Talent Agency, LA

University of Southern California (USC), UCLA ET Publicity Partnership
LA Los Angeles County Economic Dev. Corp. (LAEDC)
Chief Economist Jack Kyser, LA; Southern California leadership Council (SCLC)
World-Trade Center LA/Long Beach
Internatonal Trade Education Programs (ITEP)
Comedian Jack Rothman, Hollywood, CA
SoCal Gas Company, Los Angeles/San Diego, CA
Advantage SCI, Counterterrorism Expert Elsa Lee; Union Station Foundation



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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. It is your 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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**Public Relations Society of America -LA's PRisms Awards To Honor
MAYO Communications For “Best Media Placement And Corporate Comm.”**

MAYO staff up for awards in two categories among stiff competition

Los Angeles, CA — **MAYO Communications** has been notified by the Los Angeles Chapter of *Public Relations Society of America (PRSA-LA)* that it is a finalist in two categories to be handed out at the annual awards gala at the Luxe Hotel Bel-Air, 11461 Sunset Blvd, Los Angeles, CA, 90049, on October 20, 2007.

MAYO entered in the “*Best Media Placement –Print*” category with its campaign on study results of the “2006-2007 Los Angeles County Economic Development Corporation (LAEDC) Economic Forecast,” which was released in January this year.

“Despite the competing media coverage of rainstorms, mudslides, the largest Iraq soldier toll, and the worst fatal train wreck in the country that left 200 injured and 11 dead, MAYO Communications earned more than a million dollars in media coverage and exposure,” said Aida Mayo, president, MAYO Communications, Los Angeles. “We worked hard for the LAEDC’s two-phase study in less than a two week period and in one week both study results, in two different stories and events, appeared on the front page of Los Angeles Daily News. 12 Los Angeles Times reporters signed up for the second event.”

MAYO has also been notified that it is up for an award for “*Best Corporate Communications*,” for its business newsletter. The online one-of-kind communication won a first place “*Best Corporate Communications*” at the *PRSA-LA* awards event last year.

MAYO Communications has been spotlighted three-years-in-a-row for “Best Media Placement.”

For more about MAYO visit: www.MayoCommunications.com, www.MayoPR.com or www.LAentertainmentPublicity.com.



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Aida Mayo
President/Co-Founder

Aida Mayo brings a wealth of business-to-business strategy in public affairs and communications in nonprofit, high tech, consumer tech, transportation and the entertainment industry. As a former lawyer, Aida is the think tank and great negotiator of the agency. She enjoys an outstanding relationship with English and large Spanish media outlets such as CNN Español and Radio Unica in Miami in addition to print media like *La Opinion*, which profiled her agency on the front page of the business section as one of the most effective minority owned PR shops. Aida enjoys working for nonprofit and public works projects that improve the quality of life.

Aida oversees logistics, the client budgets, and tactical plans for day-to-day and quarterly direction of public relations, web content, media communications, trade shows, media tours and reviews editorial calendars for media placement through year 2007. Aida also performs client competitive intelligence to learn what the competition is doing and how MAYO's clients can obtain better results. She also oversees administrative and new business needs in partnerships such as media relations and public affairs with East coast groups.

She maintains relationships with domestic and international, entertainment, film, broadcast, pay-TV, production, post, satellite and business media, as well as national and local consumer media, with emphasis on Southern California.

Aida's background and experience in law makes conscious about the legal and ethical aspects of every client and campaign she agrees to bring on board at MAYO Communications. Aida often teaches conversational Spanish and has a B.A. in Law from Buenos Aires University, Buenos Aires.



www.MayoCommunications.com



George McQuade, V.P. Executive Vice President is a national award-winning entertainment, government, corporate communications and multimedia expert. As executive vice president of new business and media relations, Mc Quade and his staff earned “*Best Media Placement-Print*,” “*Best Public Affairs Campaign*,” and “*Education Campaigns*,” “*Best Corp. Communications*,” from the *Public Relations Society of America, PRSA*, where he served as a board member for four years. Since January 2000, McQuade has been a national writer on behind the scenes of media relations, writing inside reports on entertainment publicity, media relations, public relations and agencies in the U.S. In 2006, he served as president and board member on the national *Entertainment Publicists Professional Society (EPPS)*, with chapters in New York and Los Angeles.

MAYO Communications, a full service marketing, public relations and publicity firm
Mc Quade cofounded, has led numerous award-winning successful media and educational campaigns.

McQuade has been behind and in front of the camera for more than 15 years. In 1989 -92, as an LA correspondent for NBC Mutual News and ABC Entertainment Radio Network he covered high-profile stories such as the wildfires, earthquakes, lip-sync controversy of Milli Vanilli, a pop and dance music duo during the Grammys; Barbara Streisand Clinton Fundraiser; Zsa Zsa Gabor Cop slapping trial; the Charles Keating; Michael Milken and Rodney King trials. During 1992, McQuade covered the Rodney King Beating trial live UPI and LA Riots in South Central LA for network owned and operated radio and TV stations. George was also one of two original writers for KNBC's “*Today In LA Weekend, The Channel 4 News*,” Los Angeles’ first 90-minute weekend newscast, which was cut to 60 minutes and still exists as #1 in the ratings.

His PR and media relations jobs include: SoCal Gas Company External and Corporate Communications management and the Housing Authority of the City of Los Angeles (HACLA); George has a Bachelor of Arts degree, with a double major in broadcast communications/journalism, from Western Washington University, Bellingham, WA. He is a nationally acclaimed photographer, and received his technical training at the *U.S. Naval School of Photography* at the Naval Officers Training Schools in Pensacola, Fl. He was Associated Students President at Everett Community College in Everett, WA, where he received his Associate Arts degree with an emphasis in journalism. Mc Quade currently writes a monthly column for news websites on media, public relations news and marketing communications. He serves on several committees and boards including Entertainment Publicists Professional Society (EPPS) NY/LA, World Trade Week Publicity Committee and Advisory Content Screening Committee for City LA Channel 36 public access. He is the West Coast Bureau Chief for www.odwyerpr.com, NY.

The California State Firefighters Association presented him with a Medal of Valor and the Los Angeles City Council called him a hero for rescuing a noted UCLA Medical Center Cardiovascular Radiologist in Tarzana, CA from his burning truck on the morning of a crisis workshop he still manage to attend on time. George is also a hero to his Argentinean-born wife and attorney, Aida, and two sons, Kevin and James. Aida Mayo McQuade is also president of *MAYO Communications, a 100 percent woman and Spanish-owned full service PR agency registered with Los Angeles County as a minority owned business enterprise*. For more about MAYO visit: www.MayoPR.com, www.MayoCommunications.com and www.LAentertainmentPublicity.com, www.MayoGreenPR.com and www.MayoPRSwitzerland.com. MAYO, founded in 1995, is based in Los Angeles with Bureaus in Buenos Aires, San Diego, New York and Bern, Switzerland.



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Dan Lai
Senior Account Executive

DAN LAI is San Diego, CA Bureau Chief and 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 season.

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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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. She is MAYO's International news blogger.**

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 communicatons 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.



Renee Robinson
New York Bureau

PROFESSIONAL EXPERIENCE

Office Manager/Media Relations, NY Bureau

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

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

P.R./ International Booking Agent

Renée Robinson Representation, R3, NY, New York

- 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

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.

Dance Instructor/ English Teacher

- Los Angeles County Schools, Los Angeles, California (2004 – 2005)
- Teach dance to various middle and high schools in Los Angeles.

EDUCATION

M.A. in Dance, English Teacher and Related Studies

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

Diploma in Dance Ohio Wesleyan University, Delaware, OH (1988)



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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.



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(((SAMPLE MEDIA PLACEMENT REPORT)))

FROM: Aida Mayo, President

DATE: February 23, 2009

RE: Media Report: “2009-10 LAEDC Economic Forecast/Industry Outlook”

Below is a summary of the various media outreach activities MAYO Communications & MAYO PR conducted to promote the embargoed “*2009-10 LAEDC Economic Forecast & Industry Outlook*” and event Feb.18, 2009, at the LA Marriott, Downtown. Despite February TV Sweeps month, previews of the Oscars nominees and other breaking news MAYO earned blockbuster media coverage.

About a two dozen media attended and many more opted for advanced interviews and post interviews. KNX really helped by interviewing Jack Kyser three days before and aired a preview of the forecast event, and ran stories the morning of the event and live and recorded interviews on the infamous “*KNX Business Hour.*” *KNBC-TV* ran advanced stories on several sets of newscasts. Fox news did the same. MAYO also staffed the event setting up interviews with KFI, KPCC, Telemundo, *KNBC-TV*, *KTTV-TV*, and for the first time Chinese Television station *KCSI-TV* attended.

Media coverage included:

- ***KTLA-TV Ch. 5*** news crew covered the event airing the story on its evening and morning newscasts. It is the number one independent TV newscast in LA.
- ***KNBC-TV Ch. 4*** ran advanced previews of the forecast on their morning *Today In LA* and evening news on the day of the event.
- ***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.
- ***KVEA-TV 34*** Univision LA Inc.’s Spanish speaking tourism spokesman and ACT-1’s recruiter attending the Forecast who talked about the event in Spanish
- **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.

- ***KNX 1070 AM News*** interviewed Jack Kyser in a 10 minute segment (10 min.) four days before the event, and aired stories the morning of the Forecast. He also

interviewed the panelists of the event for regular newscasts. Frank Mottek, host of KNX Business Hour, also was the event MC. He ran recorded and live stories throughout the day. Various stories were posted on its website www.KNX.com.

- **KFWB 980 AM News** conducted interviews with Jack Kyser in advance of the event, and aired a series of stories in the morning and afternoon. The story was also posted on the KFWB website at: www.kfwb.com. KFWB 980 AM is the number one all news radio station, has three million listeners during rush hour.
- **KFI 640 AM** – A reporter attended and interviewed Jack Kyser and Robert A. Kleinhenz, dep. chief economist, California Assn. of Realtors 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.
- **KPCC 89.3 FM News** did interview panelists live, and sent a reporter to the event interviewing Jack Kyser and Nancy Sidhu. The story aired on the morning and afternoon newscasts. It was posted on their website. KPCC is the flagship station of Southern California Public Radio. Story was fed to NPR and Statewide NPR out of Sacramento office.
- **KCRW Public Radio** interviewed Jack Kyser in advance of the Forecast and Event and aired the story on the morning news shows.
- **Los Angeles Times**- Interviewed Jack Kyser and published the Forecast story on the morning of the event Feb. 18, 2009. It was also posted Online 2:00 a.m. on its website: www.LATimes.com. Cir. 700,000+
- **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 was published in the business section on the morning of the event. Additionally, it was posted on its website www.dailynews.com. The Los Angeles Newspaper Group, which has a circulation of more than one million (8 newspaper members.)
- **LA Opinion**- The business editor interviewed Jack Kyser and focused on several issues housing, jobs and economy with Latino angles. MAYO sent photo highlights of the event to the photo editor. LA Opinion is the largest and most influential Spanish newspaper in the Country.
- **Associated Press** – ran rewrites of the LAT and LA Daily News story and interviews of Jack Kyser and ran a brief Forecast story globally. AP 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). AP is available on the World Wide Web at www.ap.org.
- **Reuters Wire Service** – Reuters published the story on the Forecast 1 min. after midnight Feb. 18th, 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. Reuters is available on the World Wide Web at <http://www.reuters.com>. Circ. is in the millions of financial readers.
- **City News Wire Services** published numerous news advisories, and 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. News releases and other collateral we faxed/mailed to them were distributed to member media in the *CNS Budgets*.

- ***E-F-E Spanish International Wire service*** ran highlights of the forecast focusing on Hollywood with Oscar's week coverage. The story was carried globally all over Europe.
- ***Daily Variety Magazine*** the film writer interviewed Jack Kyser on runaway TV and film production, forecast of jobs and economic impact of the labor challenges (SAG) and the forecast for Hollywood that it is "a new business model." The story was published prominently in the national Variety publications and on its website, www.variety.com. Cir. 28,243.
- ***Hollywood Reporter*** interviewed Jack Kyser and published the Hollywood Film and TV production emphasis in a story published one minute after midnight Online and in its various national and international publications. Reuters picked up the story and carried again 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 interview and Forecast was published in the entertainment magazine and website *Backstage*. (www.Backstage.com).
- ***Women's Wear Daily- published*** a story on industry woes, and other economic issues. The fashion issue focuses on any 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
- ***Black Enterprises, NY-*** Kristopher Hanson wrote an advancer and attended to write a Sunday piece in the LB Press Telegram and NY's Black Enterprise. 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, and sent its political writer to the event and wrote a story for the Feb. 23, 2009 (Monday edition) that was also published on the website. The LABJ is a company oriented 50+ page tabloid focusing on breaking news and business trends. Circulation ranges from 20 – 50K.
- ***San Fernando Valley Business Journal*** also sent a business reporter to the event focusing on SF Valley business impact. SFBJ 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 the Forecast and a highlight to the downtown forecast Jack Kyser presented the following day.
- ***San Gabriel Valley Tribune's*** published a story on the day of the event in the business section. SGV is belongs to the LA Newspaper Group. circ: 47,300
- ***The Press Enterprise*** interviewed Jack Kyser for the embargoed story and published the story on the morning of Feb. 20. 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.
- ***Pasadena Star News*** interviewed Jack Kyser and staff in advance of the event and published the story (almost broke embargo-posting it on its website. The story was yanked and reposted the next morning after follow-up calls by MAYO. They also sent a reporter to the event to interview panelists. Circ: 34,700

- **Daily Breeze** interviewed Jack Kyser on the Forecast and event and published the story Feb. 20 circ: 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 Online 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.
- **San Bernardino Sun News** interviewed Jack Kyser in advance of embargoed story and published it the day of the event. Also posted Online.
- **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. Also posted Online.
- **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 website also posted the story at: <http://www.venturacountystar.com> circ: 98,596
- Orange County Register is still planning to do a story in the business section. The Orange County Register is the largest of 28 daily newspapers operated by Freedom Communications, Inc. The Register also publishes 23 weekly newspapers, including the Spanish-language newspaper, Excelsior, three magazines, and myOC.com, the local Orange County internet Web portal. Orange County Register *Circ.:* 303,418
- **California Apparel News** attended interviewed Jack Kyser and other panelist and published the story.
- **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.
- **China Daily News** – Sent the LA Bureau Business Reporter, who interviewed Jack Kyser and panelists on the event at the Marriot. The China Daily News is the largest Chinese Newspaper in the country.
- **The Korean News** – Interviewed Jack Kyser and published the story on the day of the event. Circ. 2 million.
- **Sing Tao Newspapers (LA), Ltd.** attended event and published the story the next day. MAYO Communications sent via email photo 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://SingTao-newspaper.inHongKong.China.atMondoTimes.com)

MAYO Communications will continue to monitor for additional media placement.



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- Bob Werden, Film/TV Publicity Consultant, EPPS
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