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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 23, 2007

RE: Media Report on 2007-2008 “LAEDC Economic Forecast”

Below is a summary of the various media outreach activities MAYO Communications & MAYO PR conducted to promote the embargoed “*2007-2008 LAEDC Economic Forecast*,” and event Feb.21, 2007, at the Marriott, in Downtown LA. Despite a shorter time period, competing media coverage of the Oscars preview, February TV Sweeps month, The Presidents’ Holiday and Ash Wednesday on the day of the event, new media records were set. More than a dozen media representatives attended and many more opted for advanced interviews. KNX did live interviews for the first time on the infamous “*KNX Business Hour*.” *KNBC-TV* ran advanced stories and several sets of newscasts stories with two different reporters. **One of the world’s largest networks - BBC, London England**, did a live five-minute interview on the *2007-2008 LAEDC Economic Forecast* featuring, the entertainment industry’s expected 2,500 jobs loss in 2008.

Media coverage included:

- **KNBC-TV Ch. 4** ran advanced previews of the forecast on their Today In La Weekend, and Today In LA morning shows on the day of the event. NBC also sent a business and general assignment reporters to produce two different stories for the evening newscasts.
- **CNBC-TV** also ran excerpts from NBC on its telecast on 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 2007-2008 Economic Forecast on its evening and morning shows.
- **KTTV-TV** ran the CNS and AP wire stories with a voiceover for newscasts.
- **TV-LA 36** recorded the entire broadcast and plans to air it again on channel 36 the City TV station, which airs has a huge audience on cable.
- **HDTV-re-broadcast the KNBC-TV Sunday Conan Nolan, News Cast** interview with 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.

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- **KNX 1070 AM News** interviewed Bill Allen at the event for regular newscasts, and Frank Mottek, host of KNX Business Hour interviewed Bill Allen, Richard Weiss, chief investment officer, CNB live taking up the entire hour broadcast on the forecast. It is owned by Viacom/CBS. 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. It is also owned by Viacom/CBS.
- **KFI 640 AM** ran both CNS and AP wire stories quoting Jack Kyser throughout the day of the event. 50,000 watt talk format station is the most powerful radio station west of the Mississippi. (www.KFI.com)
- **CNN (LA Bureau)** interviewed Jack Kyser in advance and ran the story globally on the day of the embargo and forecast event.
- **Voice of America (VOA (LA Bureau))**, the world's largest radio network plans to interview Jack Kyser and staff this week, and air the story later. They expressed interest, but were too busy to attend, due to pre-Oscar coverage for a Sunday broadcast.
- **Fox News Radio Network (LA Bureau)** interviewed Jack Kyser in advance of story and aired stories on the day of embargoed report
- **KPCC 89.3 FM News** aired wire service 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.
- **KCRW Public Radio** aired city news Services and AP wire stories on the Forecast and Event.
- **Los Angeles Times Business section** conducted interviews with Chief Economist Jack Kyser, and staff in advance of the event. The story was published prominently in the Business section of the Los Angeles Times on the morning of the forecast and event and on the website www.LATimes.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. It was published in the business section on the morning of the event, Feb. 21st and was posted on its website www.dailynews.com. Several related economy stories appeared days afterwards from housing to employment. 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.
- **Associated Press** interviewed Jack Kyser and ran the Forecast story globally the same afternoon as the event on its newspaper member wires and broadcast wires. The story ran in more than three dozens major newspapers, including the Miami Herald, LA Times, Boston Globe, Chicago Tribune, Seattle PI, Tacoma Tribune and others in California.

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- **Reuters Wire Service** – Reuters ran advanced stories on the event, 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** wrote 400 word story 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. The news alerts resulted in the *CNS Budgets*.
- **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.
- **Hollywood Reporter** took the same entertainment angle, interviewed Jack Kyser and posted the story one minute after midnight on its website and affiliates, which resulted in an article in the major news section.
- **Backstage Magazine**, the Forecast and Kyser interviews also appeared in the sister magazine and website Backstage. (www.Backstage.com).
- **Orange County Register** published the AP wire story that ran in the afternoon. 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.
- **Long Beach Press Telegram**-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 writers to the event and wrote a story for the Feb. 26, 2007 (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.

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- *Los Angeles Downtown News* attended and published a very creative story capitalizing on Hollywood fantasy and really had fun with the story on the forecast. Story appeared in the weekly advancing the story the Monday before the Feb. 21st.
- *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. 21st. 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. 21st. Circ: 72,200. 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. circ: 27,000
- *Pasadena Star News* interview Jack Kyser and staff in advance of the event and published the story on Feb. 21st 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 Jose Mercury News*-published story the afternoon of the event.
- *Contra Costa Times* also published an AP and Reuters Story the afternoon of the event. Circ: 195,217.
- *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* interviewed Jack Kyser and they're doing a big industry story.
- *The Planning Report and Metro Investment Report* attended the event and plans to publish 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.
- **RealTalkLA Magazine, LA**, Media pioneer Jay Levin, former publisher and founder of LA Weekly, announced two days before LAEDC Forecast event the new innovative magazine the launch of Los Angeles-based *Real Talk Media Group*, a media company that he founded to offer innovative, inclusive and authentic forms of media that target metropolitan communities. **RealTalk LA sent a writer to attend and cover our event.** The first issue of RealTalk LA, a full color, glossy, high quality monthly magazine, will reach more than 250,000 readers through free distribution at premium locations throughout the city and by home delivery to select households beginning in **May 2007**. The companion Web site, RealTALKLa.com, which is intended to create a new Los Angeles online community, will feature unique digital media technology, including up-to-the-minute news, Wiki, blogs, and web casts will premiere online in late April and is expected to reach more than 800,000 unique viewers per month Levin claims.

- ***San Francisco Chronicle*** (SFGate.com) (CA) circ: 400,000 also published the AP story on the Forecast quoting Jack Kyser. San Francisco Chronicle is the largest newspaper in northern California and the second largest in the western United States. It is a regional, daily newspaper with circulation that stretches from the Oregon border to Santa Barbara and includes Silicon Valley.
- ***Sacramento Bee***, Circ: 349,989, also published the story on the Forecast. The Sacramento Bee is a general-interest daily newspaper for the Sacramento, CA area. It covers local news and business, as well as local and regional entertainment, sports and lifestyle. The outlet offers RSS (Really Simple Syndication). Sacramento Bee is available on the Web at www.sacbee.com.
- ***San Diego Tribune***, Circ: 314,000 published the story on the LAEDC Forecast.
- ***The Examiner.com***-San Diego, published the Forecast.
- ***Fresno Bee***, Circ: 157,000 published the story on the Forecast with Kyser. The Fresno Bee is written for the general public in the Fresno, CA area. Major news focuses are business, technology, state news, national news, local news, international news, lifestyle, sports and entertainment. The outlet offers RSS (Really Simple Syndication). Fresno Bee is available on the Web at <http://www.fresnobee.com>.
- ***The San Luis Obispo County Tribune*** Circ: 37,740 published the story.
- ***The Monterey County Herald*** Circ: 31,800 published the story on the afternoon.
- ***Auburn Journal*** Circ: 11,400, carried the story from Associated Press with Jack Kyser quoted. Auburn Journal is a daily newspaper for the residents of Auburn, CA. It covers news and events in the local community. Auburn Journal is available on the Web at <http://www.auburnjournal.com>.
- ***LA Opinion***, a business writer attended and interviewed Jack Kyser and wrote a story for next day's (2-22-07) edition of the nation's most influential Spanish newspaper. Circulation is 20,000 in Los Angeles Metro area, 100K+ nationally counting its website and distribution. Total circ: 155,000.
- ***Univision KMEX-TV 34*** aired the story on the Forecast day. Univision.com KMEX-TV is the Univision affiliate for the Los Angeles market. The station is owned by Univision Communications Inc. KMEX-TV broadcasts locally on channel 34. KMEX-TV is available on the Web at <http://www.univision.com>.
- ***Azteca America, Spanish TV, Glendale*** sent a reporter and crew, who interviewed Rod Banks on the financial markets and Leslie Appleton-Young on the Real Estate market forecasts presented at the event. The national Spanish TV station is based in NY City. Azteca America is TV Azteca's wholly-owned Spanish language broadcasting network for the U.S. Hispanic market. The network supplies TV Azteca's content, including telenovelas, news, sports, and other entertainment. Azteca America is available on the World Wide Web at <http://www.aztecaamerica.com>.
- ***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>.
- ***The Korean News*** – used the AP story on the Forecast, but did not attend event.
- ***Korean Radio Network (KBS LA)*** call on the afternoon of the event to interview Jack Kyser for stories in its newscasts that afternoon.

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- **British Broadcasting Company (BBC)**, London England, interviewed Jack Kyser, live on the afternoon of the forecast focusing on the entertainment segment pinpointing the loss of movie and TV production jobs in 2008. The BBC has a huge audience globally, and is one of the world's largest TV and radio networks.
- **Seoul Radio Network** interviewed Jack Kyser via phone on the Forecast and aired the stories on the afternoon of the Forecast.
- **Sing Tao Newspapers (LA), Ltd.** attended event and MAYO Communications sent via email image highlights of the event for his publication, which has a circulation of 30,000 and is owned by [Sing Tao - newspaper in Hong Kong, China at MondoTimes.com](http://www.singtao.com)
- **Santa Rosa Press Democrat (CA)** also published an advanced 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

Korean News

International Daily

China Daily News

Manufacturing News

WSJ

NY Times

KVEA-TV, KMEX-TV, and KOCE-TV

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.

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