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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 niche knowledge of mainstream media relations and social media 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 staff also specializes in new media maintaining 100 blogs and social sites Online.

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: entertainment publicity, music, movies, TV dramas, 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. Media training.

MAYO serves as a board member of the *Entertainment Publicists Professional Society (EPPS)* (past pres.), serves on *City of Los Angeles Ch. 36 Content Advisory Committee*) and is an active member of the *Public Relations Society of America (PRSA-LA)*. Additionally, MAYO is an active member of the Academy of Television Arts & Sciences and is a member of the Radio TV News Association and is an active member of the LA Press Club. MAYO also serves on several nonprofit global boards such as the International Trade Education Programs board of directors 9ITEP) and the World Trade Week, Los Angeles Area Chamber of Commerce and The Community Distribution Center (CDC).

MAYO is 100 percent Spanish and Woman Owned Business Enterprise (WMBE) registered with Los Angeles County.

2006-2010 Short Client List:

Nuttin’But Stringz (www.nuttinbutstringz.com) Intn’l Violin Duo, Platinum selling albums

Warrior Records, Eddie Money, Saints of Underground (www.warriorrecords.com)

H2O Entertainment, Wilmington, NC cast of “*Whittaker Bay*” includes Aldridge Twins

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

Actress Sol Romero, Malibu (wife of movie Director Martin Campbell, *Casino Royale, Edge of Darkness*)

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

Stevie Wonder’s (Benefits) www.StevieWonder.com

WW2 Reflections, Dublin, Ireland (ww2-reflections.com)

University of Southern California (USC), Los Angeles, media relations (www.usc.edu) (2006, 2009)

International Trade Education Programs (ITEP) www.itepinc.org

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

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

Southern California Leadership Council (SCLC), LA (www.laecd.org/sclc/index.html)

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

SoCal Gas Company, 1st Annual Energy Expo, Downey and downtown LA (www.socalgas.com)

PERI Software Solutions Inc. (www.perisoft.com) **SafeMedia Corporation**, Entertainment Technology www.safemedia.com, Boca Raton, FL **Advantage SCI** (www.advantagesci.com)

****MAYO Partners:** Academy of Television Arts and Sciences; California Fashion Assn.; Asian Pacific Business Assn. and British American Business Assn. For more about MAYO visit: www.MayoPR.com,

www.LAentertainmentPublicity.com and www.MayoPRSwitzerland.com

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've are 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 its 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.

Aida Mayo
President

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.

George McQuade, Vice President is a national award-winning entertainment, government, corporate communications and multimedia expert. As 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, social media, media relations, public relations and agencies in the U.S. In 2006, he served as **president** and is currently a **board member** on the national *Entertainment Publicists Professional Society (EPPS)*, with chapters in New York and Los Angeles. He does publicity for World Trade Week and sits on the Committee that screens content for City of Los Angeles Public Access Ch. LA 36. He's the west coast bureau chief for www.odwyerpr.com, NY, and writes a monthly column on new media and entertainment trends.

MAYO Communications, founded by Mc Quade, is a full service marketing, public relations and publicity firm, which has led numerous award-winning successful media and educational campaigns. During the Writers Guild Strike he earned 85 million media impressions in three months. Mc Quade's staff consistently netted 250 million media impressions for clients during the entire year, 2008-2009.

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. Mc Quade writes a monthly column for New York and Online publications.

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 (MO-PIC, color, photojo, portrait and commercial photography) 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 NY monthly column for news websites on entertainment trends, media, public relations news and marketing.

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 George Mc Quade visit: <http://www.imdb.com/name/nm3419616/resume>

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.

Nicole Berner

General Mgr. Bern, Switzerland

Nicole Berner brings a wide-range of international experience and resources to our music, arts, government and entertainment clients, and customers who do business or are based in Europe. **She speaks German (native language), English, Italian and French. She is MAYO's International news blogger.** Her father is in charge of the City of Bern Utilities Dept. so she understands government operations well.

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 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.

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)

Eileen Smulson

Events Program Director

Eileen joins MAYO Communications as Events Program Director with more than 15 years experience in sales and marketing, strategic planning and special event coordination. She created a start-up business in events management, fund raising and professional organizing.

Eileen has the ability to develop systems and procedures to increase productivity and efficiency. Adept at building strategic partnerships and collaborations with various constituents. Excellent communicator, skilled at public presentations and development of written publications.

Professional Experience

Office Organizers, Los Angeles, CA 2004 - 2008

Founder/Principal - Evaluated workflow and create more efficient workspaces. Analyze existing procedures to make improvements in all aspects of office productivity including policy and procedures, bill paying and form development. Develop targeted marketing strategy to attract new patients to medical practice.

ARMDI, Los Angeles, CA 2002 -2003

International charitable organization raising money for humanitarian aid. Western Regional Director Built a new regional office serving California and ten western states. Established relationships with diverse populations. Managed daily operations, including hiring staff, creating office systems. Oversaw and created public relations materials, special events and direct mail campaigns. Successfully raised funds to go from a \$250,000 deficit to a profit of \$7 million within 18 months. Implemented fundraising database systems to track donations.

EDUCATION

Certificate in Leisure Studies and Recreation, Keane College, Union NJ,
BS Education, Trenton State College, Trenton

Roxana Cornejo
Spanish Markets

Roxana Cornejo is a bilingual professional public relations manager 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.

She has a BA in Public Relations and Marketing, Cal-State Fullerton, CA

News Release

**FOR IMMEDIATE RELEASE:
Monday, December 7, 2009**

LAEDC Study Concludes Redbox's \$1 DVD New-Release Rentals Could Result in \$1 Billion in Entertainment Industry Losses

Ripple Effect of Lost Revenues in Southern California Could Cost More Than 9,280 Jobs and \$1.5 Billion in Economic Output, Along With Reduced Contributions to Guild and Union Pension Plans

Los Angeles – The Los Angeles County Economic Development Corporation (LAEDC) today unveiled a new economic study entitled “*The Economic Implications of Low Cost DVD Rentals*” which illustrates the negative impact that low cost, new-release DVD rentals could have on the Entertainment industry and the Southern California economy.

The LAEDC study, which utilizes the Redbox model of \$1 DVD rentals available at the street date, shows the ripple effect of \$1 billion in lost revenues to the domestic home video industry in the Southern California region – the entertainment capital of the world – would lead to an additional \$500 million in reduced economic activity. The loss of motion picture production in and around Los Angeles would result in the loss of more than 9,280 jobs with annual earnings of almost \$395 million, according to the LAEDC’s study.


“The economics of the motion picture industry are based on exclusive release windows which allow price differentiation - that is - some earlier transactions take place at higher price points,” said Gregory Freeman, vice president of Consulting and Economic Policy for the LAEDC. “Redbox, or any other distributor that weakens the release window model, could reduce overall industry revenues. Lower revenues will likely lead to lower production activity, hurting the Southern California economy.”

Of the 9,280 jobs, more than half of the losses will occur in the Information Sector, the LAEDC found. In addition to motion picture and sound recording industries, this sector includes publishing industries, radio and television broadcasting, telecommunications industries and Internet service providers. Other industries impacted will be retail trade, accommodation and food services, health care and social assistance, professional, scientific and technical services, and manufacturing, among others.

For the full story and LAEDC Study link visit: <http://tinyurl.com/yeqcw94>

((SAMPLE MEDIA REPORT))

TO: Jack Kyser, Chief Economist, LA County Economic Dev. Corp.



FROM: Aida Mayo, President

DATE: July 27, 2009

RE: "2009-2010 LAEDC Mid-Year Economic Forecast Update and Industry Outlook"

Below is a summary of the various media outreach activities MAYO Communications conducted to promote the "2009-2010 LAEDC Mid-Year Economic Forecast Update and Industry Outlook" and event at the LA Marriott in downtown LA July 22, 2009, at the Los Angeles Marriott, in downtown Los Angeles. Nearly two dozen working members of the press attended the morning event, and in several instances more than one story and angle of the Forecast were produced by TV, radio, newspaper and Online news outlets. Several media calls surfaced on the day of the event and at least three TV stations produced more stories Friday.

Media coverage included:

TELEVISION:

- **CNN Network** – CNN Entertainment News interviewed Jack Kyser in studio on the TV/Film Production report of the Economic Forecast – Story airs Monday, 7-27-09.
- **CNN-Headline News** interviewed Jack Kyser (2X) in studio on the overall Forecast report and it airs a various times on the Charter Cable during inserts of local news on CNN Headline News in Southern California.
- **CNBC-TV News** – ran the Forecast story on the day of the embargoed event focusing on the Hollywood angle, especially TV/Film Production section of the report.
- **KABC-TV** –Interviewed Jack Kyser and Dr. Nancy Sidhu at the event, and ran several stories mid-morning morning, noon and in the evening newscasts. Two days later ABC News came to Jack's office for more interviews on the Forecast for the Eyewitness Newscasts Friday.
- **KNBC-TV** interviewed Jack Kyser and in addition to newscast stories, the crew interviewed him for *KNBC-TV New Conference* public affairs program (Sunday). It also aired on the *Today Show* on Ch. 4, and they sent a crew for live shots in front of the hotel
- **KTLA-TV** broke the story of the Forecast results at 4:30 AM and air broadcasts through the three hour morning show, and on the 10 PM newscast. There was also a live crew positioned out in front of the LA Marriott for two hours.

- ***KTTV-TV Fox News and UPN TV 13 News*** interviewed Jack Kyser and Dr. Nancy Sidhu for their mid-day newscasts and was broadcasted on the 10 PM news and morning news programs.
- ***Telemundo Network KVEA-TV 52*** interviewed Yvonne Chavez, Business Assistance Manager in Spanish and aired the stories on the evening news.
- ***KBS Korean TV-44*** Interviewed Jack Kyser and Dr. Nancy Sidhu for the evening news.

RADIO

- ***KNX News Host Frank Mottek moderated the Panel***, Mottek interviewed the Jack Kyser for a preview of the Forecast event that aired it on that Wednesday morning of the event, and interviewed Kyser Dr. Sidhu and others for the *KNX Business Hour*, which is a huge business audience estimated at 1.5 million listeners during drive time afternoons. The stories aired all afternoon during regular newscasts, too, and the next morning. The Interviews were also recorded as Podcasts on the website and aired repeatedly over the weekend during newscasts. The story and event was posted on the KNX website. (total exposure 13.5 million potential listeners)
- ***KFWB 980 News*** conducted interviews with Jack Kyser for stories that ran on the morning newscasts before the event. 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 owned by Viacom/CBS.
- ***KFI reporter*** interviewed Dr. Nancy Sidhu live at the event and aired the stories in the afternoon and the next morning. KFI is the West Coast largest talk station with hundreds of affiliates in the West. 50,000 watt talk format station is the most powerful radio station west of the Mississippi. (www.KFI.com)
- ***KPCC 89.3 FM News*** Interviewed Jack Kyser and aired stories in the afternoon and next day morning. 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 good following.
- ***KCRW 89.9 FM*** morning news host interviewed staff and Jack Kyser the day before the event.

WIRE SERVICES:

- ***Reuters Wire Services*** -- interviewed Jack Kyser prior to the event and published the story via the wire service on the embargoed day. They also ran the story of Hollywood Reporter, of which they have a partnership in New York
- ***City News Wire Services*** published the advisories, news release and other facts and info from the forecast several times for TV, radio and newspaper members. They also placed the event on the CNS budget one week in advance.

NEWSPAPERS:

- ***Los Angeles Times*** – interviewed Jack Kyser prior to the event for a front page story on the Business section of the paper published the morning of the event. The writer also interviewed Jack Kyser and Dr. Nancy Sidhu, and talked to Chairman Lloyd Greif, LAEDC for future additional story angles and stats. *Circ.:* 773,884
- ***Los Angeles Daily News*** conducted interviews with LAEDC staff and Senior Vice President and Chief Economist Jack Kyser to write an advanced front page business story. It was published in several places in the Los Angeles newspaper group papers.

Kevin Smith, Los Angeles Newspaper Group also did a separate story that ran in the member papers in SGV. *Circ.:178404*

- **Orange County Register** is still planning to do a story in the business section after reviewing the Forecast Report this week. 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 and published story. Writer Deborah Belgum interview Jack Kyser and panelists. It was also posted on its website. *Circ.:11642*
- **The Daily Journal's** writer attended the event and is expected to do a story.
- **LA Business Journal** ran a story on its website breaking news daily honoring the embargo and one is planned for next week in the paper. The weekly has a circulation ranges from 20 – 50K mostly business executives and business readership.
- **SFV Business Journal** - the San Fernando Valley Business Journal – ran the SFV employment and the investments in the SFV from the Forecast.
- **BusinessLife Magazine** – The Editor plans to publish an extended article with photos in the next edition of the magazine. *Cir: 104,129*
- **Ventura County Star** interviewed staff and published materials sent, wire stories and did not have time to interview Jack Kyser. Ventura County Star daily newspaper is printed mornings, Saturday and Sunday. Circulation: 94,665. Sunday: 102,821.
- **San Gabriel Valley Tribune's** published the story on the morning of the release. SGV is belongs to the Los Angeles Newspaper Group. *Circ.: 48835*
- **The Press Enterprise** ran a story on housing, banking and job market and published the story in advance on the day after the July 22nd release.
- **Long Beach Press Telegram** – Also published the Forecast story 7-22-09. *Cir. 50001*
- **Whittier Daily News** – published a Forecast story focus on the Aerospace angle and jobs. *6423*
- **Pasadena Star News** – Published an embargoed story on July 22nd on the front page of the business section and on the morning of the release. The Star belongs to the Los Angeles Newspaper Group. *Circ.: 48835*
- **The Daily Inland Bulletin** interviewed Greg Freeman, incorporating the LAEDC's Drought study into the economic impact and Forecast story for the paper. It was also published on its web site.
- **Wave Newspapers** – used City News Service and wire stories for its chain of newspapers on the East Side and in the City of Compton for its Compton newspapers.
- **Antelope Valley Press** called and interview Jack at the event and published the story on the morning of July 23rd. They focused on AV area employment and jobs. It was also published on its web site. *Circ.:34916*
- **The Korean News-** wrote a story for its newspaper that has a circulation of more than two million in Los Angeles County, not counting the newspaper website.
- **LA Opinion**, Business Reporter interviewed Yvonne Chavez on the Forecast and for upcoming stories in the nation's most influential Spanish newspaper. Story was published Sunday. Circulation is 20,000 in Los Angeles Metro area, 100K+ nationally counting its website and distribution
- **China Daily News Reporter** interviewed Jack Kyser for a story on international impact trade impact. Published on several of www.chinaview.cn sites and wire service Xinhua members. Circulation is several million globally.
- **LA Weekly** interviewed Jack Kyser and published the story, which was posted Online.