

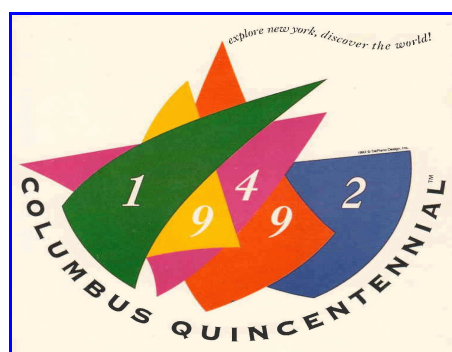
*The Art of
Promotion, Presentation and Public Perspective*



*Communications consulting, planning and production,
on multiple platforms for multiple audiences:
News Media • Sponsors • Spectators • Partners • Participants*



*Online and on-site Press/Social/TV Operations • Publications • Public Address
Bids • Celebrations • Festivals • Politics • Sports*



THE ART OF PROMOTION

In today's fractured media landscape of not just hundreds of television channels, but more than 1,000,000,000 Web sites worldwide, creating attention and interest is crucial. Even chatting a friend now involves choosing among multiple technology options, each of which has significant advantages and pitfalls, making the choices of messages and tools a dizzying exercise.

The use of one or more media platforms to "narrowcast" an intense message to a targeted public is a widely-accepted tactic for promotion. But what is the strategy behind the tactic? What message to which group? Who creates the content and how can it be leveraged? Is an advertising buy necessary?

We use a disciplined approach to the development of in-person experiences, media-focused programs and online presence(s) to *achieve your goals* with specific audiences.

There is no substitute for experience, especially in the forethought and follow-through of the fine details which stamp a program with the mark of quality. Our goal of "every detail handled every time" has been the standard by which these projects (among others) have succeeded:

<p><i>Special Olympics World Games Los Angeles 2015</i></p> <p><i>Record Media Outreach</i></p> <p><i>Although created in the U.S., the Special Olympics World Summer Games had not been held on American soil since 1999 and was very modestly covered with less than a year to go.</i></p> <p><i>Using an aggressive program of direct messaging, in-person meetings and online outreach, our media recruitment effort resulted in approval of a World Games-record 1,728 press, online, radio and television media, an amazing 194% of the prior record total from 2011.</i></p> <p><i>A follow-up daily e-mail package of media advisories and high-lights maximized coverage of the 6,163 athletes from 164 nations.</i></p>	<p><i>Los Angeles Cellular Tel. Co. (now AT&T Wireless)</i></p> <p><i>Using Events to Drive Sales</i></p> <p><i>Initially engaged for a pilot program to help determine which sponsorships the company should buy into, our program developed into a four-year, fully-outsourced program of sales support as the company's special events and sponsorships agent to create new branding and face-to-face sales opportunities.</i></p> <p><i>Our staff team of more than a dozen selected, negotiated and then managed participation in 2,046 events (and 4,010 event days) in the greater Southern California area from 1994-98. These activities yielded a total of 19,863 new activations and had a total sales impact estimated at \$39.2 million.</i></p>	<p><i>Eastman Kodak Company</i></p> <p><i>Mobile Technology Showcase</i></p> <p><i>In response to the company's concerns about a receding presence with professional photographers, we created the innovative 1998 "K-Pro on the Road" program. This mobile demonstration platform covered 46,426 miles in 11 months to bring Kodak face-to-face with more than 6,900 professional photographers at 91 events such as the Indianapolis 500, Kentucky Derby, Major League Baseball All-Star Game, NCAA Men's Basketball "Final Four" and NFL Super Bowl and dozens of dealerships. By leveraging its new technologies, participation in all events without any payment by Kodak of rights fees, licenses or sponsorships.</i></p>
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THE ART OF PRESENTATION

The myriad details and sometimes painful logistics of event management are, for us, some of the more enjoyable aspects of the event management challenge. We use a layered approach to the organization of even the most complex programs that assures high quality with careful cost control in the execution of events from a civic “fun run” to world-class mega-events including the Olympic Games, Super Bowl and the Special Olympics World Games in all facets of presentation:

- ▶ Event creation and design
- ▶ Graphic and environmental design
- ▶ Hospitality planning and operations
- ▶ On-site financial controls
- ▶ Press/social/television operations
- ▶ Public address and public information
- ▶ Publications (print and online)
- ▶ Site layout and management
- ▶ Sponsorship fulfillment
- ▶ Transportation planning

Our long experience in the management of special events has assisted in the success of programs including, but not limited to, these world-class affairs:

<p><i>Los Angeles Sports Awards</i></p> <p><i>Awards program to raise the Sports Council profile</i></p> <p><i>The Los Angeles Sports Council is one of the nation’s pioneers in civic sports commissions, but had need of a new fund-raising event that would also raise its civic, community and corporate standing.</i></p> <p><i>We helped to create its now-signature annual event, naming the top athletes, coaches, executives and moment of the year in sports in Los Angeles at a gala dinner and ceremony.</i></p> <p><i>For 2007 to today, Perelman, Pioneer produces the locally-televised event, including heading the media panel selecting the top-ten moments of the year, creating the event script and stage-managing the awards show itself.</i></p>	<p><i>JetBlue’s Long Beach Live!</i></p> <p><i>Festival Showcase for a revitalized downtown</i></p> <p><i>The Downtown Long Beach Associates wanted a large-scale program to showcase the revival of the Business Improvement District it served to the entire Southern California region.</i></p> <p><i>We designed a three-day street festival over the Independence Day Weekend of 2002 that included recruitment of 16 sponsors, programming on five stages, 31 vendor booths. 11 restaurant pavilions, and a 70-foot-high Ferris wheel. Attendance was 20,000+, with 14,196 paid over a Friday night and full days on Saturday and Sunday.</i></p> <p><i>Best of all: Long Beach police reported no significant incidents over all 28 hours of the show.</i></p>	<p><i>Reform Party Nat’l Convention</i></p> <p><i>Reaching a new level of professionalism</i></p> <p><i>The Reform Party’s Convention Committee wanted to raise the stature of its 2000 Presidential Nominating Convention beyond its prior events in cramped hotel ballrooms.</i></p> <p><i>Our team created a full-scale Convention Hall at the Long Beach Convention Center, including development and coordination of the floor layouts, graphic design elements, lighting, sound, staging and TV support for all seven business sessions plus the Party’s offices and committee meeting rooms, on budget and on time (even with a 1-day move-in period!).</i></p> <p><i>Included were full facilities for the 182 news organizations from nine nations in attendance.</i></p>
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THE ART OF PUBLIC PERSPECTIVE

Although today’s field of public relations dates only from the start of the 20th Century, the concept of using the popular mediums of the day to influence public opinion and perspective – present and future – is as old as the decision of Old Kingdom pharaohs to create the Pyramids in Egypt.

Modern communications technologies and tools have broadened the ability to *reach the public directly* and not only through print, online and broadcast media outlets controlled by others. This is the true public relations revolution, but how to take advantage of it?

An integrated program that supports the interests and needs of news media as well as developing an “*owned*” audience of fans and followers can be the key to success. At scale in larger events, the detailed work of press/social/television operations can also inform the public directly, as we have done many times before:

<p><i>Games of the XXIII Olympiad: Los Angeles 1984</i></p> <p><i>The New Standard</i></p> <p><i>As Vice President/Press Operations, Rich Perelman developed and managed the Los Angeles Olympic Organizing Committee’s Press Operations department, responsible for the support of 8,700 news media attending the Games.</i></p> <p><i>The scope of the \$9.4 million effort (= \$28.5 million in 2024) included a massive, 334,000 square foot Main Press Center, smaller satellite facilities at 36 competition and athlete’s village sites and the first-ever electronic-inquiry athlete database available for press use, offering user-retrievable biographies and statistics on 2,400 athletes.</i></p> <p><i>Starting from scratch, a team of 25 full-time employees and 1,378 Games-period employees was recruited, trained and assigned for press operations support.</i></p>	<p><i>Centennial Celebration of the Statue of Liberty</i></p> <p><i>A National Celebration</i></p> <p><i>The 1986 program popularly known as “Liberty Weekend” celebrated the renovation of the Statue of Liberty as well as the centennial of its unveiling in New York harbor.</i></p> <p><i>A strong local, national and international media outreach program helped to draw 590 news agencies and 5,116 news media from 38 nations to cover the four days of events, most of which were on live television.</i></p> <p><i>Support programming included multiple pre-event media information guides, a Center for News Media in Manhattan and subsidiary coverage facilities at 11 other sites. The project required 12 full-time staff, 50 additional event-period staff and had a news operations budget of nearly \$1 million (about \$2.9 million in 2024).</i></p>	<p><i>World Baseball Classic 2006 • 2009 • 2013</i></p> <p><i>A New World Championship</i></p> <p><i>The first-ever international, “world-championship” baseball tournament to feature Major League and other professional players was organized by Major League Baseball in 2006, with succeeding editions in 2009 and 2013.</i></p> <p><i>Perelman, Pioneer was asked to create the media operations program for all three editions, offering full-service media facilities at all five U.S. sites in 2006, the six sites in the U.S., Canada and Mexico in 2009 and eight sites in the U.S., Japan and Taiwan for the 39 games played in 18 days in 2013.</i></p> <p><i>Media turnout was strong, with more than 5,200 credentials issued in all three editions, with a recruited support staff of 239 (2006), 156 (2009) and 103 (2013).</i></p>
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MAJOR EVENTS

Salt Lake Organizing Comm. for the Olympic Winter Games

Perelman, Pioneer provided consulting and management assistance in the press operations area for the XIX Olympic Winter Games in Salt Lake City from 1998 to 2002, including budget and facilities planning, staff recruitment and operations supervision for the 2,661 journalists and photographers who covered the Games, from the Main Media Center and 14 satellite facilities. The project included a full-time staff of 18, Games-period staff of 794 and budget authority of \$9.6 million (= \$16.8 million in 2024).

Los Angeles Marathon

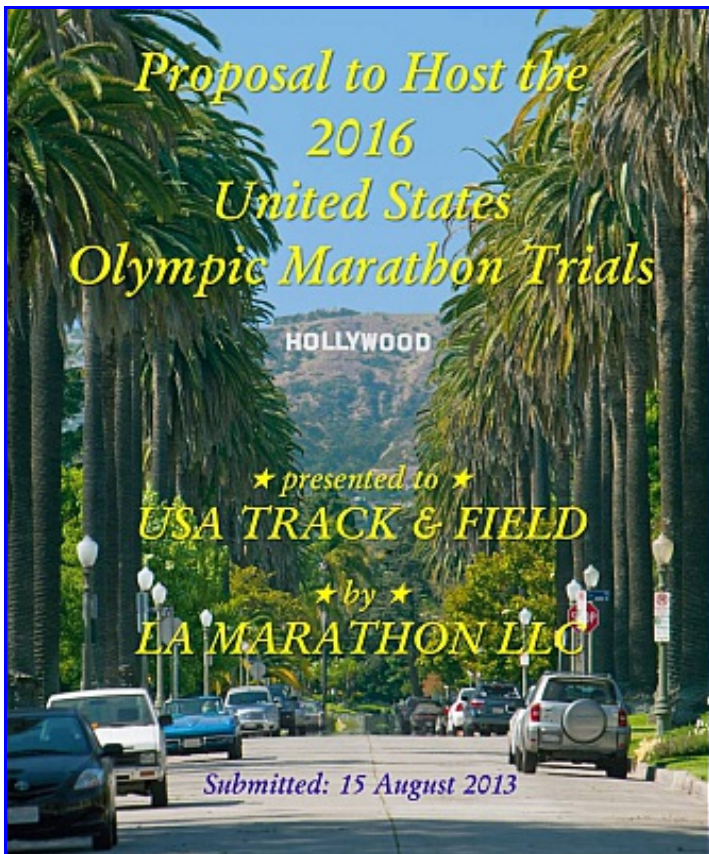
Engaged to handle media relations just 17 days prior to the Memorial Day 2009 race, a high-velocity effort raised the race's profile through 20 news releases in 15 days and the creation of a complete media guide in four days. Heavy outreach to local and running media created excellent pick-up as the race approached and coverage totaled 6.94 million impressions in print and 62.56 million on online sites, plus radio and television exposure. Expanded efforts in 2010-11 resulted in more than 8 million print impressions and 124-132 million online in each year.

World University Games

Hired with nine months to go by an organizing committee in distress, we created or revamped 11 departments, including accommodations, accreditation, ceremonies, food service, language and medical services, press operations, protocol and villages, plus 24 venue sites for the 1993 edition of this event, held in Buffalo, New York with 5,320 athletes from 117 nations.

Our team managed 38 full-time staff, hundreds of volunteers, and a budget of \$7.8 million (= \$17.0 million in 2024).





**Press, Radio and Television
FACT PACK**
(Information current as of 12 March 2014)

Schedule:		
• Saturday March 15	Session I: 11 a.m.-3 p.m.	Pool A matches
• Saturday March 15	Session II: 5 p.m.-9 p.m.	Pool B matches (Opening Ceremonies will be held at 5 p.m.)
• Sunday March 16	Session III: 11 a.m.-3 p.m.	Classification matches
• Sunday March 16	Session IV: 5 p.m.-7 p.m.	Championship matches

All matches held at The Forum, presented by Chase, Inglewood, California

PUBLICATIONS

Guide to the Athletes: XVI Olympic Winter Games

The then-new Commission of the European Communities was looking for a promotional opportunity which would bring the E.C. to the attention of the thousands of news media covering the 1992 Olympic Winter Games in Albertville, France. Perelman, Pioneer created a comprehensive 492-page guide to all 14 sports and 534 leading medal contenders on the program, in English and French, for distribution to the media. One leading Olympic writer said later, "This book became a standard reference tool not only for me, but most of my colleagues."

Toronto Organizing Committee for the 2015 Pan Am Games

The organizing committee of the 2015 Pan American Games in Toronto needed rapid assistance compiling the historical results and current World and Pan American Games records, for an online database to be used by the press and broadcast media.

In just 112 days – on time and on budget – we provided complete lists of Pan Am Games medal winners from 1951-2011, for all 36 sports and 364 events on the program, plus medal tables and multi-medal winners by sport, updated records and first-ever all-time best-marks lists for athletics and swimming.

CigarCyclopedia.com & Pocket Cyclopedias of Cigars

Seizing an opportunity in an expanding cultural niche, we created first Web site to offer daily coverage of the premium cigar market. Traffic averaged 1.3 million annual visits from 2006-10, with 135 million page views (18½-minute per-visit avg.) in 2010, featuring news, video and slideshows, promoted by e-mail and social media.

The site developed from our Perelman's Pocket Cyclopedias of Cigars, published in 17 editions from 1995-2011, and three editions of a parallel work on Havana cigars, with more than 200,000 copies sold in total.

SPORTS STATISTICS

Fact Packs, Media Guides, pre-event publicity, in-game play-by-play and post-event notes and quotes for more than a dozen sports, including:

- ▶ Archery
- ▶ Baseball
- ▶ Basketball
- ▶ Football (NCAA, NFL and soccer)
- ▶ Gymnastics
- ▶ Skiing
- ▶ Track & Field
- ▶ Volleyball
- ▶ Wrestling

SELECTED AWARDS

Public Relations Team of the Year:
SPECIAL OLYMPICS WORLD GAMES 2015
COMMUNICATIONS DEPARTMENT
by the Los Angeles chapter of the Public Relations Society of America (2015)

WebAward for Outstanding Achievement in Web Site Development:
CIGARCYCLOPEDIA.COM
(in collaboration with Apollo Interactive)
by the Web Marketing Association (2005)

Outstanding Web Site for Organizations with Annual Budgets of more than \$300,000:
LOS ANGELES SPORTS COUNCIL (LASPORTS.ORG)
by the National Association of Sports Commissions (2004)

AIPS Trophy for the Best Facilities for Sports Media:
LOS ANGELES OLYMPIC ORGANIZING COMMITTEE
(for the Games of the XXIIIrd Olympiad)
by the Association Internationale de la Presse Sportive (1984)

Track & Field Invitational

**The Home Depot Center
Carson, California
Saturday, May 22, 2004**

*A USA Track & Field
Golden Spike Tour Event*

**Press, Radio and Television
Information**
(Meet Day Edition)



THE WORLD IS COMING

JUL 25 – AUG 2 2015
LA2015.org



LA2015 Media COMMUNIQUE

Issue 13 • 24 July 2015

News, notes and resources for news media covering the Special Olympics World Games • Los Angeles 2015

- Opening Ceremony news conference: 10 a.m. Friday •
- Athletes return from Host Town to UCLA and USC Friday •
- Major Special Olympics Health program announcement on Saturday •
- News media credentials available for pick-up •

WORLD GAMES MEDIA ADVISORIES

- **Opening Ceremony News Conference** •
Friday, 24 July 2015 • 10:00-11:00
Los Angeles Convention Center Theatre • Room 411
with:
Janet Frootescher, Special Olympics, Inc. Chief Executive Officer
Patrick McClennahan, LA2015 President and Chief Executive
Russell Wolff, Executive Vice President, ESPN (late arrival)
Debbie Allen, Opening Ceremony Creative Director
J Balvin, Opening Ceremony performer
Mark Poncher, Executive Producer, FiveCurrents
- **Special Olympics World Games 2015 Media Credentials Available** •
LA2015 Media Operations Office & Workroom
Los Angeles Convention Center • Room 408
Pick-up available on 24-25-26-27-28-29-30-31 July & 1-2-3 August
- **Opening Ceremony Media Passes** •
Available on Friday and Saturday, 24-25 July
Los Angeles Convention Center • Room 408
- **Special Olympics, Inc. News Conference** •
Saturday, 25 July 2015 • 12:30-1:30
Premiere House, Regal Cinemas L.A. Live
1000 West Olympic Boulevard, Los Angeles

No. 13: 24 July 2015

- 1 -

www.LA2015.com

OUR CLIENT'S VIEW

“I am so impressed with the job you've done this week. Thank you for providing your talents and expertise to this transformative and historic event. [It is] impossible to quantify the number of lives that have been, and will be, changed as a result of this week's media coverage.”

~ Patrick McClenahan, *President and Chief Executive of the LA2015 Organizing Committee*

“I've just returned to the UK after 8 days covering the Special Olympics World Games in Los Angeles for ITV, network broadcasters in the UK. I'd like to compliment and thank you for an incredibly well-run tournament and superb media communications.”

~ Ian Payne, *Main Presenter, ITV News & Sport, on our Media Operations role for the 2015 Special Olympics World Games*

“A formal thanks from me and the Associated Press for your help and consideration as we worked together this year at the [World Baseball Classic]. I do appreciate the professionalism and clear press communications at the event. Thanks also for your work with the AP for pool and other limited shooting positions. Hopefully the images we sent to the world told the story well.”

~ Ted Warren, *Associated Press Photos/Seattle, on our Media Operations role for the 2009 World Baseball Classic*

“Imagine me speechless . . . but there are not adequate words to describe how you exceeded our expectations to help us achieve such excellent results as evidenced by the thousands of compliments shared with me from the Mayor, Council, Redevelopment Agency, the Port Commissioners, the press and the citizens of Long Beach.”

~ Linda Howell, *President and Chief Executive Officer of the Long Beach Area Convention & Visitors Bureau on our role in the Grand Opening of the Long Beach Convention Center Expansion (1994)*

“I extend my deep appreciation to you for your tireless efforts and spirited cooperation in making the Columbus Quincentennial such a great success. ... I am proud of our accomplishment and I am grateful to you for your commitment which made this spectacular and historic event a reality.

~ David N. Dinkins, *Mayor of the City of New York on our role in the production of the National Columbus Quincentennial Celebration (1992)*

Perelman, Pioneer & Company was founded in 1986. *We have dedicated ourselves to our client's success* through the delivery of dependable, detailed, high-energy communications and production programs with positive results at a responsible cost.

The preceding pages illustrate our capabilities and expertise and showcase a fraction of the more than 200 assignments that we have worked on. You have our thanks in advance for your thoughtful consideration of how we can help you achieve your goals; for more information, please call us directly.

For more information, please contact Rich Perelman at

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