



AGE Productions produced and distributed a B-roll package and web video for the Trump Organization.

## AGE PRODUCTIONS

108 Village Square #214  
Somers, NY 10589  
914/248-5173  
www.ageproductions.com

**Amy Goldwert Eskridge, President**

No one knows television production like an actual television producer. AGE Productions was formed by Amy Goldwert Eskridge, a 20-year award-winning producer of national television shows including the Rachael Ray show, Entertainment Tonight and the NBC News Channel. Eskridge also served as Edelman's Senior Video Producer, creating VNRs, ANRs, SMTs and internal communications for clients in all public relations sectors. This unique combination of television production and public relations experience sets AGE Productions apart from its competitors, having the experience to approach media outreach from two unique perspectives.

AGE Productions produces VNRs, ANRs, SMTs, web video, meeting openers, trade show video and commercials for clients such as The Trump Organization, Ogilvy Public Relations, the Public Relations Society of America and the National Association of Women Business Owners. VNR distribution is accomplished seamlessly through a partnership with distribution vendors.

AGE Productions services its clients from concept to completion as well as on a consultation basis. AGE Productions is the creator of the Briefing Post, a highly-acclaimed web video product.

## ALAN WEISS PRODUCTIONS

355 West 52nd Street  
New York, NY 10019  
212/974-0606  
Fax: 212/974-0976

Our clients tend to be agencies & companies tired of being burned by the increasingly disappointing results of traditional B-rolls, VNRs & SMTs.

AWP's unique approach to alternative PR media outreach has been repeatedly proven successful.

In fact, we've just been nominated for another Emmy. This one is for an innovative 30-minute TV special on heart health, sponsored by a major pharmaceutical company.

Over the years, the team at AWP has won 14 Emmys for video production excellence and creativity.

We also produce "Teen/Kids News." This award-winning weekly newscast airs on more than 215 TV stations. In addition, it is seen by almost 4-million students in over 5,000 schools. *Weekly Reader*, with its 11-million teacher & student subscribers, is a strategic partner. AWP is now accepting story ideas and sponsored segments for Season 5.

AWP is a pioneer in new media, including web design, webcasting & video streaming. We help clients maximize this exciting technology for both external and internal communications.

In addition to PSAs and infomercials, AWP produces nationally distributed documentaries and TV specials. Examples include: "Jessye Norman Sings for the Healing of AIDS" featuring Whoopie Goldberg and Elton John (PBS), "Kennedy Airport 50th Anniversary" (WCBS) and "Biography: James Earl Jones" (A&E).

AWP creates highly effective fund-raising programs for large and small non-profit organizations such as the UJA, New York Pops and NYC's Health & Hospitals Corp.

## ASSIGNMENT DESK

820 N. Orleans, Suite 205  
Chicago, IL 60610  
800/959-DESK (3375)  
312/464-8600  
www.assignmentdesk.com  
cya@assignmentdesk.com

**Bill Scheer, President**

Assignment Desk is an agency for film/video production personnel and facilities worldwide. Camera crews, satellite truck, still photographers, make-up artists, producers and more are available through Assignment Desk 24/7. Any shoot, anywhere, any time.

Clients include Fleishman-Hillard, J. Walter Thompson, Ketchum Public Relations, Discovery Channel, Edelman Worldwide, Fox Broadcasting Company, NASCAR, Inc., Ogilvy Public Relations, Nike, Unsolved Mysteries and Entertainment Tonight.

## ASSOCIATED PRESS TELEVISION

450 West 33rd Street  
New York, NY 10001  
212/621-7420  
www.aptnproductions.com

**June Appell, Dir., Corp. Services**

AP Television's Corporate Services department, an Associated Press unit, offers video production and transmis-

sion facilities including camera crews, studios, live and tape satellite feeds, VNR distribution and more, to PR firms, production companies, non-profit organizations and corporations. With 83 offices throughout the world, the company specializes in projects of a global nature but offers the same level of hands-on advisory involvement from the smallest project to the most intricate and involved.

## BACON'S | MULTIVISION

BACON'S | MULTIVISION  
66 Franklin Street, 3rd Floor  
Oakland, CA 94607  
800/560-0111  
multivision.bacons.com

**Babak Farahi, President**  
**Caitriona Anderson, VP/Sales**  
**Farid Badiee, VP/Operations**

Bacon's | multivision is recognized as the innovative leader in providing premium broadcast management applications. The company offers easy-to-use products that allow customers to monitor their brand, watch media coverage, analyze the results and present insights to selective audiences.

Bacon's | multivision provides the largest broadcast library in the industry with continuous, comprehensive monitoring of national, cable and local markets, online viewing of video, broadcast-specific analytics, unprecedented sharing capabilities and convenient preview video functionality.

Companies can now optimize their monitoring through the use of Digital Showroom 4.0, an online broadcast management platform that allows users to not only watch a video preview of their broadcast hits, but also run reports, order content, analyze results and present findings to stakeholders. Bacon's | multivision also offers basic VHS, DVD and Beta copies, transcription, video post-production and project-based monitoring to accommodate any range of special requests.

If you're a new customer, mention that you saw us in O'Dwyer's and get your first digital clip for free.

**BIG SHOULDERS**

303 East Wacker Dr., #2000  
Chicago, IL 60601  
312/540-5400  
www.bigshoulders.com

**Brad Fox, VP**  
**Leslie Weinger & Olita Kins,**  
*Account Managers*

Big Shoulders Digital Video Productions provides video services to PR agencies, corporations, distributors and independent producers.

The company has Betacam camera crews and two downtown studios and offers videotape editing, computer graphics, satellite feeds (Vyvx and uplink) and duplication services.

Additional services include VNRs, SMTs, EPKs, HD, digital Betacam, Betacam SP and Avid editing, DV, satellite videoconferences, focus group documentation, live webcasting of meetings and events and animation and graphics.

Big Shoulders can do SMTs from its office as well as Sigma Encoding and uplinking of VNRs. The company has two Sigma encoders (one digital and one analog) and can rent Sigma boxes for on-location SMTs.

**BOB THOMAS PRODUCTIONS**

60 East 42nd Street  
New York, NY 10165  
212/221-8000

**Bob Thomas, President /CEO**

Bob Thomas Productions, Inc. is a very successful video production and broadcast media distribution company, in existence now for 30 years. Bob Thomas, the President & CEO, is an award winning producer who has been nominated for 5 EMMYS for news/public affairs programming for local NYC television stations. Presently, BTP specializes in creating and producing media events for PR clients for on-air broadcast and print publication. The company offers the following services: SMT's, both single and co-op, RMT's with 20 guest interviews per booking, Media Road Tours including TV, radio and print for selected client markets, B-Rolls, VNR's and media distribution for the Internet and Podcasts.

In addition, Bob Thomas Productions, Inc. is the ONLY media company with their own built-in television SMT studios offering PR firms exclusive discounts with directing satellite connection located at 251 West 30th Street.

Some previous clients: HGTV's Todd Oldham & Kendis Gibson SMT's, Crayola SMT's with Porter-Novelli, The Dream Home Giveaway Sweepstakes SMT's with HGTV, "Spruce Up America's Firehouses with Rubenstein Communications," "Holiday Jewelry SMT's with The Jewelry Information Center," "Perfect Pies For Thanksgiving with Sara Lee" SMT c/o Fleishman-Hillard, HGTV's "White House Christmas Tour" and "Make It Home For The Holidays" B-Rolls.

**BOSSERT AND COMPANY**

236 West 27th Street  
New York, NY 10001  
212/627-5622  
robin@bossert.tv  
www.bossert.tv

**Robin Bossert, President**

Celebrating our 21st year serving the public relations industry, Bossert and Company is a boutique video production/distribution company that solves our clients problems. We deal with crisis management, investor relations, FDA issues, banking and SEC regulations, fundraising and non-profit development. Producing video news releases, public service announcements, b-roll, satellite media tours, media training for executives, fundraising and benefit videos, web streaming, flash productions and much more, Bossert and Company produces what you need.

Our clients include: Vivendi Universal, Federal Reserve Bank, Tag Heuer, Social Security Administration, Abernathy MacGregor Group, Episcopal Charities, Harry Winston, Mikasa, Princess Cruises, School Specialty, Inc., Grupo Televisa and many more.

Today's technology makes it possible for you to talk to the person who will be producing 90 percent of your project, no sales force, no account management, call Robin Bossert today.



Todd Oldham (left), host of HGTV's "Hand Made Modern" TV series describes how to use mid-century ideas for home fix-up projects while on a SMT break with Audrey Adlam, VP of Communications, HGTV and Bob Thomas, President of Bob Thomas Productions, Inc. producer of the SMT.

**DOGOMATIC**

419 West 14th Street, 2nd Floor  
New York, NY 10014  
646/336-7977

320 Sunset Avenue  
Venice Beach, CA 90291  
310/450-3884

**Michael Santorelli, Co-Founder / Executive Producer**  
**Laurel Harris, Co-Fndr / Creative Dir.**  
**Elana Gichon, Dir., Media Relations**  
**Robin Applebaum, Mgr., Media Relations**

Dogmatic is a creative production services company with offices

in New York City and Los Angeles, CA. For the past eight years, our unique blend of seasoned production professionals and creative thinkers have delivered outstanding visual content, multi platform thinking and the highest quality product.

From strategic counseling, production content to media distribution and measurement, Dogmatic offers a wide-range of capabilities. The Broadcast Production arm specializes in the creative development and execution of client events and product launches including commercial and television production, corporate videos,

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Robin Bossert, President of Bossert and Company





Actor Christopher Kennedy Lawford is poised for another interview from the set of DWJ Television's SMT about Hepatitis C in January 2007

### Dogmatic

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SMTs, VNRs, EPKs, b-roll feeds, RMTs, ANRs, PSAs, webisodes, new media and website design, marketing reels as well as event planning and execution.

Dogmatic's Broadband Services capabilities include BROADBAND PR™ Branded Entertainment, Content Integration, and Content Outreach. Dogmatic's Broadband PR™ package includes multi-media news release and podcast produc-

tion, wire and blast fax/email notification, one-on-one pitching to news and target-specific websites and tracking. Our Broadband Outreach utilizes online promotional tactics to ensure that the content reaches and is ultimately viewed by target consumers.

We develop innovative, unprecedented ideas that allow brands to engage consumers in entirely new ways. Whether you are looking to build online buzz, increase media coverage and ad revenue or simply reach audiences anytime, anywhere — Dogmatic is your one-stop shop for all your visual content needs.



The Double R Productions team celebrates its 20th year anniversary

Clients include TV and film studios, corporations, business leaders, non-profit organizations, music labels and PR agencies including 20th Century Fox, Pepsi, MAC, Estee Lauder, Tommy Hilfiger, American Express, eBay, FX Network, Disney Records, Burson Marsteller, Rogers and Cowan, DeVries, Ketchum and St. Jude.

### DOUBLE R PRODUCTIONS

1621 Connecticut Ave, NW, Ste 400  
Washington, DC 20009  
202/797-7777  
Fax: 202/797-7771

**Rosemary Reed**, Owner/Pres.  
**Mike Hurdelbrink**, Owner/VP

Celebrating 20 years in business, Double R Productions is still known as the "best brand in the business." Double R Productions, based in Washington, D.C., is a full service communications firm, specializing in film, television and all manner of media production. Double R creates original programming, public service announcements, non-broadcast productions for corporate, non-profit and government agencies as well as video news releases and commercials. Double R's mission is simple: Bring us your vision. We consult, shoot and edit. We get it right.

### D S SIMON PRODUCTIONS

New York Headquarters  
229 West 36th Street, 12th Floor  
New York, NY 10018  
212/736-2727  
Fax: 212/736-7040  
news@dssimon.com

**Douglas Simon**, President & CEO  
**Jeff Tidyman**, National Sales Dir.  
**Eric Wright, Sr.**, Vice President,  
Marketing & Business Development  
**John Hanrahan, Sr.**, Vice President,  
Media Services

Los Angeles Office  
1320 North Wilton Place  
Hollywood, CA 90028  
323/785-2525  
Fax: 323/785-2424

**Christine Deerin**, Divisional VP, Los Angeles Office

Chicago Office  
237 East Ontario St.  
Chicago, IL 60811

312/255-0240  
Fax: 312/255-0241

**Jim O'Reilly**, VP, Midwest Region

Established in 1986, D S Simon Productions is a leading PR video production company that specializes in the production and distribution of video and audio via satellite, digital delivery and hard copy to broadcast media outlets. Our services include: Video News Release/B-Roll production and distribution, Satellite Media Tours, Ground Tours, Corporate Video, Web Video Programming, PSAs, Radio Media Tours and Live Event Production. Utilizing video and audio, we help our clients achieve both their internal and external communication goals. D S Simon Productions is headquartered in New York with offices in Los Angeles and Chicago.

### DWJ TELEVISION

One Robinson Lane  
Ridgewood, NJ 07450  
201/445-1711  
Tampa Office: 813/254-2299  
Los Angeles Office: 301/827-8567  
www.dwjtv.com

**Daniel Johnson**, President,  
djohnson@dwjtv.com  
**Michael Friedman**, EVP, mfriedman@dwjtv.com

DWJ Television has been a successful broadcast PR firm since 1970. With full time writer/producers, media specialists, camera crews and its own studio and edit facilities, DWJ offers turnkey production and distribution of VNRs, SMTs, Podcasts, Streaming Video, Webcasts, B-roll, ANRs, RMTs, PSAs and Teleconferences. Along with satellite and hard copy, DWJ Television distributes all TV news segments via Pathfire, allowing most TV news producers 24/7 access to its stories, and offers producers broadcast quality Internet delivery by request.

DWJ also stages and staffs live broadcasts and produces corporate, marketing, educational and documentary videos.

DWJ's clients include ExxonMobil, Merck, Christie's, Quest Diagnostics, Alcoa, Komen for the Cure, CDC and NIH.

**GORDON PRODUCTIONS**

1557 Pine St.  
San Francisco, CA 94109  
800/818-7763  
www.gpvideo.com

**John Gordon, President**  
**Leslie Lieurance, VP**  
**Cynthia Lieurance, Distribution Services**

Gordon Productions produces and distributes VNRs, PSAs and B-roll, along with corporate video, with an emphasis on healthcare and technology. Its medical division, GP Healthcare Media, creates video for patient education, physician training, investor relations, employee education, sales meetings, and trade shows. Clients include biotech, pharmaceutical and medical device companies such as: Centric Medical, Varian Medical Systems, Affymetrix, Chiron, the American Academy of Ophthalmology, and VNUS Medical Technologies.

**GOURVITZ COMMUNICATIONS**

875 Sixth Avenue, Suite 1708  
New York, NY 10001  
212/730-4807 (New York)  
310/569-5602 (Los Angeles)  
Fax: 212/730-4811  
www.gourvitzcommunications.com

**Paul Gourvitz, Owner (NYC)**  
**Robert Gourvitz, Producer (L.A.)**

Gourvitz provides full service Broadcast Public Relations. From B-roll's to Press Tours, TV & Radio, Webcasting, PSA's, GCI, handles both production and distribution on all projects. Now offering podcasting and delivery of content to mobil phones. Also now available a DTC video package featuring Dr. Steven Lamm on Men's Health Issues. Clients include Consumer Electronics Association, Unilever, Masterfoods, Mattel, Electrolux, Restylane, destination sites such as the Islands of the Bahamas and Cruise Lines, including Royal Caribbean and more. Coop satellite press tours is our specialty.

**HOFFMAN AGENCY**

70 N. Second St.  
San Jose, CA 95113  
408/286-2611

services@hoffman.com  
www.hoffman.com

**Lou Hoffman, CEO**  
**Sheri Baer, Broadcast Director**

Based in Silicon Valley, The Hoffman Agency is a full-service PR firm with an in-house broadcast specialty practice dedicated to securing airtime for clients. By melding "in the trenches" broadcast news and production experience with strategic PR counsel and know-how, Hoffman delivers broadcast services designed to elevate corporate and CEO visibility.

Led by seasoned news professionals, Hoffman's broadcast practice offers a range of broadcast services, including executive broadcast training; broadcast media outreach; and B-Roll, VNR and podcast production. Specializing in the high-tech and consumer electronics sectors, Hoffman is adept at handling both project-based work and ongoing broadcast initiatives.

Some practitioners know broadcast. Some practitioners know PR. Hoffman is an expert at both. Whether clients need assistance with quarterly earnings broadcast outreach, an executive thought leadership podcast program, or B-Roll production for a consumer product launch, Hoffman is uniquely positioned to deliver results.

Hoffman's broadcast practice has been recognized with honors from the Bulldog Awards, the Northern California PRSA Bronze Anvil Awards, the IABC Silver Inkwell Awards, the Mercomm Mercury Awards, the Creativity in Public Relations Awards, the LACP Spotlight Awards and the Communicator Video Awards.

**KEF MEDIA ASSOCIATES**

**Founding Member, National Association of Broadcast Communicators**  
512 Means Street, #102  
Atlanta, GA 30318  
404/605-0009  
www.kefmedia.com

**Kevin Foley, President**  
**Yvonne Goforth, SVP, Atlanta**  
**Linda Buckley, SVP, Orlando**  
**Michelle Marcus, VP, New York**

KEF Media Assocs., headquartered in Atlanta, with service offices in Orlando and New York, celebrates 21 years as a full-serv-



Gordon Productions' crew captures footage of a spine procedure in Nashville.

ice PR video company specializing in VNRs, B-roll, SMTs, RMTs, ANRs, PSAs, corporate video and new media solutions including webcasting, podcasts, and videocasts. Staffed by former PR and TV news professionals, the company customizes its production, placement and reporting services to each client's individual project. Clients have included Coca-Cola, Purina, Home Depot, Wendy's and numerous healthcare and medical clients.

**KOTCHEN GROUP**

21 Brace Road  
West Hartford, CT 06107  
860/521-2266  
www.kotchengroup.com

**Deborah Kotchen, President**  
**Barbara Carpenter, Sen. Associate**  
**Elizabeth Cowles, Sen. Associate**

The Kotchen Group is a full-service PR firm with an established niche in broadcast media services. In addition to producing television and radio media tours, the agency represents a variety of celebrities, authors, editors, TV hosts and lifestyle experts. The Kotchen Group brings together each expert with synergistic consumer products, retailers and associations to create the "spokesperson."

The firm also produces in-market book author tours for a variety of literary clients. Working directly with the publisher or author, the agency books media tours and publicizes signings, speaking engagements and in-store events. The Kotchen Group specializes in sourcing partner-

ships and affiliations to help publishers develop book tour projects. Additional services include: exclusive and co-op sponsored media campaigns, spokesperson service, media training, national TV placement, in-studio media tours and print interviews in the top 30 markets.

Recent projects include: Healthy Lunch with School Nutrition Association, Car Care with Speed Channel hosts, Warm Up America with Michaels, Wall Décor with HGTV hosts, and High Tech Holidays with Mr. Gadget. The Kotchen Group also produced media tours for new book releases such as: Manspace, Thanksgiving Table, O' Baby, Budget Fashionista, and Shrimp & Grits. Clients include PR agencies, publishers, Fortune 500 companies, non-profit organizations and trade associations.

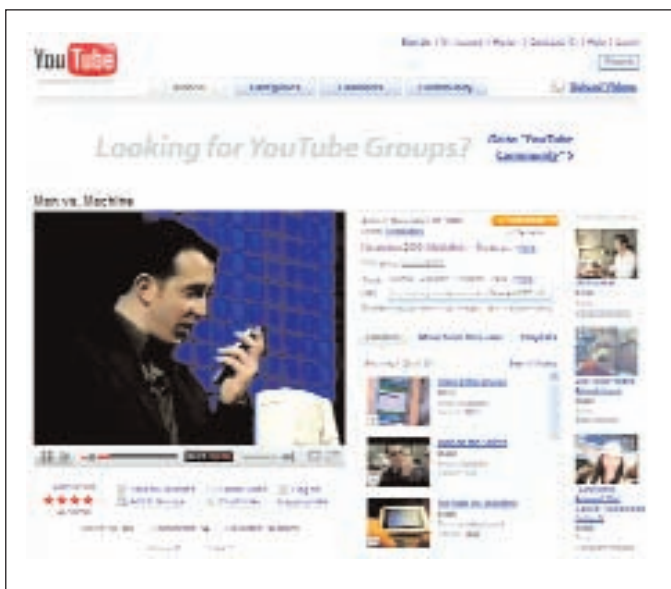
**MARK HAEFELI PRODUCTIONS**

9 Desbrosses Street, Suite 524  
New York, NY 10013  
212/334-2164  
www.markhaefeliprod.com

Mark Haefeli Productions is a Primetime Emmy Award winning production company. MHP specializes in strategic electronic marketing, primetime network programming, DVDs, new media, podcasts, image/marketing reels, live event production, satellite media tours, and content distribu-

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Named by YouTube as one of its 'Most Discussed' and 'Most Watched' videos, the Nance Communications campaign leveraged the power of broadcast and broadband by also including outreach to local and network television.

**Mark Haefeli Prods.**

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tion.

Primetime network programming has appeared on CBS, ABC, ABC Family, CMT, A&E, PBS, BBC, SAT 1, and the NFL Network and has featured such artists as Paul McCartney, Faith Hill, Janet Jackson, U2, The Rolling Stones, The Newport Jazz Festival & Keith Urban.

Some of our corporate clients include L'Oreal, Columbia Records, Epic Records, Walt Disney Company, Penguin Books, AOL, Clear Channel Entertainment, and The World Economic Forum.

Based in New York with facilitation and staff located in Los Angeles and London, MHP works in High Definition and Standard Definition formats, offering edit facilities and graphic capabilities in either domain. Our notification and distribution capabilities cover domestic and international stations, both local and network.

Founder Mark Haefeli, has directed over 100 concerts and previously was a national Emmy Award winning producer for CBS News, CNN and CNBC.

*The May issue of O'Dwyer's PR Report will showcase the largest ranked independent PR firms in the country. For more info about this issue, please contact Associate Editor Jon Gingerich at 646/843-2080 or jon.gingerich@odwyerpr.com*

**MARSHAD TECH. GROUP**

76 Laight St.  
New York, NY 10013  
212/292-8910  
www.marshad.com

**Neal Marshad, President**

Marshad Technology Group and Neal Marshad Productions produce television and interactive multimedia for a variety of industries, including technology and cosmetics/beauty, working with clients such as NBC, IBM, Chanel, Estee Lauder, Shiseido, La Prairie, Laura Mercier, Neiman Marcus Group, Coty, AT&T, Fisher-Price/Mattel, Sun Microsystems and others.

Primary service offerings include video production, e-commerce, visual and multimedia design, web design, and web technology services.

NMP provides services for all aspects of film and video production including script development, pre-production, production and post-production services.

The company has experience in the information technology, entertainment, sports, broadcasting, cable TV and corporate communications industries.

**MEDIALINK**

708 Third Avenue  
New York, NY 10017  
800/843-0677  
info@medialink.com  
www.medialink.com

**Laurence Moskowitz, Chairman / President / CEO**

**Larry Thomas, COO**

**Jeffrey Sindone, SVP, Client Solutions**

**Mary C. Buhay, SVP, Corporate Comms.**

Medialink is a global leader in providing unique news and marketing media strategies and solutions that enable corporations and organizations to engage their target audiences with maximum impact on television, radio and the Internet. Medialink offers creative services and multimedia distribution programs including video and audio news and short-form programming and advertisements. The powerful Medialink Digital Platform comprises digital newsroom services; viral, search engine and mobile marketing solutions; Web syndication; webcasts and podcasts. Medialink also is the exclusive provider of Teletrax™, the world's only truly global television tracking and reporting service to help clients determine return on investment from their public relations and advertising efforts. Based in New York, Medialink has offices in major cities throughout the United States and an international hub in London.

**MEDIATRACKS COMMUNICATIONS**

2250 E. Devon Ave., Suite 150  
Des Plaines, IL 60018  
847/299-9500  
info@mediatracks.com  
www.mediatracks.com

**Shel Lustig, President**  
**Reed Pence, VP**

Now in its 18th year, MediaTracks Communications has been providing specialized radio services to PR professionals since 1990. The firm's services include guaranteed placement radio news releases, custom feed radio news releases, RMTs, radio PSAs and podcasts. As a syndicator of national radio programming, MediaTracks maintains contacts at hundreds of major sta-

tions and networks throughout the U.S.

The company has experience in a range of practices including healthcare, consumer, business/financial and high tech. Its digital production facilities provide clients with multiple methods of distribution including mp3, CD, ISDN, and digital and analog audio tape.

Whether clients need targeted market placement or national reach through the firm's Radio Health Journal and Viewpoints syndicated programs, MediaTracks can provide the appropriate service and distribution for your message. Included with every project are writing, production, reporting and verification.

In 2006, MediaTracks produced and distributed "Milestones in Medicine, a 40 segment national radio series for Merck & Co., Inc. We also produced a radio media tour on bipolar disorder for AstraZeneca. Our client roster includes Bayer, Takeda, Abbott Labs, Pfizer, Gilead, Novartis, Aetna, Circuit City, Clorox, Kraft, Hormel and Celestial Seasonings, as well as many of the nation's top 25 agencies including Burson-Marsteller, Edelman, Fleishman-Hillard, GCI, Ketchum, Ogilvy, Porter Novelli and Weber Shandwick.

**NATIONAL AIRCHECK**

338 S. Edgewood Ave.  
Wood Dale, IL 60191  
888/206-9662  
www.national-aircheck.com

**Robb Wexler, President**  
**Jim Dage, Chief Operations Officer**  
**Mary Ann Halvorson, Sales Manager**

The National Aircheck is the country's most comprehensive radio monitoring firm.

The National Aircheck is the only monitoring firm that can search over 8,000 hours per week of news, talk, business and financial radio by keyword and provide focused radio captioning for each time you or your clients are mentioned.

They can retrieve audio clips from over 2,500 radio stations and send those clips to you the same day via MP3.

BERT (Business Earnings Report Tracker) will track virtually

*▲ Continued on page 30*



News Generation's in-house studio allows for quick response when news breaks

### National Aircheck

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every mention of your company the day OF and the day AFTER you release your quarterly earnings reports on radio and/or TV.

With advance notice, we can record ANY radio or TV station anywhere.

### NEWS GENERATION

7315 Wisconsin Avenue  
Suite 450 North  
Bethesda, MD 20814  
301/664-6448  
Fax: 301/664-6438  
Corporate Web Site:  
www.newsgeneration.com  
Content Web Site:  
www.radionewssource.com

**Susan Matthews Apgood**, *President*

News Generation's services include radio media tours,

audio news releases, audio bite lines, public service announcements, radio broadcast alerts and podcasts.

We see you on the radio. Our number one goal is to pitch credible, newsworthy information to radio stations and networks seeking high quality content. Our award-winning expertise lies in matching the appropriate services to maximize our clients' exposure on the best possible radio stations and networks.

Through our long-standing relationships with radio reporters, we have the knowledge and tenacity to get the best earned media placements with the right contacts. Our station and network database is updated daily with potential to reach more than 13,000 outlets with over 35 different format categories. All services are available in English and Spanish.



Nextpert national segment shot with David's Bridal, Katlean de Monchy hosting.

### THE NEWSMARKET

6 East 32nd St., 6th Fl  
New York, NY 10016  
212/497-9022

**Shoba Purushothaman**, *CEO & Co-Founder*  
**Steven Schwartz**, *Chief Operating Officer*  
**Brooks Gibbins**, *EVP, Worldwide Sales & Marketing*

The NewsMarket is used by leading organizations such as adidas, BMW, Dell, FedEx, GM, Google, Intel, Microsoft, Nokia, Pfizer, Roche, UNICEF and the World Bank to host and deliver video in support of their global communications strategy.

We offer an integrated suite of services to help you reach all your key audiences with the power of video: the media, consumers and employees, partners and distributors.

Over 11,000 media outlets in 144 countries turn to www.thenewsmarket.com to search, preview and download free broadcast and streaming quality video for their editorial use. Our hosted video solutions offer broadcast and streaming video straight from your own website(s). PR and media professionals benefit from immediacy of distribution, reach of content, control of messaging and visibility into usage and requests.

### NEXTPERT NEWS

231 West 29th Street, Suite 1104  
New York, NY 10001  
212/229-1234  
Fax: 212/229-1002  
www.nextpert.com  
email david@nextpert.com

**David Post**, *Executive Producer*  
**Katlean de Monchy**, *Host & Nextpert*

When you think of co-op satellite media tours, you think of Nextpert. Why? Because we produce the best results for the leading brands, in the industry, tour after tour, and our media tours go across all media platforms from network TV, to broadcast TV, to Hispanic TV, to cable, to radio, to the leading media websites, to the top internet portals.

Our content is unsurpassed because we develop segments that can fit seamlessly into the news. We are the leader in what's next and trend segments for the media, and next leader in the

celebrity style segments.

Katlean de Monchy, the Nextpert, is as comfortable doing cellphones as she is doing couture.

In 2007, we continue our pioneering efforts by staking our claims to new media platforms including virtual worlds. Being first is second nature to us.

So if you want numbers – you have our number!

### NORTH AMERICAN PRECIS SYNDICATE

Empire State Building  
350 Fifth Avenue, 65th Floor  
New York, New York 10118-0110  
212/867-9000  
www.napsinfo.com

**Dorothy York**, *President*

NAPS writes and produces 60- and 30-second Video Feature Releases (VFRs) and distributes them monthly to 1,000 broadcasters nationwide. Each VFR is sent as part of the NAPS 23-minute Consumer Science News & Notes (CSNN) program. CSNN is played in its entirety to most NAPS users, but some broadcasters air individual VFR segments on news or talk shows. VFRs combine video, animation, photos and effects with voice-over and music. Clients receive 100 to 150 placements for each VFR produced. NAPS clients include most Fortune 500 companies, the top 20 PR firms, and hundreds of associations and government agencies.

### ON THE SCENE PRODUCTIONS

5900 Wilshire Blvd., 14th floor  
Los Angeles, CA 90036  
323/930-1030

**Nick Peters**, *SVP, Marketing & Strategy*

144 E. 44th St., 4th floor  
New York, NY 10017  
212/682-5200

**Lynn Smith**, *VP, Client Development*

On The Scene since 1984, OTSP has placed more stories on TV, radio and the Internet, and won more awards than any other company in the industry. OTSP's unparalleled in-house production and publicity/media relations

△ *Continued on next page*



## Profiles of Video and Broadcast Firms

departments create and distribute breaking news and compelling features around the country and around the world every day. Services include Electronic Press Kits; Satellite, Radio and Cyber Media Tours; broadcast and streamed news conferences and special events; b-roll video highlights packages; PSAs; niche TV cable programming; and corporate videos for broadcast and the Web. OTSP also offers online DTC services via podcasting and phonecasting and broadcast DTC via OTSPrecision Media.

The company specializes in the entertainment/sports, healthcare, consumer electronics and products, and financial services industries. OTSP has offices in Los Angeles, New York, Chicago and Atlanta. Clients include Nike, Gatorade, Elizabeth Arden, 20th Century Fox Home Video, Universal Studios Home Entertainment, Disney, Novartis, Sony, Ford, Yahoo!, Microsoft, Motor Trend, GCI Group, Fleishman Hillard, Porter Novelli, Burson-Marsteller, and Golin Harris among many others.

### PLANNED TELEVISION ARTS

1110 Second Ave.  
New York, N.Y. 10022  
212/583-2718  
feinblumb@plannedtvarts.com  
www.plannedtvarts.com

**Brian Feinblum**, *Chief Marketing Officer*

Planned Television Arts, a division of Ruder Finn, has been serving clients since 1962. The firm is known for delivering broadcast service to the book publishing, entertainment, healthcare and corporate worlds.

Specialty services include the Satellite TV Tour (15-20 local TV interviews from one location in a single morning), a trademarked service; national and local television and radio services and the trademarked Morning Drive Radio Tour (guarantee of 20-22 interviews with local and national radio shows in one morning).

Sample media clients include Suzanne Somers, Dennis Miller, Judge Judy, Consumer Reports, 1-800-FLOWERS, Motion Picture Assn., American Heart Assn., AAA, Orbitz, Lonely Planet, Hilton Hotels, Lance Armstrong, President Jimmy Carter, McGraw-Hill, Warner Books, St. Martin's Press and Simon & Schuster, among others.

### PLUS MEDIA

20 West 23rd Street  
New York, NY 10010  
212/206-8160  
Fax: 212/206-8168  
www.PlusMedia.com

**Pier Paolo Piccoli, Victoria Lang**, *Co-Presidents*  
**Natalie Weissman**, *VP of Sales*

Founded in 1986, PLUS Media is a unique Broadcast PR company specializing in creative content for clients across a variety of platforms, including SMTs, RMTs, ANRs, In-Market publicity tours, product placement on series television and the Internet, live events and more.

PLUS Media's extensive calendar of single client and cost-effective Co-Op SMTs reach millions of viewers. Our Entertainment division boasts a deep pool of talent and creates original, brand-integrated content for broadband and TV.

Our clients include: United Healthcare, American Plastics Council, National Peanut Board, Foot Locker, American Chemistry Council, Ogilvy, Edelman, DeVries, Lime, Ketchum, Weber Shandwick, GCI Group and more.

### PROVIDEO PRODUCTIONS

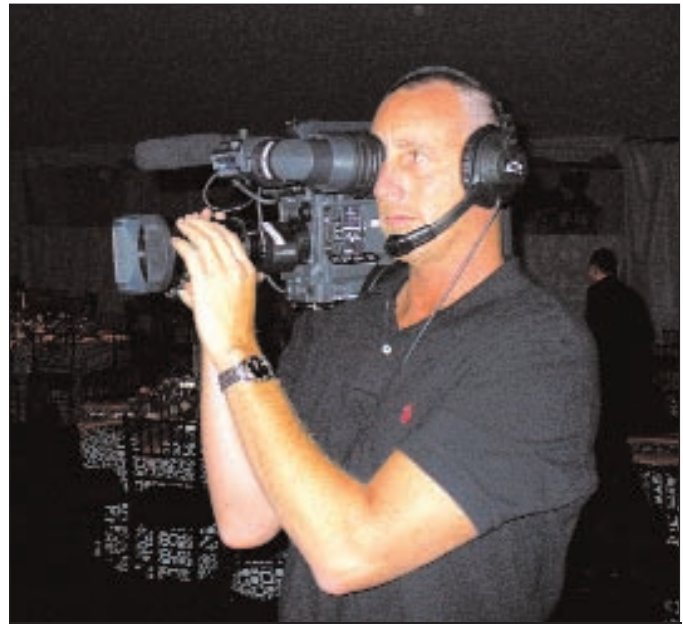
P. O. Box 1192  
Pacifica, CA 94044  
650/355-1601  
www.provideoprod.com

**Stephen Edwards**, *DP CEO*

Started in 1983, by a veteran San Francisco Network News Cameraman, Provideo Productions provides broadcast quality camera crews that serve today's diversified news and marketing delivery channels.

Provideo specializes in assisting PR firms with corporate image building for start-ups, non-profits and the entrepreneurial community. By combining the creative resources of a high-end production company with the instincts of an experienced Director of Photography, Provideo Productions is the one-stop solution for cost-effective, value-added video marketing collateral.

Provideo delivers the critical shots and sound bites that make it to the News Director and influence key stakeholders.



Provideo Productions Stephen Edwards working with live broadcast uplink service PSSI for the Speed Channel in Danville, CA

### RON SACHS COMMUNICATIONS

114 S. Duval Street  
Tallahassee, FL 32301  
www.ronsachs.com

**Ron Sachs**, *President*  
**Michelle Ubben**, *COO*  
**Art Carlson**, *Executive Producer*  
**Charlie Belvin**, *Producer*

From feature-length television specials to radio and TV commercials, our work generates pre-

mium placement in major markets and exceptional visibility for our clients. Our award-winning video production staff produces effective television advertising and public service announcements; interactive Web sites and DVDs that pioneer smart, new uses for technology; and educational, public service and public safety television programming that earns airtime and statewide, regional and national recognition. Our video work educates, informs and evolves public opinion.



President Ron Sachs and chief operating officer Michelle Ubben collaborate on a cause marketing campaign.



PR industry veteran Ted Smits helps agencies use video to merchandise results of publicity programs and win new business.

### SALO PRODUCTIONS

550 Canyon Woods Circle, Ste. 203  
San Ramon, CA 94582  
925/866-1341  
Fax: 925/866-9433  
www.saloproductions.com  
michelle@saloproductions.com

**Ray Salo**, Producer / Writer / Dir.  
**Michelle McBee**, Assistant to the Producer

Salo Productions is a film and

video production company with 30 years of experience. Much of our work has been in producing marketing and public relations videos for governments, companies, associations, advertising agencies, and public relations agencies.

Specialty areas include: travel and hospitality, food, health and fitness, sports marketing, lifestyle, education, and issues and causes.

The company has received over 110 major awards in national and international film and video festivals, including 11 CINE Golden Eagles.



Tane Digital Video produced a series of promotional videos highlighting the HD DVD Mobile Experience's nine city US tour.

Credits include: Alaska Fishing Families, A Part of Carleton, A Time to Make Friends (2006 FIFA World Cup in Germany), Faces of Japan (IMAX), Finland: Fresh and Original, The Grand Tour of the Alps, Hancock Shaker Village, Hiking the Appalachian Trail, How to Enjoy Japan, Iceland, Naturally, Israel: Vibrant and Beautiful, Modern Germany, Overseas Travel Tips (Hong Kong), Vacation Planning (San Francisco).

Salo Productions offers these major services: 1) Production of travel videos and hospitality videos 2) Production and distribution of TV PSAs with a guarantee of performance 3) Production and distribution of radio PSAs with a guarantee of performance 4) Production of Web sites featuring video clips.

Salo Productions is the leader in the production and distribution of TV PSAs crafted to serve brand building goals and cause-related brand building goals.

### TANE DIGITAL VIDEO

555 Eighth Ave., Suite 1203  
New York, NY 10018  
212/279-3150  
Fax: 212/279-3152  
www.tanedv.com  
info@tanedv.com

**Brian Tane**, President

Tane Digital Video specializes in creative video production services for the Public Relations industry. These services include production crews, editing, motion graphics and video for new media. The companies' services are often utilized for media highlight reels, new business presentations, corporate communications, brand reels, sales & marketing projects and video for the Internet. Recent projects include promotional videos for the HD DVD Mobile Tour and Pepsi Co.'s Smart Spot Dance initiative; and new business videos for the World Trade Center Memorial Exhibition and Nortel. Current clients include Manning Selvage and Lee, Ketchum, PainePR and Chandler Chicco.

### TED-TV PRODUCTIONS

570 Seventh Avenue, 9th Floor  
New York, NY 10018  
212/651-4222  
tedtv@earthlink.net  
www.ted-tv.com

**Ted Smits**, President

Ted Smits understands the video needs of PR firms, having worked at top agencies such as Shandwick and GCI Goup before starting TED-TV Productions. "We help agencies use video and digital media to present their work to existing clients, and win new business. For instance, we create media highlight reels that put a year of TV, print and online coverage into an entertaining and compelling three-minute Hollywood-style production. Agencies and their clients love highlight reels. It's a great way to showcase a publicity program's ROI. We love what we do and are lucky to have loyal, long-time clients."

### TOBIN COMMUNICATIONS

P.O. Box 1268  
White Plains, MD 20695  
301/392-9173  
www.tobincommunications.com

**Maury Tobin**, President

PR firms, trade organizations and corporations call upon Tobin Communications for RMTs and telephone media training services because of the company's knowledge of the radio industry, energetic pitching style and strategic guidance.

Many clients have been with the firm since it opened in 1996. The project management style of the company is "hands on."

The firm works to hone a client's messages and stories, make them newsworthy and ensure their impact.

### TV ACCESS

A division of FilmComm  
934 Paramount Pkwy  
Batavia, IL 60510  
630/389-2200  
Fax: 630/761-2668

**Keith Hempel**, President

Experienced Corporation with over 30 years in television and radio distribution.

Specializing in production and distribution of PSAs. Leading distributor of PSAs (over 100 TV and radio PSAs released per year). Comprehensive services for TV, radio, print, out-of-home and internet. Customized services tailored to your needs. Internet reporting available. Chapter placement and coordination services available.



## Profiles of Video and Broadcast Firms



West Glen VP of Production Larry Saperstein (L) with NFL Hall of Famer and former Bears great Mike Singletary, following SMT promoting Samsung Electronics alliance with the Starkey Foundation during Super Bowl week event at the Seminole Hard Rock Hotel. More than 200 local children were provided with hearing aids and Samsung K5 audio players.

### VIDICOM

1775 Broadway, Suite 401  
New York, NY 10019  
212/895-8300  
212/265-0852  
jbutler@vidicom.com  
www.vidicom.com

**Joann Butler**, *Chief Operating Officer*

The world's best known brands and corporations have been relying on VIDICOM's award-winning journalists and strategists for the ultimate content creation and placement in traditional and non-traditional media platforms.

VIDICOM delivers specific client messages to targeted audiences around the globe via TV, Radio, Web, unique out-of-home venues and cutting-edge media platforms—such as airport newsstands, hotel rooms and audio and video webcasting.

### VMS

1500 Broadway  
New York, NY 10036  
212/329-5651  
www.vmsinfo.com

VMS, the worldwide leader in Integrated Media Intelligence solutions, monitors and digitally captures media and advertising content in more markets than any other company. Combining best-of-breed

monitoring technologies with state-of-the-industry analysis, and leveraging an expert editorial staff, VMS delivers better intelligence across all key media.

VMS' products and services provide a comprehensive solution to its clients which includes marketing communications, public relations and advertising professionals for the purpose of evaluating the effectiveness and impact and efficacy of various news coverage and commercial advertisements.

The company's primary news products include broadcast news segments, news transcripts and custom news monitoring reports that summarize important content and statistical data about particular television or radio news broadcast. In addition to e-mail delivery, software tools such as InSight and BroadcastCenter, are available to allow for web-based delivery of this content and associated analytics.

The VMS News Division offers its clients reliable, actionable information and analytics about the news coverage those clients received on local and national television news programs. VMS monitors and records more than 27,000 hours per week of news broadcasts from all 210 designated market areas - the only monitoring company with this broad coverage.

The VMS Advertising Services Division leverages VMS' global database of commercial ads, and offers customers the industry's

leading competitive advertising intelligence solution: AdSite 4. VMS' database, the largest in the world, contains over 5 million television, radio, print, outdoor and Internet ads, offering clients a vital resource for staying informed on the latest advertising activity of customers and competitors.

VMS' Professional Services Division offers a complete suite of interactive, web-based tools and applications supporting the planning, execution, monitoring and evaluation of activities in PR, advertising and marketing communications areas. With state-of-the-industry software tools, VMS can also offer customers the ability to tie media outputs to business outcomes, key to determining overall marketing ROI.

VMS operates 15 full-service offices and 3 monitoring centers in major cities throughout the US.

### WORLDWIDE COMMUNICATIONS & TELEVISION

640 5th Avenue, 5th Floor  
New York, NY 10019  
212/445-8220  
www.wctv.com

605 5th Avenue South #900  
Seattle, WA 98104  
425/452-5400

**Adina Friedman**, *Vice President*  
**Paige Young**, *Vice President*

Worldwide Television and Communications consults for some of the world's leading companies, offering a global media service for maximum impact. WCTV's strategic broadcasting and media relations approach has repeatedly demonstrated unparalleled skill and understanding in worldwide brand building. We have partnered with global corporations, foundations and nonprofit organizations including Microsoft, Hewlett-Packard, Motorola, Boeing, PepsiCo, Frito-Lay, IMG, Napster, the Bill and Melinda Gates Foundation, the William Jefferson Clinton Presidential Foundation and the David and Lucile Packard Foundation, on major campaigns designed to maximize press coverage to help achieve business goals.

With specialist skills in broadcasting, WCTV has a recognized staff of producers, editors and media strategists on its team. We added to our strong global team with veteran broadcast journalist and former CNN Headline News anchor, Renay San Miguel. Whether coordinating satellite

interviews with company executives, managing a large-scale product launch and press conference, producing a corporate video or handling crisis communications, our team knows how to effectively generate television, radio, print and/or Internet coverage around the world.

### WESTGLEN COMMUNICATIONS

1430 Broadway  
New York, NY 10018-3396  
212/921-2800  
800/325-8677  
www.westglen.com

**Stan Zeitlin**, *Chairman*  
**Ed Lamoureux**, *SVP, Sales & Marketing*  
**Annette Minkalis**, *SVP, Broadcast Svcs.*

WestGlen Communications, Inc., www.westglen.com, is a leading provider of broadcast and Internet public relations services offering consultation, production and distribution of video, audio and multimedia programs. For more than 35 years we've blended experience, creativity and technology to deliver results that exceed expectations. There are no off-the-shelf solutions at WestGlen. Each and every program we produce is designed to create a unique and effective campaign and deliver maximum results.

**Core Services:** High quality satellite media tours, B-roll packages, video news packages, public service announcements, radio campaigns, corporate videos, web events and Internet news releases.

**Specialized Services:** Targeted services for reaching youth, elderly, professional, Hispanic or African-American audiences.

**Experience:** A talented team of experts who bring decades of combined experience to your broadcast PR efforts.

**Results:** Guaranteed audiences. More than 6 million impressions for TV through "Health & Home Report" and 5-10 million for radio news release campaigns.

**Reporting:** Unique reporting of audience demographics through our proprietary STAR (Strategic Tracking, Analysis and Reporting) service which sets the standard for accuracy in reporting for broadcast PR and PSA campaigns.

Headquartered in New York City, WestGlen has offices in Chicago, IL, San Francisco, CA, and Washington, DC.

**Experience:** The WestGlen Difference. ■