

2001 Press Releases

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SOUTHERN CALIFORNIA MEDIA LEADERS UNITE TO FORM ALLIANCE FOR A STRONG ECONOMY

LOS ANGELES - Building Economic Strength Together (BEST) is the rallying cry that is being answered by an unprecedented coalition of media, businesses and local government. BEST is also an innovative marketing campaign launched by the Los Angeles County Economic Development Corporation (LAEDC) that seeks to leverage the individual strengths of coalition members to revitalize the Southern California economy. And cooperative advertising, a ground-breaking departure from normal marketing practices, is a key component of the BEST campaign.

It all began at a Hollywood event on October 19, 2001 that many attendees referred to as "innovative," and "history-making." More than one hundred Los Angeles-area media representatives gathered to participate in the formation of the "Media Alliance for a Strong Economy" (MASE). The event was a virtual who's who of Southern California broadcasting, with representatives from nearly every major radio and television station, including over 50 different electronic media entities, in attendance. The print community was also well represented.

Attendees included Roy Laughlin, Regional President of Clear Channel who oversees eight of the top radio stations in the market including KIIS, KOST, KBIG and KFI. Nearly every station manager from Clear Channel Los Angeles and Infinity Los Angeles was present, including KFWB General Manager Roger Nadel, KNX General Manager George Nicholaw, KRTH General Manager Pat Duffy, KBIG/KOST General Manager Jhani Kay, KYSR General Manager Paul O'Malley, General Manager Tim Pohlman of KTWV, General Manager Val Maki, of KPWR and KZLA and the President of the Southern California Broadcasters Association Mary Beth Garber.

"In all my days in the radio business, this was definitely a first," said Arrow 93 and KLSX General Manager Bob Moore. "All the major players were there. We know it's vital that we work together to bolster the economy."

Participants were quick to embrace the spirit of cooperation and acknowledge the benefits of working together to bolster the faltering Southern California economy. Media leaders have pledged to support the LAEDC in its efforts to increase awareness of the LAEDC's numerous business resources and recovery assistance services through ads, public service announcements, dedicated programming, and news stories about economic recovery efforts.

Clear Channel's Roy Laughlin observed, "We all have to understand that collectively, we have the power to make a tremendous difference. We'll do everything we can to help the LAEDC."

The BEST campaign, created for the LAEDC by The Right Angle, Inc., was designed as a way for the LAEDC to leverage media support to vastly expand community awareness of its services. Co-operative advertising with corporate sponsors will further extend the LAEDC's outreach and improve its ability to provide valuable business assistance. The BEST campaign includes a pledge of support by participating media and a myriad of opportunities for businesses to deliver their message in conjunction with the LAEDC by co-sponsoring BEST ads and special events.

And BEST continues to gain momentum as the LAEDC prepares to roll out its corporate sponsorship plan to area companies. Soon the message of co-sponsors will be delivered over the air waves in union with the LAEDC. Companies offering opportunities for businesses or individuals hard hit by the economic down-turn may choose to promote discounts, special rates, or just increase awareness of their contributions to the community in conjunction with raising awareness of the economic recovery services offered by the LAEDC.

In response to an economic downturn that was greatly exacerbated by the atrocities of September 11th, the LAEDC has earmarked substantial monies to fund an action plan that includes economic stimulus measures, a unifying media/awareness campaign, and promotion of its business assistance services. Last week the LAEDC hosted the November 1st Economic Action Summit at the Los Angeles Convention Center, a highly attended event that brought together hundreds of business and government leaders to design an economic action plan for the region.

The BEST campaign was conceived by The Right Angle, Inc. of Lake Arrowhead, the LAEDC's advertising and marketing agency of record since September. "This will be a war fought not with missiles and military," said David Wilson, President of The Right Angle, Inc. in his remarks to the group. "This war will be fought with microphones and TV monitors."

LAEDC Director of Marketing Colleen Bickham acknowledged the potential synergy of co-operative media and business relationships. "Strong businesses advertise and the media has recognized that they are in a unique position to help the business community get on its feet during difficult economic times. In turn, the entire Southern California economy can prosper."

The media can provide the LAEDC with the means to deliver their message through ads, public service announcements, dedicated programming, and through news stories dealing with economic recovery efforts. In return, the media can turn to the LEADC for services such as leading economic expertise, in-depth industry analysis, business expansion reports, consulting services, referrals, advertising contacts, corporate co-sponsors, as well as a vast array of general business assistance services.

In an impassioned speech that closed the event, Wilson urged all in attendance to participate in every facet of the campaign. He reminded those assembled that the electronic media has been among the industries hardest hit by recent events and stressed that the success of the LAEDC's campaign was critical for every business, community and individual in Southern California.

The LAEDC is a private non-profit organization. As a premier business leadership organization, the LAEDC's mission is to attract, retain and grow businesses and jobs in the regions of Los Angeles County, as well as identify trends and affect positive change for the local economy. Since 1995, the LAEDC has helped in the creation of 56,632 jobs from 278 projects. The economic impact of those jobs translates into \$1.9 billion in salaries and more than \$222 million in tax revenue generated to support schools and local government in the LA County region.

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