

PRESS/RADIO/TELEVISION SUPPORT

As the needs of journalists covering sports and special event programs become more and more specialized, there is a growing consciousness that quality counts. Quality in planning, promotion and implementation that piques the interest and satisfies the requirements of journalists in each different medium and produces maximum coverage.

Our team approach offers an integrated program of media outreach and during-event support services to ensure success in all facets of communications: strategy and timetables, media placement, publications and related collateral materials and on-site media management. This has resulted in wide attention and strong coverage of smaller events and competent support of news media needs in mega-events including, but not limited to:

- ▶ ***Games of the XXIII Olympiad: Los Angeles 1984***
Developed and managed the Press Operations department, responsible for the support of 8,700 news media attending the 1984 Olympic Games. Had direct responsibility for 25 full-time employees and 1,378 Games-period employees and \$9.4 million in budget authority. The scope of the effort 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 biographies on 2,400 athletes.
- ▶ ***Centennial Celebration of the Statue of Liberty 1986***
This 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. A strong media outreach program helped to draw a remarkable 590 news agencies and 5,116 news media from 38 nations to cover the events. Support programming included 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 a budget of nearly \$1 million.
- ▶ ***Salt Lake Organizing Committee for the Olympic Winter Games of 2002***
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 Press Center and 14 satellite facilities. Managed a full-time staff of 18, Games-period staff of 794 and budget authority of \$9.6 million.
- ▶ ***World Baseball Classic I: 2006 and II: 2009***
The first international, "world-championship" baseball tournament to feature major-league players was organized in 2006, with the second edition in 2009. Perelman, Pioneer was asked to create the media operations program for both editions, offering a full-service program at five sites in 2006 and six sites (U.S., Canada and Mexico) for more than 5,250 accredited media in both editions, with a recruited staff of 239 (2006) and 156 (2009).
- ▶ ***Los Angeles Marathon 2009-2011***
Engaged to handle media relations just 17 days prior to the Memorial Day race, a "blitzkrieg" approach was created, raising 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, not including radio and television. Expanded efforts in 2010-11 resulted in more than 8 million print impressions each year and 124-132 million online.