

The collage includes:

- A large image of a man smiling, with the text "KEEP GOING" overlaid.
- A woman smiling, with the text "Yukie Nakama Talks about Ensure".
- A small image of a baby in a stroller.
- A small image of a person working at a desk.
- A small image of a person working outdoors.
- A small image of a person working in a kitchen.
- A small image of a person working in an office.
- A small image of a person working in a field.
- A small image of a person working in a laboratory.
- A small image of a person working in a factory.
- A small image of a person working in a library.
- A small image of a person working in a classroom.
- A small image of a person working in a hospital.
- A small image of a person working in a laboratory.
- A small image of a person working in a field.
- A small image of a person working in a factory.
- A small image of a person working in a library.
- A small image of a person working in a classroom.
- A small image of a person working in a hospital.



Media Alert ... Media Alert ... Media Alert

New York, New York, in 3-D — Seeing Is Believing
 Live Search Maps takes live photos-realistic 3-D imagery of New York City, several other cities.

REEDWOOD, Wash. — May 28, 2007 — Have you always wanted to visit New York City, but never had the chance to make it happen? Have you lived in the city for years, but still struggle to find your way around? Now, it's easier than ever to explore New York City landmarks, people and businesses that are important to you — giving you a sense of what it's like to really be there — with the launch of New York City in 3-D.

Specific details of today's announcement include these:

What: Microsoft Live Search Maps will today begin offering three-dimensional, photo-realistic views of New York City buildings and landscapes, with perspectives that few people — apart from Supermoms — have ever seen. The free online service will provide a unique look at some of the most popular New York City landmarks, local listings, ratings and reviews, and driving directions to help people easily find, discover, plan and share relevant location information that's important to them on the Web.

The 3-D imagery of New York City will debut along with similar aerial perspectives of several other Canadian, U.K. and U.S. cities, with many more cities worldwide expected to be available by the end of summer. The Live Search Maps 3-D New York cityscape provides the following:

- **Landmarks, locations.** Aerial views of Times Square, Central Park, Wall Street, Rockefeller Plaza and dozens of

Digital Press Release

[View streaming video of Microsoft Live Search Maps](#)

Windows Media Player 9 Required
[Download 9 here](#)

More screenshots available on request.



amazon.com
Amazon Monthly Media Alert Issue #1 | October 2007

The image is a magazine spread for Oprah Magazine. The left page features a headline "SA Weekend" and a paragraph about a top-of-the-line model offering a keypad and super swell instant messaging capability. The right page is a full-page advertisement for the T-Mobile O-list purple phone. It includes a large circular graphic with the text "O, The Oprah Magazine" and a quote: "'Release your inner Feltin' with this pretty purple cell phone.'". Below this is the circulation figure "Circulation: 2,403,917". The central focus is the purple Motorola phone, which has the "O-list" logo on its screen. To the left of the phone is a box containing various items, labeled "Scratch Your Own Luck". To the right is a photograph of Oprah Winfrey smiling, holding a pen and a book. A sidebar on the right says "HOW NOT TO LOOK OLD" and lists "GAINED WEIGHT", "DRIED SKIN", "SOUTH BEACH DIET", and "OPRAH'S HEARTACHE". At the bottom right, there's an advertisement for "ENERGY DEEPER REST!" with the tagline "TO GIVE YOUR LOOKS A LIFT" and "EM REPAIR KIT". The bottom of the page features the T-Mobile logo.

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BUCKLE UP FOR CHILDHELP

Buckles available from these celebrities:

Bill Engvall
Blake Shelton
Brett Eldredge
Chris Young
Corey Harrison - Pawn Stars
Eli Young Band
Hunter Hayes
Jeff Cook - Alabama
Josh Turner
Jordan Sparks
Kristin Chenoweth
Kyle Busch
Lauren Alaina
Larry Mahan
Love and Theft
Miranda Lambert
Pistol Annies
Randy Owen
Rick Harrison - Pawn Stars
Rodney Carrington
Scotty McCreery
Storme Warren
Teddy Gentry - Alabama
The Band Perry
The Big Show
The JaneDear Girls
Thompson Square
Trace Adkins



Retail Price: \$110 (\$8 S&H)

Twitter conversation #childhelpbuckle

Sporting the Childhelp logo along with the celebrity autograph of your choice, each buckle is hand cast in museum quality, solid bronze at Arts Refoundry, a family-owned and operated art foundry in downtown Los Angeles. Buckles are cast by the lost wax method, a process which takes a metalwork craftsman a full week to complete. All of our buckles are made to order in the USA and each is a unique work of art unlike any other.

Secure your slacks in style while supporting a mission of hope and healing

Social campaign/digital & branded designed by www.24notion.tv

Sponsors and Partners

Metalcast Kits
You sculpt it. We cast it.



24NOTION
®



Please allow three to six weeks from the date of your order to receive your finished buckle. Visit metalcastkits.com to watch a video of the process and learn more about our custom buckles. Because each buckle is made to order, we are not able to accept returns.

Secure your slacks in style while supporting a mission of hope and healing.

You get to choose from our list of celebrities who have committed their compassion to children in solid bronze. Available to purchase on Dec 15, 2011. Be sure to check back!

Your favorite celebrities have autographed artisan-crafted bronze belt buckles as a show of solidarity for the children recovering from abuse and neglect through the nurturing programs of Childhelp.

Each bronze buckle is a museum quality work of art and a collector's item that donates life-saving resources to children while showcasing your philanthropic spirit. Celebrity signatures are cast and finished by a skilled craftsman at Arts Refoundry, a Los Angeles art foundry specializing in custom belt buckles. The time and talent devoted to creating these signature pieces reflects the quality and care Childhelp gives to every child that walks through their doors.

Social campaign/digital designed by 24Notion

Sponsors and partners

Metalcast Kits


Backstage Creations


24NOTION


October 7 - 11. 2009

Portland Fashion Week

Spring/Summer 2010 Collections

www.portlandfashionweek.net

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www.mim.pdx.edu

The collage includes:

- A large red banner at the top with the USC logo.
- A photograph of a brick building with arched walkways.
- A red text overlay: "::Visual/Brand communications:: Creative storytelling".
- A photograph of a long, low wall with yellow flowers in front of a brick building.
- A screenshot of a computer screen showing a login page for "MyMarshall" with fields for "USERNAME" and "PASSWORD".
- A screenshot of a "Community" section of the MyMarshall portal.
- A screenshot of the USC Marshall website's "Community" section.
- A screenshot of the USC Marshall website's "About Marshall" section.
- A screenshot of the USC Marshall website's "Academic Programs" section.
- A screenshot of the USC Marshall website's "Faculty & Research" section.
- A screenshot of the USC Marshall website's "Academic Services" section.
- A screenshot of the USC Marshall website's "About Marshall" section.
- A screenshot of the USC Marshall website's "News & Events" section.
- A screenshot of the USC Marshall website's "Community" section.
- A screenshot of the USC Marshall website's "Giving" section.
- A screenshot of the USC Marshall website's "Alumni" section.
- A screenshot of the USC Marshall website's "Recruiters" section.
- A large "Marshall MBA FULL-TIME PROGRAM" logo.
- A decorative image of a key.
- A decorative image of a red alumni card.
- A decorative image of a silver USB drive.



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decisions

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boost credibility

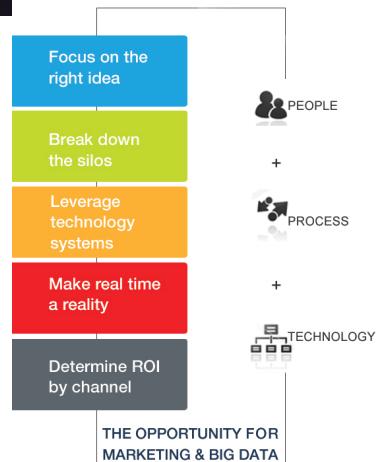
**INSIGHTS + DATA =
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inform future
campaigns

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BIG DATA, BIG OPPORTUNITY

CMO.COM DIGITAL MARKETING INSIGHT FOR CMOs



Focus on the right data

The first issue is determining *which* information is useful and *where* it resides. For CMOs, information can be housed almost anywhere, and these silos typically do not connect with one another. CMOs need ways to gather customer intelligence onto a single platform in a simplified, automated way that empowers immediate business decisions.

Break down the silos

Both IT and marketing executives' roles are changing. CIOs are no longer the sole owners of the technology stack, but instead are now business partners. For CMOs, the need to consolidate, visualize, and act on data housed in various data silos is crucial. The real issue is making sense of all the data and finding patterns that help make better business decisions. Today, this job falls to the CMO in partnership with the CIO.

Leverage technology systems

Choose a system that can accept data from any source, including data warehouses and business-intelligence tools. Find a Web-based or cloud-based solution that will scale to meet the demands of Big Data because today's data management challenges pale in comparison to those of tomorrow. The scalability and performance of database management systems are being pushed to the limit.

Make real time a reality

CMOs and their staffs need to quickly analyze large volumes of rapidly evolving data in real time. Most available tools for this sacrifice the breadth and depth of the analysis with the time it takes to arrive at meaningful business insights. As a result, organizations have struggled to make timely, intelligent business decisions. Invest in solutions that put data to work quickly.

Determine ROI by channel

Often, marketers have a difficult time understanding the true value of, and returns that are derived from, their marketing dollars by channel. It is possible to know how each channel, individually and collectively, is affecting the business. By gauging individual actions, as well as applying predictive models — which exploit patterns found in historical and transactional data to identify risks and opportunities — to particular user groups, marketers can have a more substantive positive impact and garner greater results.



Sales: This is a very top-of-the-demand funnel activity that will eventually pay off and is a way to establish and maintain credibility with customers.

Research & Development: The people whose mission is to take innovative ideas and turn them into products. Lots of passion and expertise on the subject matter.

Content marketing is a strategy with vast implications to an organization from an HR standpoint, involving new skill sets and retooled traditional roles, such as writers. Content marketing doesn't just have implications for the marketing department.

PR/Advertising: No more features/functions, but how the consumer is becoming educated and more engaged with your brand through relevant, topical stories.



The STORYTIME Rise of Content Marketing

Five Ways To Tell A Story: With the continuing trend toward content marketing, there are several ways to start thinking and acting like a storyteller to make the most of this powerful marketing force.

FIVE WAYS TO TELL A COMPELLING STORY

PUBLISH ORIGINAL, FRESH CONTENT
THAT RESONATES WITH AUDIENCES

EDUCATE YOUR ORGANIZATION & C-SUITE--IT IS NOT A TYPICAL DEMAND-CREATION ACTIVITY

**CULTIVATE THE REQUIRED SKILLS
WITHIN YOUR ORGANIZATION**

The Rise of Content Marketing

Content marketing involves creating and curating unique, relevant, and compelling stories

A NEW MARKETING MODEL

THINK & ACT LIKE NEWSBOOM

1. Publish original, fresh content that resonates with audiences. Research what your competitors are writing. Find the right topics. Then curate the content to make it more compelling, search-optimized, relevant, and open-minded.
 2. Educate your organization and the C-suite that this is not a typical demand-creation activity. Content marketing works best at the widest part of the sales funnel, during the awareness phase. The results may not be apparent for some time.
 3. Cultivate the required skills within your organization. Brands need to become more nimble and agile, aligning staff skill sets to the content marketing trend, so bring in the right talent.
 4. Look toward a new marketing model and choose agencies that can serve you. Many agencies produce stunning creative, yet they have not honed the art of storytelling. Content marketing agencies are a growing resource, and they specialize in telling stories across multiple channels, including the Web and social media.
 5. Think and act like a newsroom. Content marketing does not fit neatly within one department. Your job as a chief marketer is to bridge and leverage content marketing across traditional marketing silos. Stories are everywhere, and they must be told across all media and channels.

DALEY ANNOUNCES US TOUR!

Daley announces a 15 date tour of the US and Canada – tickets on sale 10/25

Nov 17 - Media Club - Vancouver, Canada
 Nov 18 - Barboza - Seattle, Washington
 Nov 19 - Dante's - Portland, Oregon
 Nov 20 - Café Du Nord - San Fran., CA
 Nov 24 - House of Blues Cambridge Room - Dallas, Texas
 Nov 25 - House of Blues Bronze Peacock - Houston, Texas
 Nov 26 - The Parish @ House of Blues - New Orleans, LA
 Nov 27 - Eddie's Attic - Decatur, Georgia
 Dec 02 - World Café Live - Philadelphia, Pennsylvania
 Dec 03 - Cafá 939 at Berklee - Boston, Massachusetts
 Dec 04 - S.O.B.'s - New York, NY
 Dec 06 - Belmont - Montreal, Canada
 Dec 07 - The Great Hall - Toronto, Canada
 Dec 08 - The Olive Room - Fredericksburg

NEWSLETTER

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 #vibes #ringenrap #lockup out
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NEWS STORIES

ETC@USC moves offices into The Robert Zemeckis Center for Digital Arts

The Entertainment Technology Center@USC is now located at
 Robert Zemeckis Center for Digital Arts, 2121 E. Elingsham Street

HIGHLIGHTS

ETCentric is a collaborative online destination providing a single online resource for the most current technology news, trends, special reports, surveys and opinions related to media, entertainment and technology. Media professionals are faced with a glut of information as part of their daily routines, and it is becoming increasingly difficult to manage the time and effort.

2013'S MOST ANTICIPATED HIP HOP ALBUM



The Next Generation of Eco-Technology

AVRS® Tray System (patent: 7,603,808)
Discover a New Level of Technology

The world's first and only fully interlocking and overlapping modular vegetative roof system.

Looking for all the traditional benefits of a modular vegetative roof system with enhanced stormwater management technology? No longer do you need to compromise.

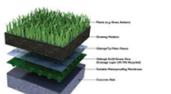
[Learn More >](#)

AVRS® Multilayer System (patent pending)
Built-Up Technology Re-Envisioned

For the first time there is a "built-up" vegetative roof system where each layer has been purpose designed, from the bottom up. No longer is there a need to specify "systems" with layers cobbled together and repurposed from other non-related building system technologies. No longer do you need to compromise.

[Learn More >](#)

WHY? Green Roof Technology?



Columbia Green recognized that the current available product was failing to most effectively and efficiently supply a green roof system to managed stormwater runoff.
[Read More >](#)

Meet the CEO



Vanessa has a dynamic 20+ year career reflecting optimal performance in the public and private sector in the area of business development, marketing and sales.
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Resources

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 **Columbia Green Tech.**
@CGreenTech

Columbia Green is an eco-tech technologies are based in green and trays, to help manage stormwater runoff in Portland, Oregon. [http://www.columbiagreen.com](#)

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iPad for iPad App: Streaming Music Better than Spotify?
By: [Author] on Aug 19

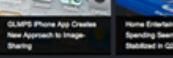

HP Launches 4G Version of its TouchPad Tablet
By: [Author] on Aug 19


Archos Tablet Features Hard Disk Tweaked to Perform Like Flash Drive
By: [Author] on Aug 19


Google News Unveils New "Editor's Pick" Functionality
By: [Author] on Aug 19


Quirky Search Engine Targets Social Media Apps
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Pro Photographer Tests ZX Lens Converter with Red Epic Camera
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GLAMPS iPhone App Creates New Approach to Image-Sharing
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Home Entertainment Spending Seems to Have Stabilized in Q2
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Microsoft Develops Automatic Technique for 3D Facial Modeling
By: [Author] on Aug 19

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ON THE RISE
Venture Northwest 2009

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About the Event

VENTURE NORTHWEST (formerly Venture Oregon) is an annual conference that draws institutional investors and investment bankers from across the Western U.S. who are interested in emerging Northwest businesses and the region's growth segments. It's a great way for investors to connect with the area's hottest emerging Northwest businesses.

The Northwest Business Roundtable (NBR) Thursday, October 29th, 2009 9:00am - 4:00pm

Price: \$495
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*Not all Northwest businesses that presented had investments recorded in Venture Source.