



## Monthly Public Relations Report January 2009

### Monthly Summary

During the month of January, the agency provided CES support and followed up with interested contacts for potential press opportunities. The agency is also able to report a number print reviews that have converted this month. Most notable outlets include:

- *Modern Drummer Magazine*
- *Big Shot Magazine*
- *Front of House Magazine*
- *Pro Sound News Magazine*
- *Vista Magazine*
- *Mix Magazine*
- *The New Haven Register*
- *Live Sound International Magazine*

In addition to the reported coverage, the agency has secured a number of reviews with media outlets including *XLR8R*, *Stereophile*, *Backyard*, *The Daily Sound* and a high volume of mainstream and trade website spotlights. Lastly, the agency distributed the Atrio "Now Shipping", Sound & Vision Award and the HBO "We are One" press releases.

### Print Coverage that Appeared this Month

Here is the print coverage that appeared this month. Each hit includes information regarding the circulation of the media outlet and comparative ad value (what an advertisement of equal size would cost).

#### **Modern Drummer**

Review: Atrio  
Circulation: 100,000  
Comparative Ad Value: \$2,114



**Big Shot**  
Review: Atrio



**Front of House**  
Spotlight: Gelenberg Announcement  
Circulation: 24,979  
Comparative Ad Value: \$720



**Pro Sound News**  
Review: Gelenberg Announcement  
Circulation: 25,000  
Comparative Ad Value: \$697



**VISTA (CA)**

Spotlight: Atrio  
 Circulation: 200,000  
 Comparative Ad Value: \$1,349



**New Haven Register**

Review: Atrio  
 Circulation: 92,947  
 Comparative Ad Value: \$2,464



**Live Sound International**

Spotlight: Gray Announcement  
 Circulation: 28,054  
 Comparative Ad Value: \$533



**Mix Magazine**

Spotlight: CMA Announcement  
 Circulation: 43,000

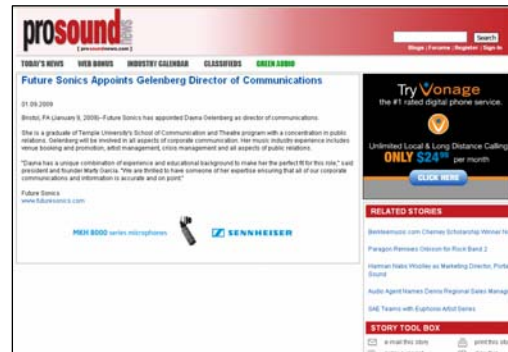


**Web Coverage that Appeared this Month**

Here is some of the more prominent publicity generated on the web as a result of the agency's aggressive outreach to the media. Each one contains a hyperlink to the posting along with the Compete ranking which ranks websites in terms of relative traffic (ex: a website with an Compete ranking of 1,000 is the 1,000<sup>th</sup> most trafficked site on the internet).

**Pro Sound News**

Spotlight: Gelenberg Announcement  
 Compete Rank: 616,014  
 Unique Visitors: 1,786  
 URL: [www.prosoundnews.com](http://www.prosoundnews.com)



**Pro Sound News eNewsletter**

Spotlight: Gelenberg Announcement  
 Circulation: 75,000



**Yahoo! Tech**

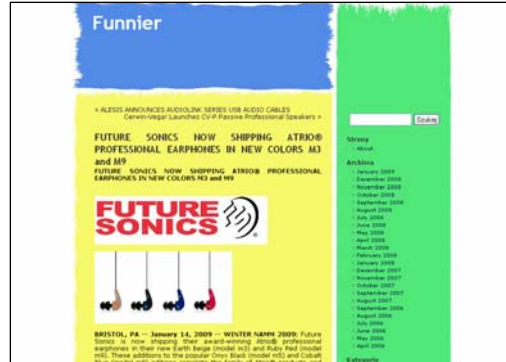
Spotlight: Atrio  
 Compete Rank: 2  
 Unique Visitors: 134,269,784  
 URL: [www.tech.yahoo.com](http://www.tech.yahoo.com)





**Funnier**

Spotlight: Atrio  
 URL: [www.fun.098.pl](http://www.fun.098.pl)



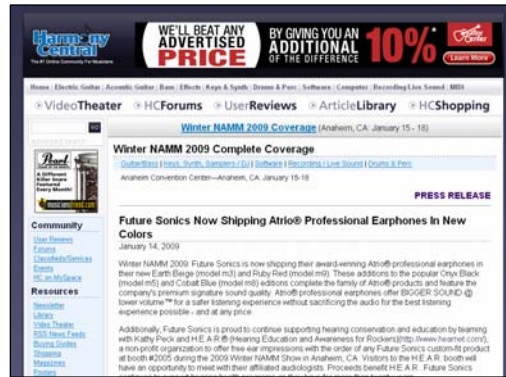
**Guitar Gear Heads**

Spotlight: Atrio  
 Compete Rank: 120,484  
 Unique Visitors: 13,367  
 URL: [www.guitargearheads.com](http://www.guitargearheads.com)



**Harmony Central**

Spotlight: Atrio  
 Compete Rank: 3,577  
 Unique Visitors: 525,204  
 URL: [www.harmony-central.com](http://www.harmony-central.com)



**MacNN**

Spotlight: Atrio  
 Compete Rank: 8,776  
 Unique Visitors: 225,872  
 URL: [www.macnn.com](http://www.macnn.com)





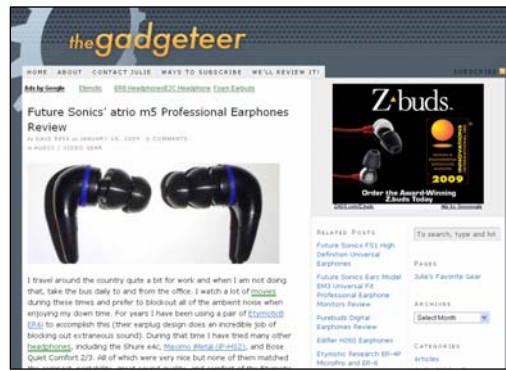
**Network World**

Spotlight: Atrio  
 Compete Rank: 5,500  
 Unique Visitors: 350,841  
 URL: [www.networkworld.com](http://www.networkworld.com)



**The Gadgeteer**

Review: Atrio  
 Compete Rank: 18,514  
 Unique Visitors: 109,003  
 URL: [www.the-gadgeteer.com](http://www.the-gadgeteer.com)



**Mobile Magazine**

Review: Atrio  
 Compete Rank: 33,231  
 Unique Visitors: 58,955  
 URL: [www.mobilemag.com](http://www.mobilemag.com)



**Lighting & Sound America Newsletter**

Spotlight: Atrio  
 Circulation: 65,000



## Coverage Secured in January

Here is the future potential coverage secured during this month. Each entry entitled “review” means that the agency has sent a physical review sample to the media outlet, whereas “spotlight” indicates that the coverage will be purely from information and images provided to the outlet. The agency will continue to follow up with this potential coverage to ensure a maximum amount of exposure.

Publication/Website	Product	Spotlight or Review
Star Phoenix	Atrio	Review
Front of House	Dayna	Spotlight
Big Shot Magazine	Atrio	Spotlight
Mix	CMA Announcement	Spotlight
XLR8R	Atrio	Review
Daily Sound	Atrio	Review
Las Vegas Woman	Atrio	Review
Stereophile	Atrio	Spotlight
Backyard	Atrio	Review
Bassguitarblog.com	Atrio	Spotlight
ProSoundNews.com	Dayna - Announcement	Spotlight
ProSoundNews.com	Dayna - Announcement	eNewsletter
GameRevolution.com	Atrio	Review
YahooTech.com	Atrio - Now Shipping	Spotlight
PCWorld.com	Atrio - Now Shipping	Spotlight
MacWorld.com	Atrio - Now Shipping	Spotlight
L&SA.com	Atrio - Now Shipping	Spotlight
Fun.098.nl	Atrio - Now Shipping	Spotlight
GGHs.com	Atrio - Now Shipping	Spotlight
4colorrebellion.com	Atrio	Review
Harmony-Central.com	Atrio - Now Shipping	Spotlight
Macnn.com	Atrio - Now Shipping	Spotlight
RecordingEngineers.com	Atrio - Now Shipping	Spotlight
MacWorld.co.uk	Atrio - Now Shipping	Spotlight
Plunderguide.com	Atrio - Now Shipping	Spotlight
iPodObserver.com	Atrio - Now Shipping	Spotlight
NetworkWorld.com	Atrio - Now Shipping	Spotlight
MobileMag.com	Atrio - Now Shipping	Spotlight
Gadling.com	Atrio	Review
Crunchgear.com	Atrio	Review
L&SA	Atrio - Now Shipping	eNewsletter
HipCompass.com	Atrio	Review
DriverHeaven.net	Atrio	Review
TomsGuide.com	Atrio	Review
Appletell.com	S&V Award	Spotlight
TechWhack.com	S&V Award	Spotlight
CBS - Pittsburgh	Atrio	Review
Get Connected TV	Atrio	Review

## Other Activities

- **HBO “We Are One” Press Release** – The agency drafted and distributed the announcement of the Future Sonics involvement with the event.
- **Atrio m3/m9 “Now Shipping” Press Release** – The agency drafted and distributed the announcement of the shipping of the latest models of the Atrio.
- **Sound & Vision Award Press Release** – The agency drafted and distributed the announcement of being chosen as the winner of the “earbud face-off”.
- **Strategy Document Preparation** – The agency prepared a public relations strategy document to ensure consistent media coverage throughout the first half of 2009.
- **Showstoppers @ CES** – The agency represented Future Sonics at the event, handled media requests and has followed up with those requiring product and/or information. Below is a list of media outlets we met during the event and are following up with:
  - *Gadgetell.com* Review in process
  - *Good Housekeeping* No current placement opportunity
  - *Syndicated Radio* Review to be shipped
  - *Sandhills Publishing* Review in process
  - *Fox Business News* Review in process
  - *PDA Today* On hold
  - *Syndicated TV* Review in process
  - *Manifest-Tech.com* On hold
  - *iPhoneLife.com* On hold
  - *DVICE.com* Review in process
  - *Shiny Media* Provided Images/Specs
  - *TechwareLabs.com* On hold
  - *Denver Post* No Contact Made
  - *Gadgetgrrl.com* On hold
  - *Ukgamer.com* On hold
  - *ABC – Portland, OR* No current placement opportunity

## Monthly Analysis

In the month of January, the agency was pleased to see the conversion of a number of print and website reviews that had been secured in previous months. Additionally, there are a number of website spotlights in response to the releases we have distributed. This month filled with the preparation and distribution of the three press releases previously mentioned as well as following up with contacts made at CES.

Moving forward, below are some of the items we have on the coming on the horizon\*:

- Grammy's Press Release
- Teddy Campbell Press Release
- Valentine's Day Promotion Leak
- Valentine's Day Agency Pitch
- Gaming Publication Outreach
- Stereophile Publication Outreach

*\*Additional items to be determined upon discussion of 2009 public relations strategy*