



For Immediate Release
Wednesday, October 08, 2008

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Media Advisory/Photo Opportunity: Colorado State Celebrates the Grand Opening of the University Center for the Arts Oct. 16

FORT COLLINS - WHAT: Colorado State University celebrates the completion of the \$41 million University Center of the Arts with a ribbon-cutting ceremony.

WHEN: Noon-3 p.m. Oct. 16.

Noon-1 p.m. - The campus and local communities are invited to attend a free barbecue while the CSU Pep Band plays spirited tunes.

1-1:30 p.m. - Ribbon-cutting ceremony with remarks from CSU President Larry Penley; Ann Gill, dean of the College of Liberal Arts; Taylor Smoot, president of the Associated Students of Colorado State University; and Michael Thaut, co-director of the School of the Arts.

1:30 p.m. - A Fort Collins High School alumni "Alma Mater Sing" will take place on the UCA's grand staircase.

1:30-3 p.m. - Community open house.

One of three oversized Campbell's Tomato Soup Cans signed by Andy Warhol has returned to campus and now is on display in the UCA Sculpture Gardens.

WHERE: Front steps of the University Center for the Arts, 1400 Remington St., Fort Collins, Colo., 80523.

DETAILS:

The UCA project was completed in three phases that began in 1995 when Fort Collins High School closed its doors and the university purchased the building.

The new 330,000-square-foot facility provides five state-of-the-art performance venues: the Griffin

Concert Hall, the University Theatre and Studio Theatre in the Bohemian Theatre Complex, the University Dance Theatre and the Casavant Organ Recital Hall.

Additionally, the UCA houses 11 classroom and seminar rooms; composition, computer, and piano labs; the largest instrumental rehearsal hall in the state; ensemble and performance libraries; two large acting labs; a computer-aided design lab, or CAD; costume and scenic shops and storage; three dance studios totaling more than 6,500 square feet; 36 soundproof rehearsal rooms; and teaching studios, offices and support spaces.

-30-

MEDIA ADVISORY

SIDE-LINED SAN FRANCISCO 49ER WILLIAM FLOYD TO TACKLE QUESTIONS ON CAREER, INJURY AND VIDEO GAMES

- WHO:** Injured San Francisco 49er William "Bar None" Floyd
San Francisco video game maker U.S. Gold, Inc.
- WHAT:** William Floyd answers questions regarding career and
involvement in new U.S. Gold video game SHELLSHOCK
- WHEN:** Tuesday, November 14
- TIME:** 5:00 PM
- WHERE:** U.S. Gold Building
303 Sacramento Street 2nd Floor
Financial District, across from One Embarcadero Plaza
San Francisco
- RE:** San Francisco 49er fullback William Floyd will answer media
questions for the first time following his season ending injury,
discussing his future in the sport and his new career in the
development of next-generation 32-bit video games. Floyd will
also unveil his new, much-anticipated U.S. Gold game,
SHELLSHOCK. The football star's work on the soundtrack was
key in creating the mood for this futuristic battle tank game.
- VISUALS:** Beta tapes available at event featuring William Floyd's original
music work on SHELLSHOCK and footage of the game itself
- Official launch of SHELLSHOCK with Floyd at event
- NOTE:** No lighting or audio equipment will be provided for electronic
media
- CONTACTS:** Garth Bradley/Dave Karraker Frank Alizaga
Access Communications U.S. Gold
(415) 904-7070 (415) 693-0297 x127

Figure 9.5 Media advisories give reporters a quick review of the five Ws and H.
(Courtesy of Access Public Relations, San Francisco.)

let the reader understand exactly what is at issue. The organization's position statement is next. It must be brief but complete, clearly written and backed up with facts. In many cases it is advisable to present and refute the position of the opposing side. Also, it may be a good idea to discuss alternative solutions and the reasons why they are not acceptable or workable.

MEDIA ALERT**UNITED AIRLINES TO BEGIN EXPANSION OF DENVER FLIGHT CENTER**

WHAT: United Airlines, the City of Denver and the Stapleton Development Corporation will announce an agreement for the expansion of the airline's Flight Training Center as part of the redevelopment of the Stapleton Airport property.

WHEN: Thursday, Oct. 31, 1:15 p.m. opening remarks
and Flight Center tour with Mayor from
1:45 p.m. to 2 p.m.

WHERE: United Airlines Flight Center
7401 Martin Luther King Blvd.
Stapleton Airport

from I-70, exit at Quebec St., turn south
turn left on 35th St. (before MLK Blvd.)
cross the Quebec St. northbound lanes
turn right into the Flight Center visitor parking lot

WHO: Remarks from:
Mayor Wellington Webb,
Capt. Bill Traub, United Airlines VP-Flight Center,
Andy Barnes, CEO-Stapleton Development Corporation

BACKGROUND: United Airlines officially will break ground to expand the largest pilot training center in the world. The expansion will support additional simulators for training of United Airlines pilots and for training by UAL Services Corporation of other air carrier pilots.

CONTACTS: United Airlines Media Relations:
Laura Lee Deters (303) 292-6655
Christin Crampton (303) 292-6655
Tony Molinaro (847) 700-4971

FURMAN ASSOCIATES, INC.
3133 Lake Hollywood Dr.
Los Angeles, CA. 90068
(213) 851-3400

FOR: AMERICAN JET INDUSTRIES

September 24, 1974

MEMO TO NEWS MEDIA:

American-Jet Industries will conduct a series of demonstration flights with the Turbo Star 402, the first aircraft to be converted to the Allison 250 Series turboprop engines.

Conversion of the Cessna 401/402 and the pressurized Cessna 414 to the Turbo Star system brings turbine power to the business and commuter airline market at an economical price. The Turbo Star has a certified balanced field length of less than 2000 feet, shortest of any twin-engine aircraft in the United States.

Demonstration flights will be conducted throughout the three-day convention from Hollywood-Burbank Airport. To make arrangements for one of the flights, contact Laurie Howell at Furman Associates, 851-3400, or stop by the American Jet booth at the Convention Center.

WHAT: Turbo Star 402 Demonstration Flights

WHEN: NBAA Convention
Sept. 24-26

WHERE: Hollywood-Burbank Airport (See attached map)

CONTACT: Laurie Howell - 851-3400
Glenn Schroeder - Booth #732

LH:ag

KETCHUM PUBLIC RELATIONS
55 Union St.
San Francisco, CA 49111-1217

For: NEURICARE INC.

Contact: Debora Demarest
415/686-5500

FOR IMMEDIATE RELEASE

MEDIA ADVISORY

TRAUMATICALLY HEAD INJURED SAN DIEGAN TO CELEBRATE REHABILITATION
AT RIBBON CUTTING CEREMONY HONORING HIS REMARKABLE PROGRESS

After an auto accident two years ago, San Diegan Greg Wheetely, 24, had a severe head injury that left him confined to a wheelchair, unable to articulate, and with severe behavioral, physical and thinking problems. Today Greg is able to walk, perform everyday living tasks and talk with people.

Intensive rehabilitation by the West's leading specialist in head injury rehabilitation, NeuroCare Inc., has enabled Greg to return to live with his family. Just a few years ago, Greg would not have had the rehabilitation opportunity. Rather, he would have faced a life spent in institutions.

To honor Greg's remarkable progress in rehabilitation, NeuroCare is naming its second NeuroBehavioral Program in the San Diego area after him.

WHAT: Ribbon cutting ceremony and reception to designate the "Greg House," the second NeuroBehavioral Program house in the San Diego area.

WHERE: 16642 Highland Valley Road
Ramona, Calif.

WHEN: Tuesday, October 27, 10 a.m.

WHO: Greg Wheetely, who nine months ago was unable to even hold scissors, will cut the ribbon. His mother, stepfather and other members of his family will also attend, official as well as NeuroCare representatives who helped Greg in his rehabilitation.

WHY: Traumatic head injury is America's "silent epidemic," affecting 700,000 people a year. Just a few years ago there was little alternative to institutionalization or sedation for many head injury patients. Today, with rehabilitation programs such as NeuroCare's, people like Greg Wheetely have the opportunity to return to living with their families and in their communities.

VIDEO PRODUCER'S NOTE: "Home movie" quality videotapes are available of Greg in the early stages of his rehabilitation for comparison with his appearance today.

INTERVIEW OPPORTUNITIES: Greg Wheetely, his mother, stepfather, and NeuroCare representatives are available for interviews Tuesday afternoon and throughout the week in the downtown San Diego area.

Figure 4.1 Sample Media Alert

News

John Hancock



OFFICIAL LIFE INSURANCE SPONSOR
1994/1996 U.S. OLYMPIC TEAMS

CONTACT:

Steve Burgay, John Hancock
(617) 572-6507

Robert O'Toole, Boston Police
(617) 343-4520

Terry Yanulavich, Northeastern University
(617) 373-5439

MEDIA ADVISORY

The Boston Police Anti-Gang Violence Unit in partnership with John Hancock and Northeastern University will unveil a unique program which enables at-risk, inner-city teenagers to spend the summer earning money while developing job, life and leadership skills.

WHO: Mayor Thomas Menino
Police Commissioner Paul Evans
John Hancock Chairman Stephen L. Brown
Northeastern University President John A. Curry
Program Participants

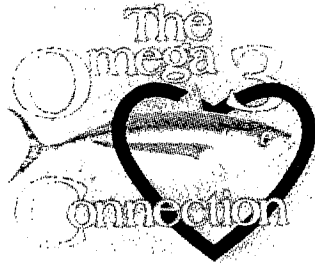
WHAT: Brief presentation of the program
Interview opportunities with speakers and some program participants
Opportunity to see the program in session

WHEN: Wednesday, July 20 at 1:30 p.m.

WHERE: John Hancock City View Room on the 60th floor (Observatory)
200 Clarendon St.

Parking available for media: The Kinney lot on the corner of
Stuart and Clarendon St. will have free spaces reserved for media covering
the event

John Hancock Mutual Life Insurance Company and affiliated companies/John Hancock Place/P.O. Box 111/Boston, Massachusetts 02117



NEWS

Bumble Bee Seafoods, Inc.
P.O. Box 23508
San Diego, CA 92123
(619) 560-0404

Contact: Valerie Lemke or
Gretchen Griswold
(212) 883-1234
July 25 - 29
or (619) 296-0605
After July 30

MEDIA ADVISORY

New research from Massachusetts Institute of Technology (MIT) disproves widespread speculation that cooking and processing fish destroys beneficial omega-3 fatty acids, thought to prevent heart disease.

The MIT Sea Grant program tested five of the most commonly consumed fish to measure levels of omega-3 fatty acids, including canned tuna and breaded fish filets. The results point to inexpensive and more practical alternatives to fish oil capsules.

The MIT officer in charge of this study will be available to discuss the findings. Also available will be a UCLA lipid researcher who can sift through the health claims and outline the best omega-3 sources. Visuals provided.

EVENT: Presentation of MIT findings of Omega 3 levels of commonly consumed cooked fish

WHERE/WHEN: Monday, July 27, 1987, 10 a.m. to 11 a.m.
Room 1428, Grand Hyatt Hotel
Park Avenue at Grand Central Station

PARTICIPANTS: Arthur Clifton, project director
MIT Sea Grant Program

Judith Ashley, M.S.P.H., R.D., research associate
UCLA School of Medicine

#

Courtesy of Bumble Bee Seafoods.

July 6, 1992

Contact: Jerry Archambeault
 619/296-0605
 619/579-9926 (after 5 p.m.)
 Larry Nuffer
 619/296-0605
 619/278-7961



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Media Advirsory

TED WILLIAMS TO LAUNCH ALL-STAR WEEK.
OPEN UPPER DECK ALL-STAR FANFEST

What: Hall of Famer Ted Williams will throw out the first pitch and officially open the Upper Deck All-Star FanFest and All-Star Week. It will mark a homecoming for Ted Williams, who went to school at Hoover High School and played with the San Diego Padres of the Pacific Coast League.

A 20-minute grand opening ceremony is scheduled in front of the Cooperstown Hall of Fame exhibit.

When: Friday, July 10
 Doors Open for media/VIPs: 8 a.m.
 Ceremony begins: 8:30 a.m. (promptly)

Where: San Diego Convention Center
 (enter through the "media only" entrance located at the convention center administration office)
 Harbor Drive
 Downtown San Diego

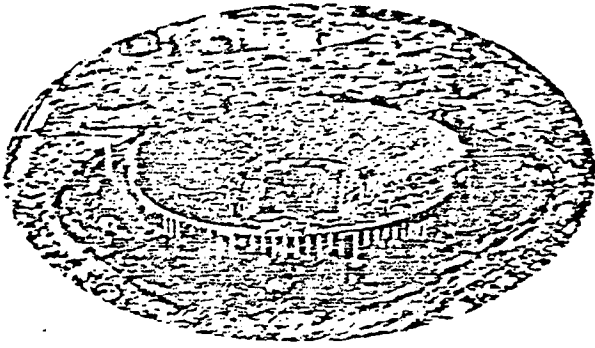
Additional Information:

- Other city, county and state dignitaries will be present for the ceremonies.
- Upper Deck All-Star FanFest runs from Friday, July 10 through Tuesday, July 14.
- Also part of All-Star Week is the All-Star Workout and All-Star Game.

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The copyright in the text appearing above and the "All-Star FanFest," San Diego Padres and Major League Baseball silhouetted Padres trademarks are used with permission of Major League Baseball Properties, Inc. .

FIGURE 8-6



NEWS FROM . . .

The Rose Bowl

391 S. ORANGE GROVE, PASADENA, CA. 91105
(213) 449-4100 — 681-3724

CONTACT: Kirk Hallahan (Los Angeles Office)
HARSHE-ROTMAN & DRUCK, INC.
(213) 385-5271

or

Frosty Foster
TOURNAMENT OF ROSES ASSOCIATION

NEWS ADVISORY

OHIO STATE TEAM AND OFFICIAL PARTY ARRIVES IN SOUTHERN CALIFORNIA

The Ohio State Buckeyes football team and the official OSU party accompanying the team to the 1975 Rose Bowl game will arrive in Southern California at Los Angeles International Airport on Fri., Dec. 20 at approximately 11:00 a.m.

Press and photo coverage is invited of the following arrival events:

Planeside Greetings. Tournament of Roses Queen Robin Carr, her court, and Tournament of Roses officials will informally welcome the OSU team and other guests as they deplane. No formal airport ceremonies are planned.

Woody Hayes News Conference. OSU Football Coach Woody Hayes will hold his first Rose Bowl press conference in Southern California immediately following the team's arrival. The meeting will be held in facilities of the nearby United Airlines hangar.

Official Reception. Following the airport greetings, the entire OSU delegation will travel to the Huntington-Sheraton Hotel in Pasadena for the Tournament's official reception and welcoming by Tournament of Roses President Paul G. Bryan.

The plane arrival area may be reached by taking Century Blvd. west from the San Diego Freeway, and turning south (left) on Avion Blvd. (Avion Blvd. is the street on the east side of the Western Airlines headquarters building, located just before you enter the passenger terminal.) Follow Avion Blvd. south to the United Airlines guard post, where you will be directed to the plane and nearby parking.

To confirm the exact arrival time: telephone United Airlines, 482-2000 and ask for information on United Charter #5161 from Columbus. For OSU sports information prior to the day of arrival, contact Marvin Homan or Stephen Snapp (614) 422-6862. For more information on arrival events, please call Kirk Hallahan (385-5271) or Frosty Foster (681-3724).



FROM: Martin Cooper/Kirk Hallahan (Los Angeles Office)

FOR: NATIONAL AIR CARRIER ASSOCIATION
1730 M. Street N.W. Suite 710
Washington, D. C. 20035

NEWS ADVISORY

CAB ELIMINATION OF AIR CHARTERS TO BE DISCUSSED AT FRIDAY LOS ANGELES BRIEFING

Budget airline travel may become a thing of the past if a proposed Civil Aeronautics Board (CAB) ruling becomes effective, eliminating special charter fares for "affinity groups," travelers who fly as part of their membership in various social, fraternal, student and ethnic organizations.

The CAB's highly unusual October 30 decision sets December 5 as the deadline for public comment on the proposed rules change. If approved, the CAB action would eliminate the substantially reduced air fares which were enjoyed by some 4-1/2 million Americans this year and would, in the future, prohibit air travel by many U.S. citizens.

The ruling is an effort by the CAB to eliminate competition from fully licensed charter air carriers, and is in direct conflict with efforts to curb inflation, according to Edward J. Driscoll, president of the National Air Carrier Association, the charter airlines' industry group.

Driscoll will address a Los Angeles group of concerned industry officials and citizens at 10 a.m. on Friday, November 22, at the Los Angeles Hilton Hotel, Golden State Room, 930 Wilshire Blvd. Press coverage is invited. At the briefing, Driscoll will discuss the background of the ruling, and will explain why it is detrimental to all American consumers. Opportunities for interviews and photography will be provided.

Spokesman: Edward J. Driscoll, President
National Air Carrier Association

Date: Friday, November 22, 1974

Time: 10 a.m.

Location: Los Angeles Hilton Hotel
Golden State Room
930 Wilshire Boulevard

LOS ANGELES
3345 Wilshire Blvd.
90010
(213) 385-5271

CHICAGO
108 N. State St.
60602
(312) 346-6868

NEW YORK
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10017
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