

The Big One

Sometimes the key to a great campaign is in those major bookings that take you from being "just another" television show, movie or book, and make you the "center stage" topic of conversation. McAllister Rowan Communications was pleased to make the strategic media connections for these high-profile projects:

{tab=Back Alley Productions}

Back Alley
Productions/ Bliss

New York Newsday

Femme Fatale Magazine

Screen Daily

All Star Radio
Network

American Radio Network

{tab=Steven Dworman Enterprises}

Steven Dworman Enterprises/the 20th Anniversary of the Infomercial

CNBC-TV

NPR

Marketplace Radio

TV Guide

USA Today

Parade Magazine

Wireless Flash News Service

{tab=The Blue Butterfly starring William Hurt}

Gala Film/The Blue Butterfly starring William Hurt

Conan O'Brien Show

Associated Press

Variety

New York Film Monitor

New York Post

CTV News

CBC News

Canadian Press

National Post

Montreal Gazette

Toronto Star{/tabs}