

## We Mean Business

When this leading North American investment conglomerate sought our help in promoting their Citizen Investor program, McAllister Rowan Communications came up with a quick turn-around, high-impact plan that heavily relied on electronic media to produce broad exposure for spokesman Phil Dow, a leading financial analyst with a very tight schedule.

{tab=National Media}

### NATIONAL MEDIA

Bloomberg Radio (three interviews)

Bloomberg TV

CNNfn (two interviews)

Bottom Line Personal

{tab=Satellite TV Tour}

### SATELLITE TV TOUR

Market

Station

DALLAS

MINNEAPOLIS

PHOENIX

DENVER

SACRAMENTO

CHARLOTTE

TUCSON

SPRINGFIELD/

DECATUR

HUNTSVILLE

HUNTSVILLE

SOUTH BEND

WACO

EVANSVILLE, IN

GREENSBORO

YOUNGSTOWN

ROCHESTER, MN

IDAHO FALLS

WPVI (ABC)

KTVT (CBS)

KARE (NBC)

KNXV (ABC)

KWGN (WB)

KOVR (CBS)

WHKY (IND)

KGUN (ABC)

WAND (ABC)

WAAY (ABC)

WYLE (WB)

WSJV (FOX)

KCEN (NBC)

WTVW (FOX)

WGHP (FOX)

WFMJ (NBC)

KAAL (ABC)

KIDK (CBS)

{tab=Satellite Radio Tour}  
SATELLITE RADIO TOUR

Market

Station

National

National

National

Philadelphia

Houston

Boston

Phoenix

St. Louis

Cleveland

Kansas City

New Orleans

Raleigh-Durham

Memphis

Tucson

Knoxville

Toledo

Daytona Beach

Colorado Springs

Bloomberg Radio

Cable Radio Network

Business America

KYW-AM

KIKK-AM

WBNW-AM

KFNN-AM

KLPW-FM

WTAM-AM

KRES-FM

WGSO-AM

WSRC-AM

WMC-AM

KNST-AM

WKZX-FM

WABJ-AM

WOCA-AM

KCMN-AM

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