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MEMORANDUM

TO: George Smith Partners Principals
FROM: Corynne Randel, Judith Brower, Jenn Quader
RE: Monthly Public Relations Activity Update
Month: July 2015

George Smith Partners

Item	Status
<i>GlobeSt</i> , 15 th Anniversary features- Future demand drivers and space use, Davies	<p><i>GlobeSt</i> is putting together some special editorial features for its 15th anniversary.</p> <p>Agency pitched and secured an opportunity for Malcolm Davies to contribute some expert commentary to be included in the “Future demand drivers and space use” article.</p> <p>Agency is currently coordinating this opportunity with Davies, with the editorial publishing in August.</p>
<i>Real Estate Forum</i> , Downtown LA Construction, Shaffer (September)	<p>Agency secured Bryan Shaffer the opportunity to be an expert source for a feature in <i>Real Estate Forum</i> regarding the Downtown LA construction financing market.</p> <p>Agency coordinated interview in July.</p> <p>This article will publish in the September issue of the magazine.</p>
<i>Multi-Housing News</i> , Apartment Construction Financing, Bram (September)	<p>Agency secured Steve Bram the opportunity to be an expert source for a feature in <i>Multi-Housing News</i> regarding apartment construction financing.</p>

	<p>Bram submitted written responses and Agency coordinated a follow up interview as well.</p> <p>This article will publish in the September issue of the magazine.</p>
<p><i>Commercial Property Executive</i>, Institutional Finance, TBD, (September)</p>	<p>Agency secured initial interest with <i>Commercial Property Executive</i> magazine for one of the GSP Principals to provide expert commentary for an upcoming feature regarding institutional finance.</p> <p>Agency is currently waiting for timing from reporter regarding the interview.</p> <p>Once interview timing is provided, Agency will bring opportunity to the next Principal up in the PR rotation.</p>
<p>City of Hope Fundraiser, Moderator/Speaker Recommendation</p>	<p>Client requested moderator/speaker recommendations from Agency for the 2016 City of Hope luncheon.</p> <p>Agency reached out to <i>CNBC</i> regarding the network's anchor Steve Liesman being the event moderator, and secured initial interest.</p> <p>Agency and <i>CNBC</i> spoke on June 29 re: timing. <i>CNBC</i> had a personnel change that delayed the decision, however they are still considering the request and will provide a response within 4-6 weeks. Agency is following up.</p>