

From: California Hotel + Lodging Association <media-ealerts@calodging.com>
Subject: Media eALERTS
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As a **NEW member benefit**, CH&LA is providing **Media eALERTS** to all interested members. Signing up is as simple as verifying your email address, your name and property/organization and - that's it!

Media eALERTS are timely leads from various writers, publications, and media outlets seeking expert comment or information for their stories. The leads are received by CH&LA's national affiliate, the American Hotel & Lodging Association and provided to members as they are received. The **Media eALERTS** often require an immediate response or a very short time frame in which to reply and are sent whenever appropriate. Generally, subscribers can expect approximately four to six emails monthly and can unsubscribe at any time.

*A total of three **Media eALERTS** will be sent to all eligible CH&LA members. After the first three **Media eALERTS**, only those who subscribe will receive **Media eALERTS**.*

(**Media eALERT** is below).

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Media eALERTS: Keeping it All in the Family, Women Who've Made an Impact, and more

Media eALERT #1: Insight from Family-run Businesses That Almost Weren't

Who: Jeff Wuorio, for Business Week Small Business

What: For a feature on family business, Jeff is looking to interview people from family-run businesses where younger family members were initially cool or reticent to take over the business. The story will focus on how these younger people were won over to the idea of working in the business. He is looking for families who can provide positive, constructive strategies for doing this.

How: Contact: Jeff Wuorio, jwuorio@adelphia.net

When: By TODAY, Friday, June 6 at 5:00 PM

Media eALERT #2: (Limited to North Carolina) Hot Spots in North Carolina Counties

Who: Margot Lester, for Go, the in-flight magazine for AirTran

What: [Limited to North Carolina] Margot is looking for attractions, nightspots, restaurants and shops in Wake, Durham, Orange and Chatham Counties, N.C. Please send a 50-word description of your commercial property, including clientele, merchandise/menu, why it's a great place to visit and fun facts, as well as address, phone number and URL. For attractions, please send a 50-word description of your site/museum, ongoing exhibits and activities, and historical or unusual tidbits, as well as address, phone number and URL. Please, no submissions from outside these counties at this time.

Contact: Contact: Margot Lester, margotlester@earthlink.net; Put "Triangle" in the subject line

When: By TODAY, Friday, June 6 at 5:00 PM

Media eALERT #3: "Women Who Shape the World"

Who: Amanda Pressner, for Shape magazine

What: Amanda is writing Shape magazine's annual Women Who Shape the World, a six-page special section featuring 10 extraordinary females who have dedicated themselves to the issues and challenges facing women in our country and around the globe. While they have already chosen a few of the women who will appear in the 2008 issue, she still needs nominations in the following categories: 1. Nutrition/Obesity/Eating disorders 2. Psychology/Mental well being 3. Health/Medicine 4. Environment 5. Sports/Athletes 6. Documentary filmmaking. These women should have made an extraordinary contribution in their field in the past year (as well as previous years). You certainly don't have to have a personal or professional connection to the women that you suggest, and there's no formal nomination process. Just send a brief e-mail to the WomenWhoShape2008 address below, with the scoop on who they are, what they do, and why you think they should be celebrated in our November issue. One important note: When sending your nominations, please include a paragraph or two on what the women have done this year (2007-2008), specifically, to warrant placement in a late 2008 issue. Did your candidate recently publish a book or study? Launch a program designed to help fight obesity amongst high-risk populations? Create a new test that can help identify an illness or disease before it progresses? Even if their work is part of an ongoing study or research, that's fine -- just let her know. Please note: They are *not* accepting pitches for women who are working with causes/charities, are on boards of publicly held corporations or doing humanitarian efforts (we have our candidates already for these areas).

How: Contact: Amanda Pressner, WomenWhoShape2008@gmail.com or apressner@shape.com

When: By Monday, June 9 at 5:00 PM

Media eALERT #4: Interesting Summer Products and Services

Who: Rebeca Herrero, for Vista magazine

What: For the July edition, Rebeca seeks products, interesting ideas, summer products and services; cool ideas welcome. Photos are very important. Please e-mail press releases and photos.

How: Contact: Rebeca Herrero, latinmediany@yahoo.com

When: By Monday, June 9 at 5:00 PM

Media eALERT #5: (Limited to Los Angeles) Five-star Spas & Hotels

Who: Mary Jo Matsumoto, for a high-end luxury magazine

What: (Limited to Los Angeles) Mary Jo is seeking luxury five-star spas/hotels to cover in Los Angeles as soon as possible. The publication prefers spas and hotels that have nationwide locations. This is for a premier lifestyle publication that has a target audience of the most affluent individuals across the nation, as well as private jet distribution. Please make sure queries are a fit for this demographic. Send a Web link and short paragraph describing the venue.

How: Contact: Mary Jo Matsumoto, trustyourstyle@gmail.com

When: By Tuesday, June 10 at 5:00 PM

Media eALERT #6: Advice on Working With Your Children in Business

Who: Lee Miller, for a column in a major New Jersey newspaper

What: Lee is looking for stories and advice about the challenges of children working with their parents in business. A New Jersey connection is preferred. Please send your advice or story by e-mail.

How: Contact: Lee Miller, negotiate@earthlink.net

When: By Tuesday, June 10 @ 5:00 PM

Media eALERT #7: (Limited to NYC) Small Business "Hits & Misses"

Who: Tina Traster, for Crain's New York Business

What: (Limited to New York City) Tina is looking for three New York City-based minority-owned small businesses to participate in a column called "Hits and Misses." Each company is given a separate profile in which they talk generally about their business -- and specifically about some of what's gone right and what's gone wrong over the years. Specifics are very important for this column.

How: Contact: Tina Traster, ttraster@aol.com

When: By Wednesday, June 11 at 5:00 PM

Have you received good press from AH&LA Media eALERTS?

In an effort to track effectiveness of the eALERTs system, we ask that you send us links to noteworthy media coverage resulting from eALERT leads. Articles featuring members will be

considered for placement on the enhanced AH&LA Press Room Website. These articles will be featured alongside notable AH&LA press, giving members and their newsworthy initiatives an opportunity for increased visibility among media and other visitors to the Website. Articles will be rotated based on responses received, so please send to me via email on an ongoing basis.

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