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United States Senate

COMMITTEE ON SMALL BUSINESS
WASHINGTON, DC 20510-6350

June 13, 2000

Via Facsimile: (202) 205-6802
Original by U.S. Mail

The Honorable Aida Alvarez
Administrator
Small Business Administration
409 Third Street, SW
Washington, DC 20416

Dear Administrator Alvarez:

Recently, the enclosed document entitled "Media Hits this Week by Target Markets-Media Report-Week of 4/12-4/19/00" (Report) was provided to me by concerned and troubled staff member(s) of the Small Business Administration (SBA/Agency). Subsequent to receiving this Report, Agency sources provided the Committee on Small Business (Committee) with additional information regarding the breadth of the SBA's media related activities. It is with this information in mind that I write this letter of concern regarding the intensity of the SBA's media-related activities vis-a-vis other core activities of the Agency.

Specifically, in fiscal year 2000, the SBA allocated \$2.7 million for 21 positions within the Office of Communications & Public Liaison (OC). For its fiscal year 2001 budget request, \$2.9 million was requested for OC while retaining 21 positions. A review of the Fall 1999 SBA telephone directory (directory) confirms that at least 22 employees were identified for OC. The directory also included seven additional positions, which were listed as vacant -- for a total of about 30 employees involved in media related activities.

In addition, I understand from other sources, including interviews with SBA staff members that each of the Agency's 10 Regional Offices have an Assistant for Public Affairs & Communications or other staff members performing the duties of that position. Furthermore, each of the 69 District Offices employ a Communication Specialist and/or Public Information Officer. Based upon our review of both documents and personal interviews, a typical District Office may include more than one employee who engages in gathering and managing the media contact information. The amount of work involved in these efforts would appear to occupy the equivalent of a full-time employee in each District Office. All totaled, this represents about 100 SBA employees devoted to media-related activities.

It is my further understanding that in addition to preparing reports of media hits, the SBA periodically conducts media conference calls. The conference calls, as I understand it, are part of a special national-media outreach effort, in which you and Deputy Administrator Hochberg regularly participate. As part of this media outreach effort, I was also informed that the SBA maintains a centralized database of media contacts. Interviews with SBA staff members also indicate that public-affairs specialists in each SBA District Office are required to "certify" periodically that the specialist entered and updated his or her local media contact information in the database.

The central mission of the SBA is to "aid and assist small businesses . . . to increase their ability to compete in international markets by -- enhancing their ability to export; facilitating technology transfers; enhancing their ability to compete effectively and efficiently against imports; increasing access of small businesses to long-term capital . . . ; disseminating information concerning State, Federal, and private programs and initiatives to enhance the ability of small businesses to compete in international markets; and ensuring that the interest of small businesses are adequately represented in bilateral and multilateral trade negotiations."

A review of the Report, coupled with interviews with SBA staff members, however, causes me to question the SBA's priorities and resource allocations. This is not to say that SBA need not remain attentive to media opportunities. On the contrary, media is an important element of educating our small business constituencies. At the same time, the SBA should never be perceived as a K Street public relations outfit.

The Agency's media activities are of particular concern to me, in part, because of the fact that the SBA currently assigns 13 employees toward the vital HUBZone program. These employees are working to deliver real-world jobs and opportunity in the Nation's most difficult areas of poverty and unemployment. They are trying to incorporate a three-year old program into the mainstream of the SBA's core programs. With valiant effort, this small handful of employees recently managed to certify their 1,000th firm — far short of the thousands of firms necessary to deliver \$3 billion in Federal contracting this year and \$4 billion next year. At the same time these 13 employees for the HUBZone program are confronted with their daunting task, the SBA has chosen to build a 100-plus employee media/public relations program.

In an effort to gain a better understanding of the depth and scope of the Agency's media related activities, please provide the Committee with the following information for the period from October 1, 1998, through May 31, 2000:

1. The number of media-related conference calls held;
2. For each conference call listed, please identify the SBA employee(s) requesting the conference call, the SBA employees, including District and Regional Office personnel participating in the conference calls, and the subject matter(s) discussed during the conference calls;

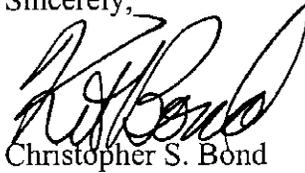
The Honorable Aida Alvarez

Page 3

3. Copies of the "certifications" submitted by SBA employees in each District Office regarding the shared media database; and
4. Copies of each "Media Hits" report prepared.

Please provide the above requested information no later than 3 p.m. on June 23, 2000. If you or your staff have any questions regarding this matter, please contact Dan Donovan on the Committee staff at (202) 224-5175.

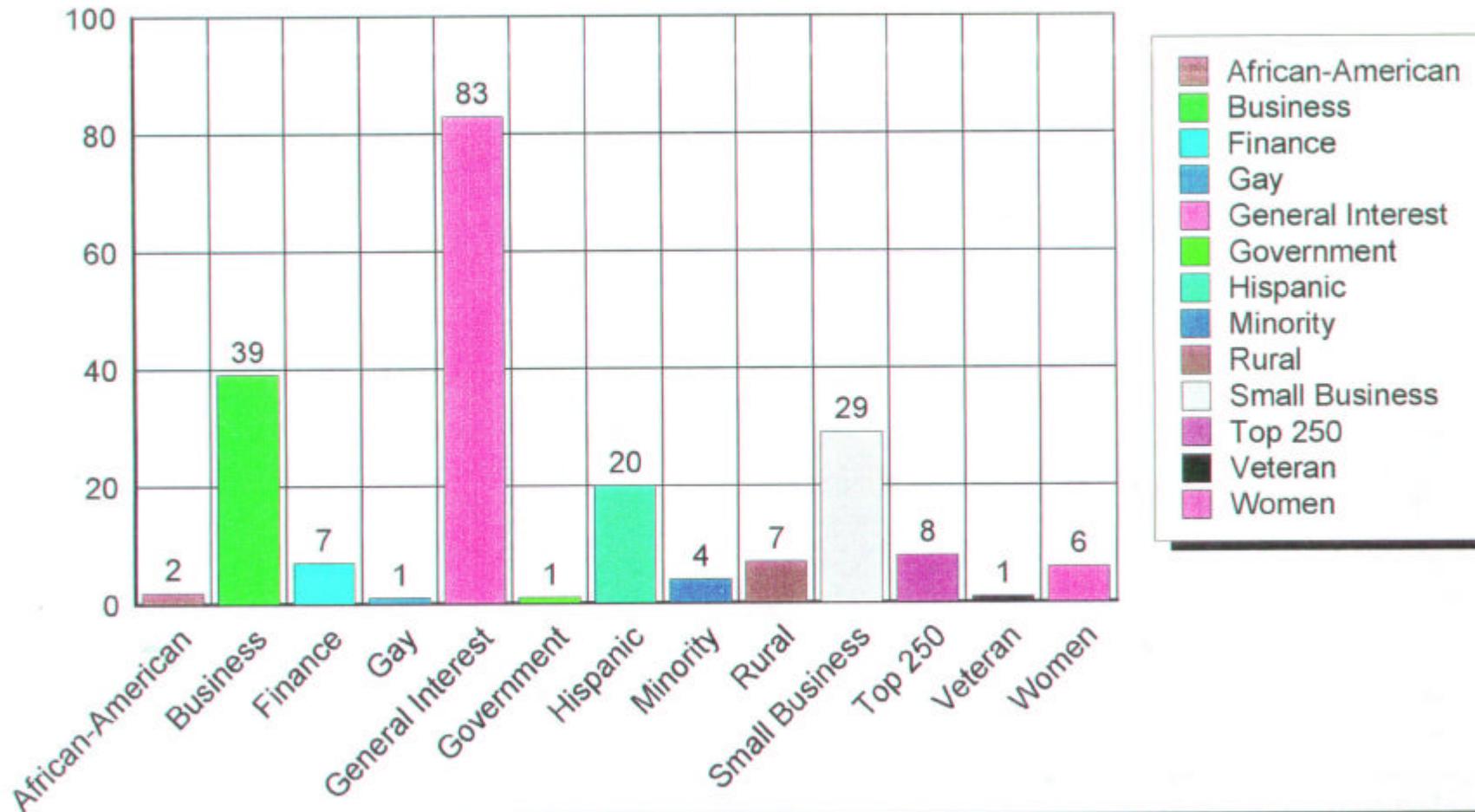
Sincerely,



Christopher S. Bond
Chairman

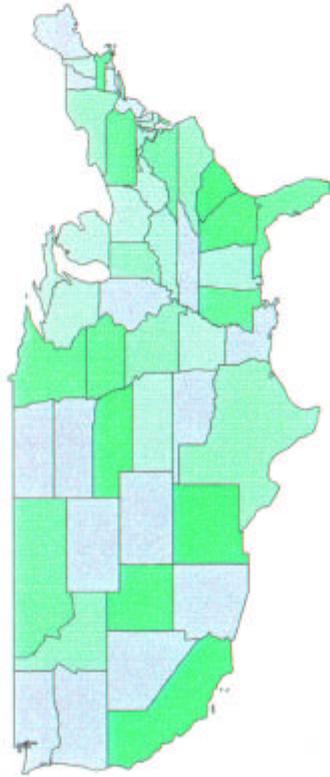
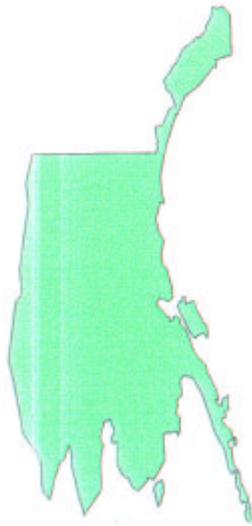
Enclosure

Media Hits this Week by Target Markets

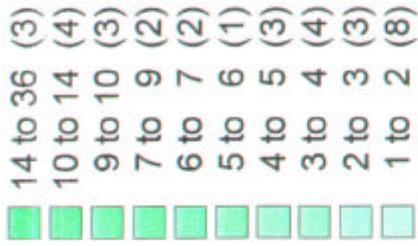


Total Number of All Media Hits by Category: 208

Shaded States Indicate Number of Media Hits by State
(States in Green did NOT Report)



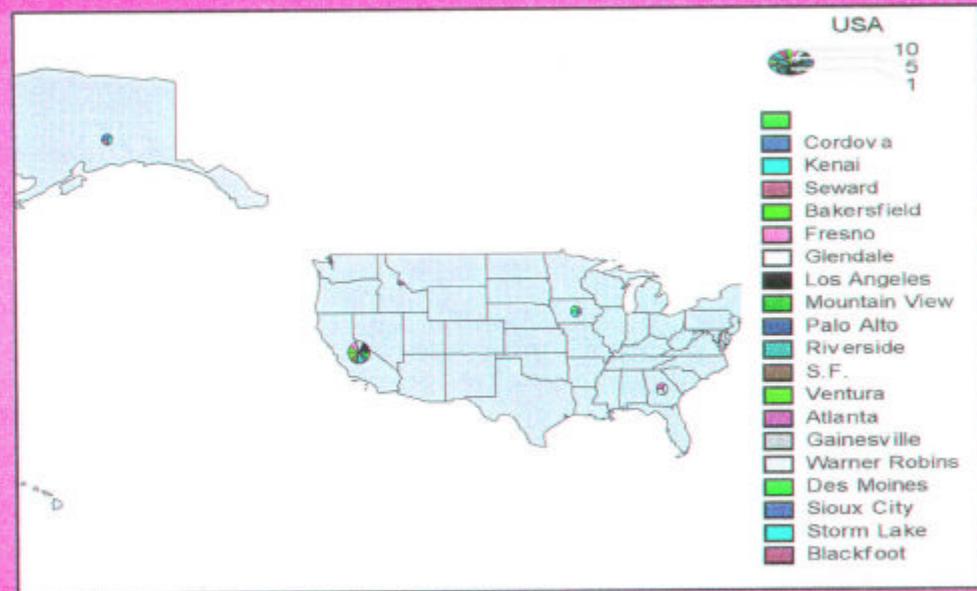
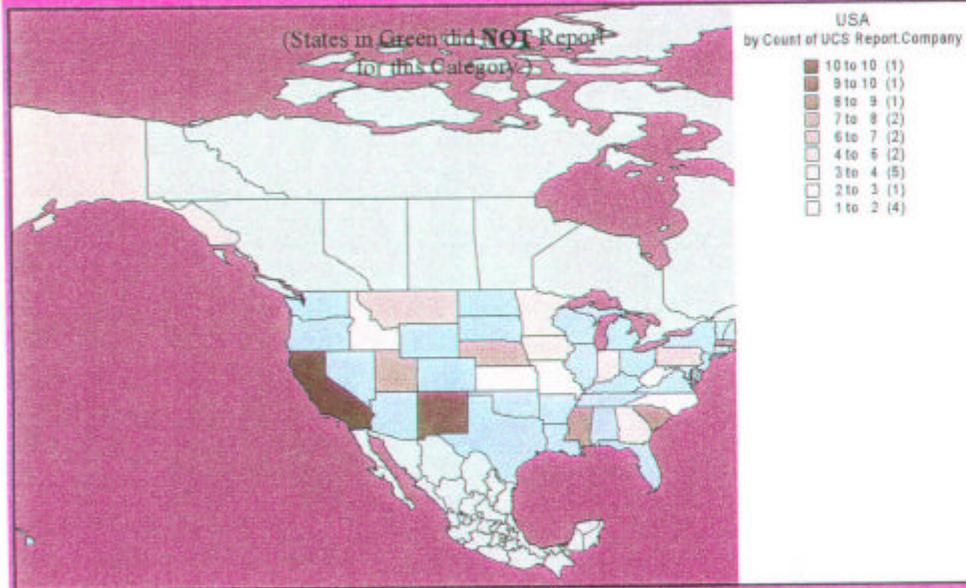
All Media Hits by State



Media Report - Week of 04/12 - 04/19/00

4/20/00

General Interest Media



State	City	Company	Name	Business Phone	Business Fax
		Hannibal Courier-Post	Whitaker, Jim	(573) 221-2800	(573) 221-1568
AK	Cordova	Cordova Times	Cagliano, Alberto	(907) 424-7181	(907) 424-5799
AK	Kenai	Peninsula Clarion	Loshbaugh, Doug	(907) 283-7551	(907) 283-3299
AK	Seward	Seward Phoenix Log	DeMarban, Alex	(907) 224-8070	(907) 224-3157
CA	Bakersfield	Bakersfield Californian, The	Price, Robert	(661) 395-7434	(661) 395-7519
CA	Fresno	Fresno Business Journal, The	Mc Cormick, Eric	(559) 490-3442	(559) 490-3531
CA	Los Angeles	KCOP-TV 13	Cohen, Steve	(323) 851-1000	(323) 851-4187
CA	Glendale	KVEA-TV	Ubaldo, Jose	(818) 502-5700	(818) 543-0293
CA	Los Angeles	Los Angeles Times	Romney, Lee	(213) 237-4884	(213) 237-6457

Media Report - Week of 04/12 - 04/19/00

4/20/00

CA	Riverside	Riverside Press Enterprise	Wadley, Jared	(909) 782-7559	(909) 782-7613
CA	Mountain View	San Francisco Chronicle	Pence, Angelica	(650) 961-2499	(650) 961-5023
CA	Palo Alto	San Jose Mercury News	Guido, Michelle	(650) 688-7590	(650) 688-7555
CA	S.F.	Travel Trade Magazine	Langley, Don	(800) 957-4503	(415) 946-1268
CA	Ventura	Ventura County Star	Moragag, Frank	(805) 655-1052	(805) 655-1783
GA	Atlanta	CNN	Tucker, Ken	(404) 827-3341	(404) 827-0807
GA	Warner Robins	Daily Sun, The	Daily Sun, The	(912) 923-3109 x239	(912) 328-7682
GA	Gainesville	Gainesville Times, The	Peabody, Alvin	(770) 532-1234 ext. 25	(770) 532-0457
IA	Des Moines	Des Moines Register, The	Bergstrom, Kathy	(515) 284-8290	(515) 286-2504
IA	Sioux City	Sioux City Journal	Sioux City Journal	(712) 279-5019	(712) 279-5059
IA	Storm Lake	Storm Lake Times	Storm Lake Times	(712) 732-4991	(712) 732-4331
ID	Boise	Idaho Business Review	Carlson, Brad	(208) 336-3768	(208) 336-5534
ID	Blackfoot	Morning News, The	Deter, Sean	(208) 785-1100	(208) 785-4239
IN	Kendallville	News-Sun, The	News-Sun, The	(219) 347-0400	(219) 347-2693
IN	Valparaiso	The Vidette Times	The Vidette Times	(219) 462-5151	(219) 465-7298
IN	Munster	Times, The	Zivanovic, Christa	(800) 837-3232	(219) 933-3249
KS	Overland Park	Kansas City Star	Smith, Joyce	(816) 234-4346	(816) 234-7798
MA	Danvers		Community Newspaper	(978) 739-1300	(978) 739-1399
MA	Boston	Boston Globe	Ackerman, Jerry	(617) 929-2000	(617) 929-3186
MA	Needham	Boston Tab	Boston Tab	(617) 314-7000	(781) 433-8202
MA	Gloucester	Gloucester Daily Times	Fine, Meredith	(978) 283-7000	(978) 281-5748
MA	Jamaica Plain	Jamaica Plain Gazette	Jamaica Plain Gazette	(617) 524-2626	(617) 524-3921
MA	Salem	Jewish Journal North of	Klein, Judith	(978) 745-4111	(978) 745-5333
MA	Quincy	Patriot Ledger, The	Patriot Ledger, The	(617) 786-7366	(617) 786-7384
MA	Attleboro	Sun Chronicle	Bristol, Ned	(508) 222-7000	(508) 226-5851
MN	Minneapolis	Minneapolis Spokesman	Anderson, Gail	(612) 827-4021	(612) 827-0577
MN	North St. Paul	Review Newspapers-Lillie	Hagert, Mary Lee	(651) 777-8800	(651) 777-8288
MN	Fosston	Thirteen Towns, The	Lillo, Connie	(218) 435-1313	(218) 435-1309
MO	Kansas City	Kansas City Star	Hack, Greg	(816) 234-4439	(816) 234-7720
MS	Baldwyn	Baldwyn News	Wrobbel, Kelly	(601) 365-3232	(601) 365-7989
MS	McComb	Enterprise-Journal	Dunagin, Charles M.	(601) 684-2421	(601) 684-0836
MS	Hattiesburg	Hattiesburg American	Braswell, Janet	(601) 582-4321	(601) 584-3130
MS	Hattiesburg	Lamar Times	Pittman, Bob	(601) 268-2331	(601) 268-2965
MS	Laurel	Laurel Leader Call	Wansley, Shawn	(601) 428-0551	(601) 426-3550
MS	Picayune	Picayune Item	Sullivan, Will	(228) 798-4766	(228) 798-8602

Media Report - Week of 04/12 - 04/19/00

4/20/00

MS	Bay St. Louis	Sea Coast Echo	Cuevas, Ellis	(228) 467-5473	(228) 467-0333
MT	Helena	Independent Record	McCartney, Leslie	(406) 447-4000	(406) 447-4052
MT	Billings	KULR-TV	Fitzgerald, Lynn Turne	(406) 656-8000	(406) 655-2688
MT	Hamilton	Ravalli Republic	Struckman, Todd	(406) 363-3300	(406) 363-1767
MT	Stevensville	The Bitterroot Star	Grandstaff, Carlotta	(406) 777-3928	(406) 777-4265
NC	Charlotte	Charlotte Observer	Klaff, Leslie Gross	(704) 358-5698	(704) 358-5172
NE	Aurora	Aurora News-Editor	Pfiefer, Laurie	(402) 698-2131	(402) 694-2133
NE	Broken Bow	Custer County Chief	McCaslin, Deb	(308) 872-2471	(308) 872-2471
NE	Alma	Harlan County Journal	Harlan County Journal	(308) 928-2143	(308) 928-9914
NE	Norfolk	KPNPO Radio	Heins, Gene	(402) 379-3677	(402) 379-3662
NE	Red Cloud	Red Cloud Chief	Hofshouer, Shirley	(402) 746-3700	(402) 746-2368
NE	Woord River	Wood River Sunbeam	Bilslend, Jerome	(308) 583-2543	(308) 583-2214
NM	Albuquerque	Albuquerque Journal	Murphy, Mike	(505) 823-3800	(505) 823-3994
NM	Albuquerque	Albuquerque Tribune	Mayfield, Dan	(505) 823-3685	(505) 823-3689
NM	Grants	Cibola County Beacon	Cibola County Beacon	(505) 287-4411	(505) 287-7822
NM	Hobbs	Hobbs News Sun	Hobbs News Sun	(505) 393-2123	(505) 393-5724
NM	Santa Fe	Journal North	Journal North	(505) 988-8881	(505) 983-2523
NM	Las Cruces	Las Cruces Bulletin	Las Cruces Bulletin	(505) 524-8061	(505) 526-4621
NM	Portales	Portales News-Tribune	Portales News-Tribune	(505) 356-4481	(505) 356-3630
NM	Santa Fe	Santa Fe News Mexican	Santa Fe News Mexica	(505) 983-3303	(505) 986-9147
NM	Belen	Valencia Co News Bulletin	Valencia Co News Bul	(505) 864-4472	(505) 864-3549
PA	Allentown	Morning Call, The	Morning Call, The	(610) 820-6643	(610) 778-7976
PA	Oil City	News Herald, The	Davis, Jim	(814) 432-3141	(814) 432-3144
PA	Pittsburgh	Pittsburgh Post-Gazette	Michelmores, David	(412) 263-1100	(412) 263-0908
PA	Pittsburgh	South Pittsburgh Reporter	Smith, Tom	(412) 481-0266	(412) 488-8011
SC	Greenville	Greenville News, The	Bell, Rudolph	(864) 298-4100	(864) 298-4395
SC	Columbia	Star Reporter	Maddox, Mimi	(803) 771-0219	(803) 252-6397
SC	Columbia	State Newspaper, The	Alice Hartzog	(803) 771-8415	(803) 771-8430
SC	Columbia	State Newspaper, The	Thomas, Maurice	(803) 771-8570	(803) 771-8430
SC	Orangeburg	Times & Democrat	Harter, Lee	(803) 534-3352	(803) 533-5595
SC	Columbia	WLTX-TV Channel 19	Lindstrom, Mark Leep	(803) 776-9508	(803) 776-1791
SC	Columbia	WLTX-TV Channel 19	Lindstrom, Rebecca	(803) 776-3600	(803) 783-2921
UT	Bountiful	Davis County Clipper	Challis, Paul	(801) 295-2251	(801) 295-3044
UT	Richfield	Richfield Reaper, The	Edwards, Hal	(435) 896-5476	(435) 896-8123
UT	Salt Lake City	Salt Lake Tribune	Fisch, Randy	(801) 237-2031	(801) 521-9418

4/20/00

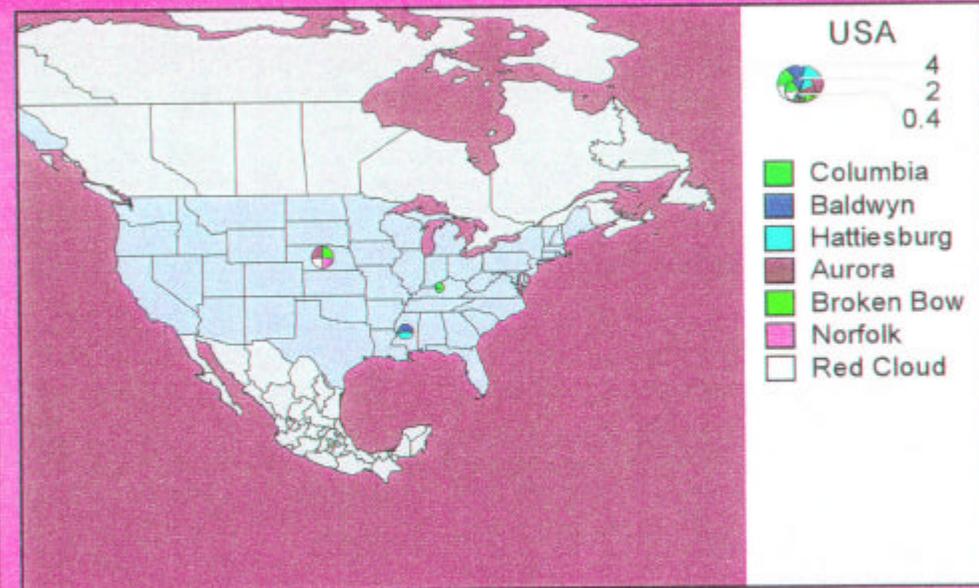
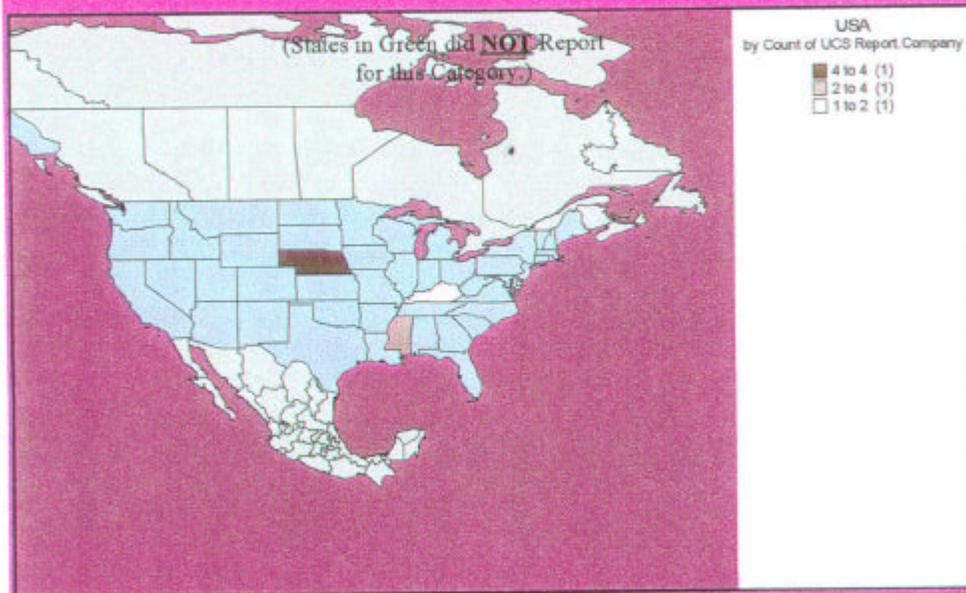
Media Report - Week of 04/12 - 04/19/00

7	Rural	Total Number of Rural Media Hits	7
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Media Report - Week of 04/12 - 04/19/00

4/20/00

Rural Media



State	City	Company	Name	Business Phone	Business Fax
KY	Columbia	Indepdent Banker Magazine	Fletcher, Charlie	(270) 384-1706	(270) 384-1766
MS	Baldwyn	Baldwyn News	Wrobbel, Kelly	(601) 365-3232	(601) 365-7989
MS	Hattiesburg	Lamar Times	Pittman, Bob	(601) 268-2331	(601) 268-2965
NE	Aurora	Aurora News-Editor	Pfiefer, Laurie	(402) 698-2131	(402) 694-2133
NE	Broken Bow	Custer County Chief	McCaslin, Deb	(308) 872-2471	(308) 872-2471
NE	Norfolk	KPNPO Radio	Heins, Gene	(402) 379-3677	(402) 379-3662
NE	Red Cloud	Red Cloud Chief	Hofshouer, Shirley	(402) 746-3700	(402) 746-2368

Media Report - Week of 04/12 - 04/19/00

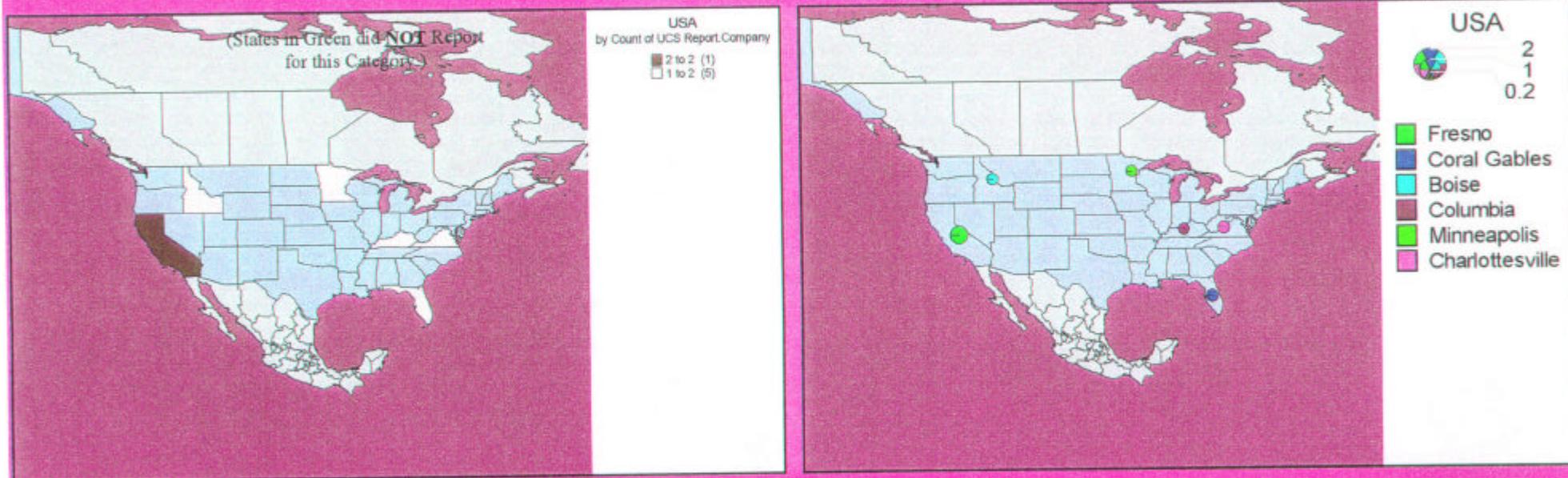
4/20/00

7	Finance	Total Number of Finance Media Hits 7
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Media Report - Week of 04/12 - 04/19/00

4/20/00

Finance Media



State	City	Company	Name	Business Phone	Business Fax
CA	Fresno	Fresno Business Journal, The	Mc Cormick, Eric	(559) 490-3442	(559) 490-3531
CA	Fresno	Fresno Business Journal, The	Radke, Chuck	(559) 490-3442	(559) 490-3531
FL	Coral Gables	World City Business	Fernandez, John	(305) 441-2244	(305) 441-9888
ID	Boise	Idaho Business Review	Carlson, Brad	(208) 336-3768	(208) 336-5534
KY	Columbia	Independent Banker Magazine	Fletcher, Charlie	(270) 384-1706	(270) 384-1766
MN	Minneapolis	Minneapolis-St. Paul	Woods, Jenny	(612) 288-2100	(612) 288-2121
VA	Charlottesville	Guaranteed Lender	Pugh, Suzi	(804) 977-1888	(804) 977-4466

Media Report - Week of 04/12 - 04/19/00

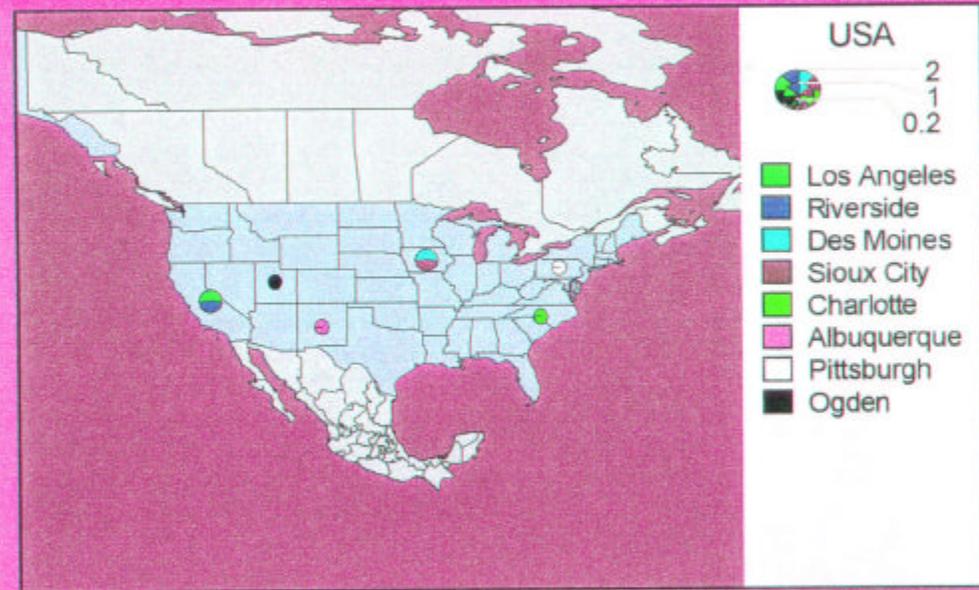
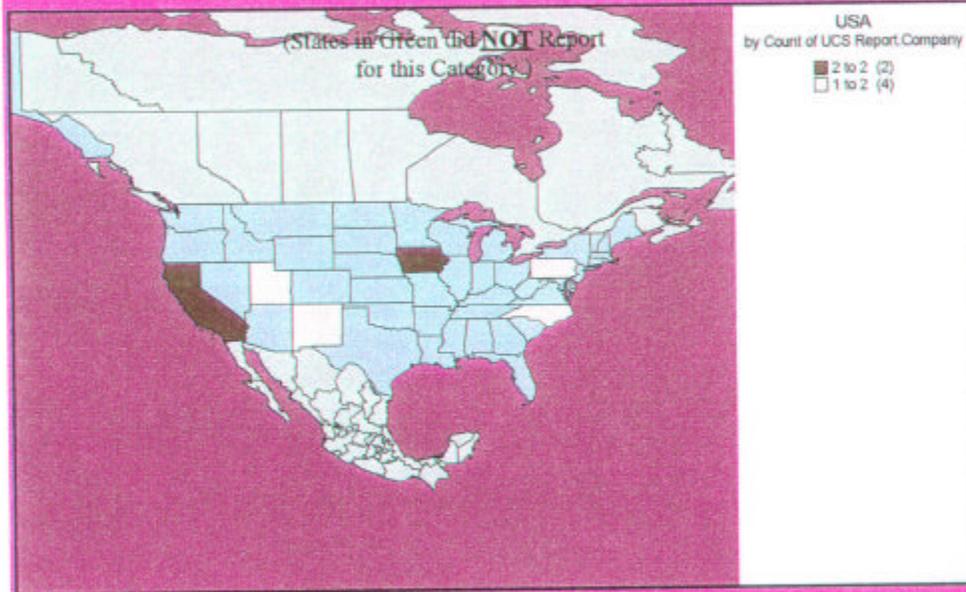
4/20/00

8	Top 250	Total Number of Top 250 Media Hits 8
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Media Report - Week of 04/12 - 04/19/00

4/20/00

Top 250 Media



State	City	Company	Name	Business Phone	Business Fax
CA	Los Angeles	Los Angeles Times	Romney, Lee	(213) 237-4884	(213) 237-6457
CA	Riverside	Riverside Press Enterprise	Wadley, Jared	(909) 782-7559	(909) 782-7613
IA	Des Moines	Des Moines Register, The	Bergstrom, Kathy	(515) 284-8290	(515) 286-2504
IA	Sioux City	Sioux City Journal	Sioux City Journal	(712) 279-5019	(712) 279-5059
NC	Charlotte	Charlotte Observer	Klaff, Leslie Gross	(704) 358-5698	(704) 358-5172
NM	Albuquerque	Albuquerque Journal	Murphy, Mike	(505) 823-3800	(505) 823-3994
PA	Pittsburgh	Pittsburgh Post-Gazette	Michelmore, David	(412) 263-1100	(412) 263-0908
UT	Ogden	Standard-Examiner	Standard-Examiner	(801) 625-4200	(801) 625-4299

Media Report - Week of 04/12 - 04/19/00

4/20/00

MI	Detroit	Central, El	Sanchez, Dolores	(313) 841-0100	(313) 841-0155
MO	Springfield	Grupo LatinoAmericano	Fast, Jane	(417) 883-4819	(417) 831-0428
NC	Charlotte	Noticia, La	Gurdian, Hilda	(704) 568-6966	(704) 568-8936
NH	Manchester	WFEA-AM Radio	Ortiz, Herman	(603) 666-5821	(603) 641-5657
NM	Albuquerque	Hispano, El	Huerta, Ramon	(505) 243-6161	(505) 842-5464
OH	Cleveland	Nuevos Horizontes Weekly	Dones, Angel	(216) 861-2000	(216) 861-2001
PA	Pittsburgh	Panorama	Meducci, Maria	(412) 521-7280	(412) 521-7252
SC	Mauldin	Latino	Leon, Wilfredo	(864) 627-1945	(864) 627-1945
TX	San Antonio	La Prensa de San Antonio	Martinez, Martin	(210) 242-7900	(208) 785-4239
VA	Fredericksburg	National Organization for the	National Organization :	(540) 372-3437	(540) 372-3437
WI	Milwaukee	Spanish Journal	Zamarripa, Patricia	(414) 271-5683	(414) 271-5994

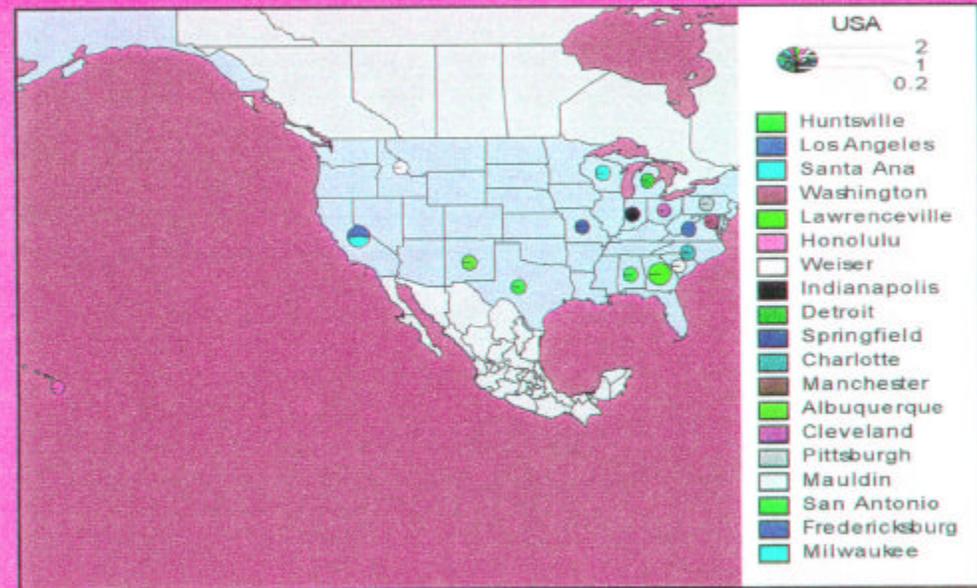
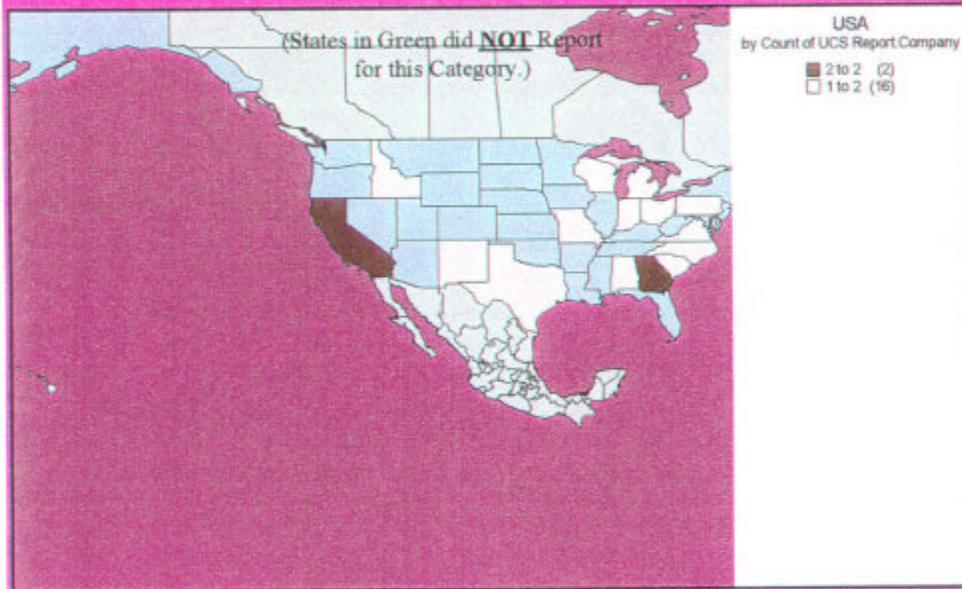
20 Hispanic

Total Number of Hispanic Media Hits 20

Media Report - Week of 04/12 - 04/19/00

4/20/00

Hispanic Media



State	City	Company	Name	Business Phone	Business Fax
AL	Huntsville	El Reportero	El Reportero	(256) 837-0513	(256) 830-0233
CA	Santa Ana	Farandula USA	Velasquez, Sergio	(714) 547-0701	(714) 547-2404
CA	Los Angeles	La Opinion	Pulgar, Pedro	(213) 896-2059	(213) 896-2177
DC	Washington	Hispanic Radio Network	Catacora, Yamel	(202) 637-8800	(202) 637-8801
GA	Lawrenceville	Norte, El	Pietro, Filiberto	(770) 237-9897	(770) 237-8769
GA	Lawrenceville	Opinion, La	Roncagliolo, Marcos	(770) 963-7521	(770) 277-4045
HI	Honolulu	Hawaii Hispanic News	Villa, Jose	(808) 735-2280	(808) 732-4825
ID	Weiser	KWEI	Quilantan, Ricardo	(208) 642-2442	(210) 549-0112
IN	Indianapolis	Ola Latino-Americana, La	Carbajal, Ildefonso	(317) 822-0345	(317) 822-0344

Media Report - Week of 04/12 - 04/19/00

4/20/00

DC	Washington	Federal Contracts Report	Armes, Leroy	(202) 452-4230	(202) 728-5208
FL	St. Petersburg	Florida Trend Magazine	Miracle, Barbara	(727) 892-2634	(727) 822-5083
FL	St. Petersburg	Florida Trend	Miracle, Barbara	(813) 892-2634	(813) 822-5083
FL	Miami	Miami Daily Business	Sherridan, Terry	(305) 377-3721	(305) 374-8474
GA	Atlanta	Atlanta Business Chronicle	Waldrop, Libby	(404) 249-1022	(404) 249-1058
GA	Macon	Macon Telegraph and News	Macon Telegraph and N	(912) 953-6628	(912) 744-4385
IA	Des Moines	Small Business Matters -	Hildebrandt, Ben	(515) 286-4300	(515) 261-6192
MN	Minneapolis	Minneapolis-St. Paul	Woods, Jenny	(612) 288-2100	(612) 288-2121
MT	Billings	Big Sky Business Journal	Pybum, Evelyn	(406) 259-2309	(406) 259-7040
NM	Albuquerque	Albuquerque Journal	Murphy, Mike	(505) 823-3800	(505) 823-3994
NM	Santa Fe	Journal North	Journal North	(505) 988-8881	(505) 983-2523
NM	Albuquerque	New Mexico Business	Homans, Rick	(505) 768-7008	(505) 768-0890
NM	Santa Fe	Santa Fe News Mexican	Santa Fe News Mexica	(505) 983-3303	(505) 986-9147
NY	Pelham	The Applegate Group	Applegate, Jane	(914) 738-6552	(914) 738-6339
PA	Pittsburgh	Pittsburgh Business Times	Schooley, Tim	(412) 481-6397	(412) 481-9956
SC	Columbia	Your Money Matters/Wheat	Switzer, Mike	(803) 929-1192	(803) 929-0228
TX	San Antonio	San Antonio Business	Weiss, Sebastian	(210) 341-3202	(210) 341-3031
UT	Ogden	Standard-Examiner	Standard-Examiner	(801) 625-4200	(801) 625-4299
VA	Arlington	Entrepreneur Magazine	Barliss, Steve	(703) 536-4509	(707) 897-1181
VA	Alrington	PwC Endowment for The	Decoster, Shelene	(703) 516-8404	(703) 741-1076

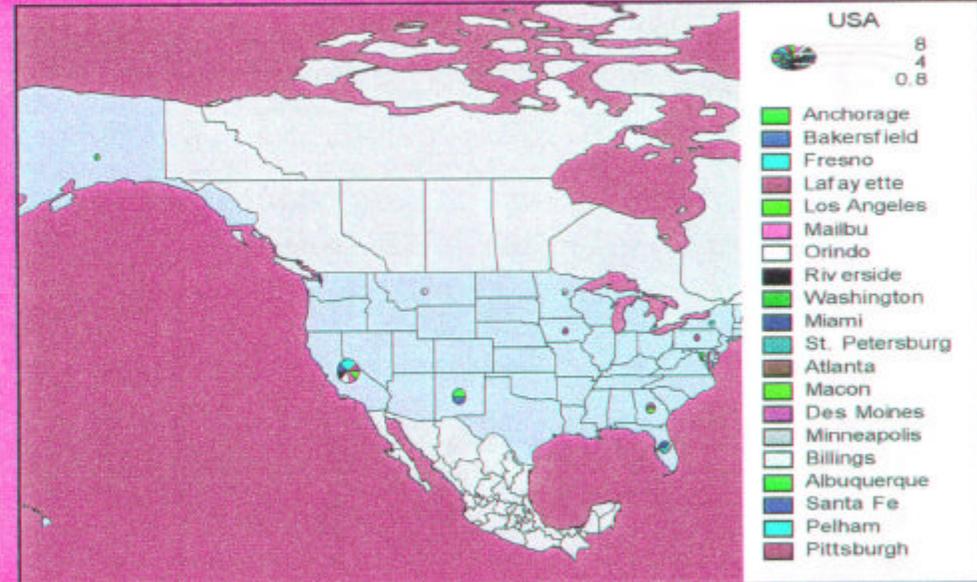
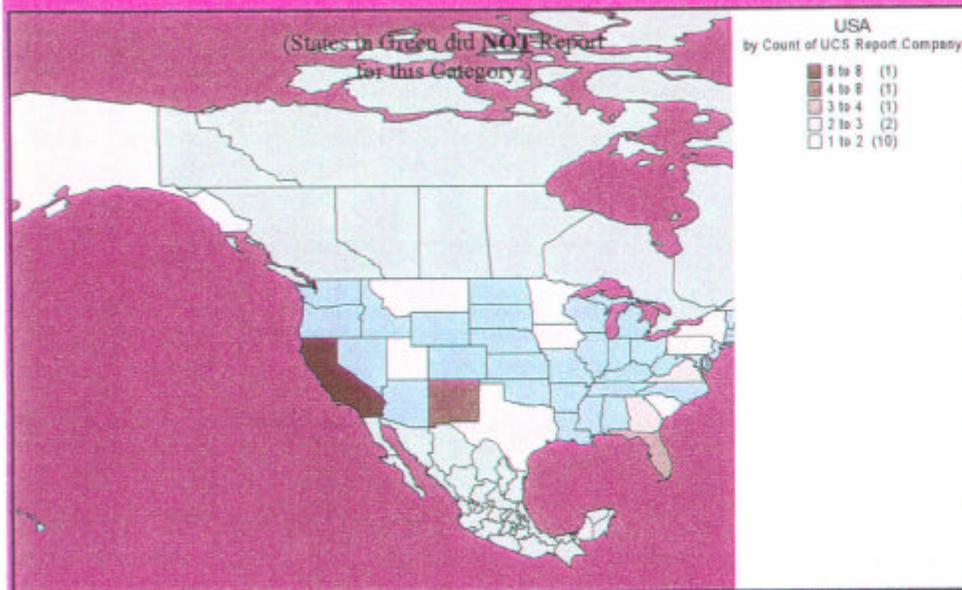
29 Small Business

Total Number of Small Business Media Hits 29

Media Report - Week of 04/12 - 04/19/00

4/20/00

Small Business Media



State	City	Company	Name	Business Phone	Business Fax
AK	Anchorage	Alaska Journal of Commerce	Bennett, Ed	(907) 762-1913	(907) 563-4744
CA	Bakersfield	Bakersfield Californian, The	Price, Robert	(661) 395-7434	(661) 395-7519
CA	Fresno	Fresno Business Journal, The	Mc Cormick, Eric	(559) 490-3442	(559) 490-3531
CA	Fresno	Fresno Business Journal, The	Radke, Chuck	(559) 490-3442	(559) 490-3531
CA	Los Angeles	Los Angeles Times	Romney, Lee	(213) 237-4884	(213) 237-6457
CA	Lafayette	Mucho.Com	Kimura, Donna	(925) 299-2500 x245	(925) 299-2515
CA	Riverside	Riverside Press Enterprise	Wadley, Jared	(909) 782-7559	(909) 782-7613
CA	Mailbu	Small Office Radio	Miller, Mike	(310) 589-7926	(310) 589-7723
CA	Orindo	Www.Smartage.Com	Garcia, Art	(925) 253-7862	(925) 253-7864

Media Report - Week of 04/12 - 04/19/00

4/20/00

CA	Riverside	Riverside Press Enterprise	Wadley, Jared	(909) 782-7559	(909) 782-7613
CA	Orinda	SmartAge.Com	Garcia, Art	(925) 253-7862	(925) 253-7864
CA	Lake Forest	South County Business	Pentz, Sara	(949) 586-9172	(949) 673-7271
DC	Washington	Federal Contracts Report	Armes, Leroy	(202) 452-4230	(202) 728-5208
FL	St. Petersburg	Florida Trend Magazine	Miracle, Barbara	(727) 892-2634	(727) 822-5083
FL	St. Petersburg	Florida Trend	Miracle, Barbara	(813) 892-2634	(813) 822-5083
FL	Miami	Miami Daily Business	Sherridan, Terry	(305) 377-3721	(305) 374-8474
FL	Miami	South Florida Business	Freer, Jim	(305) 864-7808	(305) 864-8815
GA	Atlanta	Atlanta Business Chronicle	Waldrop, Libby	(404) 249-1022	(404) 249-1058
GA	Gainesville	Gainesville Times, The	Peabody, Alvin	(770) 532-1234 ext. 25	(770) 532-0457
IA	Des Moines	Small Business Matters -	Hildebrandt, Ben	(515) 286-4300	(515) 261-6192
MA	Chicopee	Business West	O'Brien, George	(413) 598-8600	(413) 598-0350
MO	Kansas City	Kansas City Business Journal	Kaberline, Brian	(816) 421-5900	(816) 472-4010
MT	Billings	Big Sky Business Journal	Pybum, Evelyn	(406) 259-2309	(406) 259-7040
NM	Albuquerque	Albuquerque Journal	Murphy, Mike	(505) 823-3800	(505) 823-3994
NM	Santa Fe	Journal North	Journal North	(505) 988-8881	(505) 983-2523
NM	Albuquerque	New Mexico Business	Homans, Rick	(505) 768-7008	(505) 768-0890
NM	Albuquerque	New Mexico Business	Jarnagin, Karen	(505) 768-7008 , ext. 11	(505) 768-0890
NM	Belen	Valencia Co News Bulletin	Valencia Co News Bul	(505) 864-4472	(505) 864-3549
NY	New York	Business Week Online	Quittner, Jeremy	(212) 512-3158	(212) 512-2044
PA	Pittsburgh	Pittsburgh Business Times	Schooley, Tim	(412) 481-6397	(412) 481-9956
PA	Pittsburgh	WPTT 1360AM	Morris, Ron	(412) 875-9500	(412) 875-9474
SC	Columbia	S.C. News Network	Gumby, Keisha	(803) 790-4300	(803) 790-4309
SC	Columbia	Star Reporter	Maddox, Mimi	(803) 771-0219	(803) 252-6397
SC	Columbia	WIS TV Channel 10	Arredondo, Mario	(803) 799-1010	(803) 758-1155
SC	Columbia	WOLO TV Channel 25	Forbes, Scott	(803) 754-7525	(803) 754-6147
SC	Columbia	Your Money Matters/Wheat	Switzer, Mike	(803) 929-1192	(803) 929-0228
TX	San Antonio	San Antonio Business	Weiss, Sebastian	(210) 341-3202	(210) 341-3031
UT	Salt Lake City	Enterprise, The	Jones, Barbara	(801) 533-0556	(801) 533-0684
UT	Ogden	Standard-Examiner	Standard-Examiner	(801) 625-4200	(801) 625-4299

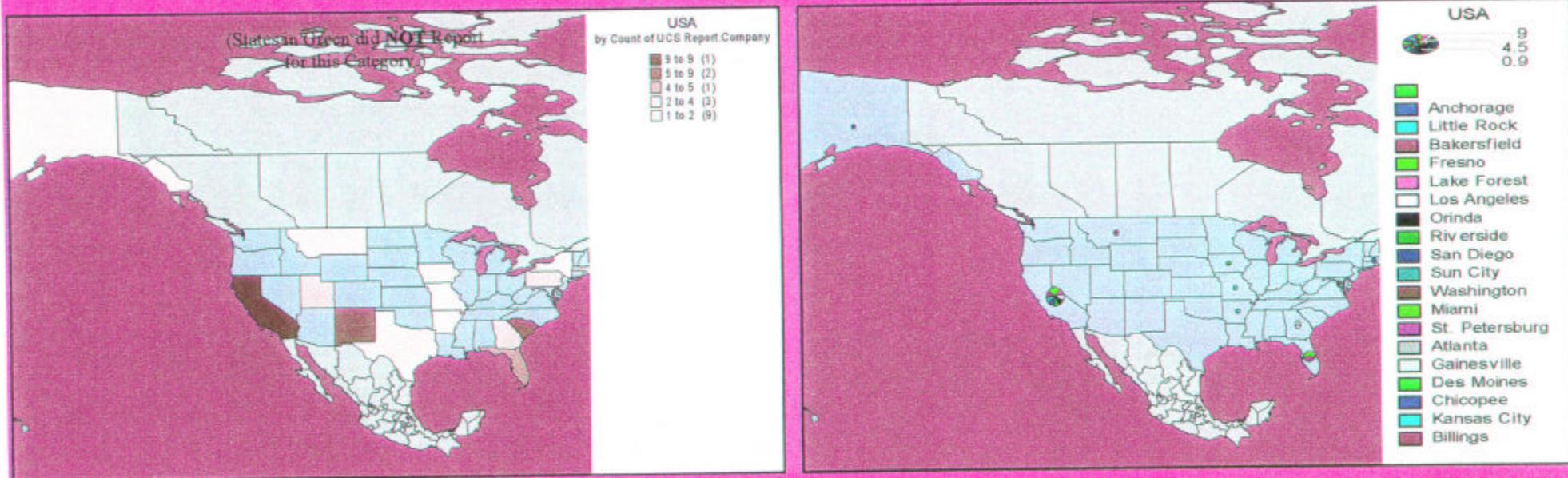
39 Business

Total Number of Business Media Hits 39

Media Report - Week of 04/12 - 04/19/00

4/20/00

Business Media



State	City	Company	Name	Business Phone	Business Fax
		Freelance	Wellner, Alison	(302) 709-3236	(302) 709-3237
AK	Anchorage	Alaska Journal of Commerce	Bennett, Ed	(907) 762-1913	(907) 563-4744
AR	Little Rock	Arkansas Business	Henry, John	(501) 372-1442	(501) 375-0933
CA	Bakersfield	Bakersfield Californian, The	Price, Robert	(661) 395-7434	(661) 395-7519
CA	San Diego	Disabled Businesspersons	Miyares, Urban	(619) 594-8805	(619) 594-4208
CA	Fresno	Fresno Business Journal, The	Mc Cormick, Eric	(559) 490-3442	(559) 490-3531
CA	Fresno	Fresno Business Journal, The	Radke, Chuck	(559) 490-3442	(559) 490-3531
CA	Los Angeles	Los Angeles Times	Romney, Lee	(213) 237-4884	(213) 237-6457
CA	Sun City	Professional Women's	Professional Women's	(909) 679-8048	(909) 679-8148

Media Report - Week of 04/12 - 04/19/00

4/20/00

UT	Ogden	Standard-Examiner	Standard-Examiner	(801) 625-4200	(801) 625-4299
UT	Price	Sun Advocate	Johnson, Linda	(435) 637-0732	(435) 637-2716
UT	Tooele	Tooele Transcript-Bulletin	Schmerker, Jeff	(435) 882-0050	(435) 882-6123
WV	Bridgeport	WDTV-TV	Warner, Heather	(304) 848-5000	(304) 842-7501

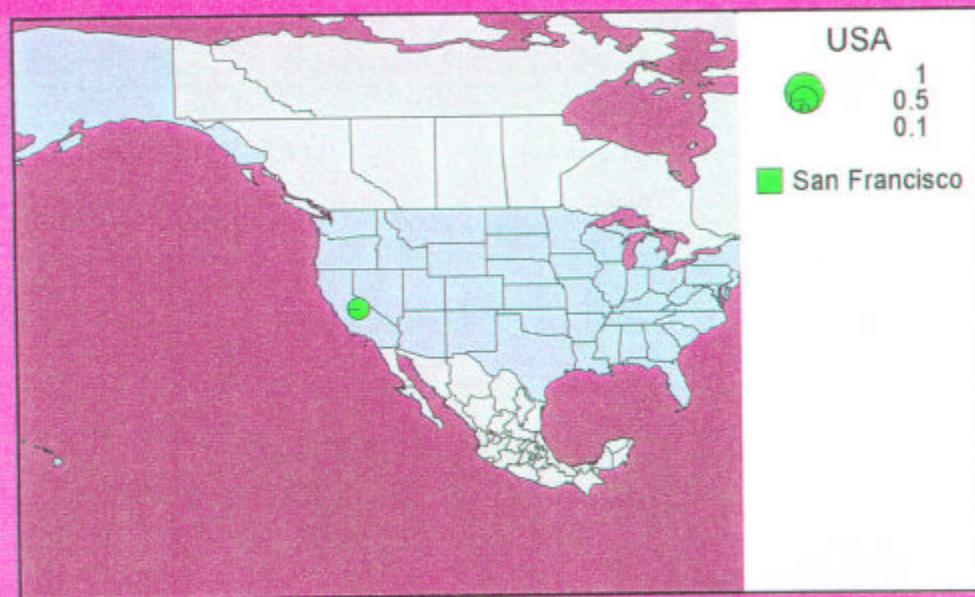
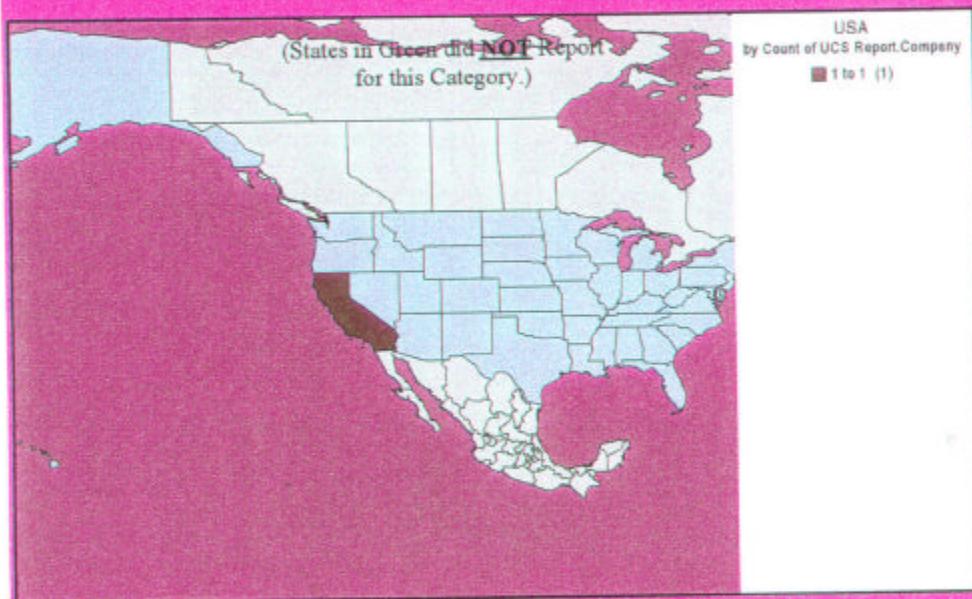
83	General Interest
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Total Number of General Interest Media Hits 83
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Media Report - Week of 04/12 - 04/19/00

4/20/00

Gay Media



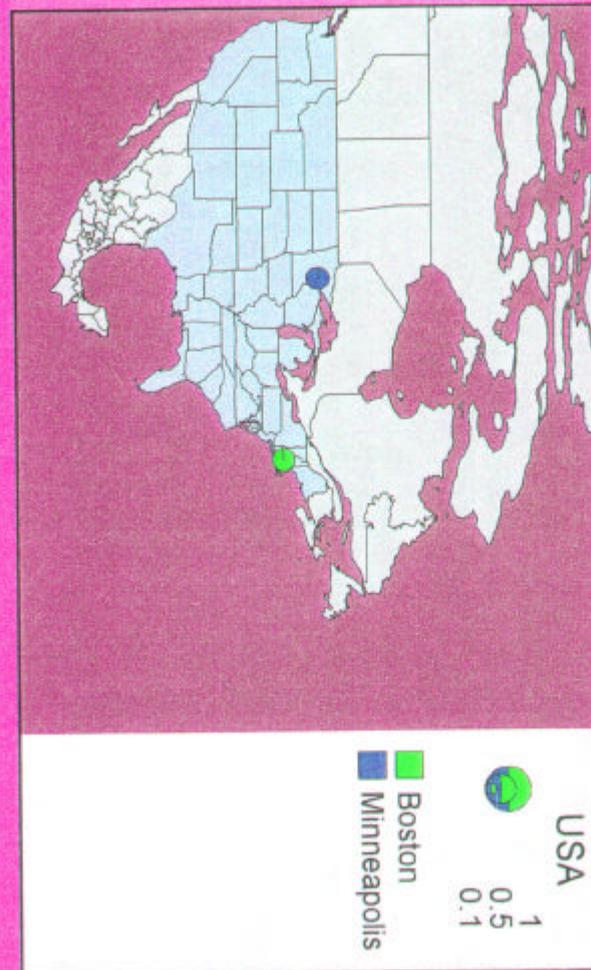
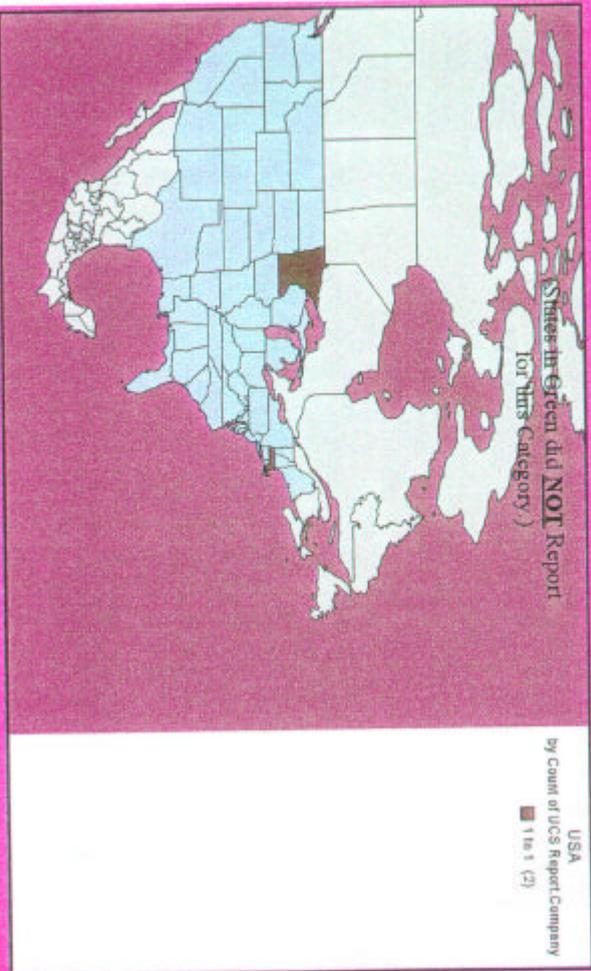
State	City	Company	Name	Business Phone	Business Fax
CA	San Francisco	Bay Area Reporter	Laird, Cynthia	(415) 861-5019	(415) 861-8144

1	Gay	Total Number of Gay Media Hits	1
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Media Report - Week of 04/12 - 04/19/00

4/20/00

African-American Media



State	City	Company	Name	Business Phone	Business Fax
MA	Boston	Bay State Banner	Miller, Melvin B.	(617) 357-4900	(617) 542-7119
MN	Minneapolis	Minneapolis Spokesman	Anderson, Gail	(612) 827-4021	(612) 827-0577

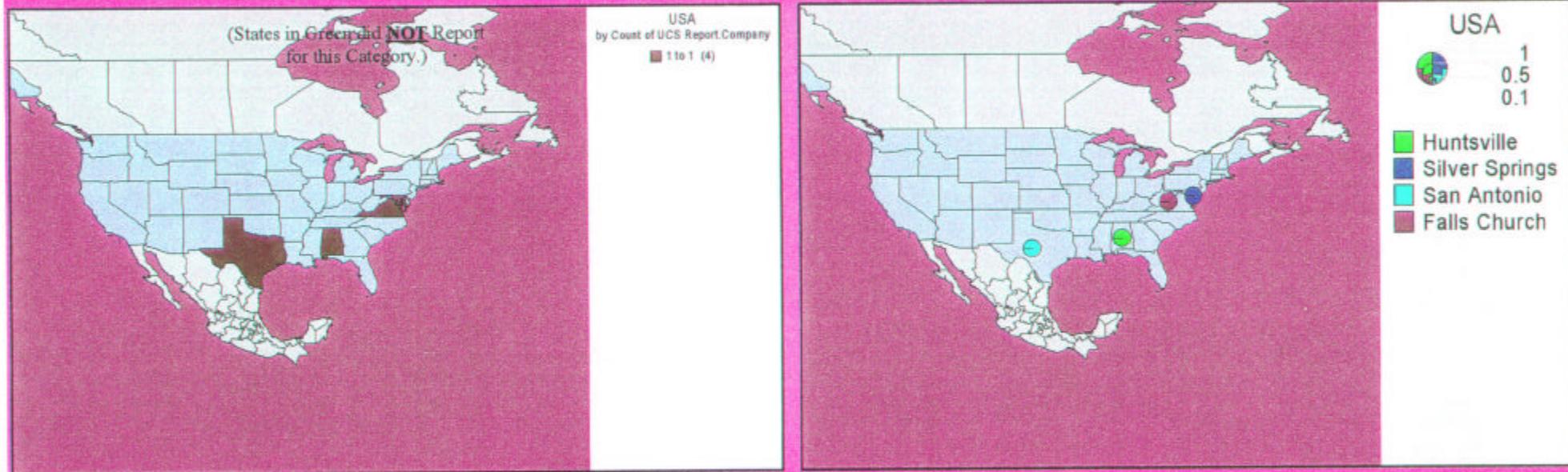
2 African-American

Total Number of African-American Media Hits 2

Media Report - Week of 04/12 - 04/19/00

4/20/00

Minority Media



State	City	Company	Name	Business Phone	Business Fax
AL	Huntsville	El Reportero	El Reportero	(256) 837-0513	(256) 830-0233
MD	Silver Springs	MBI/CD Publications	Byrne, Jim	(301) 588-6380 x161	(301) 588-6385
TX	San Antonio	La Prensa de San Antonio	Martinez, Martin	(210) 242-7900	(208) 785-4239
VA	Falls Church	Set-Aside Alert	Miller, Jason	(703) 538-7668	(703) 538-7676

4	Minority	Total Number of Minority Media Hits 4
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Media Report - Week of 04/12 - 04/19/00

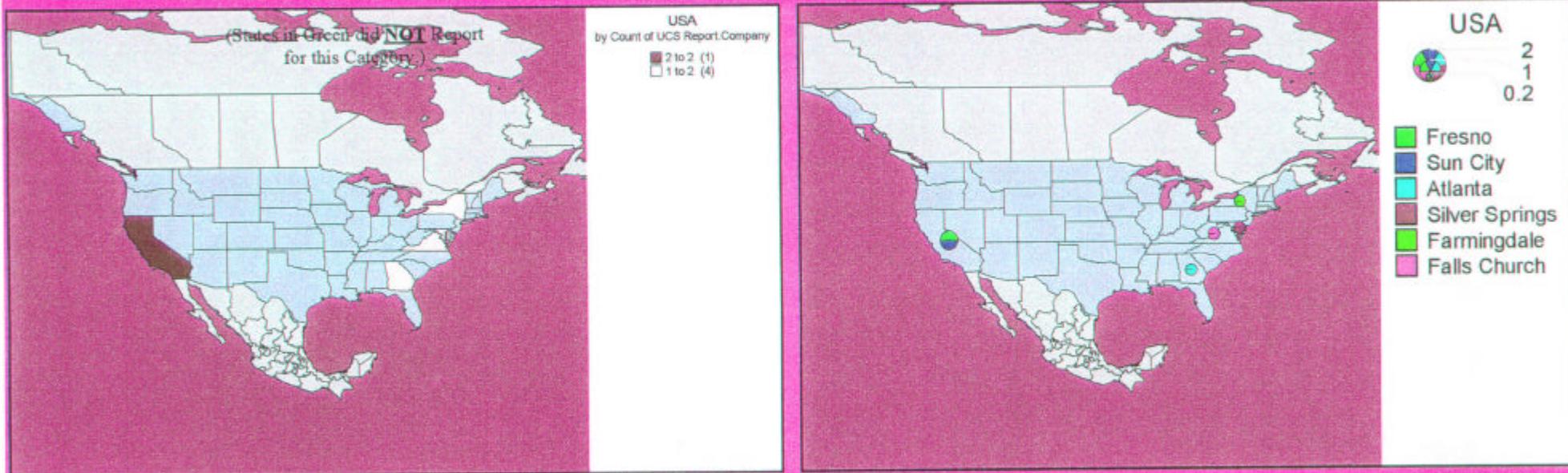
4/20/00

6	Women	Total Number of Women Media Hits 6
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Media Report - Week of 04/12 - 04/19/00

4/20/00

Women Media

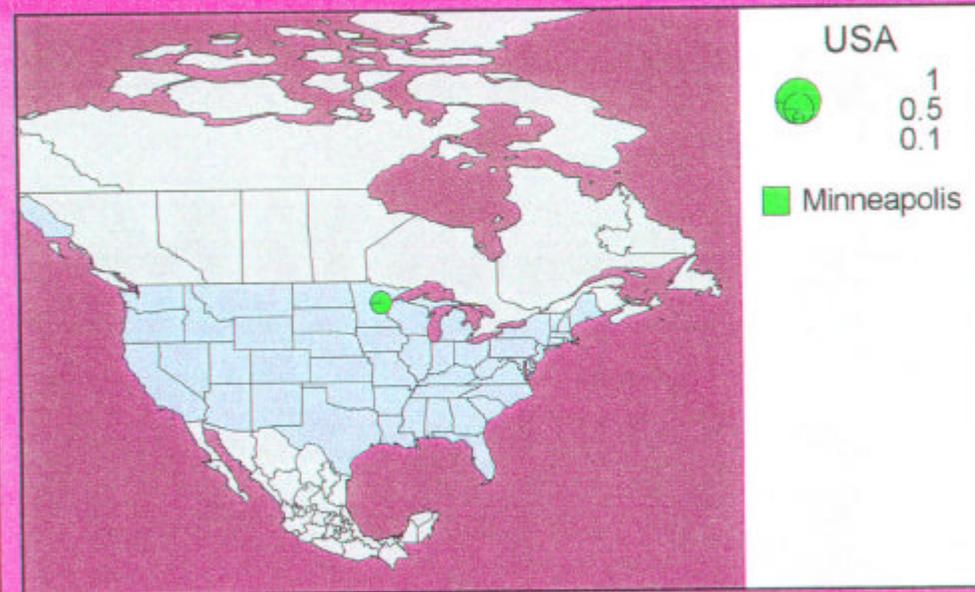
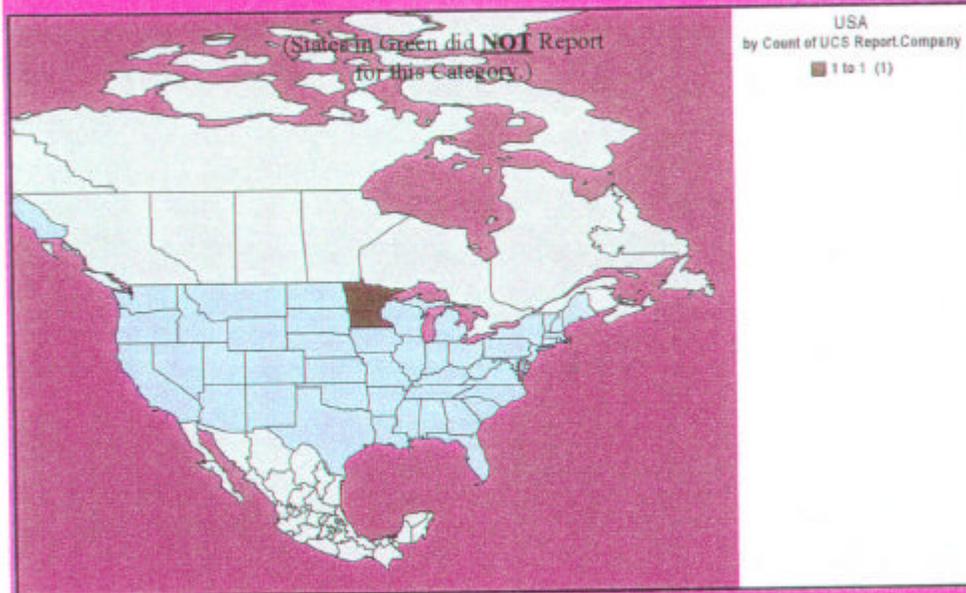


State	City	Company	Name	Business Phone	Business Fax
CA	Fresno	Fresno Business Journal, The	Mc Cormick, Eric	(559) 490-3442	(559) 490-3531
CA	Sun City	Professional Women's	Professional Women's	(909) 679-8048	(909) 679-8148
GA	Atlanta	Atlanta Business Chronicle	Waldrop, Libby	(404) 249-1022	(404) 249-1058
MD	Silver Springs	MBI/CD Publications	Byrne, Jim	(301) 588-6380 x161	(301) 588-6385
NY	Farmingdale	Www.Eviva.Net	Marrinan, Michelle	(516) 753-0744	(516) 753-0556
VA	Falls Church	Set-Aside Alert	Miller, Jason	(703) 538-7668	(703) 538-7676

Media Report - Week of 04/12 - 04/19/00

4/20/00

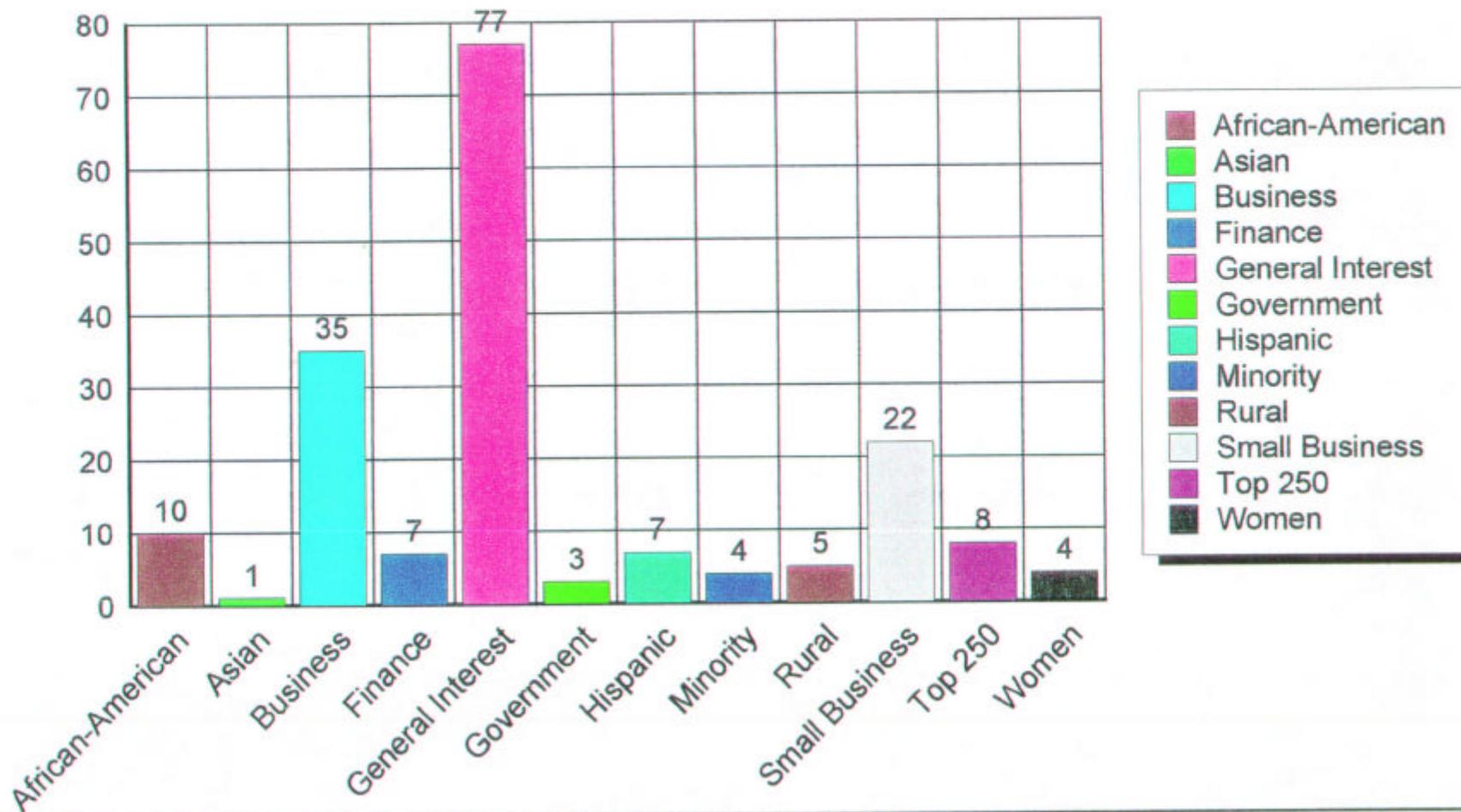
Government Media



State	City	Company	Name	Business Phone	Business Fax
MN	Minneapolis	Minneapolis-St. Paul	Woods, Jenny	(612) 288-2100	(612) 288-2121

1	Government	Total Number of Government Media Hits 1
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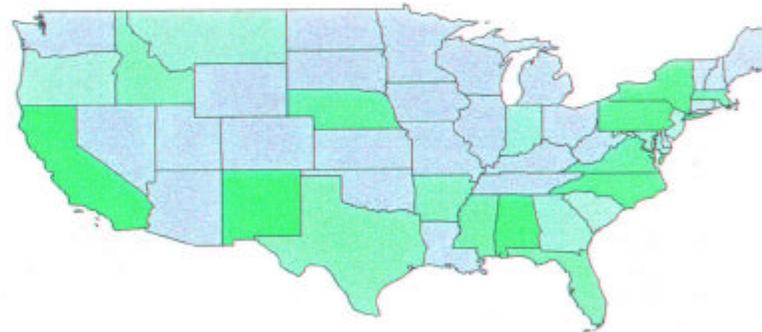
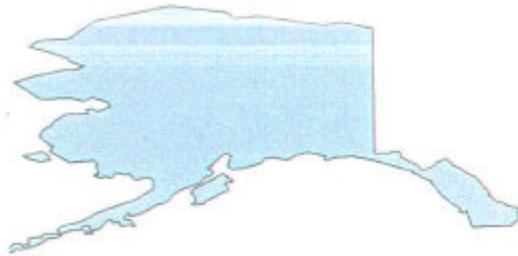
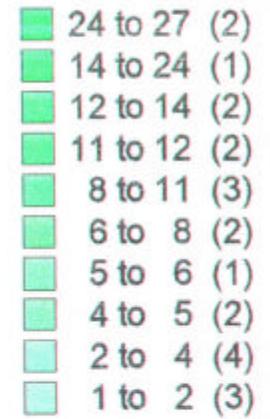
Media Hits this Week by Target Markets



Total Number of All Media Hits by Category: 183

Shaded States Indicate Number of Media Hits by State
(States in Green did NOT Report)

All Media Hits by State

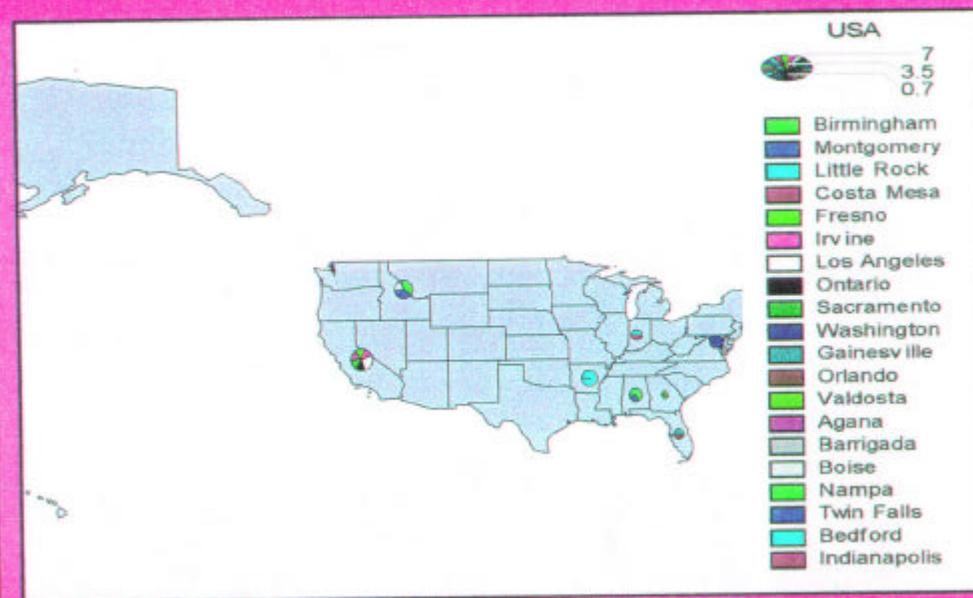
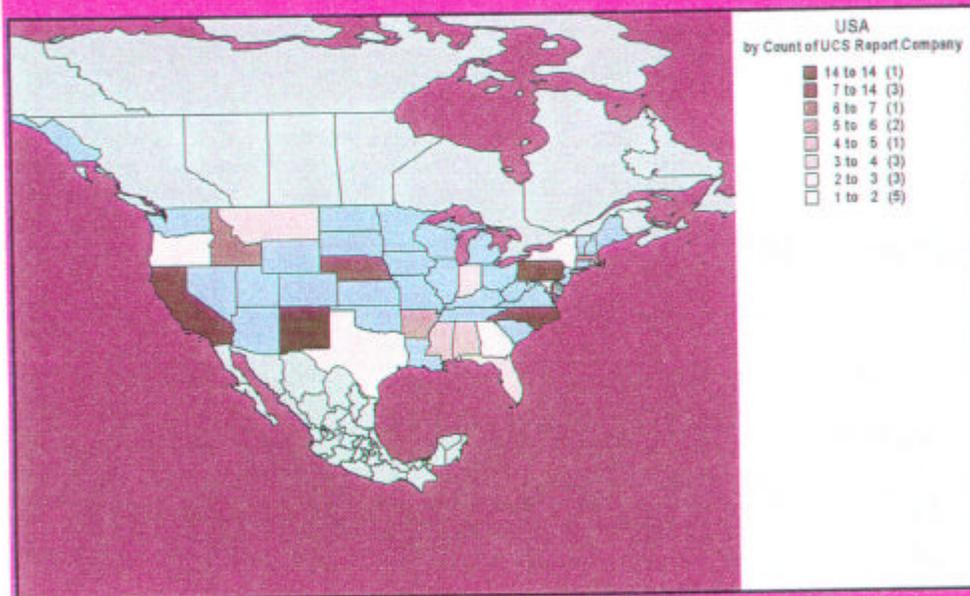


Media Report - Week of 04/06 - 04/12/00

4/14/00

General Interest Media

(States in Green did **NOT** Report for this Category.)



State	City	Company	Name	Business Phone	Business Fax
AL	Birmingham	Birmingham News	Underwood, Jerry	(205) 325-3250	(205) 325-3282
AL	Birmingham	Birmingham Post Herald	Staed, John	(205) 325-2341	(205) 325-2410
AL	Montgomery	Capital City News	Beaver, Debra	(334) 264-0800	(334) 264-0898
AR	Little Rock	Arkansas Democrat-Gazette	Graves, Lawrence	(501) 378-3655	(501) 399-3672
AR	Little Rock	KARK TV	Daril, Ginger	(501) 376-4444	(501) 375-1961
AR	Little Rock	KARN Radio	Harrison, Sharon	(501) 401-0276	(501) 661-7620
AR	Little Rock	KTHV TV	Richardson, Robin	(501) 376-1111	(501) 376-1645
CA	Costa Mesa	Daily Pilot	Dedero, Tony	(949) 642-4321	(949) 631-7126
CA	Ontario	Inland Valley Daily Bulletin	Inland Valley Daily Bu	(909) 987-6397	(909) 948-9038

Media Report - Week of 04/06 - 04/12/00

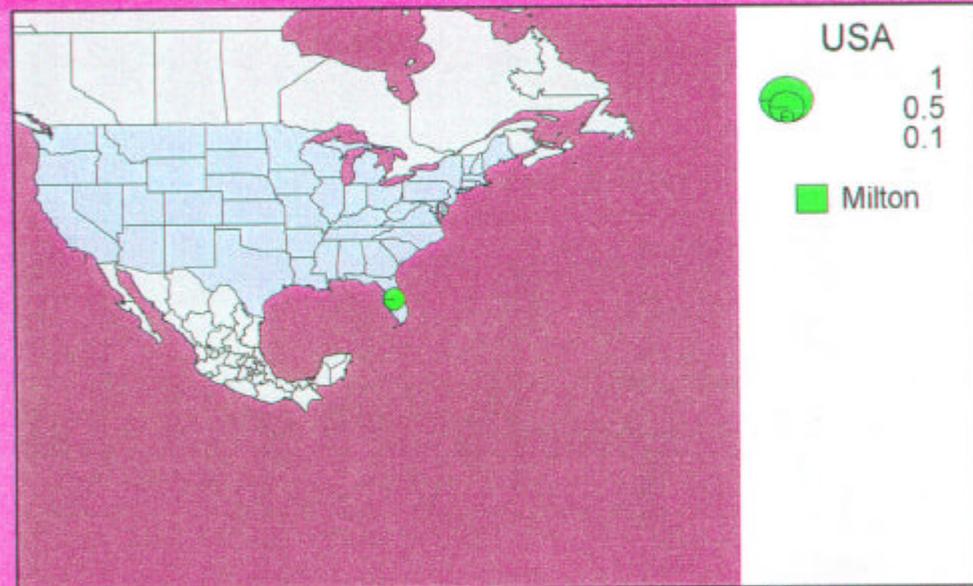
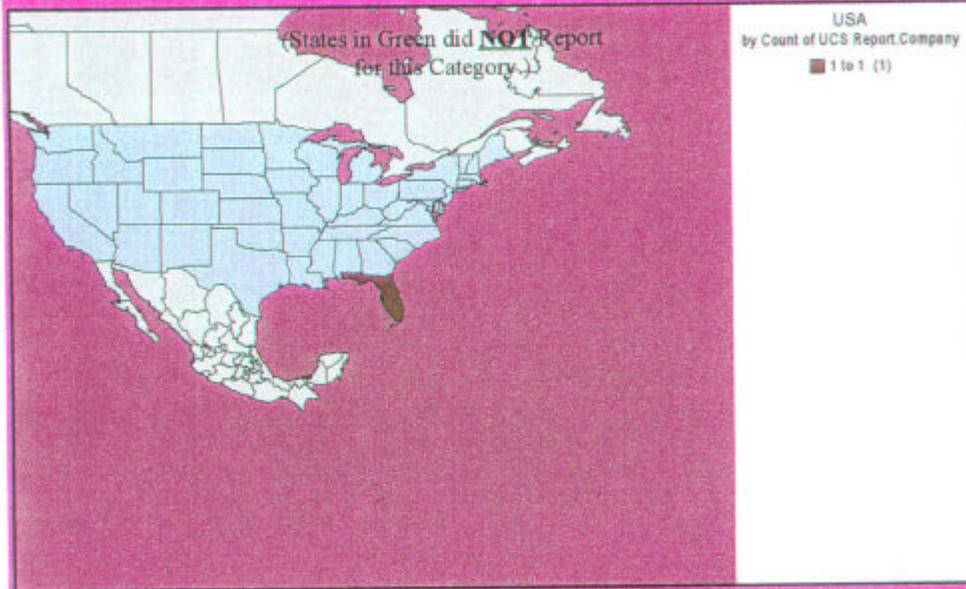
4/14/00

CA	Irvine	Irvine World News	Sclar, Debbie	(714) 513-8698	(949) 833-3281
CA	Los Angeles	Los Angeles Times	Romney, Lee	(213) 237-4884	(213) 237-6457
CA	Sacramento	Sacramento Bee	Glover, Mark	(916) 321-1000	(909) 321-1009
CA	Fresno	The Fresno Bee	Benjamin, Marc	(559) 441-6166	(559) 441-6070
CA	Los Angeles	Time Inc.	Lopez, Steve	(310) 268-7154	(310) 268-7204
DC	Washington	Associated Press	Yost, Pete	(202) 776-9464	(202) 776-9573
DC	Washington	Communications Daily	Brcznick, Alan	(202) 872-9207 - 9200 €	(202) 293-3435
DC	Washington	Time Magazine	Weisskopf, Michael	(202) 861-4073	(202) 777-4234
FL	Gainesville	Gainesville Sun, The	Gainesville Sun, The	(352) 374-5094	(352) 338-3125
FL	Orlando	Orlando Sentinel	Strother, Susan	(407) 420-5414	(407) 418-5230
GA	Valdosta	Valdosta Daily Times	Valdosta Daily Times	(912) 244-3400 X245	(912) 244-2560
GU	Barrigada	Directions	Roberts, Jerry	(671) 635-7501	(671) 635-7520
GU	Agana	Pacific Daily News	Camp, Roya	(671) 477-9711 x412	(671) 477-3079
ID	Nampa	Idaho Press Tribune	Womack, Brian	(208) 465-8169	(208) 467-9562
ID	Nampa	KIVI Channel 6 ABC	Hightower, Lynn	(208) 336-0500	(208) 381-6681
ID	Twin Falls	KMVT-TV Ch. 11	Maughan, Doug	(208) 733-1100	(208) 733-4649
ID	Boise	KTVB Channel 7 NBC	Sarton, Dee	(208) 375-7277	(208) 375-7770
ID	Twin Falls	Times News	Hartgen, Steve	(208) 733-0931	(208) 734-5538
IN	Bedford	Times-Mail	Cooper, Terri	(812) 277-7268	(812) 277-3472
IN	Indianapolis	WIBC	Berman, Eric	(317) 637-6397	(317) 684-2022
MA	Pittsfield	Berkshire Eagle	Tichenor, Mary Jane	(413) 447-7311	(413) 499-3419
MA	Boston	Boston People's Voice	Boston People's Voice	(617) 265-9989	(617) 833-1326
MA	Lynn	Lynn Daily Item	Stern, Earle	(781) 593-7700	(781) 581-3178
MA	Salem	Salem Evening News	Marcus, David	(978) 744-0600	(978) 744-1010
MA	Boston	South End News	South End News	(617) 266-6670	(617) 266-5973
MD	Greenbelt	Greenbelt News Review	Young, Barbara	(301) 474-4131	(301) 474-5880
MS	Jackson	Clarion-Ledger, The	Clarion-Ledger, The	(601) 961-7000	(601) 961-7211
MS	Pontotoc	Pontotoc Progress	Helms, David	(662) 489-3511	(662) 489-6714
MS	Richton	Richton Dispatch	Wilson, Larry	(601) 788-6031	(601) 788-6031
MT	Missoula	Missoulian, The	Stucke, John	(406) 523-5314	(406) 523-5294
MT	Billings	Western Business	Frost, Leanne	(406) 252-8477	(406) 252-5872
NC	New Bern	Carolina Business	Gaskins, Cindy	(252) 633-5106	(252) 633-2836
NC	Rocky Mount	Evening Telegram, The	Murphy, Tom	(252) 446-5161	(252) 446-4057
NC	Oriental	Pamlico News	Winfrey, Henry	(252) 249-1555	(252) 249-0857
NC	Statesville	Record & Landmark	Ledbetter, Amy	(704) 873-1451	(704) 872-3150

Media Report - Week of 04/12 - 04/19/00

4/20/00

Veteran Media



State	City	Company	Name	Business Phone	Business Fax
FL	Milton	Whiting Tower	Gaddie, Kevin	(850) 623-7651	(850) 623-7601

1	Veteran	Total Number of Veteran Media Hits 1
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