



*It was just a few years ago when so much of the mental anguish that our military men & women underwent was swept under the radar. During this same time when new media was emerging a NY/LA agency assigned me the lead for a preview launch. It was for a non-profit national life recovery center treating returning U.S. soldiers suffering from combat-related, post-traumatic stress disorder (PTSD).*

*My strategy included on-site coverage at the recovery center in Tennessee, publicizing fund-raisers such as concerts in Nashville, interviewing worldwide pioneer experts in PTSD and many patients who underwent therapy. Some PTSD Veterans had overcome their problems, many were still suffering.*

*Overseeing Website design & content was part of my activities, along with an assignment to cover a week-long Spirit Recovery session in Teotihuacan, Mexico*

Inspired by Miguel Ruiz's bestseller "Four Agreements," the launch of the movie covering this healing modality was released late 2011 in Los Angeles.



As they say "if you love what you do you'll never work a day." A lifelong love for jazz brought colleagues together to create a pro bono preview launch for the Jazz Heritage Center. My goal was to bang the drum loudly & join forces with key players to garner attendees & sponsorships for non-profit art gallery, multi-media center, and gift shop in the Fillmore Street district, adjacent to Yoshi's Jazz Club, S.F.



**JAZZ HERITAGE CENTER**

**Jazz Heritage Center**  
1320 Fillmore Street  
San Francisco, CA 94115

**Media Contact:** Victoria Alexander - 760 492-4505  
**Executive Director:** Peter Fitzsimmons - 415 255-7745

**Feb. 18th "Living Legends" Pre-concert Press Party Invitation**

**Rebirth of the Cool!** You are cordially invited to the Jazz Heritage Center for our "Living Legends" pre-concert Press Party. You will have the opportunity to mingle with several of the Fillmore Jazz Legends before they are honored publicly. Come and enjoy elegant wines, delectable hors d'œuvres, and acoustic jazz. Our first "Living Legends" concert is possible thanks to the collaboration between the Jazz Heritage Center and Wells Fargo, who are jazzing up the Fillmore.

**Monday, February 18<sup>th</sup> - 6PM - 360 Cellars: Ghirardelli Square 900 North Point 94109**

**Sunday Concert 2PM**

**"Living Legends"**

*Eddie Duran, Guitar*

*John Handy, Sax*

*Frank Jackson, Piano & Vocals*

*Al Obidinski, Bass*

*Denise Perrier, Vocals*

*Allen Smith, Trumpet & Flugelhorn*

*Akira Tana, Drums*

### **About The Jazz Heritage Center**

The Jazz Heritage Center has been developed to rediscover, identify, and celebrate San Francisco's contribution to the history of Jazz. Located at 1320 Fillmore, corner of Fillmore and Eddy Streets, the JHC is based in the hub of the historic Jazz Preservation District. This location is the first permanent exhibition space to showcase the history of San Francisco's origins of jazz as well as the national contributions to the evolution of jazz. Our key role is to showcase our in the history of jazz through interactive and traditional exhibitions, live presentations and jazz themed art as featured in the Lush Life Gallery

Media Victoria Alexander: 760-492-4505 email: [valexandra1@gmail.com](mailto:valexandra1@gmail.com) [www.jazzheritagecenter.org](http://www.jazzheritagecenter.org)

**Jazz Heritage Center • 1320 Fillmore Street • San Francisco, CA 94115 • 415- 255-7745**



Rebirth of the Cool

Presenting:  
**BILL GRAHAM**

Presenting Bill Graham  
[MORE]

**Upcoming Events**

**07.07.11 - MULTI-MEDIA PRESENTATION: An Evening with Photographer Robert Altman**  
San Francisco, CA 94118 - ... [MORE]

**07.02.11 - Fillmore Street Jazz Festival at the JHC: Bill Graham on Film (Sat. and Sun.)** San

**Contribute to JHC**

We rely on contributions from passionate community members and jazz lovers to support the educational and programming efforts of the Jazz Heritage Center.

**Become a Member**

Join the Jazz Heritage Center and be the first to learn of exclusive events, new exhibits, and

*This three-month pro-bono campaign included strategic planning, content development, event coordination, and press outreach & translated into 10K.*

*February launch Media Coverage- partial list:*

<http://www.allaboutjazz.com/php/news.php?id=17234>



Wk End America for NPR -Program rundown-distributed to + 160 NPR stations

The two-hour program is about the African American history and changes. She is covering how SF residents (example Bayview Hunter's Point) are embracing history and how this wasn't necessarily the case in the past. As said she said she's interviewed Fillmore residents, and also Fred Blackwell, SF Community Redevelopment.

Krissy Clark ,Western Editor/Reporter  
Weekend America/American Public Media  
(w) [415-553-2283](tel:415-553-2283) (c) [415-265-8778](tel:415-265-8778)  
2601 Mariposa Street, San Francisco, CA 94110  
[www.weekendamerica.org](http://www.weekendamerica.org)

Media outlet:  
<http://americanpublicmedia.publicradio.org/about/>  
<http://weekendamerica.publicradio.org/about/list.php>  
Schedule & markets (distributed to + 160 NPR stations)



Dove, Gerry [GerryDove@clearchannel.com](mailto:GerryDove@clearchannel.com)

I've got your event on the Community Page of ALL of our station's websites....

[WWW.981KISSFM.COM](http://WWW.981KISSFM.COM) [WWW.106KMEL.COM](http://WWW.106KMEL.COM) [WWW.WILD949.COM](http://WWW.WILD949.COM) [WWW.KKSF.COM](http://WWW.KKSF.COM)

[WWW.STAR1013FM.COM](http://WWW.STAR1013FM.COM) [WWW.QUAKERADIO.COM](http://WWW.QUAKERADIO.COM) [WWW.910KNEW.COM](http://WWW.910KNEW.COM)

<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2008/02/05/DDKBUQ1J.DTL&hw=dds&sn=071&sc=193>  
San Francisco Chronicle, Black History Month: Earl Watkins, David Rubien, Tuesday, February 8th

[http://www.siliconvalleywatcher.com/mt/archives/2008/02/weekend\\_watcher\\_15.php](http://www.siliconvalleywatcher.com/mt/archives/2008/02/weekend_watcher_15.php)

[events.contracostatimes.com/san-francisco-ca/events/show/81377291-living-legends-of-fillmore-concert](http://events.contracostatimes.com/san-francisco-ca/events/show/81377291-living-legends-of-fillmore-concert)

West Bay Conference Center listings/venue.php?music,v2234 San Francisco  
(Pacific/Laurel Heights) <http://www.sfgate.com/listings/search.php?music,loc0,dsel8,cat3,byevent,row30>

Jazz urban archeology tour in San Francisco

Posted by: eJazzNews Readeron

Jazz News FillmoreLive! NEWS Contact: John William Templeton

Urban archeology tour seeks out undiscovered jazz landmark

SAN FRANCISCO The Fillmore area of San Francisco has perhaps a deeper legacy with jazz music than commonly thought. That's the premise behind an urban archeology walking tour led by celebrity tour guide Peter Fitzsimmons, director of the Jazz Heritage Center, and historian John William Templeton on Saturday, Feb. 4 at 11 a.m. beginning at Fillmore and Eddy Streets.

Jazz Police - Jazz Returns to the Fillmore District in San Francisco

UC Jazz Club February 2008 Newsletter Jazz Heritage Center will hold a free concert on Sunday, February 24, between 2PM and 5PM. West Bay Conference Center - 1290 Fillmore St. (Eddy) San ...

[www.riovida.net/Channels/Multi-Kulti/UC\\_Jazz\\_Club/ucjazzclubfront.asp](http://www.riovida.net/Channels/Multi-Kulti/UC_Jazz_Club/ucjazzclubfront.asp) - 19k -

[www.kron4.com/Global/story.asp?s=551224](http://www.kron4.com/Global/story.asp?s=551224) - 74k - Cached - Similar pages

<http://www.sfstation.com/jazz-living-legends-free-concert-e260241>

<http://handfultheatre.org/index.html> <http://sfstategatorbuzz.wordpress.com/SF>

[http://www.fogcityjournal.com/news\\_in\\_brief/bcn\\_music\\_listings\\_080214.shtml](http://www.fogcityjournal.com/news_in_brief/bcn_music_listings_080214.shtml)

<http://www.akiratana.com/tanaitinerary.html>

[www.wireonfire.com/deniseperrier/deniseperrierhome.html](http://www.wireonfire.com/deniseperrier/deniseperrierhome.html)

[California.State.Assembly.member.Mark.Leno.democrats.assembly.ca.gov/members/a13/blackhistorymonth.html](http://California.State.Assembly.member.Mark.Leno.democrats.assembly.ca.gov/members/a13/blackhistorymonth.html)

Frozen Embryo Campaign – 3-month campaign, ('05) [www.vanderbrugpr.com](http://www.vanderbrugpr.com)

*A contractor assigned me the lead for a campaign funded through the Bush administration to raise awareness about the availability of Frozen Embryos. Results scored hits in key nationwide and international programs: (The following sample pitches resulted in one of about twelve dozen top-tier media pieces covered for the Frozen Embryo Awareness campaign –what I'd headlined as "A New Twist on Choice" campaign)*

"Good Morning America", the "Early Show", USA Today, "World News" with Peter Jennings, "Nightline" with Ted Koppel, "Fox News"; and key books: Associated Press, New York Times, Wall Street Journal, San Francisco Chronicle...totaling more than twelve dozen top-tier outlets

The campaign coupe' was when two babies, once frozen embryos less than a year prior were cradled in the arms of President Bush as he spoke on related legislation from the U.S. Senate floor

Total Estimated Audience Impressions: 100,000,000

Total Estimated Publicity Value: \$3,000,000

\* Cases compiled & cited for viral video/marketing campaign w/ [www.nappic.com](http://www.nappic.com)

TO: Rebecca & CBS's The Early Show Team

FROM: Victoria Alexander, Media Contact (for Leisa Brug PR), (760) 492-4505  
<http://www.night1ight.o/snowflakeslanding.asp>

RE: Open frozen embryo adoptions: Snowflakes & cutting edge new frozen egg process

This segment is in keeping to recent CBS Early Show 's goals to bring in a younger viewing audience, and coupled with getting the message out to those couples unnecessarily suffering from infertility, looks like your coverage can make a difference on both fronts. Thank you!

Talk about unlikely births.

One couple just interviewed last week was a paraplegic man and his wife, who celebrated her 44<sup>th</sup> birthday with their newborn she'd just birthed days before.

We can provide experts, accessible contacts, family testimonials, broadcast quality B- roll, photos & interviews for this timely story, and hope you'll call & follow up soon.

Most recently a Texas family had their baby on April 25<sup>th</sup> – a little boy via c-section. He was 8 lbs, 2 oz, and 20" long. The couple is absolutely overjoyed and in love. They enjoy the publicity, helping others find a solution to their infertility problems

Even as we submit there is already more news about the second Snowflakes Frozen Embryo Adoptions agency that will open in May of this year in Richmond, Virginia.

This takes the agency one step further in their vision, which is to offer this solution for couples facing infertility problems coast-to-coast in the US. & worldwide.

We also have a this week's April interview with a leading medical doctor from Huntington Reproductive Center Medical Group (HRC) that uncovers cutting edge, new research slated to be released at the Pacific Coast Reproductive Society in Palm Springs May 4<sup>th</sup> through t.

Though still in early development, it's about a significantly successful, refined frozen/thaw egg process, which will greatly impact how and when women can actually choose and build their very own genetic families.

Thank you for your consideration,

Victoria

PS- Rebecca pasted at the very bottom of this is today's lead-in (read only-not for release) with profiles of three couples

Hope this gives you some ideas!

While an approximate 10 million families in America face infertility without medical intervention, and frozen embryos now in storage are nearing a half a million, it is amazing how little coverage has been given to this issue.

Few American couples who are longing to build families & haven't realized their dreams know of this option, and remain waiting with empty arms.

The focus on this isn't about related controversies that continue to eclipse the real news.

- The real story is about those 218 genetic family matches and 141 healthy babies to date that have been born or are on their way through the efforts of one agency, with significantly compelling family testimonials.
- Snowflakes is one of the only organizations of its kind in the U.S., and the only organization that offers the option of open adoption.
- Along with the social optimization families report about communication with the donor parents, open adoption also enables access to such health considerations such as access to bone marrow transplant, blood, organ transfers, etc. amongst these children's siblings who are with the donor parents.
- Having conducted multi-interviews already as part of the feature story development/public awareness campaign, there are so many loving, warm and wonderful outcomes from families that have gone through some of the most heartbreaking ordeals relating to infertility and even traditional adoptions.

- Background

It was in 1978, some 27 years ago, since the first baby was born from a sperm and an egg united in a laboratory.

- President Bush and Senator Kerry cited the number of frozen embryos estimated in the October, 2004 Presidential Debate at 200,000.

The number of frozen embryos in a survey released in May 2003\* (\*Assisted Reproductive Technology & Rand Corp. of Santa Monica, CA) state that those numbers, or estimates, were:

- Estimated at 400,000 frozen embryos.
  - The majority, about 87 percent, were reserved for ongoing fertility efforts.
  - An approximate 12% can be used for embryo adoption, rather than discarding or using for research. In 2002, Federal grants were awarded in an effort to increase awareness about embryo adoption as an option
-

- Snowflakes Frozen Embryo Adoptions is a non-profit agency and a recipient of a portion of those funds through Nightlight Christian Adoptions.

The embryo donor-recipient program has met with significant success, making Snowflakes a pioneer organization that boasts an increasing number of successful embryo transfers to otherwise infertile families.

In September of 2004, the Congressional Coalition on Adoption Institute (CCAI) honored both Nightlight and Snowflakes for their work to improve the lives of foster care children and orphans as well as for their “groundbreaking embryo- adoption ‘Snowflakes Program,’ according to U.S. Representative Edward R. Royce, a champion of the program, who made the selection.



Some helpful additional links:

<http://embrvoadoption.org/Link List.asy>

Referrals to local medical, attorneys, agencies for local tie-ins are available in almost every state.

<http://www.ccaainstitute.org/Wmemoc.yhp>

Congressional Commission on Adoption Institute (CCAI)

Brings up those 175 plus members of Congress in the U.S. & those related states they represent.

<http://havingbabies.com>

Huntington Reproductive Center Medical Group (HRC) Cutting edge reproductive medical center that on behalf of Snowflakes, can be credited for a large number successful donor-recipient transfers resulting in healthy babies.

Rough draft lead in read only — Not for release —

(HEAD): Pioneer West Coast Snowflakes Frozen Embryo Adoptions reports increase in number of infertile couples now realizing their dreams --gives popular new twist to “pro-choice”

(SUB-HEAD): East Coast Snowflakes Agency opens May — answers need for expanding existing national presence

(PHOTO CAP: JIM, DONI, AND THREE BRINKMAN CHILDREN)

“We felt like everyone had some control. The donor couple selected us, so they had some choice in the destiny of their surplus embryos. We were delighted and felt truly blessed to be chosen from a lot of other needy infertile couples that had also completed a home study (family assessment) with the adoption agency. Snowflakes actually helped match the genetic parents of the embryos with our wants as the adopting couple, and then the clinic completed our successful embryo transfer.”

Jim & Doni, Infertile couple still happily in love and now proud family of five

IRVINE, CA — April 29, 2005 -- Amidst all the controversial drama about embryo stem cell research with conflicting numbers and facts, more families are joyfully birthing healthy babies from frozen embryos. Upon knowing of this option, hundreds of donor families are happy to help, glad to find loving families for their surplus stored embryos.

At first glance, most people reading recent news blurbs about childless, infertile couple birthing healthy babies feel that it’s too incredible to be true.

“Paraplegic husband celebrates wife’s 44th birthday days after she births healthy baby girl.”

(PHOTO: STEVE, KATE, & JOHNSON DAUGHTER)

READING, PA -- Steve has been a paraplegic for twelve years due to a bicycle injury, he falls in love and marries Kate, who is already in her early 40's. They long to have several children; however she had encountered risks getting pregnant using her own eggs. They begin to undergo the preliminaries for a traditional domestic adoption. Then they hear about Snowflakes, and get more information off the Web site for California's Nightlife Christian Adoptions, the licensed Orange County agency that handles both domestic and international adoptions. In response to a need to put families together with surplus frozen embryos, the agency created Snowflakes Frozen Embryo Adoptions in 1997. Steve and Kate immediately decide that this form of adoption is the better choice for them to build their family.

"After seven attempts, six grueling years, and one heartbreaking miscarriage, the couple celebrates their amazing blessing, the wife's birth of twin boys"

(PHOTO: KEVIN, JANET MASON TWINS)

BLACKLICK, OH -- After three failed attempts to get pregnant, Kevin and Janet in Ohio try intravenous fertilization, (IVF) and other medical interventions. The couple produces one embryo, but it fails to transplant. After four more attempts, including a heartbreaking miscarriage, the alternative method of using Snowflakes Frozen Embryo Adoptions, to carry the baby to term, is presented to them. The couple decides to give this relatively new alternative one more try, prior to pursuing traditional domestic adoption methods that are available.

"Infertile couple builds family of five from one domestic, one international, and one Snowflake adoption"

PHOENIX, AZ-- Upon hearing of Jim's sterility, Doni and Jim immediately choose to adopt. They adopt one baby boy domestically, then another baby boy internationally through Nightlight Christian Adoptions. With their deep, committed love for each other, for their two adopted children and a strong desire for a bigger family, the couple finds out about Snowflakes. The woman has no infertility issues and she still has a strong desire to experience pregnancy, so they choose Snowflakes.

An agency assigned me the lead to develop strategically-focused campaign to reach top surgeons and medical industry professionals for a new surgical device. In just four months dozens of medical newspapers, magazines and journals published articles on the new 3-D medical device:

*Biomedical Instrumentation and Technology Medical Imaging, Surgical Rounds, EndoNurse, Medical Device and Diagnostic Industry, Urology Times, San Diego Daily Transcript, Advance for Imaging and Radiation Therapy Professional, General Surgery News, Medical Device Daily, Medical Insight, Renal and Urology News, Laparoscopy Today, Biotech Law Weekly, Wireless News.*

A live broadcast of a world-renowned surgeon using the robotic device for a surgical procedure was viewed by hundreds of key attendees at an international medical conference from Stanford University.

Total Est. Audience Impressions: 195,000

Total Est. Publicity Value: \$1,249,950

\* Cases compiled & cited for viral video/marketing campaign w/ [www.nappic.com](http://www.nappic.com)

Tactic: *To secure coverage I immediately spoon-fed pages of answers to this Newsweek editor's query through direct quotes from an interview I'd conducted at Stanford University with THE leading expert International medical surgeon, a pioneer in this field whose third-party merchandising was a natural since he had been conducting life-saving procedures using this system. Below my pitch were the editor's first two of dozens of initial questions.*

# Newsweek

Hi Victoria - We're thinking of taking another look at robot-assisted surgery (which we have already written about in the past) and other surgical innovations like the Viking system.

Here's what I need to make the pitch:

1. How many different systems does Viking have for use in enhancing surgical procedures?  
*Viking System's EndoSite 3Di Digital Vision System is the flagship medical product and is the one device offered from the company at this time*

2. How new is the Viking's EndoSite 3Di Digital Vision System?  
*The technology has been in development and limited use since the late 90's, but the newest generation of the Viking EndoSite 3Di Digital Vision System is one year old.*

(Another dozen or more questions & answers followed)

@Newsweek.com  
Subject: Interest in the Viking System  
Importance: High  
PR for [www.vikingsystems.com](http://www.vikingsystems.com)

Hi Jennifer,

Here follows the initial answers for your editorial meeting listed below. Also please expect another e-mail about exactly how the Viking System works with photo attachments to follow.

As mentioned we have been conducting a number of interviews for compelling patients' experiences, along with surgeons and medical university professors. I'll gladly provide those profiles and give you a number of contacts for your story as soon as we receive the heads up.

Needless to say on behalf of countless surgeons, patients, and folks from Viking Systems, we're quite enthusiastic about the coverage you're pitching today at Newsweek. Once all of those communities learn about this new surgical innovation it stands to make a positive difference for millions of people, and with the power of Newsweek, that can be in the near future.

Thank you again,  
Victoria

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Media coverage that earned one busy agency principal's declaration, "She knocks them out of the ball park, hit after hit, again & again!" Marisa Vallbona, [www.cimincorporated.com](http://www.cimincorporated.com)

As a subcontractor for a national PR group, through the years I was often assigned California. One media relations assignment in Los Angeles was a campaign for XM Satellite Radio MyFi 2go. Two-weeks was the lead time to set up a one-day media tour for key reps at XM Satellite Radio. It started early at "KTLA" Warner Bros., then Reuters of America, *Los Angeles Times*, *People Magazine*, *Hollywood Reporter*, and *Daily Variety*.

The tour was followed by a fully-booked media reception at the Mandarin Hotel, Beverly Hills.

Audience Impressions: 11,420,523 impressions  
Est. Publicity Value: \$342,615,069

\* Cases compiled & cited for viral video/marketing campaign w/ [www.nappic.com](http://www.nappic.com)

