

L.A.I. COMMUNICATIONS



PUBLIC RELATIONS MONTHLY REPORT

October 2020

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FROM: L.A.I Communications

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MONTHLY OVERVIEW

During the month of October, we received some more media momentum with the confirmation of ChedHER, Authority Magazine, Thrive Global, and Bloomberg's Black Business Report. In support of the annual convening in November, we participated on conference calls with MMGY and helped with the coordination of Gina Neely's session. We supported Jason's interview on Sirius XM and the upcoming facilitation of the NCBMP's Board strategic planning session as well as created more original content for NCBMP's social media channels.

MEDIA PITCHES:

MEDIA OUTLET	DATE PITCH WAS SENT	OUTCOME	NOTES
ChedHER	10.8.2020	Confirmed	Interview is scheduled of 12/4/2020
Authority Magazine	10.8.2020	Confirmed	Feature in November
THRIVE Global	10.8.2020	Confirmed	Feature in November
Black Business Report on Bloomberg Urban Radio Network	10.7.2020	Confirmed	Interview is scheduled for 11/10/2020
Essence	Ongoing	No response	
Blavity, Inc.	10.12.2020	No response	
Black Business.com	10.12.2020	No response	

CONFIRMED PLACEMENTS:

Outlet	Medium	Date Published	Impressions
Dr. Willie Jolley-SiriusXM Show	Radio	October 31, 2020	350,000 to 1 million listeners
PENDING			
Bloomberg Black Business Network	Radio	Interview is scheduled for 11/10/2020	

TOTAL IMPRESSIONS: 350,000 to 1 million listeners



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PRESS CLIPPINGS

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**JASON DUNN FEATURED ON “THE WILLIE JOLLEY’S
“WEALTHY WAYS SHOW” ON SIRIUS XM**



NEW SEASON!

**THE WILLIE JOLLEY
WEALTHY WAYS SHOW**

**SPECIAL GUEST:
JASON DUNN**

INTERVIEW AIRDATES:

4PM ET SATURDAY, OCTOBER 31ST
6PM ET TUESDAY, NOVEMBER 3RD
6PM ET THURSDAY, NOVEMBER 5TH

SIRIUSXM CHANNEL 141

SiriusXM
SATELLITE RADIO



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LINK TO INTERVIEW:

<https://soundcloud.com/williejolley/sirius-xm-interview-jason-dunn/s-CrxMs8RMC0m>

The interview is also up on all of Dr. Jolley's podcast platforms. Below are the links:

iTunes: <http://apple.co/2ikWdzl>

Stitcher: <http://bit.ly/2j8clfp>

Tunein: <http://bit.ly/2kemn4h>

iHeart Radio: <http://bit.ly/2s5WiYJ>

C Suite Radio: <https://c-suitenetwork.com/radio/shows/dr-willie-jolleys-wealthy-ways/>

Spotify: <https://open.spotify.com/show/2ahyEYQbZRcVEDgwTfmV3p>