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website development and marketing strategies

Date: September 12, 2008
Client: Sonecon, LLC
633 Pennsylvania Avenue NW, Suite 400
Washington, DC 20004
Project: Marketing campaign for *Futurecast*

Status Report

<i>Earned Media Campaign</i>	<i>September 15-23, 2008</i>
<ul style="list-style-type: none">• Messaging	Commencing development of one-pager. See Attachment A, below, for draft of "topical short lines." Needs Rob's sign-off re: which ones best position/characterize you in the media.
<ul style="list-style-type: none">• Visits	Diane Rehm Show, 9/18/08 Channel 8 news, 9/18/08
<ul style="list-style-type: none">• Story Pitching	Continued to pitch Rob/Futurecast to local and national media outlets:
<ul style="list-style-type: none">• Releases	Creating press release to announce blog for distribution to media list; along with release to announce website in combined effort with SM at Sonecon
Blog	Produced/posted blog #2 on Wall Street Crisis. Showed up as 1 st page results on Google search within 7 hours of post
Blog Monitoring	Monitoring Google alerts for keywords including "Futurecast" and "Robert J. Shapiro" and "Global Initiative" See Attachment C, below, for week of 9/15/08 results.

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Attachment A

TOPICAL SHORT LINES (FROM BOOK/MEDIA APPEARANCES/ REVIEWS) FOR PROMOTING FUTURECAST

- Named by the US Chamber of Commerce as one of the top ten “books driving the debate for 2008”
- Economic advisor to leading democratic candidates from President Bill Clinton to Barak Obama, Robert Shapiro examines the historic changes Americans face from globalization, aging societies, and the shifting of world superpowers amidst the backdrop of energy and environmental crises.
- Learn how China is fueling the competitive fire in the global marketplace.
- Discover how issues of energy and health care are inextricably linked in the 21st century.
- *Futurecast* is a vital resource for anyone seeking to understand the world our children will inherit." – **President Bill Clinton**
- “a storm warning at a time when food shortages, higher energy prices and a credit crunch are forcing our heads out of the sand: if they turn to *Futurecast*, they will find an argument that gives us a measure of what we should expect from our political leaders—and from ourselves—if we are to continue our civilisation on the high plateau we have managed to reach.” – ***The Financial Times***
- “A book in the right time and space” **The Public Eye WICN/NPR**
- Futurecast “succeeds in giving the reader a sophisticated awareness of many of the major challenges and unexpected developments in store for us within the next 15 years.” – ***The Futurist Magazine***

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Attachment B

Here are the latest Alert results for the week of Sept. 15, 2008

Google Blogs Alert for: "**Robert J. Shapiro**"

Sept. 16

[Climate Change Legislation and Revenue Recycling](#)

The Cunctator [Hill Heat events - http://www.hillheat.com](#)

Sept. 19

[Top501 World: Short Selling](#)

By Josefina Somtam

Robert J. Shapiro, former undersecretary of commerce for economic affairs, has claimed that naked short has cost investors \$100 billion and driven 1000 companies into the ground. Ralph Lambiase, head of the Connecticut ... [Blogs & Stories @ Top501.nu »... - http://articles.top501.nu](#)

Google Blogs Alert for: "**Futurecast**"

Sept. 17

Antiboggart

antiboggart(antiboggart)

Former Undersecretary of Commerce and author of "**Futurecast**: How. Superpowers, Populations, and Globalization Will Change the Way You. Live and Work". At the Levin Institute, 116 East 55th St., New York. Thursday, 16 October, 6:30 PM ...

[Fall Issue of Democracy: A Journal of Ideas](#)

By Sam DuPont

If his article leaves you hungry for more, I'd recommend his new book: **Futurecast**, which looks at similar issues in greater depth. The issue also features an article from Harvard Kennedy School Professor Joseph Nye Jr., who discusses ... [NDN Blog - NDN Blog - http://ndnblog.org](#)

Google Blogs Alert for: "**Globalization Initiative**"

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[Obama's Plan Calls to Keep People in Their Homes](#)

By Jake Berliner

NDN President Simon Rosenberg and NDN Globalization Initiative Chair Dr. Robert J. Shapiro called yesterday just such an action. NDN applauds Senator Obama for his bold plan to address the underlying factors in the crisis ...

[NDN Blog - NDN Blog - http://ndnblog.org](#)

Sept. 22.

[The Economic Collapse: Not A Free Shot For Obama](#)

... On the surface, the **Wall Street** crisis appears to favor Barack Obama's ... flawed and probably fundamentally misconceived," **Robert Shapiro**, ...

www.huffingtonpost.com/2008/09/22/the-economic-collapse-not_n_128152.html?show_comment_id=15956599 -

[Marketplace: Bailout would take away lots of change](#)

... **ROBERT SHAPIRO**: Whatever we do, this bailout will use up virtually ... Understanding the woes on **Wall Street** · Money markets break the buck ...

marketplace.publicradio.org/display/web/2008/09/22/pm_shapiro_commentary - 84k - 16 hours ago

Sept. 23.

NDN **Globalization Initiative** Chair Dr. Robert J. Shapiro spoke yesterday on Marketplace, the daily radio show by American Public Media. Shapiro talked about the strain this proposed bailout will put on the agenda of the next president. ...

[NDN Blog - NDN Blog - http://ndnblog.org](#)