



GROUP

**MEDIA GUIDE**

WEB DESIGN • WEB DEVELOPMENT • EVENTS • SPORTS MARKETING • PUBLIC RELATIONS

# INFLUENCING THE INFLUENCERS...

## o2 Group Public Relations Background

o2 Group is an award-winning agency based in Denver and New York City specializing in media relations for professional services firms. We help our clients generate new business by bringing their messages directly to their clients and prospects through media placements, speaking engagements, constituency outreach, and lists and awards.

o2's team members have worked with legal, financial services, public affairs, and sports related businesses. Using creative story telling, time-tested public relations methods, an intimate knowledge of our clients' business, and a keen sense of the day-to-day function of the news media, we effectively place clients in top-tier, targeted publications and media outlets.



## Our Core Values

- Genuine and respectful relationships
- Service you can count on
- Intense collaborations
- Responsive actions
- Innovative solutions
- Open minds

## Contact Us

For more information, please contact **Matt Yemma** at 909-633-9396 or [matt@o2group.com](mailto:matt@o2group.com)

# PLACEMENT EXAMPLES

On the following pages are a number of our placements as examples of the type of work we produce at the o2 Group. Many more are available upon request.

## THE WALL STREET JOURNAL.

### Dodgers File for Bankruptcy: Will It Work?

By Shira Ovide  
June 27, 2011



The Los Angeles Dodgers professional baseball team today [took the dramatic step of filing for bankruptcy protection](#) to keep the company out of the hands of Major League Baseball.

The league took over operations of the Dodgers in April amid concerns about the team's finances. The Dodgers and owner Frank McCourt tried to strike \$2.7 billion TV deal for a big cash infusion, but baseball [rejected that deal](#)

Chapter 11 bankruptcy is more commonly used as a tool for financially troubled corporations, such as General Motors and bookstore chain Borders Group. Companies (and sports teams) in bankruptcy can get a breather from paying back money they owe, wipe away promises to pay back money a company has borrowed, and end or rework contracts like store leases or union contracts with workers.

Deal Journal talked to [Chris Ward](#), vice chair of the bankruptcy-law practice at the law firm Polsinelli Shughart PC about what the Dodgers are trying to do, and the benefits and drawbacks of their bankruptcy filing. Here is an edited transcript of the conversation.

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**Deal Journal:** What are the Dodgers trying to do in putting the team in bankruptcy?

**Ward:** They have the issue where they can't pay their debts when they come due. A sports team is no different from a corporation. [Bankruptcy] gives them some breathing room to deal with their creditors.

(Editors' note: Deal Journal colleague Matt Futterman reported the Dodgers don't have enough cash to meet their June 30 payroll.)

**Deal Journal:** Does this seem like a strategic move even more than a financial one?

**Ward:** McCourt has been very unhappy that baseball wouldn't allow him to finalize the TV contract with Fox. (Note: Fox, like Deal Journal, is owned by News Corp.)

**Ward:** That's the bigger issue. Given that Major League Baseball didn't approve the TV contract, without that revenue they're not going to be able to operate. They may have some more leverage to get the Fox TV transaction approved in bankruptcy court over the objections of Major League Baseball. That's what really precipitated the bankruptcy filing. They didn't get what they wanted from Major League Baseball, so they're going to go and see if a bankruptcy court will give them what Major League Baseball wouldn't give them.

**Deal Journal:** When a company is in bankruptcy court, it can reject store leases and rework its union contracts. Can McCourt also use bankruptcy to revisit the TV contract?

**Ward:** Yes. Section 365 of the bankruptcy code lets you assume or reject any contract, whether it's a store lease or a TV contract.

**Deal Journal:** Is there a risk to this strategy? Could McCourt lose control of the team entirely?

**Ward:** There's an inherent risk of someone coming in and trying to take over the team. If you can't meet your debts and someone offers to be your white knight, the creditors are going to take a look at that offer.

(Editors note: Given that the Dodgers are a private enterprise, McCourt now can reject any offers to buy the team. With the team in bankruptcy protection, any takeover offer will be public, and creditors might push McCourt to accept a sale offer so they get their money paid back.)

**Deal Journal:** What do you think of what the Dodgers are trying to do?

**Ward:** It gives them an upper hand that they didn't have before. Strategically it was probably the right move to make.

# POLITICO

By Jennifer Haber Korn

August 16, 2011

Friday's federal court ruling against a key provision of the health care reform law makes it almost certain the Supreme Court will decide the law's constitutionality in the 2012 term.

If the high court decides to take up the case, it probably won't rule until June — ensuring that President Barack Obama's signature law will be the center of another very public debate just five months before the election.

The court has two very strong reasons to take the case now. First, there are two circuit courts that have ruled in opposite directions on the constitutionality of the law's individual mandate. And second, because the Obama administration lost in the latest ruling, it is going to be the one filing the appeal. The Supreme Court rarely turns down such requests from the federal government, especially on an issue with the scope of the health reform law.

On Friday, the 11th Circuit Court of Appeals said the reform law's requirement that nearly all Americans buy insurance is unconstitutional. The ruling came six weeks after the 6th Circuit said in a nearly identical suit that the individual mandate was constitutional. The 4th Circuit is expected to rule soon on two similar cases.

The Obama administration has said it would appeal any rulings it lost in the more than 30 cases filed against the health law. The Department of Justice has 90 days to decide whether it wants to appeal directly to the Supreme Court or ask the entire 11th Circuit Court of Appeals to review the case first in an en banc hearing.

The en banc hearing would merely slow down the appeal process, since the losing party is all but certain to appeal to the Supreme Court. So the administration could try to push a Supreme Court ruling past the 2012 election by asking for the en banc hearing — but there wouldn't be much of a point otherwise, since they're not likely to get a better ruling from the full court.

"I would be surprised if they request a hearing en banc just because the 11th Circuit as the whole is quite conservative," said Elizabeth B. Wydra, chief counsel at the Constitutional Accountability Center. "I'm not sure what they would have to gain there."

Only five of the 11 active judges on the 11th Circuit were appointed by Democrats, and one of them — Judge Frank Hull — has already ruled against the individual mandate.

There are fewer upsides for Obama than for his eventual Republican opponent if the court decides the case this term. Republicans are so strongly opposed to the law that even the Supreme Court is unlikely to quiet their criticisms, no matter how it rules.

A court decision striking down the mandate would energize them. Already, after last week's ruling, GOP presidential candidate Michele Bachmann claimed credit for helping build the case against the mandate.

**"If the court agrees to hear the case in this term, it's clearly going to be part of the Republican presidential campaign process," said Julius**

**Hobson, a senior policy adviser at Polsinelli Shughart.**

**"They were going to be out there talking about 'Obamacare,' as they call it, anyway. But this will heighten it."**

A decision upholding the mandate could help Republicans with independents, who are split on the law. Those independents who oppose the law could see the ruling as an argument to vote for a Republican who would repeal the law.

But if the mandate is upheld by the Supreme Court, which currently has five Republican-nominated justices, it would also be seen as a crucial validation of Obama's signature law. And it could give the law a much-needed boost in public opinion.

The Obama administration has called the mandate an integral piece of the law. A threat to such an important provision would likely force the administration to discuss how to keep the rest of the law standing without it — a hypothetical they have been unwilling to discuss publicly.

Policy experts — including the insurance industry, which has the most to lose if the mandate is struck down — say there is no alternative that would be quite as effective.

The closest alternative is a collection of incentives for consumers to purchase insurance. But proposals scored by the Congressional Budget Office during the 2009 debate wouldn't have expanded coverage as much as the mandate — a critical problem, since insurers say they'll need healthy customers to

keep premiums stable once they have to cover everyone with pre-existing conditions.

Another possible alternative is that some states could choose to enact their own mandate, similar to the Massachusetts law. The result could be a patchwork of states with requirements to buy insurance that would have varying degrees of enforcement.

When it meets in September for the first time to decide which appeals to accept, the Supreme Court will have a health reform case sitting on its desk. Only four justices have to agree to accept the case.

The Thomas More Law Center, which lost the 6th Circuit case, has already filed its appeal. The Department of Justice has until the end of this month to reply.

While the court is unlikely to have an appeal from the Department of Justice in the 11th Circuit case by then, the 11th Circuit's ruling will weigh on the decision to accept the 6th Circuit case.

"Obviously they're going to be aware of this ruling," Wydra said of the 11th Circuit case.

The court will have a few options. It could agree to take the 6th Circuit case but hold off on oral arguments until the 11th and 4th circuit cases get to them. The justices could also sit on the 6th Circuit petition until they receive the 11th and 4th petitions.

Most legal experts do not expect the court to grant cert on the 6th Circuit petition alone.

Of course, the court could decide not to accept the cases at all — though experts say the chance of that outcome has greatly

diminished with the 11th Circuit ruling. Or the court could slow-walk the cases until after the 2012 election to avoid any accusation of playing politics.

The high court also could delay accepting the cases until after January, in which case they could get put on the calendar for the spring or bumped until the fall term. The Department of Justice could also ask the Supreme Court for various extensions in the appeals process.

"I don't know yet, mechanically, how quickly it will get up to the court," said Ron Pollack, executive director of Families USA, which supports the law. But he said the 11th Circuit ruling makes it "considerably more likely that the court will take one of the cases. "It's inevitable, I hate to say," he said.

Many of the groups that are helping to implement the law say it's better to have a quick decision from the Supreme Court. Some Republican

governors have pointed to the ongoing court challenges as a reason they don't need to carry out the law.

It's unclear what the court will do when it does review the law. If the justices stick with the partisan rulings on the health cases in the lower courts, it would suggest the mandate would be struck down in a 5-4 decision.

But now two circuit court judges have bucked that trend. Republican appointee Jeffrey Sutton upheld

the law in the 6th Circuit, and Democratic appointee Frank Hull ruled against it in the 11th Circuit.

Supporters of the law say Sutton's concurring opinion in the 6th Circuit mapped out a "conservative" justification to uphold the law. He based his decision on vast deference to Congress's powers to craft national solutions to national problems and the unique nature of the health system — which consumers are going to enter, he concluded, whether they choose to or not.

## CHICAGO SUN-TIMES

### Office Depot to buy OfficeMax in \$1.2 billion deal

By Sandra Guy  
February 20, 2013

Office Depot and OfficeMax announced their long-awaited merger Wednesday in a \$1.2 billion all-stock deal, but the news came out earlier than planned and without critical details, such as who would lead the company and where it would be based.

**Experts say the omissions are unfortunate and highly unusual.**

**"I cannot remember another merger where these announcements [about the CEO, headquarters and other details] were not made," said Darren Hensley, a partner at the Polsinelli Shughart law firm in Denver with more than 20 years' experience in representing companies in mergers and acquisitions.**

OfficeMax is based in Naperville, and Office Depot is based in Boca-Raton, Fla.

David Arenas, managing director with executive search firm Reilly Partners in Chicago, said the way the announcement unfolded "raises a lot of questions" when the companies should be providing "confidence, certainty and good information" to investors.

"Why is there a search committee [to find a new CEO]?" he asked. "What is the rationale? In what direction is the combined entity moving?"

"It doesn't seem it was well-orchestrated or well-prepared," he said.

Investors did not respond well: Office Depot stock ended the day down 16.7 percent, at \$4.18, while OfficeMax closed down 7 percent, at \$12.09. Shares had rallied on Tuesday, with OfficeMax soaring about 21 percent and Office Depot gaining 10 percent for the day.

The search committee, comprised of equal numbers of board members from each company, will consider outside candidates as well as Office Depot CEO Neil Austrian and OfficeMax CEO Ravi Saligram. It will announce its CEO pick after the merger wins regulators' approval.

The confusion started when Thomson Reuters Corporate Services posted the merger announcement buried inside an Office Depot earnings press release at about 6:30 a.m. Wednesday, before the earnings and the merger were ready to be publicized. Office Depot's earnings were scheduled to go public on Feb. 26. The error made the

# The New York Times

## Wall St. Is Pounding on Avon's Door

By Janet Morrissey  
February 3, 2013  
BU1

SOME C.E.O.'s are tough acts to follow. Andrea Jung <[http://topics.nytimes.com/top/reference/timestopics/people/a/andrea\\_jung/index.html?inline=nyt-per](http://topics.nytimes.com/top/reference/timestopics/people/a/andrea_jung/index.html?inline=nyt-per)> isn't one of them.

Ms. Jung ran Avon Products <[http://topics.nytimes.com/top/news/business/companies/avon\\_products\\_inc/index.html?inline=nyt-org](http://topics.nytimes.com/top/news/business/companies/avon_products_inc/index.html?inline=nyt-org)> for 13 years and, by the time she left as chairwoman in December, this venerable beauty products company didn't just need a makeover — it needed a full-body lift. One problem after another, from earnings disappointments to a snubbed takeover offer, earned her a reputation as one of the nation's worst chief executives.

Now her successor, Sherilyn S. McCoy, is hurrying to clean up the mess and win back investors' trust. It won't be easy. Since being named C.E.O. in April, Ms. McCoy, who is 54, has embarked on an ambitious turnaround plan that includes wringing out \$400 million in costs, sharply increasing sales and almost doubling operating margins within three years. And Wall Street is growing impatient. Ms. McCoy, who joined Avon <[http://www.nytimes.com/2012/04/10/business/avon-names-mccoy-as-new-chief.html?\\_r=0](http://www.nytimes.com/2012/04/10/business/avon-names-mccoy-as-new-chief.html?_r=0)> after a 30-year career at Johnson & Johnson <[http://topics.nytimes.com/top/news/business/companies/johnson\\_and\\_johnson/index.html?inline=nyt-org](http://topics.nytimes.com/top/news/business/companies/johnson_and_johnson/index.html?inline=nyt-org)>, has yet to explain in detail how she intends to achieve those goals. Analysts hope she will do so next month at an industry conference.

"Avon seems to be the perennial turnaround story," says Jason Gere, a managing director at RBC Capital Markets.

It has been a remarkable comedown for Avon, which traces its history to 1886, when David H. McConnell, <<http://www.avoncompany.com/aboutavon/history/mcconnell.html>> a door-to-door book salesman, discovered that women were more interested in his fragrance samples than his books. And, Mr. McConnell concluded, who better than women to sell to women? And so the Avon Lady was born, and success followed success. Avon eventually went public, and its stock soared. It later pushed into fast-growing markets like China and Russia ahead of many of its peers. Today, the company, which is based in New York, operates in more than 100 countries and has more than six million sales representatives.

But financially, the Avon empire is a shadow of its former self. As growth faltered and other problems arose, Avon's share price plummeted; it is now at \$17.15, down from a high of more than \$46 in mid-2004. After years of disappointing earnings, McCoy has cut its quarterly dividend by 70 percent and announced plans to lay off 1,500 employees and exit two weak markets, South Korea and Vietnam. These cut



## Review

| SATURDAY, MARCH 2, 2013

# Great Trades: Dances With Bulls

By ROBIN GOLDWYN BLUMENTHAL

## Stock-picking ideas passed along by London's TIM Group have outpaced the market.

With the rise of the Internet and electronic communication, investors have been increasingly bombarded by a dizzying array of information. Indeed, the number of trading ideas sent electronically over the TIM (Trading Idea Monitor) tracking system exploded to nearly one million in 2012, from 3,500 in 2006, a year after the system began operating.

London-based TIM Group collects data and other intellectual property (such as stock picks) from brokers, who then offer its analysis to brokerage clients, such as hedge funds and other institutional investors.

"We've been in a risk-on, risk-off macro environment, and stock-picking in a lot of ways has been very challenging," says David Allen, general manager of TIM Ideas, Americas, the unit responsible for the Monitor's U.S. service.



*Alpha! Trading ideas tracked on TIM Group's North American platform outperformed the market by 10.5%.*

Yet the ideas that TIM tracks outpaced the S&P 500 last year, by an annualized 10.5%, according to the outfit's 2012 report. In the Americas, the system tracks ideas generated by institutional salespeople at 210 mid-tier and nine bulge-bracket brokerages. According to TIM's rankings, Stephens had the top-performing institutional salesperson last year, while Sanford C. Bernstein had three of the top 10 and ranked No. 1 among mid-tier firms.

"We're taking a long-term fundamental thesis and trying to find an ideal entry point," says Carl Rinaldi, managing director, institutional sales, at Bernstein. Although all clients get a call from a salesperson on ideas, the TIM system (licensed by the brokers) allows investors to track them. Bernstein still likes **AIG** (ticker: AIG) and **Hillshire Brands** (HSH). On Bernstein's list of shorts: regional banks, including **Comerica** (CMA) and **Regions Financial** (RF).



# Still lots of unanswered questions for Big 12

By David Ubben

April 19, 2011

The Big 12 employs the legal firm Polsinelli Shugart for its legal counsel. That specifically includes Kevin Sweeney, who has been heavily involved with the league for decades, especially in the past tumultuous year.

Here's more on Sweeney [www.polsinelli.com/krsweeney](http://www.polsinelli.com/krsweeney), a Kansas City native.

Now, as it moves into a new future, Sweeney took some time with ESPN to talk about what the new television deal means for the league, how it has positioned itself, and what it means for the stability of the Big 12 moving forward.

In part one earlier today, [espn.com/gM2D6P](http://espn.com/gM2D6P) Sweeney talked about the uniqueness of the Big 12's current position, as well as the new deal exceeding the expectations of those within the conference.

*Note: Small portions of this interview were edited for length.*

## **Why do you feel so confident that in 13 years, this deal will still be competitive in the marketplace?**

The \$90 million, of course, is an average with an increase over time, and history shows that, toward the end of these contracts, they usually aren't. They usually are below the market. Our last deal was below the market by the end of it. As you know, it's not at all unusual in this industry, though, for deals to get re-done and renegotiated before it gets to their end. We've done that with ABC/ESPN. Of course, this one with Fox was only one year before the end, but it was an extension. The market dynamics are as such that if Fox and its television partner is sitting there, it's getting close to the end and they know that it's getting undervalued, they have two choices: They can either say we're going to milk this thing and make as much money as we can the last couple of years, even if it negatively impacts our ability to keep these rights in the future, or what is more common in my experience, they can say, we like these rights, we like the programming, it's the right time and it fills specific needs we have. They'll take all of that in account and it's not at all unusual for the parties to get together well before the end of the contract and say we'd like to extend this. The TV partner gets to make sure they keep those rights and [the Big 12 or another conference] can't take them to the market, and even if [TV networks] have to give up some of the backend economic advantage they would be able to retain.

## **Withdrawal fees, league policies or the bylaws, have there been any changes to any of those since Nebraska and Colorado left?**

No. The provisions that were in place last summer are still in place. Our job No. 1 was to get this contract in place. I think we will then be looking at a number of different aspects of the conference's governance. It may be that none change, it may be that in light of the fact that the competition changed, the landscape changed, we re-evaluate and give attention to some of the other issues, but that would just be some of a number of issues that we will be evaluating.

## **I assume those conversations will start to get serious at the Big 12 spring meetings in June?**

Yeah, and we've begun the process and will continue it then, but we may not conclude it then. You know how academic bureaucracies are and herding calves like 10 or 12 institutions or whatever it is, I wouldn't anticipate that the process will come to fruition quickly, but it will be deliberate and thoughtful.

This is a unique contract, and I think our members see value in that uniqueness, and therefore, I think this is a significant factor that causes me to be more confident than, certainly, I was in the past about the future and stability of the Big 12 Conference. I think the member institutions understand that, and my perception is right now, even given that we have another bite at the apple with our primary rights in four years, we'll be renegotiating those no later than four years from now, my perception is that none of our institutions could get this kind of economic deal from any other conferences. And we still have another shot at our negotiations. The Big Ten doesn't, and if the Pac-10 does a whole package deal, they won't.

We've got another bite at the apple here.

## **It seems like now, still, there's not a lot of optimism from fans and others around the college football landscape about the future of this league. How important is it to change that, and what can you do to make that happen?**

I think it's important, but it's going to take time. There are a lot of still kind of fresh wounds from last summer's discussion. What's being done is there's a significant initiative within the conference to figure out, what is this conference? Why did we stay together?

The newly structured conference with 10 institutions, and I know it's been discussed, but now that we'll be playing each other every year in football and twice in basketball. I think that is important and again, differentiating, because other conferences are moving away from that. And we've been there. We've had the divisions, which were very divisive. We had a championship football game, which, I think, all in all, was more harmful to the conference than beneficial. And we now have a true champion coming out of both basketball and football.

I think it's going to unify the interests of the schools.

Schools in the North watched the football games in the North. Texas A&M versus Texas Tech they really couldn't care less about. Now, it will directly impact them, because that may be the team that is directly above or below them in the 10-team standings.

I think you're going to, over time, see the barriers that were created by the two-division system break down and I think you're going to see rivalries emerge between groups that weren't previously in those divisions because they're playing each other every year and they're in those cities every other year and on those campuses. So all of that will have a, perhaps not immediate, but over time, will have a significant positive impact on the cohesiveness of the member institutions and their relationships with each other.

## WE DO SOME OTHER THINGS WELL TOO!

**Creating Dynamic & Innovative Web Sites:** The o2 Group's expertise in the virtual world takes many forms. Just as branded content works in a magazine, brochure, or advertisement, it works online, providing information, solutions and entertainment—all branded, all anchored by your objectives. A web site is a conduit—a place your customers can visit and a pipeline you can use to reach out to your customers through social media tools, personalized newsletters, blogs, tweets, promotions and contests. We can help your company expand your online presence by creating fresh and engaging content, adding new functionality to existing web sites, developing unique applications, incorporating video, or designing and launching a web site from scratch—we have the competencies to make your online goals a reality.

**Event Management Delivering Unique Events for Unique Occasions:** The o2 Group has over 15 years of experience in the special event industry. Producing events that range from 100 people to 10,000, we will customize your event to fit your message and budget. Our experience allows us to offer the latest technology to create an event your guests will long remember. We offer valuable insight at any stage of the planning process to ensure you are maximizing the potential of your event. Our experiential marketing approach puts the o2 Group in the unique position of offering video and photography services to our web clients, as well as full event coordination and production services for events such as award shows, sales/shareholder's meetings, fund raisers and trade show experiences.

**Brand Identity:** We all know that brands are built over time, and being spot-on with your brand identity is crucial to helping carry the brand message and vision. A brand is really a series of expectations that exist in the consumers mind. We help you create those expectations by ensuring that the brand behaves consistently with each branded project created. From the initial logo creation, through the graphics standards, the reliable, consistent brand identity behavior is what will form a covenant with your consumer. What does this mean for your company? A brand that will be understood and trusted by your consumer. We have created brand identities for a variety of companies in a variety of industries—is yours next?

**Brand Activation:** So, you've got your web site done, the advertising is in place and the logo looks great. What's next? It's pretty simple really ... you need to bring the spirit of your brand to life. You need your customers to interact with your brand, to be involved in distinctive ways that motivates them to use your product. The o2 Group can handle your entire activation event or collaborate with your creative team.

**Design:** Need a company brochure? Are you tired of your current product packaging and want to update and create an exciting new packaging concept? Have a big trade show or event coming up and need branding to bring it to life? We have done it all and we can do it for you. There is no job too big or small that we can't handle.





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See what  can do for you.