



"We jump through hoops for you!"

Tales from the pod

Orca Clients Take in The View!



**Ann Noder
President and Director
Of Public Relations
With Rosie O'Donnell**

A big moment in television took place the week of September 4th. TV Personality, Rosie O'Donnell, joined ABC's *The View* as its new co-host. There was tremendous hype surrounding her debut and as expected, the ratings soared to more than 4 million viewers. To top off the excitement, Orca's clients got to be on the show! Producers planned a segment featuring mom inventors – and Orca helped provide the products and guests. Tamara Monosoff, CEO of Mom Inventors Inc. and author of *Mom Inventors Handbook* was the featured expert for the show. Ms. Monosoff has been a longtime client of Orca's and has been featured by *People Magazine*, *Good Morning America*, *Wall Street Journal*, *New York Times*, *CNN* and many other media outlets. She was able to showcase two Mom

Inventor products: TP Saver and Tinkle Targets. Also part of the 'mom inventor' segment on *The View*, Jeri Keating of digitsaver. Ms. Keating is included in Orca's September *Best Products for Parents* media campaign. The moms traveled to New York City for a live taping of the show on September 7th. I met them in the Big Apple and accompanied them to the studio appearance. With a backstage pass, the moms and I hung out in the green room with such celebrities as Maggie Gyllenhaal and David Duchovny and we got the opportunity to chat with Rosie O'Donnell. She's just as nice off-stage and was kind enough to pose for pictures with all three of us. The moms got their hair and make-up done, and most importantly – got the opportunity to share their product with millions of consumers! It's a PR dream come true. The segment showcased the products beautifully and Orca's clients were fantastic in the spotlight – engaging and enthusiastic about their inventions. Even the company's websites were put on screen and on *The View's* website (which attracts even more consumers.) Orca Communications Unlimited, LLC is proud to have worked with ABC's *The View* several times on various segments. We have terrific producer contacts with the show and look forward to many more opportunities ahead.



Above and Beyond

Hundreds of Heads Share Their Expert Advice



**By Melanie Frenkel
Assistant Director of
Public Relations**

When you have one expert offering you advice it can be helpful. But, what if you expanded it to include advice from hundreds of experts? Well, that's even better! That's the idea behind *Hundreds of Heads* books. From getting into college, to surviving freshman year, the real world, dating, your wedding, first baby, teenager, and even divorce, this publishing company offers 13 books that share real advice on life topics from the real experts, hundreds of ordinary people who have 'been there, done that.' Who wouldn't want to know what worked and

what didn't from hundreds of real people? *Hundreds of Heads* does it all. Their journalists, referred to as "headhunters" go out and find real people to interview at parks, on buses, on college campuses, in restaurants, and even once followed a mail man on his route to get his amazing

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wisdom on a number of books. New to Orca, in just four short months, Hundreds of Heads has had their books featured everywhere from regional newspapers and magazines nationwide to ABC News Radio and Bloomberg wires to the Today Show. This August their special editor of one of their newest books “How to Survive Getting into College” flew all the way from TelAviv, Israel to appear in a live interview on the Today Show with Ann Curry. The response was extraordinary! The Today Show has already booked another live interview in late September with the special editor of “How to Survive the Real World” and invited the editor of ‘How to Survive Getting into College’ back again from Israel for another appearance for their College series this October. With two more new titles on retirement and national volunteerism scheduled to release to book stores any day now, this small start-up company is showing a bright and promising future in the big world of book publishing. More information at www.hundredsofheads.com



Client Spotlight

Bright Lights For Sabino International



**By Kirstin Sanders
Publicist**

Orca takes the beauty spotlight with Sabino International’s new hair product line! Hollywood hair stylist Victor Sabino has teamed with Orca Communications to announce his signature line of hair care products. This is the first and only line of waterproof hair care products! With hot and humid weather in the east and hot and arid weather in the west, we knew that it was important to spread the word quickly through television media.

To promote his new line, Orca Communications launched a national media tour which started featuring Victor in Phoenix, Arizona, Miami, Florida and San Antonio, Dallas and Houston, Texas! Magazines such as Celebrity Style and Women’s Health and Fitness are jumping at the chance to feature for holiday issues. We can see that the future is bright for Sabino International!



Orca Welcomes to the Pod...



**Lacy Gambee
Publicist**

Lacy has joined Orca Communications after working in the television news industry. Most recently, she worked as an Investigative Producer for the NBC Affiliate in Tucson, Arizona. There she also served as the Special Projects Producer where she coordinated media coverage for various companies and organizations around the country. Lacy graduated from the University of Arizona Honor’s College with a Bachelor of Arts Degree in Political Science. She also received a Certified Public Manager’s Degree from Arizona State University. Lacy’s contacts and inside understanding of a newsroom provide her with many valuable assets. It allows her to understand how and when the media want to receive information. Reading press releases in a newsroom has provided her the distinct advantage of figuring out angles the media will be interested in covering. Lacy understands that a client’s success is Orca’s success and delivering results has always been a top priority for her.



**Carrie Pulliam
Accounting &
Operations Assistant**

Carrie is a graduate of San Jose State University with a Bachelor’s degree in Business Administration and Marketing, and brings ten years of marketing experience to Orca Communications. Carrie is originally from the San Francisco Bay Area, where she handled the Marketing efforts for Signature Properties who builds urban properties in San Francisco and Oakland, CA. Carrie moved to Phoenix three years ago and continued in the homebuilding industry as a Marketing Manager for Ryland Homes of Phoenix. At Ryland, Carrie spearheaded several successful radio and television campaigns promoting new home communities valley wide. A soon to be Mom, Carrie lives in Phoenix with her husband Adam.



Who's swimming with our pod?



Orca Client Overviews

Full Service Clients

- Millionaire Maker
- Lia Sophia
- Hundreds of Heads
- Learning Express
- Forever Properties
- Forever Houseboats
- Sabino Hair International
- Babe Ease



Shared Spotlight

- Great Children's Books & Videos- (*Springtime in my Backyard, Let's Get Ready for Kindergarten! and Let's Get Ready for 1st Grade!*, *The Birds, The Bees, and Me & Meesha, Guardian of Grand Mountain*)
- Great Books- (*Living With Intention, Dumped, The Ultimate Guide to Starting Over, Help! My Baby Came Without Instructions, The Power of Net Magic, & Change Your Life: The Core Approach to Creating the Life you Want*)
- Great Travel Products- (Keep Me Busy Bag, Familytravelgear.com, Snack & Play Travel Tray, PlaneSheets, Cabin Cuddler)
- Mompreneurs- (Girly Girlz, Zuca, HotFlash, Straight Edge, RazBaby)

Best Holiday Food & Gifts

- Good Fortunes
- Wild Kitty Cat Food
- Bonterra Wines
- Pete's Gourmet Confections
- Tracy Porter, Inc.
- Robbie Dawg
- Peppadew
- Icecreamsource.com
- Volcanic Nectar
- Irie Star Design Studio



Best For Parents

- No-Snow Snuggler
- Potty MD
- Utterly Yours
- DIGITSAVER
- Tub-Time Bumpers
- Bear and Messer- Mixing Colors DVD
- Zoom Spoon
- Baby O Nursing Cover
- The Organized Parent
- Oblue Bath Shower
- BedBugz
- TeddyToes Couture
- Traveling With Kids Treasure Bag
- Our Green House
- No Squeeze Juice Box Holder



Best Pet Products

- Nathan's Hot Dog Treats
- Lupine Collars & Leads
- Vladae the Dog Wizard
- Cats A Purrin'
- FURminator
- Green Tea Leaves cat litter
- Earthbath- Grooming Wipes
- Poochie- Bells
- The Refined Feline
- Nutro Products



Best Style & Beauty Products

- Diane's Little Lambs & Rainwear
- Penelope Bags
- Mirror Me Pendant
- GloveIt LLC
- Nicole Rivera
- Dear MJ
- Christopher Robin Designs
- Sweet Dreams Maternity Wear
- JoeyJean Products & Designs
- Shwoomp
- Little Gems for Little Hands
- Glamajama LLC



Best of Arizona

- Casino World
- Urban Kidz
- Schmieder Jewelers
- Arizona Tourism Center
- SPORTSMAN'S Fine Wines & Spirits



Upcoming Guides

- Best Baby & Children's Products
- Best Innovations
- Best Trends & Gifts
- Best Organic & Natural



Best Trends & Gifts

- Smiles Made Easy
- D'Oni Specialty Sauces
- PlumpStocking.com
- Tracy Porter Inc.
- Family Time Fun
- MaryJack Studios
- It's PAWSible
- DaysAgo- Digital Day Counter
- ClockIts
- Pocket Surfer
- Uccellino
- ChocolateCakeClub.com
- Immortal Floral
- DoorCountyGeneralStore.com



Spouting off!

Media Guide To The Best For Sports, Lifestyle & Leisure

- Shape Magazine (1.6 million)
- Via Magazine (3.5 million)
- Road & Track magazine (731,036)
- Toronto Star (454,529)
- KGTV-TV (San Diego, market #26)

Media Guide To The Best Trends & Gifts

- MomInventors.com
- All You (500,000)
- ToyTips (3,000,000)
- Parenting (2,160,190)
- Family Circle (4,294,841)

Babe Ease

- Chicago Sun Times (487,480)
- Redbook (2,407,985)
- Home Business Magazine (100,000)
- Grand Rapids Press (139,100)
- Body + Soul (242,021)

Media Guide To The Best For Home & Garden

- The Miami Herald (312,811)
- Arkansas Democrat Gazette (184,659)
- Cat Fancy (238,856)
- Scottsdale Magazine (50,000)
- Craftrends (27,500)

Sabino International

- WTVJ-TV (NBC Miami #17)
- Sonoran Living
- Great Day Houston
- San Antonio Living
- Celebrity Style

Media Guide To The Best of New Mexico

- KFWB-AM (Los Angeles, market #2)
- WCBS-AM (New York City, market #1)
- KOB-TV (Albuquerque, market #49)
- 1550 AM (Pittsburgh, market # 21)
- KBQI- FM (Albuquerque, market #49)

Media Guide To The Best Baby & Children's Products

- WGN-TV (WB, Chicago)
- WNYW-TV (FOX, New York)
- WCBS-TV (CBS, New York)
- Washington Post (679,000)
- USA Today Magazine (254,000)

Media Guide To The Best of Arizona

- The New York Times (1.2 million)
- Sonoran Living
- Your Life A to Z
- KSAZ-TV FOX
- KTVK-TV

Learning Express

- The Trentonian (42,500)
- WTVJ-TV Miami
- KPNX-TV Phoenix-
- WFXT-TV Fort Meyers-

