



# Media Jockey

## *A Newsletter from Xanthus Communications*

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### News Tip

Ever wonder why there is so much clutter? It is media that is creating all the clutter. 50 to 100 new media outlets are added to the media space each business day. This number of media outlets only includes print and broadcast and does not include blogs. At last count, blog and social media tracker Technorati, claims to have indexed 86.8 million blogs.

Issue: # 1

June 2007

Greetings! Xanthus Communications has begun publication of an electronic newsletter called "**Media Jockey.**"

Each issue of "Media Jockey" will feature one of our experts. We will also review a media outlet. The media outlets that we will profile will range from the [Mann Report](#) and [Small Business Success](#) to [Women's Wear Daily](#), the [Wall Street Journal](#) and [The New York Times](#).

No publication is too large or too small to escape our scrutiny. There is too much media out there. We are going to cut through the clutter and help you find the right publication that fits your area of expertise. We will also offer tips about the current state of media, new trends, and those developing stories that are hot. Be assured-we will be featuring experts and news sources that are highly relevant to the success of your business.

Our informative and valuable service is pro bono. It is just one more way that Xanthus Communications serves the best interest of its many clients.

Best Regards,

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[Visit our website to learn more about Xanthus experts.](#)

### Featured Expert

## Media Tip

When talking to a journalist, tell who you are and what you do in less than thirty seconds. Be direct, succinct and sincere.

## Asking Bid

It is our prediction that Rupert Murdoch's asking price for the purchase of Dow Jones will not be matched by Los Angeles billionaire Ron Burkle who has joined [Dow Jones & Co. Inc.](#) employees to try to counter a \$5 billion bid for the company from [Rupert Murdoch's News Corp.](#)

## On the Sidelines:

Kudos to the New York-based PR firm Rubenstein for getting the Murdochs portrayed in [The New York Times](#) as America's first family of media.

## Expert Quote

"In the coming years, the difference

### Kurt Weyerhauser Expert in Executive Search



Executive recruiter KURT WEYERHAUSER is a Los Angeles-based expert in the fields of talent search, acquisition and retention. For nearly 20 years, Kurt's diverse background has spanned over 400 executive searches for a diverse set of organizations that include Air New Zealand, Capitol Records, Clorox, General Mills, Harley Davidson, JetBlue Airways, Johnson & Johnson, Nissan, UCLA, US Borax, Virgin, the Walt Disney Company, Yoplait and many others.

Kurt's broad-based expertise spanning many industries, along with his skill in research and candidate development, ensure that his clients find the best possible leader, rather than merely a candidate from the same small pool of industry-specific players.

Prior to founding Kensington Stone in 1996, and its predecessor KW Research in 1989, Weyerhauser served as a Director of Research for Ward Howell International. He has also worked for the late US Senator John Heinz III (R-PA).

Raised in Europe, Weyerhauser's cultural awareness and global perspective aid companies who seek the best leadership from across the globe. His intuition, strong work ethic, and exacting standards have led to praise from numerous high-level executives.

He holds degrees from both the University of Maryland at Munich (Germany) and from UCLA, as well as an MBA from the University of California at Irvine. A member of the UCLA Alumni Association, Weyerhauser mentors students on job-seeking and career management.

## Featured Media Outlet

### **Spotlight on** [Leadership Excellence](#)

In the words of [Leadership Excellence](#), "Our mission is to promote personal and organizational leadership based on constructive values, sound ethics, and timeless principles." Touting ten international editions and entering it's 24th year in the United States, [Leadership Excellence's](#) thorough and innovative coverage of personal and professional leadership has continued to make it a standard in business journalism since its conception in 1984.



By collaborating with what it calls "the best minds in the business," or, "the gurus of leadership," [Leadership Excellence](#) strives to produce

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