

## Shown below are the media interviews and related activities the outreach generated.

### Items/Initiatives This Week:

- Set up/reschedule Client's Bloomberg TV segment
- Set up interview with Bloomberg reporter T. Black re HON earnings
- Set up interview with Bloomberg reporter D. Welch re GM earnings
- Set up interview with Reuters reporter N. Balu re MSFT, GOOG earnings
- Update of media lists for different sectors to add reporters from various media outlets: technology, financials, communications, consumer, energy, healthcare, materials, real estate, industrials, utilities
- Compilation of earnings dates of S&P 500 companies reporting last week
- Development of KO, MCD, MSFT, GOOG, V, TXN, BA, BMY, ADP, META, QCOM, F, PFE, MRK, CMCSA, HON, MO, NOC, AAPL, AMZN, INTC, XOM, CVX, PG, ABBV, CL earnings preview/review
- Fulfillment of Benzinga producer Z. Suranyi's request for Client's earnings preview/review
- Fulfillment of TheStreet reporter R. Lenihan's request for Client's commentary on Ford and EV layoffs
- Fulfillment of AFP reporter J. Jammot's request for Client's commentary on MSFT and GOOG
- Fulfillment of Barron's reporter A. Root's request for Client's commentary on Ford EV demand
- Addition of Bloomberg tech reporters J. Love and M. Alba to Client Tech media list
- Addition of Petroleum Economist reporter P. Ramsay to Client Energy media list
- Correspondence with Client re A-rated energy picks for Kiplinger
- ValueLine research on stocks PLAB, PPC, DVN, COST
- Correspondence with Client re August schedule, Forbes cruise
- Segment pitches to Bloomberg Radio, TD Ameritrade Network, Yahoo! Finance, Fox Business, CNBC TV
- Conference calls with Client, market commentary, Weekend Reading
- Weekly activity report