

GOOD NEWS CAN TRAVEL FAST

THE GREATER CLEVELAND MARKETING ALLIANCE CREATES TOOLS YOU CAN USE

Often those most critical of Greater Cleveland are those who call it home.

In a recent survey, chief executive officers throughout Northeast Ohio cited the defeatist attitude of some of the region's residents as one of the biggest obstacles to attracting investment and encouraging growth in Cleveland.

So the Greater Cleveland Marketing Alliance (GCMA), founded by the Greater Cleveland Partnership, Team NEO and the Convention and Visitors Bureau of Greater Cleveland, has taken on the task of improving the perception of Cleveland among its own residents.

"It's difficult to encourage students and businesses to relocate to this area if the people living in Cleveland feel bad about the city," says Joe Roman, president of the Greater Cleveland Partnership. "We need positive word of mouth to create positive impact on the region."

While the national campaign is planned for April, the Alliance is already airing public service announcements (PSAs) encouraging residents to spread the good word about the region.

"The people who live in Northeast



"THE PEOPLE WHO LIVE IN NORTHEAST OHIO ARE THE BEST SALES FORCE FOR THE REGION, SO THE ALLIANCE IS EQUIPPING THEM WITH INFORMATION THEY CAN USE."

— JOE ROMAN,
PRESIDENT,
GREATER
CLEVELAND
PARTNERSHIP

Ohio are the best sales force for the region, so the Alliance is equipping them with information they can use," adds Roman.

One of the PSAs says, "What makes you proud to call Northeast Ohio home? Let people know. By talking positively about things that you may take for granted, you can be an ambassador for the region. And there's a lot to be proud of."

The PSA is then followed by a fact, such as: "Did you know that *Entrepreneur* magazine recently ranked Northeast Ohio one of the hottest entrepreneurial regions? Even higher than San Francisco, Boston and Seattle."

WHAT CAN YOU DO?

USE THE ADS THE ALLIANCE HAS CREATED.

While these ads are designed for radio broadcast, the content can be used in your own communications. Include the positive news in your newsletters, on your Web site or even on your billing invoice.

HELP CREATE NEW ADS.

The Alliance is always looking for facts that can be incorporated in the ads. Pass on facts you may have about the region through the e-mail address listed below.

SIGN UP FOR THE NATIONAL NEWS COVERAGE UPDATE.

The Alliance has started collecting positive national and international news coverage about Northeast Ohio. Read it online or have a news summary delivered to your e-mail inbox. But don't let the good news stop there, go ahead and pass it along to friends and family.

CONTRIBUTE STORIES TO THE NATIONAL NEWS COVERAGE UPDATE.

Anyone in Northeast Ohio can submit a story idea that could be pitched to the national media. Or send the link of a positive story in the national media about Northeast Ohio for possible inclusion in the next edition of the *Greater Cleveland GCMA National News Update*. <<

CONTRIBUTE IDEAS, NEWS STORIES, FACTS OR SIGN UP FOR THE NATIONAL NEWS COVERAGE UPDATE AT GCMANEWS@GCPARTNERSHIP.COM; WWW.GCPARTNERSHIP.COM/ABOUTCLEVELAND.ASPX.

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