

From: [Handler, Elisabeth](#)
To: [Downtown West Project](#)
Subject: FW: FW: United Hemispheres Magazine / Dossier San Jose-Silicon Valley
Date: Wednesday, March 4, 2020 1:04:50 PM
Attachments: [image001.png](#)
[image002.png](#)

From: Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>
Sent: Thursday, January 30, 2020 11:11 AM
To: Michael Appel <mappel@google.com>
Cc: Walesh, Kim <Kim.Walesh@sanjoseca.gov>
Subject: Re: FW: United Hemispheres Magazine / Dossier San Jose-Silicon Valley

You are the best!!

Elisabeth Handler
Public Info. Mgr. | OED
City of San Jose
cell: 408 599-9567

From: Michael Appel <mappel@google.com>
Sent: Thursday, January 30, 2020 10:53:00 AM
To: Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>
Cc: Walesh, Kim <Kim.Walesh@sanjoseca.gov>
Subject: Re: FW: United Hemispheres Magazine / Dossier San Jose-Silicon Valley

[External Email]

Hi there - feel free to introduce him to me. We likely won't engage on the record for this, but I'm happy to assess when he reached out. Either way, I'll be sure he gets all of the good information about our proposed development.

Reach out with any questions,

Michael

On Thu, Jan 30, 2020 at 10:42 AM Handler, Elisabeth <elisabeth.handler@sanjoseca.gov> wrote:

Michael:

We would like to alert you to an opportunity that came our way, to be part of a San Jose & Silicon Valley 40+ page insert in the United Hemispheres Magazine April issue.

Last week I was briefed on this by the publisher, Carsten, at the invitation of Team San Jose, along with Matt Mahood of svo and Daniel Garcia representing the arts community.

First – this is NOT pay-for-play! It's a real editorial opportunity, with all the copy written by one writer, based on interviews with many people of influence in key organizations throughout the area. Of course, we are working to make as much of the content relate to San Jose! See the attached media kit and sample pages from previous editions.

OED's part is to help the researcher, Chris Denby, get interviews with key people who will tell the economic development and San Jose 3.0 parts of the story. Chris' preferred approach is through the comms folk, rather than trying to reach out directly to the CEO or other top exec – and that's why I am roping you in.

I will be providing Chris with personal introductions to the comms people – as noted in the attached spreadsheet. With your contact info, he can start making calls and setting up interviews with the appropriate spokespeople – perhaps Alexa? We really hope you will participate, since Google is such a vital part of San Jose's future! The issue goes to press March 6, so we only have a month to get the interviews scheduled and jcompleted....

Call me with questions – and thanks!

Elisabeth

Elisabeth H. Handler, APR
Public Information Manager
Office of Economic Development
City of San Jose
200 E. Santa Clara Street
San Jose, CA 95113
@sjeconomy
www.sjeconomy.com
o: [408 535-8168](tel:4085358168)
c: [408 599-9567](tel:4085999567)

From: Carsten Morgan [mailto:Carsten.Morgan@ink-global.com]

Sent: Wednesday, January 29, 2020 11:31 AM

To: Matt Mahood <mattm@thesvo.com>; Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>;
Laura Chmielewski <lchmielewski@sanjose.org>; Frances Wong <fwong@sanjose.org>;
daniel@content-magazine.com

Cc: Chris Denby <chris.denby@ink-global.com>; Meri Westcott <meri.westcott@ink-global.com>;
Daniel Wellbelove <Daniel.Wellbelove@ink-global.com>

Subject: United Hemispheres Magazine / Dossier San Jose-Silicon Valley

[External Email]

Good morning,

It was a pleasure meeting everyone last week.

As promised, attached is our list of target organizations for interviews. Please let us know if any organizations need to be added or omitted. As you can see, this project will have a higher concentration of tech organizations based on the local impact of the global economy. One area that still needs to be addressed is the geographic footprint. San Jose clearly will be the focal point but need to determine what other key communities will be highlighted for coverage. The list does not have these regions addressed.

There are a few action items we discussed at the meeting:

- Fact sheet on each of your respective organizations/regions (i.e. geographic footprint, economic impact, population, # of visitors/dollars spent, exports, conventions, etc).
- Listing of fun facts, bragging rights, and accolades that present ways the region touches everyday life
- Breakdown of regional employment sector (see attached 'Making of a Community' example presented during our meeting)
- Listing of critical historic dates (see attached 'Making of a Community' example again)
- One to two-pager of initiatives. This essentially is your pitch to us that we use to determine how they edit will be laid out (i.e. downtown revitalization, convention center expansion, emerging industry clusters, new development, etc.)
- Recommendation for accessible celebrity for potential 'My San Jose' story. You mentioned Steve Wozniak as a potential candidate. Attached is a PDF of an interview I did a few years ago with Mark Cuban. That may be relatable more than most.

Chris has started his outreach for next week's meetings with the respective communications people. He's flying in Sunday night then taking the redeye back home Friday evening. We'll keep everyone posted as to his progress. Any assistance you can provide connecting him would be most appreciated especially given the timeline.

By way of email, I'd also like to introduce you to two other members of our team. Dan Wellbelove is the writer for the feature. He'll look to interview each of your organizations over the next four weeks. Meri Westcott is the Director of Business Development for this series handling the marketing and ads. Hopefully her efforts will be well received and we can deliver a healthy 40-page feature. Attached are PDFs of the demographic overview presented during the meeting as well as her media kit.

Thanks again for championing this feature. This has all the makings to be a major showcase for the community. We're excited to cover San Jose and the Silicon Valley.

Best regards,
Carsten

Carsten D. Morgan
Vice President, Special Projects

Direct [610 438 1190](tel:6104381190)

Mobile [610 216 2581](tel:6102162581)

Email carsten.morgan@ink-global.com



Abu Dhabi | London | Miami | New York | São Paulo | Singapore
2104 Overlook Circle, Easton PA 18045
ink-global.com

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Michael Appel | Global Communications & Public Affairs | mappel@google.com
319.530.5397

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