



Recommendation

date: December 15, 2009
from: David Brot, Sr. Vice President/Account Director
re: Pam Magnuson

As the account director for Earth Hour's 2009 US advertising campaign, it is my honor to have worked with Pam Magnuson. Pam was an exemplary print producer, going above and beyond on a daily basis. Her tireless efforts contributed directly to an event which resulted in 1 in 7 people globally participating in Earth Hour by turning out their lights for one hour on March 28, 2009.

Pam brought her expertise to every element of the production of the campaign's print and out of home elements. With very little time and even less budget, Pam never hesitated to take on the challenge and provide innovative, cost-driven solutions. For example, she worked with the media team to make sure all forms of donated media matched several pre-determined sizes, in order to reduce keylining expenses and increase production speed.

Pam's passion makes her an ideal member of a team. In fact, Pam's belief in the Earth Hour cause inspired her to talk to production contacts at several national print publications and secure additional donations of media resulting in additional Earth Hour awareness.

Pam's passion also translates to her ability to think beyond the role she is assigned. For the Earth Hour campaign, she saw the public relations value of local organizations participating in the event. She persuaded the owners of Weather Mark Tavern to become Chicago's first restaurant to publicly support Earth Hour. This resulted in multiple broadcast outlets featuring Weather Mark's innovative Earth Hour candle light events. And, if that were not enough, Pam also worked with Mount Prospect mayor's office and a local school district to support Earth Hour. The schools added the Earth Hour into the school curriculum and the mayor issued a proclamation supporting Earth Hour.

Pam's print production expertise and passionate approach make her an ideal member of a marketing team. If you would like to discuss Pam's qualifications, please don't hesitate to contact me personally at david.brot@leoburnett.com or 312/220-1120.