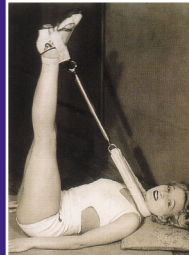


- News
- News
- News
- News
- News
- Family Circus

PMG TODAY

THE UNUSUAL NEWSLETTER FROM THE USUAL PHOLKS AT PHOENIX



Jean tries unsuccessfully to kill herself when she learns this month's vacation is cancelled.

OCTOBER, 2002
"ANNA NICOLE SMITH" ISSUE
NOT IN THIS ISSUE:
INDUSTRY TALK
Toyota and Apple merge; create Mac Truck
ENTERTAINMENT
Jean's vacation photos, volume A1229B
HEADLINES
Charlie experiences moment of lucidity

"Internet possibly here to stay," say insiders

(Details on page 3)

"TIP TO CLIP"

RGB vs. CMYK

Ever wonder what the difference is between those mysterious acronyms that apply to color in Graphics Land? Simply stated, "RGB" stands for red, green and blue, the three colors that, when combined, create the "full" color spectrum used within the world of computers. In the print environment, however, presses utilize a four-color combination known as CMYK, which stands for Cyan (light blue), Magenta (purplish red), Yellow and Black (the letter "K" used so as not to confuse black with blue). One seldom transfers successfully into the other's world. That's why there's Photoshop.

A Thought For the Day:

Eagles may soar, but weasels don't get sucked into jet engines.

LEGAL BRIEFS

99% of lawyers give the rest a bad name.

We spell success M-P-S

Phoenix is proud to have been part of a marketing campaign credited for increased enrollment, adding over \$2 million in federal and state aid for Milwaukee Public Schools (MPS). As reported in the Milwaukee Journal Sentinel, enrollment in MPS is up, with unaudited totals for fall at 103,766 students - 379 more than was projected in spring.

The campaign, which included television, radio, ads, buscards and a series of billboards (see PMG TODAY July/02), promoted different aspects of MPS, including recommending early enrollment. Phoenix gets a gold star!

"TRACEY-ISMS"

Actual phrases that actually come out of our administrator's actual mouth!

(Looking up a word in the dictionary)
"According to this, it's not in here."

Phoenix "Bonds" at WAF Party

The spirit of 007, James Bond, was reflected everywhere for this (what else!) 7th annual cocktail party to benefit the Wisconsin AIDS Fund, the proceeds from which are used for HIV/AIDS prevention programs in Wisconsin.

Once again, we at Phoenix were part of the volunteer committee that heads up WAF's largest annual fund-raiser - Absolutely the Best Party 007. For the 5th year in a row, our own Charlie Radtke designed and produced the event's promotional materials in keeping with the 007 theme, while PR Director Ben Baker was, again, part of the event steering committee. The Phoenix team has enjoyed its history of involvement with this annual benefit. We are proud to be associated with WAF and its accomplishments in the fight against AIDS.



"Phoenix Four" and an unknown assailant at the "WAF Best Party 007"

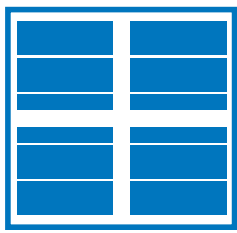
J.F. Cook Opens Its Doors (and Windows) To Phoenix

J.F. Cook Company, Inc. and its subsidiary, Overhead Door Company®, left its doors (and windows) open and guess who snuck in, bearing gifts - Phoenix! With a whole new corporate ID, no less.

Phoenix was commissioned to develop the look that would properly represent Cook as THE commercial and residential window and door manufacturer and installer in

southeastern Wisconsin. The new logo and positioning statement - "Doors and Windows For Your World" - were applied to all corporate identity materials and forms.

Cook manufactures highest quality residential and commercial doors and commercial windows, with the longest life cycle, and utilizes the best-trained professional staff for installation and maintenance.



COOK
 J.F. COOK CO., INC.

Client of the Month

This month's accolades go to philanthropic administrator, Robert Tobon, for commissioning Phoenix to produce the Helen Bader Foundation's Annual Report for the fourth year in a row. We're impressed with the foundation's long-running good will and taste in agencies!

Want to contact us?

Phoenix Marketing Group, Inc. is open Monday through Friday from 8:00 AM to 5:00 PM. Contact Ben Baker, Public Relations Director, by phone at 414/223-4848, X114. Ben can also be contacted via e-mail at bbaker@phoenixmgi.com.

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* * * HOROSCOPE * * *

SCORPIO (October 23 - November 21) *Scorpio is the sign of the scorpion. Did you ever see one of those things? Eeeeeeeooooo!! God, I HATE those! They have those little pinchy things...and that tail has, like, this really horrible poison in it that can KILL you if it touches you with it! I'm not making this up! Watch "Wild Kingdom" some time! Yeeesh!*