

MEDIA RELEASE

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Lore Author and Book Capture Media Attention, Imagination

Durango, CO, February 20, 2007 – Since publication of *What People Want* in October, 2006, book author and Lore CEO, Dr. Terry Bacon, has received widespread media attention and acclaim. The book—which summarizes two years of research on interpersonal needs in the workplace—has captured the attention and imagination of nearly 40 radio and television interviewers and producers, resulting in more than 400 minutes of air time for Dr. Bacon and this latest book.

Among the many sources that have profiled, discussed, and reviewed the book, CareerBuilder.com named *What People Want* one of its 2006 “Page Turner” books, making it a top career book for 2006.

Additionally, Dr. Bacon will be interviewed on ABC’s ‘America this Morning’ on February 22. This taped interview will be available across the ABC television network for rebroadcast and use by ABC News and affiliates worldwide. Host Ryan Owens will interview Dr. Bacon on findings from the research that show what people don’t want from a manager/employee relationship.

Some of the key media sources who have interviewed Terry Bacon include: Bill Rice’s Midday Show on KOMO in Seattle; Catherine Whitman’s Morning News on KGO in San Francisco; Jesse Dylan’s The Good Life on AWN Talk Radio Network; Diane Jones’ Morning Show on KLPW in St. Louis; The Joe White Show on the Colorado Radio Network (KRCN, KKKK, KVLE-AM/FM); CRN Digital Talk on the Cable Radio Network which includes PAX TV in Los Angeles, Chicago, New York, as well as WSRO WJLT in Boston, KCEO in San Diego, KRLA in Los Angeles, and KDWN in Las Vegas.

Additional media interviewers include: The Ron Thulin Show, KAHL in San Antonio; The Jim Parisi Show, KNST, Tucson; Everything Employment Radio with Rick Gillis on the Bizradio Network (KMNY, Dallas-Ft. Work and KXYZ, Houston); Tuned-In to Success with Jeff Bruculeri, KAKC, Tulsa; The Business Shrink on Sirius Channel 114; Kathryn Zox’s Morning Magazine, WSDE, Albany; Small Business Advocate with syndicated host Bliss Bowman; Tron Talk, KCBR/KCMN; Enterprising People with Kim Bale Tureaud, KCEP, Las Vegas; The Brent Clanton Show on the Biz Radio Network, KXYZ / KMNY-Houston & Dallas; Opening Bell with Don Lancer, KYW, Philadelphia; Something You Should Know, Nationally Syndicated Radio (200 U.S. markets); Mastering Your Money, with Ed Fulbright, WNCU, Durham; Marketwatch.com with Marshall Loeb as distributed across Dow Jones Newsire and Knight-Ridder/Tribune; The Kelly Gore Show with Dick Nelson, WJON/KKSR, St. Cloud; Straight Talk on KJFF, St Louis; The Laurie Spindler Show-Life Changes with Laurie, KRCN/KKKK/KVLE Denver; the Dr. Pat Show, KKNW, Seattle; It’s Your Life, on WEGP/WREM, Maine; Explore Your Spirit with Kala Ambrose on Metaphysical Talk Show; The Ken Morgan Show-Biz for Breakfast, KFNN, Phoenix; Community Lifescapes, WYZE, Atlanta; Insidesuccess Radio Show with Jan Schleicher, Virginia (and internet); Ella Speaks, KTLR, Oklahoma City; Interviews & Interactions, KTKK, Salt Lake; The Third Age

Radio Show, host Peter Brill, Santa Barbara; and the Entrepreneur Radio Show with syndicated host Melissa DeMille.

Print media articles have also been plentiful, with the book and Dr. Bacon interviewed and quoted in many sources, including: Investor's Business Daily; The New York Times; The Hackensack New Jersey Record; Human Resources Management; Employer's Group Newsletter; The Pittsburg Post-Gazette; Office Solutions; Workforce Management; Government Leaders (web-edition); the Orange County Register; The Bellville News-Democrat; The American Management Association (web-edition); Arlington (IL) Daily Herald; T+D Magazine; Fort Wayne Journal Gazette; South Florida Sun-Sentinel; Career Smart Advisor; Biz Books (syndicated column); Strategies Magazine; Legal Management (official journal of the Association of Legal Administrators); Sodohexo's "Fast Forward" syndicated column; Executive Decision; World-at-Work; NewsReach; Alan Caruba's annual book reviews (Amazon.com); Customer Service Newsletter; Entrepreneur; Perdido Magazine; Idaho Press; Hindustan Times (New Delhi); Workspan Magazine; HR Now magazine; Ideas & Trends; Careers Now; Go (in-flight magazine); Torrance (CA) Daily Breeze; Human Resource Executive; and The Virginia Pilot.

About Lore International Institute

Lore International Institute is a privately held, global executive development firm, serving the global business community. Since 1989 Lore has been providing clients with a range of professional development solutions including organizational consulting, assessment, executive coaching, executive education, and business development services. See www.LoreNet.com for additional information about Lore, or contact Jennifer Kwiatkowski, Communications Manager, at 800-866-5548.

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