



05-C -0616

ATLANTA CITY COUNCIL

ANNE FAUVER
COUNCILMEMBER
DISTRICT 6

55 TRINITY AVENUE, S.W.
SECOND FLOOR, EAST
ATLANTA, GEORGIA 30335
DIRECT (404) 330-6049
MAIN (404) 330-6030
FAX (404) 658-6073

March 18, 2005

Ms. Lisa Borders, Council President
City of Atlanta
55 Trinity Ave., SW
Atlanta, GA 30335

Dear Lisa,

We are pleased to offer the name of Lawrence (Larry) Lowenstein to the People TV Board of Directors. His appointment would be for a two year term, which would begin on the date of Council confirmation.

I believe Mr. Lowenstein would be an asset to the board. A copy of his resume is attached for your review.

Sincerely,


Natalyn Archibong
Councilmember, District 5


Anne Fauver,
Councilmember, District 6


Mary Norwood,
Councilmember, Post 2 At-Large

attachments

CONFIRMED BY

MAY 16 2005

COUNCIL

Kenneth Lawrence (Larry) Lowenstein

147 15th Street,

Atlanta, GA 30309

404/881-6868

- Objective** A challenging position which utilizes my previous work experiences with public relations and the media
- Education** Graduated High School, 1937, Perkiomen Prep School
Business Administration Certificate from New York University, 1941
- Experience**
- 1992-Present—Media Coordinator and Special Assistant to the Dean of Kennesaw State College Continuing Education** from November, 1992 to present (initially as a consultant then full-time temporary). Current position responsibilities include: working closely with the Dean and Continuing Education Marketing to develop marketing plans, media coverage and special events for Continuing Education; formulating and maintaining up-to-date press mailing lists; writing press releases and contact letters to the media and developing first-hand relationships with the media. Also, developed and delivered successful new CE program *Meet the Authors*. As Special Assistant to the Dean, make initial contact with key executives in business and corporations for the Center for Corporate & Economic Development Programs.
- 1991—Owner/President for Larry Lowenstein, Inc.** Represented the following clients: BBDO/BDA Advertising Agency (Delta); WPLO, WAOK, WVEE Radio, Alpha Phi Alpha Fraternity's presentation of the Atlanta performance of the Boy's Choir of Harlem, and the American Hotel.
- 1990—Executive Director for Atlanta Partnerships of Business and Education.** Provided leadership to influence the quality and relevance of educational opportunities in Atlanta's public schools as a means of improving the quality of life of Atlanta's citizens.
- 1989—Press Information Officer for Atlanta Public Schools** As an administrator, reported to the Superintendent, information was disseminated to local, state, and national media regarding the activities of the Atlanta Public Schools; coordinated special projects (receptions, cultural programs, conferences, conventions, drives, and contests). Provided consultation and assistance on publicity and publications to system personnel. Coordinated relations with the news media and assist with the student exchange programs.
- 1983—Director of Development for WABE/APBA-TV (WPBS-TV, Atlanta)**
- 1974—Program Director, Public Relations & Community Relations for WRNG, the CBS affiliate in Atlanta.** Responsible for programming and supervision of Ring-Masters (talk-show hosts); arranged on-air guests for the shows; station representative for numerous government and civic organizations (listed later); created the Big Heart banquet (currently in its 18th year) as part of a promotion for WRNG.
- 1976—Director of Marketing for WXIA-TV, Atlanta (Channel 11).** Responsible for all public relations, publicity and promotion events; worked closely with the President of the station and was representative for various clubs/organizations; created the on-air Eleven Alive Community Awards Broadcast, now in its 20th year.

1968—Owner of Larry Lowenstein, Inc. Represented clients including: Bond Stores, Woll Bureau, Mutual Broadcasting System, Hughes Television Network, Loews Corporation, Savin Business Machines, American Freedom Train Foundation, Leon Uris, Boston College, Ticketron, Miss America Pageant Parade, Miss Universe Pageant, to mention a few.

1965—Public Relations Director/Personal Manager for Arther Godfrey. Responsible for all media contacts; arranged local horse shows, set up personal appearances and accompanies Mr. Godfrey on all tours.

1964—Vice President/Partner of Herbert K Landon Public Relations. Represented the following: Miss Universe Pageant, Xerox Corporation, TV Specials, Benny Goodman, Allen Funt Production, and Iberia Airlines.

1962—Vice President Advertising & Public Relations for General Artist Corporation, a personal management company. Also served as television sales executive.

1960—Managing Director for Rogers & Cowen Los Angeles PR firm (New York office). Represented DuPont, US Time (Timex), Goodson-Todman Productions, Jantzen's, Procter and Gamble, and General Foods.

1955—Director of Press Information for CBS-Television Network. Headed staff of 42 with a budget of about \$700,000/year.

1949—Director of Publicity & Promotions for Benton & Bowles Advertising. Directed a department of 35 supervising the publicity and promotional activities of corporate and product publicity campaigns for: Procter and Gamble (wrote and supervised the first test market introduction of Crest Toothpaste), General Foods (Post Cereal, television and radio), Lenox China, Prudential Insurance Company, Mutual of NY; also supervised all promotion and publicity for such radio and TV programs as: Play of the Week, DuPont Show of the Month, Juvenile Jury, Father Knows Best, to mention a few.

1946—Various Executive Positions for WQXR, WHLI, WOR, and WINS (New York).

1942—Promotion Department Position for New York Daily News. Assigned to Ed Sullivan's Harvest Moon Ball, Silver Skates, Golden Gloves, and General McArthur Promotion.

1941—Flying Cadet/Army Correspondent for Stars & Stripes Army Air Force(AAF). Served in the European Theatre of Operation (Ireland, England, France, Germany); received honorable discharge, 1945.

1938—Sales Associate for Bloomingdales

Associations & Awards for Larry Lowenstein

- Past President of the Atlanta chapter of the Society of Journalists, Sigma Delta Chi
- Past President, Georgia Association of Broadcasters (GAB)
- Past President, Atlanta Chapter of the American Jewish Committee
- Board Member, Atlanta Urban League
- Board Member, Georgia Special Olympics
- Board Member, Atlanta Chapter of the National Academy of Arts and Sciences
- Board Member, Georgia and Atlanta Chapters of the American Cancer Society
- Past Board Member, Atlanta Press Club
- Past Board Member, Atlanta Chapter of the NAACP
- Past Board Member, Atlanta Ad Club
- Active Member, Butler Street "Y", Metropolitan Atlanta United Way, and North Area Council of the Boy Scouts of America
- Advisor, *The Sentinel* (Kennesaw State University Student Newspaper)
- 1979, "Outstanding Public Service" award, Georgia Chapter of the Public Relations Society of America
- 1983, "Golden Mike" award, Georgia Association of Broadcasters (GAB)
- 1992, "The Phoenix" award, Georgia Public Relations Society of America Hall of Fame
- 1994, Elected to the Order of the Phoenix – Atlanta Public Relations Society of America
- 1995, James Kaufmann Award, NAACP
- 1996, Silver Circle Award, NATAS
- 1996, Big Heart Award – Founders award Georgia District North Civitans (for disabled children) Association for Retarded Citizens
- 2004, General Managers' Award for Lifetime Achievement - National Academy of Television Arts and Sciences Southeast Chapter
- 2004, Kennesaw State University, Honorary Alumnus

RCS# 6684
5/16/05
2:39 PM

Atlanta City Council

Regular Session

05-C-0616

APPOINTING LAWRENCE LOWENSTEIN TO THE
PEOPLE TV BRD OF DIRECTORS 2YRS
CONFIRM

YEAS: 12
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 2
EXCUSED: 1
ABSENT 1

Y Smith	Y Archibong	Y Moore	Y Mitchell
Y Starnes	B Fauver	Y Martin	NV Norwood
Y Young	Y Shook	Y Maddox	Y Willis
Y Winslow	Y Muller	Y Sheperd	NV Borders

05-C-0616

05-C-0616
(Do Not Write Above This Line)

A COMMUNICATION BY COUNCILMEMBERS NATALYN ARCHIBONG, DISTRICT 5; ANNE FAVER, DISTRICT 6 AND MARY NORWOOD, POST 2 AT-LARGE.

APPOINTING LAWRENCE (LARRY) LOWENSTEIN TO THE PEOPLE TV BOARD OF DIRECTORS. THIS APPOINTMENT IS FOR A TERM OF TWO (2) YEARS, SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION CONFIRMED BY

MAY 16 2005

COUNCIL

- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1st ADOPT 2nd READ & REFER
- PERSONAL PAPER REFER

Date Referred 3/21/05
Referred To: CCC / COUNCIL

Date Referred _____
Referred To: _____

Date Referred _____
Referred To: _____

Committee _____
Date _____
Chair _____
Referred To _____

First Reading

CCC Committee
Date 4/18/05
Chair _____
Action Fav, Adv, Hold (see rev. side) _____
Other _____
Members _____

Refer To _____

CCC Committee
Date 4/18/05
Chair _____
Action Fav, Adv, Hold (see rev. side) _____
Other _____
Members _____

Refer To _____

CCC Committee
Date 5/2/05
Chair _____
Action Fav, Adv, Hold (see rev. side) _____
Other _____
Members _____

Refer To _____

Members _____
Action Fav, Adv, Hold (see rev. side) _____
Other _____

Members _____
Action Fav, Adv, Hold (see rev. side) _____
Other _____

FINAL COUNCIL ACTION
 2nd 1st & 2nd 3rd
Readings
 Consent V Voice RC Vote

CERTIFIED

MAY 16 2005

CERTIFIED
MAY 16 2005

MAYOR'S ACTION