

An Internship with Kirvin Doak Communications
A Capstone internship submitted to Southern Utah University in fulfillment of the
requirement for the degree of

Masters of Art in Professional Communication
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Approval Page

I certify that I have read this internship thesis and that, in our opinion, it is satisfactory in scope and quality as an internship for the degree of Masters of Professional Communication.

Jon Smith, PhD

ACKNOWLEDGMENTS

I would like to thank my parents for their ongoing motivation to help me excel in not only in my education but also throughout life. Being the first generation student I never imagined attaining my master's degree, but here I am, thanks to you. Thank you for bringing me lunch when I was in elementary school, rides to the airport for undergrad sorority conferences, having patience with me when I was stressed about graduation, and most importantly for loving me unconditionally.

I want to thank my gladiators (you know who you are) who reminded me as to why I was perusing this degree when all I wanted to do was give up. Helping me take notes, ask a question in class for me when I didn't understand a concept, bringing me an endless amount of coffee to ease the writing process and truly believing that I am going to be successful in the near future.

And finally, I would like to thank my professors that I have had at Southern Utah University. Every single professor has changed my views on what I wanted to become as I grew as a student. Introducing me to new ideas and concepts that made me question the way I viewed the world. Thank you for giving me a deeper understanding in communication and challenging me to challenge myself.

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INTRODUCTION

This capstone focuses on my experiences as an intern at Kirvin Doak Communications in Las Vegas, Nevada. This internship with Kirvin Doak Communications was completed during the summer of 2016. This internship allowed me to explore an option of what I could be doing for my professional career in the near future, helped me understand the organization and communication structure of a PR agency, and how I can improve my skills within the field. Since my undergraduate degree, I have studied about public relations, but I wanted to emerge myself within it to gain a better understanding. My objectives and goals for this internship were to: have this internship prepare me for a career in public relations, apply my knowledge acquired by Southern Utah University to this internship, and fulfill the capstone requirements for the Masters of Arts in Professional Communication degree. I worked with #TeamTerri within their social media, events and media outreach teams at Kirvin Doak Communications where I grew as a professional. This paper gives an extensive description and explanation of what I learned throughout the summer.

Kirvin Doak Communications is the leading marketing, public relations, and social media firm, located in the dynamic city of Las Vegas, Nevada. Consumer practice areas range from entertainment, travel and hospitality, gaming and non-profit. Clients include MGM Resorts, Cosmopolitan, Blue Man Group, Wolfgang Puck, T-Mobil Arena and much more. This allowed me to gain valuable experience and networking opportunities in a variety of organizations. In 2015, Vegas INC named Kirvin Doak Communications the number one public relations firm in Las Vegas and I was eager to be a part of their team.

My graduate education at Southern Utah University consisted of mainly research and theory that I felt like I needed this internship to enhance and practice my public relations skills. I wanted my thesis to be something that I could add to my resume and have it be something I was truly passionate about. I applied to many firms and agencies and Kirvin Doak had finally responded to one of the hundreds of resumes and cover letters that I had sent out looking for an internship opportunity. I wanted to improve myself in all aspects of public relations by more than just reading and studying case studies; I wanted to be exposed to the entertainment life of public relations. The members of Commission on Public Relations Education stated that the educators and practitioners surveyed agreed about the knowledge and skills PR students should learn to become effective entry-level professionals. For example, the commission stated that the top-rated abilities PR employers expected entry-level practitioners to possess included writing skills, critical thinking skills, and problem-solving skills; however, entry-level practitioners were judged by employers to lack writing skills, critical thinking, and problem-solving skills, as well as comprehension of business practices (Todd, 2009).

By accomplishing this internship I was able to enhance my writing skills, execute events, network with different organizations, and practice how to pitch to the media. Learning how to do this at SUU I was able to implement my skills to the real world of public relations.

LITERATURE REVIEW

The literature studied in relation to the research falls into three categories including relationship management theory, public relations, and social media. These three

categories serve as background information consistent with my internship experience at Kirvin Doak Communications.

Relationship Management Theory

The term relationship management refers to the process of managing the relationships between an organization and its internal and external publics. For example, it can be used in public relations between clients to a public relations professional, between colleagues in a public relations firm, and between a business and its customers. According to the relationship management perspective in public relations, an organization's livelihood is affected by its ability to develop mutually satisfying relationships (Ledingham, 2003). Ever since my undergrad education in public relations I clearly remember defining the importance of building and maintaining relationships not only with clients, but everyone. Public relations scholars have produced empirically valid definitions of an organization-public relationship, relationship antecedents, cultivation strategies, and relationship outcomes (Broom, Casey, & Ritchey, 2000). Through my research on this topic, I would relate my observations at Kirvin Doak Communications and the relationship management structure it followed to uphold its commitment to excellence. At Kirvin Doak Communications we would maintain relationships with the media by sending them media droppings (a media alert with some sort of goodies) of an event. Or we would maintain relationships with team members by having a happy hour sponsored by Kirvin Doak Communications. These efforts were a part of Kirvin Doak Communication's plan of having positive relationships and communication in all aspects. The essence of the relational perspective is captured in Center and Jackson's (1995) observation that: "The proper term for the desired

outcomes of public relations practice is public relationships. An organization with effective public relations will attain positive public relationships" (p. 2). Although the relationship management perspective of public relations is the focus of a substantial body of scholarship, a theory of that perspective has yet to be articulated and explicated (Ledingham, 2003).

While the relationship management perspective arm of the public relations is the most used, there is not a solidified theory that explains and highlights PR. PR takes from multiple disciplines and theories in order to promote, establish, and maintain the relationships that are built.

Relationship management is a theory that is being used to discuss management in public relations. According to Ledingham (2001), "There are four pivotal developments which spurred emergence of the relational perspective as a framework for public relations study, teaching, and practice" (p. 286). He offered the following:

1. Recognition of the central role of relationships in public relations. Ferguson's (1984) admonition that relationships, "not ... the organization, nor the public, nor the communication process," should be the unifying concept of public relations gave rise to a major shift in the core focus of the discipline.
2. Reconceptualizing public relations as a management function. The notion of managing organization–public relationships introduced managerial concepts and processes to the practice of public relations. For example, reconceptualization focused attention on the need for public relations

managers to be proficient in the four-step management process of analysis, planning, implementation, and evaluation.

3. Identification of components and types of organization-public relationships, their linkage to public attitudes, perceptions, knowledge and behavior, and relationship measurement strategies. Scholars began to explore the composition of organization–public relationships and the linkage of those relationships to public perceptions, attitudes, and behavior. Moreover, an organization–public relation- ship measurement scale was developed for use in predicting public loyalty, satisfaction, and behavior.
4. Construction of organization public relationship models that accommodate relationship antecedents, process, and consequences. Pioneering models of the organization-public relationship included antecedents, properties, consequences, and maintenance as well as monitoring strategies. A 10-phase developmental model and a five-step process model also were advanced.

These four pivotal developments were seen in my internship with Kirvin Doak Communications. Some were stronger than others in the firm such as number 3. For example, I had weekly meetings with supervisors to identify any concerns and problems, discuss how I could improve, and just chat about my experience with them.

Public Relations

Scholars in the U.S. generally agree that the origins of corporate public relations correspond to the rise of the U.S. Industrial Revolution during the late nineteenth and early twentieth centuries. Evidence suggests that public relations counsel, serving as the corporate voice, created messages that produced and reproduced certain ideological meanings about the corporation. These ideological meanings provided important guidance on how members of the public should think about, relate to, and experience the corporation as a necessary, natural and benevolent organization in society (Logan, 2014). Margot O. Lamme and Karen Miller argue that no aspect of the history of PR has been adequately explored (Rodriguez, 2012). In the absence of a general theory that describes the rise and growth of public relations, scholars have tended to organize public relations and its antecedents into time periods that present a progressive evolution from unsophisticated and unethical early roots to planned, strategic, and ethical campaigns of the current day (Lamme & Russell, 2010).

Public relations serves a wide variety of institutions in society such as businesses, entertainment, trade unions, government agencies, voluntary associations, foundations, hospitals, schools, colleges and religious institutions. Public relations can literally be found in any type of work field, one of the reasons why I choose to study public relations is because of this attribute. To achieve their goals, these institutions must develop effective relationships with many different audiences or publics such as employees, members, customers, local communities, shareholders and other institutions, and with society at large. When we think of public relations activities, we

usually think of corporate America, politicians, actors and athletes, and even non-profit organizations (Lamme & Russell, 2010). And if you're going to have an organization, you probably should have a plan to integrate that organization with the rest of society. Even organized crime needs a good public relations plan. The methods may be different, and probably not sanctioned by the Public Relations Society of America, but the ultimate goal is the same: produce a favorable image with the external public and convince the internal public to accept the norms of the organization (Burriss & Greenwood, 2016). It was important for me to choose an agency that I was passionate about and could represent their clients. Public relations is, in part, an activity designed to help the diverse group understand each other's structures and functions: why they do what they do and how they can be mutually beneficial. Agencies should be looking to create long-lasting and reputable brands that your customers will value. At Kirvin Doak Communication we knew the importance of making the client happy with the promotion that we were creating for their brand. Make sure you choose an agency that works on the development of your brand rather than irrelevant design quirks; your customers are interested in what your brand can do for them and not just how pretty your logo is (Rattray, 2004). A successful marketing agency should have an in-depth understanding of the company's business culture and practices.

Social Media in Public Relations

The 21st century is experiencing a communication explosion, sparked by social media. Social media platforms such as Facebook, Instagram, Snap Chat, Twitter, and Pinterest have made it possible for customer interactions that otherwise would not exist.

This social media revolution has resulted in vast changes in the way consumers receive and use marketing communication. In particular, consumer-generated content has emerged as a phenomenon of interest between both scholars and practitioners of marketing. According to Blackshaw and Nzazzaro (2004) consumer-generated media "describes a variety of new sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities, and issues". This assertion underlines the principle that in order to move forward, we must engage with social media that allows public relations to build meaningful relationships with target individuals. Researchers emphasize the importance of not completely abandoning traditional practices and tools; however, they also claim that there is a need to embrace social media as the future of public relations (Aguzzino, 2010). Kirvin Doak Communications has recently added a social media division because they understood the importance of having a social media presence within their firm. Within public relations broadly defined social media as any interactive communication channel that allows for two-way interaction and feedback, further specifying modern social media are characterized by their potential for real-time interaction, reduced anonymity, a sense of propinquity, short response times, and the ability to 'time shift,' or engage the social network whenever suits each particular member (Kent, 2010).

Organizations recognize the strong influence of social media and are creating social media plans that allow consumers to interact and share the organizations' content. What makes social media so popular is the fact that it enables consumers to interact and share information (Papasolomou & Melanthiou, 2012). During my time with

the social media team I was in charge of the analytics of each social media platform for each client. I would pull monthly reports using SproutSocial, where it would show detailed stats, demographics, and activity. These reports were usually about 15 pages long that were then shared with the client for future goals. Marketers have become increasingly interested in social media since a study carried out by Cone Inc. in 2008, showed that 93% of social media users believe that companies they buy from should have a presence in social media. In addition, 85% share the view that a company should interact with its consumers via social media. Also, 56% feel a stronger connection and more satisfaction with the service they received from a company when they interact in a social media environment (Cone Inc., 2008)

METHOD: MY EXPERIENCE

As I packed my car to move from Salt Lake City to Las Vegas I was eager to start my summer at Kirvin Doak Communications. I was also very nervous as to what my experience would be like. Would I be good enough? Would I have time to have a full-time job and full-time internship? Could I apply what I learned in college to this internship? I borrowed several public relation books from Ellen Treanor to prepare and review public relations practices to be on top of my game. I had 426 miles ahead of me to mentally prepare myself for the next day to start my internship; there was no turning back.

I will be using the autoethnography qualitative method to share my personal experience throughout this internship. Autoethnography is an approach to research and writing that seeks to describe and systematically analyze personal experience in order

to understand the cultural experience. This approach challenges canonical ways of doing research and representing others and treats research as a political, socially-just and socially-conscious act (Ellis, Adams, & Bochner, 2011). Keeping in mind my objectives and goals for this internship through this method. My objectives and goals were to: have this internship prepare me for a career in public relations, apply my knowledge acquired by Southern Utah University to this internship, and fulfill the capstone requirements for the Masters of Arts in Professional Communication degree.

#TeamTerri

#TeamTerri, yes the hashtag was always used to refer to the team name, was directed my Terri L. Maruca who was also the Senior Vice President of Public Relations. Terri had been with Kirvin Doak Communications for 16 years and had an incredible work ethic, resume, and love for the public relation's world. My first day I met with the account director of Team Terri, Brad Seidel, who gave me the run down on how things worked in the office and what my role would be. Brad had been working for Kirvin Doak Communications for 10 years, where he was able to grow into this position. He was the one that I would be working with the most and reporting to on daily bases.

Under Brad, there were account coordinators that also reported to Brad this included: Kyle Boulia, Tasha Walker, Lea Komitzky, and Wendy Sloan. I got to work with the account coordinator on different assignments throughout the summer. They all had their own teaching style that it was interesting to see different ways of completing

tasks. I would rotate between account coordinators on different tasks such as campaigns, events, media pitches, and press release. I received my own Kirvin Doak Communications email, which was aramirez@.com where I began to receive work assignments from the account coordinators.

When I first received my list of the clients I would be working for I was a bit star struck. The list included the following: Blue Man Group, The Cosmopolitan, Miracle Miles Shops, Las Vegas Weekly, The Stratosphere, Insomniac, Planet Hollywood, and Pub 365. The clients were all so different that I had a completely different experience working with each one. I had to learn the style of these certain clients so my voice when I did press releases, media pitches, and events that were consistent with their brand. It was difficult in the beginning to adapt to the different methods that the clients would want certain things done in a certain way. My toughest client was The Cosmopolitan because of their style and certain rules they had. My first couple of writing materials would often be about six to seven drafts before I finally had the final draft. This was very discouraging in the beginning; I felt like I wasn't a writer but I had to learn that it was a learning process. At the end of my internship I had about three rough drafts with significant red pen marks, I had grown as a writer.

I found that my favorite things in the public relations field were in studios and events. On my second day, I was assigned to do an in-studio at ABC 13 for Shriners Hospital's upcoming golf tournament. I got to help create talking points, and prep them before going on camera. I did this with a variety of clients during my internship and I got to experience different news studios throughout Las Vegas. After the clip was aired using Critical Mention we would send it to the client to keep for record purposes.

Social Media Team

Richelle Rice the Director of Social Media was just celebrating her first year with Kirvin Doak Communications; there was not a social media director prior to her position or team. Richelle is an Emmy award-winning professional with more than a decade of experience in TV news and social media. The social media team consisted of Amiee Wenske, Sarah Nguyen, and Shaina Chambers I worked with each member on different social media tasks and agendas. Richelle let me be a part of her social media team and wanted me to experience social media to the fullest. If there was something I had never done or a new app that I didn't know about, she wanted me to be a part of it. The social media team had it's own clients who were not always the same as the clients that we did public relations for. These clients included: Miracle Mile Shops, Frankie Moreno, Stratosphere, Canyon Ranch Spa, Planet Hollywood, Mat Franco, South Point, SARMOTI Foundation, and HELP of Southern Nevada. My first task was to schedule posts on for these accounts on a biweekly basis; sometimes I would do live updates depending if there was an event. I would schedule posts on SproutSocial for Twitter and Facebook Business Manger for Facebook posts, both social media management tools. We would schedule all of the client's posts on Base Camp calendar that way we knew what was being posted and if it had been done. This process made the social media team organized and everyone knew who was in charge of what. For the first couple of days, I was very careful on making sure I was posting the right things because I never wanted to have a wrong post go out to the world. I could just imagine a social media disaster because of a mistake an intern had made; it would have been a PR nightmare.

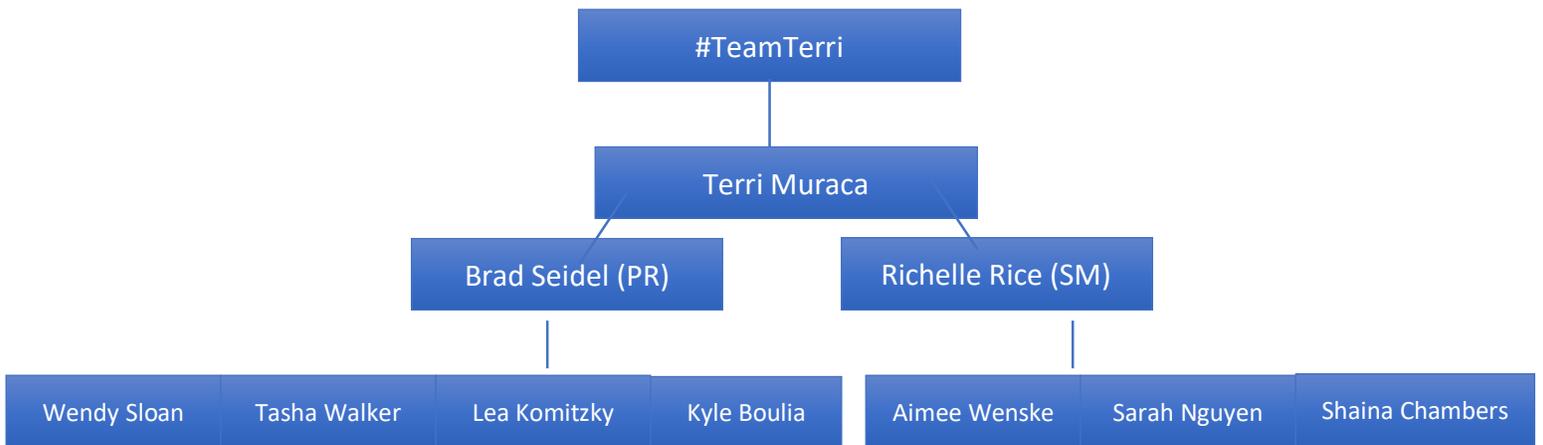
Lucky, I had an amazing team behind me who guided me each step of the way that it never happened.

I was also involved in going out to our clients and creating content for our social media platforms. My first photo shoot was at Canyon Ranch where we took pictures and video of different experiences members could have at their spa. We would spend hours making food look perfect at the right angle, have nails look the best for the video for the Fourth of July, and always make sure the lighting and shadows looked excellent. Usually, when we did a photo shoot we would also have a meeting with the client; this whole process would take about half of a day. There were times where clients did not like what we did and would not approve of our content, so we had to go back and do it again until they were happy with the results. Did we always agree with the client? No, but we had to respect their opinion.

A fun app that we used for social media with live performances was Periscope (which I heard it died after Instagram Stories was released) where you could record quick videos with no time limit. As soon as you posted it you could see who saw it and followers could comment on it as well. Most Periscopes that we did we also posted them onto Twitter for followers to watch. Boomerang was another video app that we used for our clients. This app was a mini video that would loop back and forth to share onto Instagram. Between all the new technologies I learned a new set of skills to add to my resume and personal accounts. From fun apps like Periscope to Sprout Social to schedule posts I was able to practice using these platforms and know how they make a difference in social media.

An Internship with Kirvin Doak Communications

The organizational structure of #TeamTerri is shown in the figure below.



CONCLUSION

By completing this internship, I was able to grow as a professional within the public relations and social media aspects of marketing. My objectives and goals for this internship were to: have this internship prepare me for a career in public relations, apply my knowledge acquired by Southern Utah University to this internship, and fulfill the capstone requirements for the Masters of Arts in Professional Communication degree; I have accomplished these three goals that I had for my experience. The appendix includes some examples of the work that I did during my internship with Kirvin Doak Communications. These examples are press releases, projects and events that we coordinated, and listings. As you can tell by my examples I have truly emerged into all aspects of public relations and social media. I got to experience the public relations agency life and how to have multiple clients with different demographics and objectives. Professional advisors value more than do faculty advisors a curriculum that emphasizes practical experience in new media, internships, preparing students for their first job, and "hands-on experience." Professional advisors are more inclined to suggest that professionals should be involved with assessing student work, including student portfolios and final projects in capstone campaign courses (Todd, 2009).

An Internship with Kirvin Doak Communications

My last day at Kirvin Doak Communications was a bittersweet day. How had the summer ended so quickly? By the end I had a full grasp of what my duties and tasks were; I was starting to feel like I belonged there. I found out how demanding and fulfilling a career in public relations can be. My biggest advice to anyone who becomes an intern in the life of public relations is that it's not easy, you'll question your career path, you'll cry in a bathroom stalls because you're buried in work, and all of that's okay. Here is the golden advice, after your undergraduate education: you have to pay your dues. Paying your dues means accepting an internship with no pay for 40 hours a week to get that masters degree and make a small step up the ladder. All of this is the process of gaining experience with an education. I learned my weakness and strengths within the assignments I had. I learned how to manage different teams and strict deadlines. I learned how to ask for help (one of the most important things you need to learn). In addition to learning new skills, I also successfully completed my internship with Kirvn Doak Communication to fulfill my capstone requirements.

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APPENDIX



**BLUE MAN GROUP RAISES MORE THAN \$10,000 FOR
GRANT A GIFT AUTISM FOUNDATION
AT SENSORY-FRIENDLY SHOW ON SUNDAY, JUNE 12**



Images attached – Additional images available at: bit.ly/1UBzENT
Photo credit: Edison Graff

For the second consecutive year, **Blue Man Group** at **Luxor Hotel and Casino** raised funds for **Grant a Gift Autism Foundation** while performing a sensory-friendly show on Sunday, June 12. The special performance packed the newly renovated Blue Man Theater and generated more than \$10,000 for the nonprofit.

Suitable for children with autism spectrum disorders, slight modifications were made to the show including reducing sound and light levels at various moments during the performance and making earplugs available upon request. The Blue Men limited the amount of direct audience interaction, keeping their approach to the audience more subdued. Calming environments were also created in the theater's lobby for families seeking a break from the excitement.

The partnership is part of Blue Man Group's efforts to support autism programs in all of its markets including Boston, Chicago, Las Vegas, New York City and Orlando.

ABOUT BLUE MAN GROUP LAS VEGAS

International entertainment phenomenon Blue Man Group has returned to Luxor Hotel and Casino where they first took Las Vegas by storm. The newly renovated Blue Man Theater has been custom designed for the ideal Blue Man Group experience with audiences closer to the action than ever before. The popular production has been transformed for maximum impact, with new music, new design, new technology, and a new finale created to bring the entire audience together for an unforgettable, euphoric celebration of life in full color.

For more information or to purchase tickets, visit the Luxor Hotel and Casino box office, any MGM Resorts International ticketing outlet, <http://www.blue.com/lasvegas> or call 1.800.blue.com. Fans can also keep up with the latest Blue Man Group Las Vegas news and events through Facebook at <http://www.facebook.com/bluemangroup>, Twitter <http://www.twitter.com/BMGVegas> or the hashtag #DareToLive.

ABOUT LUXOR HOTEL AND CASINO

One of the most iconic hotels on The Strip, the Luxor pyramid invites curiosity while its interior rewards visitors with equal parts excitement, mystery, and intrigue. This 4,405-room resort features a wide variety of entertainment including the newly reimagined Blue Man Group, Criss Angel's MINDFREAK LIVE, the provocative adult revue FANTASY, the hilarious comedy of Carrot Top and the exclusive LAX Nightclub. Luxor provides an unparalleled travel destination with world-class exhibits including BODIES...The Exhibition and Titanic: The Artifact Exhibition, a spa and salon, a wedding chapel, an inviting pool complex and delectable restaurants. Luxor also is connected to Mandalay Bay through The Shoppes at Mandalay Place – a collection of boutiques and restaurants. Luxor is a wholly owned subsidiary of MGM Resorts International (NYSE: MGM). For more information and reservations, visit luxor.com, call toll free at (877) 386-4658 or find us on [Facebook](#) and [Twitter](#).

ABOUT GRANT A GIFT AUTISM FOUNDATION

Founded in 2009, Grant a Gift Autism Foundation grew out of the struggle of a mom whose son, Grant, was diagnosed with autism and other neuro-developmental conditions. Grant a Gift Autism Foundation is a non-profit 501(c)(3) organization helping children, youth, and their families fight autism by providing diagnostic and treatment funding, support services, social skills and vocational training, transition planning, and education.

For more information, please visit grantagiftfoundation.org.

For More Information:

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FOR IMMEDIATE RELEASE

May 19, 2016

**LIFE IS BEAUTIFUL MUSIC & ART FESTIVAL UNVEILS SPECTACULAR 2016
MUSIC LINEUP**

Mumford & Sons, J. Cole, Major Lazer, The Lumineers, G-Eazy, Flume, Jane's Addiction and more set to perform at the three- day festival September 23 – 25

Check out the lineup video that pays homage to Las Vegas' best Tickets go on sale Friday, May 20 at 10 a.m. PDT on LifeisBeautiful.com

Tweet it: The 2016 official @LifeisBeautiful lineup is here! Journey thru #Vegas & the lineup w/ the announcement video: <http://bit.ly/20aTG65>

Las Vegas – Life is Beautiful Music and Art Festival has released the soundtrack that will fill the stages of Downtown Las Vegas with a powerful and diverse lineup that crosses generations during the multi-day festival, September 23 – 25.

Festival goers will be introduced to more than three-dozen of the world's most celebrated music artists set to perform over the three-day weekend. This year's artists include GRAMMY® winner Mumford & Sons, award-winning hip-hop star J. Cole, legendary rock band Jane's Addiction, Platinum recording artists and folk rock band The Lumineers, American dance music artists Major Lazer and more.

"Each year we challenge ourselves to create a lineup that blends the separation between genres and generations, allowing fans of all ages to not only see their favorite artists but experience new and exciting acts they may have never heard of before," said Justin Weniger, CEO of Life is Beautiful. "Life is Beautiful was designed to embrace diversity, and the depth of this year's lineup allows us to cater to the wants and needs for all types of music fans."

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The Full 2016 Lineup Includes: Mumford & Sons, J. Cole, Major Lazer, The Lumineers, G-Eazy, The Shins, Flume, Jane's Addiction, Bassnectar, Leon Bridges, Chromeo, Young The Giant, Jimmy Eat World, Die Antwoord, Tegan and Sara, ZHU, Third Eye Blind, Duke Dumont, Dirty Heads, Bloc Party, Galantis, The Temper Trap, Crystal Castles, Kehlani, KONGOS, Excision, City and Colour, Snakeships, AlunaGeorge, The Naked & Famous, Gramatik, Banks and Steelz, Bob Moses, Seven Lions, Atlas Genius, Keys N Krates, Warpaint, Band of Skulls, Kaytranada, Catfish and The Bottlemen, Snails, Iration, Kamasi Washington, Raury, Oh Wonder, The Wombats, Pete Yorn, The Strumbellas, Bomba Estéreo, The Heavy, Nothing But Thieves, Jess Glynne, Jack Garratt, Ghastly, Bishop Briggs, Mr. Carmack, Highly Suspect, LANY, Gryffin, Finish Ticket, Autograf, NF, Mija, Hey Marseilles, Lewis Del Mar, Rezz, Sir The Baptist, CID, The Shelters, Spag Heddy, Aazar, Coast Modern, Anevo, Durante, Aaron Jackson, Brumby, The Lique.

The 2016 lineup was introduced in true Vegas fashion with Life is Beautiful 2016 trailer. The energy-charged short video is an ode to the city and celebrates its past and present with reenactments of scenes from "Casino" and "Fear and Loathing in Las Vegas," as viewers venture through landmarks such as Fremont Street Experience, Neon Museum, High Roller Las Vegas and more. The whole city got together to create the video including celebrities such as Penn & Teller; Absinthe's Gazillionaire and Penny Pibbets; Oscar and Mayor Carolyn Goodman; Elvis; the UNLV Student Section and others, bringing the announcement come to life.

General on-sale tickets for the three-day festival will be released on Friday, May 20 at 10 a.m. PDT on LifeisBeautiful.com. Regular General Admission 3-day tickets will be available for \$285; and Regular VIP 3-day tickets will be available for \$655. A limited number of advance tickets will be available on a first come, first serve basis. Once the advance tickets sell out, Regular General Admission and VIP pricing will apply.

Last year, more than 100,000 fans took over the streets of Downtown Las Vegas for the all-ages cultural experience as they explored incredible art installations, savory culinary creations, and inspirational learning sessions.

Experience the interactive festival experience with Life is Beautiful's new manifesto video, narrated by Imagine Dragons frontman Dan Reynolds and singer/songwriter Andra Day, here. For highlights from last year's festival, check out the Life is Beautiful 2015 Recap video. For more information on Life is Beautiful Music & Arts Festival, please visit www.lifeisbeautiful.com.

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About Life is Beautiful:

Life is Beautiful Music & Art Festival is an annual celebration where people from all walks of life (generations, orientation, race, religion, and nationality) come together and create an experience centered in music, art, taste and ideas. That gathering of people, by very nature, becomes a platform in which positivity prevails, culture and creativity thrive and transformation occurs.

Life is Beautiful launched in October 2013 featuring marquee musicians, chefs, artists and speakers. Held in the heart of Downtown Las Vegas, Life is Beautiful attracted more than 100,000 attendees in 2015. For more information on the company's projects and the latest festival news, visit www.lifeisbeautiful.com, or connect with Life is Beautiful socially on Facebook, Twitter, Instagram and YouTube.

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FOR IMMEDIATE RELEASE

July 5, 2016

**LAS VEGAS WEEKLY HOSTED ROYAL TAKEOVER OF JEWEL NIGHTCLUB FOR
2016 BEST OF VEGAS AWARDS PARTY**



Left: Las Vegas Weekly "Best of Vegas" "Best Barbecue Sauce" award winner Jessie Rae's BBQ staff pose on the event's red carpet. Right: Greenspun Media Group staff pose inside JEWEL Nightclub alongside "Best of Vegas" Reader's Choice Best Strip Entertainer award winner Terry Fator. Photo credit: Wade Vandervort / Greenspun Media Group

Las Vegas Weekly crowned the city's hottest restaurants, nightclubs, entertainment, personalities and more during a royalty-themed **Best of Vegas Awards** party at the new JEWEL Nightclub inside ARIA Resort & Casino the evening of Thursday, June 30.

Upon entry, 2016 Best of Vegas winners were greeted with an award certificate and escorted to the red carpet, which was revealed to be made of a very long red dress worn by a model "queen" from local body painting business Skin City. In addition to the "king and queen" models from Skin City, two gilded thrones provided by event company Fresh Wata completed the royalty theme on the red carpet. Winners were then guided into the nightclub, which was punctuated with custom graphics created by Brian Henry Design. Guests commemorated the evening with a photo booth provided by Picbots.

Hundreds of the publication's loyal readers joined the winners on the dance floor and sipped complimentary royalty-themed cocktails provided by Southern Wine and Spirits while dancing the night away. Among the attendees were Greenspun Media Group Publisher Gordon Prouty; Greenspun Media Group associate publisher Mark De Pooter; Las Vegas Weekly Editor Spencer Patterson; Las Vegas Weekly Managing Editor Brock Radke; and other Greenspun Media Group staff.

The coveted awards included 91 categories encompassing reader's choice and editor's picks: "Most Creative Brewery: CraftHaus Brewery," "Best Place to See a Famous Comic for Free: The Dirty at 12:30," "Best New Bachelor Party: Topgolf," "Best Selfie

Spot: Bliss Dance," "Reader's Choice Best Local Athlete: Bryce Harper," "Reader's Choice Best Music Venue: Brooklyn Bowl," "Reader's Choice Best Lounge: Golden Tiki" and many more.

Readers nominated their favorite dining, nightlife and entertainment picks in a poll conducted through LasVegasWeekly.com.

A full list of winners is available online at LasVegasWeekly.com and in the Thursday, June 30 issue of Las Vegas Weekly.

Photo Credit: © Wade Vandervort and Tek Le / Greenspun Media Group

Link to download high-res photos:

<https://www.hightail.com/download/cUJWTXRaY3k5RmJ2bk1UQw>

About Las Vegas Weekly:

Las Vegas Weekly is the city's premier voice on entertainment and culture. From the Strip to the neighborhoods, the award-winning staff covers the Vegas Valley locals love and visitors flock to, from world-class dining to boundary-pushing nightlife. Pick up the Weekly in its free magazine form on citywide racks each Thursday, and hit LasVegasWeekly.com for your daily Weekly fix.

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Going Places. Going Strong.

For Immediate Release

June 6, 2016

MIRACLE MILE SHOPS COLLECTS FOUNTAIN DONATIONS FOR DRESS FOR SUCCESS SOUTHERN NEVADA JULY 1-31

Tweet It: Toss your change to make a change into @MiracleMileLV ! Fountain proceeds helps @DFSSNV empower women to succeed in their careers #CareGiveChange

LAS VEGAS –This July, Miracle Mile Shops at Planet Hollywood Resort & Casino will collect fountain donations for Dress for Success Southern Nevada (DFSSNV) in an effort to provide women with business apparel and the necessary career development skills to succeed in the workplace.

Throughout the month, all change tossed in the fountain as well as the center's indoor rainstorm will help support DFSSNV's mission of providing tools for women who want to achieve economic independence while thriving in their careers. The nonprofit's services include professional outfit selection, mock interviews, and resume writing guidance.

In support of DFSSNV's annual Power Walk, Miracle Mile Shops' fountain will glow pink on Saturday, July 16. Starting at Miracle Mile Shops center, participants will walk "One Mile in Style" to bring awareness to the organization's mission. For more information or to register for this event, please visit www.crowdrise.com/LasVegasPowerWalk.

Miracle Mile Shops' partnership with DFSSNV is part of its ongoing Caring, Giving, Changing campaign, which raises funds for nonprofit programs and organizations through community sponsorships, additional partnerships and a number of cash and in-kind donations.

About Dress for Success Southern Nevada:

Founded in 2009, Dress for Success Southern Nevada is the local affiliate of the international non-profit that empowers women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life. Dress for Success Southern Nevada has helped over 3,500 women work towards self-sufficiency in the Las Vegas valley through its various programs and provided more than 3,000 career outfits to qualifying women. In 2015, the organization suited more than 700 women in Southern Nevada, setting a record for the highest number of women assisted in a single year since the organization began. Visit www.dressforsuccesssouthernnevada.org for more information.

About Miracle Mile Shops:

Miracle Mile Shops at Planet Hollywood Resort & Casino features more than a mile of 200 shops, tempting restaurants and live entertainment venues at the heart of the famed Las Vegas Strip. The center is home to PBR Rock Bar & Grill, boasting a Strip-side location with excellent food, drinks and bull riding; Buffalo Wild Wings; M·A·C Cosmetics, a leading brand of professional cosmetics; H&M; UK-based global retailer French Connection; Sephora; Chicago popcorn legend Garrett Popcorn Shops' only Las Vegas location; GUESS; BCBGMAXAZRIA; 15,000-square-foot bar and restaurant Cabo Wabo® Cantina; Las Vegas' very own Sin City Brewing Co.; Club Tattoo, featuring some of the best tattoo artists and body piercers in the nation; Flight 23 at Footaction, one of only three in the country; as well as a multi-million dollar fountain show. Miracle Mile Shops is owned by Tristar Capital and RFR Holding LLC, in conjunction with leasing and marketing consultant Robert K. Futterman & Associates LLC.

Miracle Mile Shops is open 10 a.m. - 11 p.m. Sunday – Thursday and 10 a.m. – midnight Friday – Saturday. For more information, call (888) 800-8284 or visit www.miraclemileshops.com. Keep up with the latest Miracle Mile Shops news via Facebook, Twitter, Instagram and YouTube.

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For Immediate Release
June 24, 2016

BEER PROGRAM AT PUB 365 BOASTS COMPREHENSIVE SELECTION OF RARE AND SEASONAL BREWS

Tweet It: Coming this summer, @Pub_365 boasts extensive beer selection w/ up to 250 rare brews, beertails, a lucrative loyalty program & more!

LAS VEGAS – Craft beer haven PUB 365 will boast an exquisite beer program consisting of a rotating list of 365 craft beers, an expansive rare beer menu called the Unicorn List, lucrative beer loyalty program and specialty cocktail menu featuring distinctive beertails when it opens this summer at Tuscany Suites & Casino.

Curated by a team of beverage experts with decades of experience in the industry, PUB 365's expansive beer list will encompass 365 craft beer choices available by the bottle and can, including 40 draft handles. Organized by flavor profile, the menu will feature an extensive selection ranging from lights and wheats to stouts and porters, Belgium-style brews and other-worldly options such as sours and fruit blends.

A large portion of PUB 365's beer offerings will fall into the Unicorn List, a menu developed based on the concept that certain beers are rare, majestic and hunted. This impeccably-sourced collection of up to 250 beers will evolve with time and trends to highlight specialty brews with limited availability. Unicorn List beers will include rare favorites such as Founders Brewing Co.'s Kentucky Breakfast Stout, Firestone Walker Brewing Company's Stickee Monkee and a range of selections from The Bruery, a boutique craft brewery in Orange County, California.

As seasons pass and new trends emerge, PUB 365 will continuously rotate and evolve its beer offerings, refreshing the list on a weekly basis while taking into account each beer's optimum shelf life. Up to twenty percent of the menu will be seasonal, and there will also be a mix of favorites from local breweries in Nevada. Each week, the pub will pick different beers to highlight on a Chalkboard List with special pricing. In addition,

PUB 365 will have a "Usual Suspects" section of mainstream popular beers to complete the list.

"The most intriguing part of the whole process is producing a list that is balanced and appeals to all customers, while also engaging beer connoisseurs," said Howard Samber, Tuscany Suites & Casino's Food and Beverage Manager. "Having a unique beer for every occasion and palate is a beautiful thing."

The expansive beer list will be complemented with a specialty cocktail menu featuring a selection of beertails, a fusion of craft brews and specialized libations. Beertail highlights include Angry Lion, a take on the classic Lion's Tail from the 1930s with a twist of cider; Strange Brew, a gin cocktail with velvet falernum, lime juice, simple syrup and pineapple topped with IPA; and In the Saison; a play on a whiskey sour with the added tart apple flavor from Belgian Saison. The pub will also carry signature drinks, such as Tuscany Suites & Casino's staple, the Tuscan Mule, a light and refreshing take on a Moscow Mule.

To celebrate all beer geeks, PUB 365 will feature a lucrative beer loyalty program that gives members the opportunity to win exclusive prizes. The app-based program, available through Mug Club, will allow guests to earn rewards based on the number of beers they try from the rotating menu within one calendar year. Just by joining the club, beer connoisseurs will unlock invites to attend private tap parties and exclusive beer pairing dinners. When beer drinkers knock off 50 different beers, PUB 365 will award guests with branded merchandise, while guests that hit 99 will receive a custom engraved tap handle on the Tap Wall of Fame, securing their name in PUB 365 history.

The beer haven will also be equipped with a Digital Pour System that will give guests real-time updates on how much of their favorite beer PUB 365 is currently carrying. Kegs will be outfitted with sensors that link to the digital system and allow for live updates on PUB 365's Facebook page as well as on TVs inside the restaurant.

As an added bonus, PUB 365 will feature Cicerone-certified beer servers to help guests discover new and favorite brews and recommend food pairing suggestions.

About PUB 365:

Opening summer 2016, PUB 365 will feature a collection of 365 rotating beers and a menu of traditional pub fare with a modern spin including homemade small bites, iconic burgers and locally world-famous tacos. Located inside Tuscany Suites & Casino in Las Vegas, PUB 365 is a true beer lover's dream with an extensive beer collection that will include an evolving list of rare, specialty brews. Join PUB 365's Mug Club to win exclusive prizes, private tap party invites and the chance to earn a personalized tap on the Tap Wall of Fame. Pub 365 is live on Facebook (PUB365) and Twitter (@PUB_365) for more information.

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LISTINGS UPDATE ***LISTINGS UPDATE*** ***LISTINGS UPDATE***

THE COSMOPOLITAN OF LAS VEGAS
ENTERTAINMENT LISTINGS

****Just Added****

Alison Wonderland with special guests Valentino Khan and Vincent
Thursday, June 16

Bryan Adams: Get Up! Tour – Sunday, July 3
Tickets on sale Friday, April 22 at 10 a.m. PDT

Saosin joins Rockstar Energy Drink Taste of Chaos Tour – Friday, July 15

The Chelsea

Inspired by some of the world's most iconic venues, The Chelsea is a 40,000 square-foot transformable space featuring remnant brick tiling, an eclectic collection of stage production props, a vintage lobby bar, private VIP opera boxes and a memorable grand staircase complete with a dramatic chandelier. The venue's stage attracts some of the today's hottest acts.

Alison Wonderland with special guests Valentino Khan and Vincent

Thursday, June 16

9 p.m.; Doors at 8 p.m.

GA prices starting at \$30; Reserved prices starting at \$35

In 2015, Australian electronic musician and producer Alison Wonderland made her U.S. debut at the Coachella Valley Music and Arts Festival. The same year, she released her first album Run, which debuted at No. 1 on the U.S. Electronic Billboard charts. Skilled at playing a number of instruments, Wonderland was able to contribute to the production of her album alongside up-and-coming producers Lido, Ganz, and Alexander Burnett. Shortly after its release, Wonderland began her U.S., Europe, and Australia tour and later played at popular music festivals Electric Daisy Carnival and Lollapalooza.

Bryan Adams: Get Up! Tour

Saturday, July 2 and Sunday, July 3

8 p.m.; Doors at 7 p.m.

GA prices starting at \$32; Reserved prices starting at \$57

Rising to fame with hits such as "Summer of '69" and "(Everything I Do) I Do It For You," multi-platinum recording artist Bryan Adams has achieved numerous successes throughout his career spanning more than three decades. An internationally acclaimed singer-songwriter and Canada's best-known ambassador, Adams has received a Grammy Award for Best Song Written for a Motion Picture, 18 Juno Awards, three Academy Award nominations, five Golden Globe Award nominations and 15 Grammy Award nominations. Earlier this year, Adams kicked off his North American Get Up! Tour in celebration of his latest album.

**Rockstar Energy Drink Taste of Chaos Tour
With Dashboard Confessional, Taking Back Sunday, The Early November and
Saosin**

Friday, July 15

7:30 p.m.; Doors at 6:30 p.m.

GA prices starting at \$36; Reserved prices starting at \$56

Dashboard Confessional

In 1999, lead singer and guitarist Chris Carrabba, guitarist John Lefler, bassist Scott Schoenbeck and drummer Mike Marsh formed the acoustic rock band Dashboard Confessional. Throughout their career, the band has released several albums including *Dusk and Summer*; *Alter the Ending*; *The Swiss Army Romance*; and *A Mark, A Mission, A Brand, A Scar*, which peaked at No. 2 on the Billboard charts. Additionally, Dashboard Confessional has toured across the U.S. with special guests Say Anything and Ben Lee as well as co-headlined an arena tour with alternative rock band Brand New.

Taking Back Sunday

American rock band Taking Back Sunday was formed in 1999 and features guitarist Eddie Reyes, vocalist Adam Lazzara, guitarist and vocalist John Nolan, bassist Shaun Cooper and drummer Mark O'Connell. In 2004, the band released *Where You Want To Be*, which peaked at No. 3 on Billboard's Top 200 Chart. Two years later, Taking Back Sunday signed with Warner Bros. Records and released *Louder Now* featuring the hit single, "MakeDamnSure." Over the next five years, the band followed up with albums, *Now Again* and *Taking Back Sunday*. In 2014, the band released its sixth studio album, *Happiness Is*, which debuted at No. 10 on the Billboard charts.

The Early November

In 2002, Drive-Thru Records figureheads Richard and Stefanie Reines signed rock band The Early November featuring vocalist and guitarist "Ace" Arthur Enders, bassist Sergio Anello, drummer Jeff Kummer and guitarist Joseph Marro. In 2006, guitarist Bill Lugg joined the group and together the band released triple album *The Mother, the Mechanic, and the Path*, which includes the laidback disc *The Mother*, rock-oriented disc *The Mechanic* and mellow-rock disc *The Path*. In 2007, the band took an indefinite hiatus and reformed in 2011 under music label Rise Records. A year later, the band released *In Currents* and followed up with *Imbue* in 2015. Over the years, the group has

performed for a number of events including South by So What?!, Never Say Never, Warped Tour and Better Off for Bayside's B-market Tour.

Saosin

In 2003, California-based band Saosin received recognition for its screamo-tinged debut EP, *Translating the Name*. Having cultivated an impressive following, Saosin signed on to commercial label Capital Records, which led to lead vocalist Anthony Green's withdrawal from the group shortly after. Vocalist Cove Reber took over as front man and the band recorded its self-titled debut album followed by its second studio album, *In Search of Solid Ground*. Shortly after, Reber left the group leading to a brief hiatus in 2010. After this period of inactivity, Saosin signed with Epitaph Records and roared back onto the music scene with original lead singer Green, guitarist Beau Burchell, bassist Chris Sorenson and drummer Alex Rodriguez. The band is set to release its newest album, *Along the Shadow*, in May 2016.

Hunter Hayes with special guest Cassadee Pope

Saturday, Aug. 6

8 p.m.; Doors at 7 p.m.

GA prices starting at \$30; Reserved prices starting at \$55

Hunter Hayes

Hailed as a "country-rock-blues guitar hero in the making" by the Los Angeles Times, five-time Grammy Award nominee Hunter Hayes is a singer, songwriter, and multi-instrumentalist who roared onto the music scene with his platinum-selling, No. 1 self-titled debut album. Three years later, Hayes followed it up with his chart-topping sophomore album, *Storyline*, on Atlantic Records. With three No. 1 singles (the multi-platinum smash "Wanted," "Somebody's Heartbreak" and "I Want Crazy") already under his belt, Hayes delved into unprecedented territory with the digital and streaming release of his latest single, "21." Last year, he wrapped the *Wheels Up Tour* with Lady Antebellum and will launch his *21 Tour* this fall.

Cassadee Pope

With soaring vocals, opening slots on major tours and impressive sales, Cassadee Pope continues to add to her growing list of accolades. Since winning season three of "The Voice," Pope has been named as one of CMT's Next Women of Country, presented the 2014 CMT Music Awards' Breakthrough Video of the Year and nominated as a Female Vocalist of the Year at the first-ever American Country Countdown Awards. After signing with Republic Nashville, she released her debut solo album, *Frame By Frame*, which featured platinum-certified single, "Wasting All These Tears." The petite powerhouse has previously hit the road with country superstars Tim McGraw, Rascal Flatts and Dean Brody and has performed at various NASCAR events including the Daytona 500. Recently, she partnered with Sam's Club in support of Outnumber Hunger campaign to secure meals for more the 50 million Americans.

Steve Miller Band

Friday, Aug. 12

8 p.m.; Doors at 7 p.m.

GA prices starting at \$39; Reserved prices starting at \$59

Contributing greatly to the upended American culture in the late '60s, Steve Miller formed the Steve Miller Band with guitarist James "Curly" Cooke, bassist Lonnie Turner and drummer Tim Davis. With albums like *Children of the Future*, *Sailor and Brave New World*, Miller created a psychedelic blues sound that drew on the deepest sources of American roots music while producing a compelling vision of what music and society could be in the future. In the '70s, Miller crafted a brand of rock 'n' roll music that has continued to dominate radio over the years. His hit singles include "The Joker," "Livin' in the USA," "Take the Money and Run," "Rock'n Me," "Fly Like an Eagle," "Jet Airliner," "Jungle Love" and "Abracadabra." Currently, Miller contributes his time as a member of the Department of Musical Instruments of New York's Metropolitan Museum of Art and Jazz at Lincoln Center. In April 2016, Miller will be inducted into the Rock and Roll Hall of Fame.

Lynyrd Skynyrd and Peter Frampton

Friday, Aug. 19

6:50 p.m.; Doors at 5:30 p.m.

GA prices starting at \$50; Reserved prices starting at \$50

Lynyrd Skynyrd

Based out of Jacksonville, Florida, southern rock band Lynyrd Skynyrd came to popularity during the 1970s for its blues, rock and country-infused sound. In 1973, the band released its self-titled album featuring the hit single, "Free Bird." The album went on to sell more than one million copies and put the band on a national platform. Lynyrd Skynyrd continued to grow its fanbase with the release of its sophomore album, *Second Helping*, which featured one of the band's most popular songs to date, "Sweet Home Alabama." In 1977, three of the band's members including lead vocalist and songwriter Ronnie Van Zant died in an airplane crash. The tragic accident ultimately led to the band's breakup and Lynyrd Skynyrd didn't reunite until a decade later. The reunion tour included the surviving band members as well as Johnny Van Zant, the younger brother of Van Zant and the new lead singer for the group. Despite a number of lineup changes, the band continued to record and tour over the next three decades.

Peter Frampton

Considered one of the biggest rock stars of the '70s, Peter Frampton got his start in music when he began playing the guitar at the age of eight. As a teenager, Frampton played in a couple of successful bands and decided to embark on a solo career in 1971. With the help of music stars including Ringo Starr and Billy Preston, Frampton released his debut studio album, *Wing of Change*, a year later. Despite help from some of the greats, the album did not sell well and his follow-up album experienced the same fate. Over the next couple years, he began touring and building a loyal fan base through his

lively performances. In 1975, Frampton recorded a live album entitled Frampton Comes Alive!. The album was a huge commercial success, selling over 16 million copies and topping the charts for 10 weeks straight. It also produced his first three hit singles: "Baby, I Love Your Way," "Do You Feel Like We Do" and "Show Me the Way." Over the years, he continued to tour, record and release new music but nothing matched the success of his live album. In 2013, Frampton was inducted into the Musicians Hall of Fame.

Gavin DeGraw & Andy Grammer

Saturday, Oct. 29

8 p.m.; Doors at 7 p.m.

GA prices starting at \$27.50; Reserved prices starting at \$47.50

Gavin DeGraw

Grammy-nominated, multi-platinum recording artist Gavin DeGraw got his start in 2003 with the release of his debut album, Chariot, which sold over a million copies and reached platinum status. In 2008, DeGraw's self-titled second album debuted at No. 1 on the digital sales chart and at No. 7 on Billboard's Top 200 album chart earning his first Top 10 album. A year later, DeGraw released Free followed by the album Sweeter in 2011. The album featured the hit single, "Not Over You," which reached No. 1 on the Hot AC charts and was certified double platinum. DeGraw's fifth studio album, Make A Move, was released in October 2013 to rave reviews. Shortly after, he was nominated for his first Grammy for "We Both Know," a song he co-wrote with Colbie Caillat for the 2013 film "Safe Haven." Last year, *Finest Hour: The Best of Gavin DeGraw* was released through RCA Records featuring his most notable hits to date including "Not Over You," "We Belong Together," and "I Don't Wanna Be."

Andy Grammer

From street performer to multi-platinum selling recording artist, Andy Grammer burst onto the music scene when he was discovered by manager Ben Singer and signed to S-Curve Records. With his 2011 self-titled debut album, Grammer became the first male pop star in a decade to reach the Top 10 on Billboard's Adult Pop chart for hit singles, "Keep Your Head Up" and "Fine By Me." In just a few short years, Grammer has sold over 250,000 albums, played to sold-out venues nationwide and performed onstage with Taylor Swift, Train, and Colbie Caillat. He also appeared on an array of national TV shows and received major song placements in film and TV. In 2014, Grammer released his second album, *Magazines or Novels*, which included the multi-platinum hit single "Honey, I'm Good," which sold over three million copies and debuted at No. 1 on Billboard's Adult Pop chart.

Pet Shop Boys: The SUPER Tour

Friday, Oct. 21

8 p.m.; Doors at 7 p.m.

GA prices starting at \$29; Reserved prices starting at \$49

Since signing to Parlophone Records in 1985, the U.K. pop duo Pet Shop Boys has produced more than 40 Top 30 singles and released 12 studio albums in the U.K. Top 10 chart. Over the years, the group has been credited with integrating pop musical theater into its live music shows as well as collaborating with a number of directors and designers including Derek Jarman, David Alden, David Fielding, Zaha Hadid, Sam Taylor-Wood and Es Devlin. In addition to creating unique show experiences for its fans, Pet Shop Boys has also composed soundtracks for a variety of films, musicals, and ballets. Earlier this year, the duo released its latest album Super featuring the hit single "Twenty-something." The group launches its Super world tour later this year with upcoming performances in the U.S., Canada, Europe, and Russia.

Marquee Nightclub & Dayclub

A premiere entertainment haven, Marquee Nightclub & Dayclub attracts celebrities, world-class DJs and partygoers from all over the globe for some of the most extravagant events that the industry has to offer. With 60,000 square feet of space in the midst of the excitement only found on the Las Vegas Strip, it is no wonder the venue is a nightlife hotspot featuring an ultra-pool, mixed format room, and a lavish VIP retreat. During the day, the venue serves as an adult oasis, featuring a vibrant beach club scene with cabanas, a spa and infinity plunge pool.

Memorial Day Weekend: Cedric Gervais at Marquee Dayclub

Friday, May 27

Doors at 11 a.m.

GA prices starting at \$22.94

Grammy Award-winning French DJ and house music producer Cedric Gervais moved to Miami Beach in 1998 as a teenager to pursue his music career. Since then, Gervais has released numerous hits including "Molly," debuting at No. 5 on the U.K. dance chart in 2012, and "Summertime Sadness," which reached the top 10 on the U.K., Australia, and U.S. pop charts.

Memorial Day Weekend: Porter Robinson at Marquee Nightclub

Friday, May 27

Doors at 10 p.m.

GA prices starting at \$22.94

After releasing "Say My Name" in 2010, Porter Robinson signed onto Skrillex's OWSLA record label, where he went on to release his debut album, Spitfire, and created remixes for prominent artists like Avicii and Lady Gaga. Since then, Robinson has signed with record label Astralwerks and released the hit single, "Language," and second album Worlds.

Memorial Day Weekend: Cash Cash & Wiz Khalifa at Marquee Dayclub

Saturday, May 28

Doors at 11 a.m.

GA prices starting at \$22.94

Cash Cash

Best known for the hit single "Take Me Home," electronic, pop and dance music group Cash Cash is known for its feel-good party tracks. Over the years, the group has released three full-length albums, an array of EPs and numerous hit singles as well as provided official remixes for acts such as Krewella, Kelly Clarkson, Katy Perry, Bruno Mars, Showtek and Icona Pop.

Wiz Khalifa

In 2011, Pittsburgh native Wiz Khalifa released his first single for the label Rostrum/Atlantic, "Black and Yellow." Over the years, he has continued to produce hit tracks such as, "See You Again," which was featured "Furious 7" soundtrack. In 2016, Wiz Khalifa released Khalifa that featuring Travis Scott, Rico Love and Juicy J.

Memorial Day Weekend: Travis Scott at Marquee Nightclub

Saturday, May 28

Doors at 10 p.m.

GA prices starting at \$22.94

A Houston-born hip-hop artist and producer, Travis Scott, has helped produce tracks for artists such as Drake, Big Sean, Rihanna and Kanye West. In 2015, Travis Scott released his album Rodeo with Epic Record, which featured hits such as "Wasted," "Pray 4 love," and "3500."

Memorial Day Weekend: Carnage at Marquee Dayclub

Sunday, May 29

Doors at 11 a.m.

GA prices starting at \$22.94

Bursting onto the electronic dance music scene with his remix of Hardwell's "Spaceman," Carnage is now a household name in the DJ industry. Recently he received creation credit on Riff Raff's lead single "Dolce & Gabanna," an upcoming SiriusXM radio show and various festival performances, including Electric Daisy Carnival Las Vegas. In 2015, Carnage released his debut album, Papi Gordo, on world-renowned label Ultra Records.

Memorial Day Weekend: Wiz Khalifa at Marquee Nightclub

Sunday, May 29

Doors at 10 p.m.

GA prices starting at \$22.94

Memorial Day Weekend: Andrew Rayel at Marquee Dayclub

Monday, May 30

Doors at 11 a.m.

Tickets: Line pass \$9.17

Named one of DJ Mag's top DJs, trance artist Andrew Rayel's tracks have been frequently played by influential performers including Armin van Buuren, Tiesto, Markus Schulz and Dash Berlin. In 2014, Rayel released his debut album, Find Your Harmony, which is played at "A State of Trance" stages for various music festivals.

Memorial Day Weekend: DJ Khaled at Marquee Nightclub

Monday, May 30

Doors at 10 p.m.

GA prices starting at \$22.94

DJ Khaled is an American record producer, radio personality, DJ, record label executive and Snapchat phenomenon. In 2006, Khaled released his debut album Listennn... the Album. Since then, he's released a number of hit albums including We the Best, We Global, Victor, We the Best Forever, Kiss the Ring and most recently, Suffering from Success. Currently, he is a radio host for the Miami-based urban music radio station WEDR and the DJ for the hip-hop group Terror Squad.

Galantis at Marquee Nightclub

Saturday, June 4

Doors at 10 p.m.

GA prices starting at \$22.94

Consisting of Christian Karlsson from Miiike Snow and Linus Eklow from Style of Eye, Galantis features a blend of electronic dance and pop music. Together, the EDM super duo has released hit singles "Runaway (U & I)," "Gold Dust" and "Peanut Butter Jelly."

Timmy Trumpet at Marquee Dayclub

Sunday, June 5

Doors at 11 a.m.

GA prices starting at \$13.76

Timothy Jude Smith, is known as Timmy Trumpet, who has played alongside acts such as Armin Van Buuren, Carl Cox, Fatboy Slim and the Stafford Brothers. In 2014, his single "Freaks," featuring hip-hop artist Savage, hit number one in New Zealand, and eventually reached quadruple-platinum status the following year.

EDC Week : Markus Schulz at Marquee Dayclub

Wednesday, June 15

Doors at 11 a.m.

GA prices starting at \$9.17

Based out of Miami, Markus Schulz is a club DJ who also hosts the influential radio show "Global DJ Broadcast". He has made remixes for Madonna, Backstreet Boys, Unlimited, and RuPaul. He holds the 2012-2013 DJ Times magazine reader-voted title of America's Best DJ. He plays over 150 gigs every year.

EDC Week : Jazz at Marquee Dayclub

Thursday, June 16
Doors at 11 a.m.
GA prices starting at \$22.94

Jauzis, one of electronic music's brightest young stars. At this point, Vogel has worked with some of the biggest names in the scene and toured the country with Diplo and Major Lazer. His euphoric originals and viral remixes seamlessly weave in and out of several musical categories, staying true to his creed: "music has no boundaries."

EDC Week : Galantis & Loco Dice at Marquee Nightclub

Thursday, June 16
Doors at 10 p.m.
GA prices starting at \$22.94

Based in Germany Loco Dice is a local house DJ and producer who minimal leanings who is affiliated with labels including Four:Twenty Recordings, Ovum Recordings, Cocoon Recordings, M_nus, and Cadenza, as well as the label he founded with production partner Martin Buttrich, Desolat. He has opened for big-name rap/R&B performers such as Snoop Dogg and Usher.

EDC Week: Cash Cash at Marquee Dayclub

Friday, June 17
Doors at 11 a.m.
GA prices starting at \$22.94

EDC Week: Andrew Rayel at Marquee Nightclub

Friday, June 17
Doors at 10 p.m.
GA prices starting at \$22.94

EDC Week: Dash Berlin at Marquee Dayclub

Saturday, June 18
Doors at 11 a.m.
GA prices starting at \$22.94

In 2008, Trance headliner Dash Berlin broke into the electronic dance music scene with hit track "Till the Sky Falls Down." Nominated for "Best European DJ" at the International Dance Music Awards, Berlin is a Top 10 DJ Mag artist who has performed countless sets throughout the world, playing fan favorites such as "Waiting," "Better Half of Me" and "When You Were Around."

EDC Week: Vice at Marquee Nightclub

Saturday, June 18
Doors at 10 p.m.
GA prices starting at \$22.94

Vice's exposure from Las Vegas club performances led to a global touring schedule and allowed him to branch into remix production work for the likes of Linkin Park, Rihanna, and Tegan and Sara. In 2013, Vice's single, "World Is Our Playground," featuring vocals from Mike Taylor, climbed Billboard's Dance / Mix Show Airplay chart.

EDC Week: Carnage at Marquee Dayclub

Saturday, June 19

Doors at 11 a.m.

GA prices starting at \$22.94

Bursting onto the electronic dance music scene with his remix of Hardwell's "Spaceman," Carnage is now a household name in the DJ industry. Recently he received creation credit on Riff Raff's lead single "Dolce & Gabanna," an upcoming SiriusXM radio show and various festival performances, including Electric Daisy Carnival Las Vegas. In 2015, Carnage released his debut album, Papi Gordo, on world-renowned label Ultra Records.

EDC Week: Thomas Jack at Marquee Dayclub

Monday, June 20

Doors at 11 a.m.

GA prices starting at \$22.94

Cash Cash at Marquee Nightclub

Saturday, June 25

Doors at 10 p.m.

GA prices starting at \$22.94

Timmy Trumpet at Marquee Dayclub

Sunday, June 26

Doors at 11 a.m.

GA prices starting at \$13.76

CliQue Bar & Lounge

Offering artisanal cocktails and house-made mixers, the ultra hip and swanky cocktail lounge CliQue adds another dimension to the resort's dynamic bar collection. Aside from classic cocktails, CliQue features an array of shooters, bubbles, and aperitifs all while creating a lasting tableside experience. The imaginative concept features timeless musical stylings as well as live music on 'Unplugged' Thursdays and a blend of pop, rock and timeless hits from yesterday and today on 'Serving The Beats' Monday, Friday and Saturday.

#MyClique Monday

Unplugged

Every Thursday, 9 p.m. to midnight
Featuring live music from some of the city's best entertainers.

Serving The Beat

For a complete list of DJ's and events at CliQue Bar & Lounge, please visit
www.cliquelv.com/events.

BOND

More than a lounge but not quite a club, more than a gaming pit but not quite a casino, BOND pulls together just the right elements of each. The result: a magnetic cocktail house where exotic things happen around all who walk inside. The epicenter of wildly poetic spectacle, carefully constructed yet seemingly spontaneous scenes falls into place with fascinating grace. A mash-up of LED art, live performance, and upbeat house music, BOND toys with expectations drawing in passersby and compelling those within to stay. Seeming opposites commingle to infectious effect creating a scene no one can properly describe but everyone rushes to see.

DJ Cyberkid

May 23 and June 6 and 20 from 9 p.m. to 2 a.m.

DJ John Cha

May 24 and June 7 and 21 from 9 p.m. to 2 a.m.

DJ Nick Ayler

May 25 and June 8 and 22 from 9 p.m. to 2 a.m.

DJ Roger Gangi

May 26 and June 9 and 23 from 9 p.m. to 3 a.m.

DJ Exile

May 27, 28 and June 24 and 25 from 9 p.m. to 3 a.m.

DJ Vixen

May 29 from 9 p.m. to 2 a.m.

DJ Technicolor

May 30 and June 13 and 27 from 9 p.m. to 2 a.m.

DJ Mike Attack

May 31 and June 14 and 28 from 9 p.m. to 2 a.m.

DJ Stephi K

June 1, 15 and 29 from 9 p.m. to 2 a.m.

DJ Earwaxxx

June 2 and 30 from 9 p.m. to 3 a.m.

DJ Morse Code

June 3 and 4 from 9 p.m. to 3 a.m.

DJ Yo Yolie

June 5 and 26 from 9 p.m. to 3 a.m.

DJ David Clutch

June 10, and 11 from 9 p.m. to 3 a.m.

DJ Dirty Secret

June 12 from 9 p.m. to 3 a.m.

DJ Kris Cut

June 16 from 9 p.m. to 3 a.m.

DJ Vixen

May 29 from 9 p.m. to 2 a.m.

DJ Who & Paulo Da Rosa

June 17, 18 and 19 from 9 p.m. to 3 a.m.

To request press credentials for any of the concerts listed, please visit <http://bit.ly/CosmopolitanPress>.

ABOUT THE COSMOPOLITAN OF LAS VEGAS

The Cosmopolitan of Las Vegas is a luxury casino and resort offering a decidedly different perspective from its commitment to integrating art into every experience to the world-renowned Restaurant Collection and distinct entertainment venues. Located at the heart of The Strip, its unique vertical multi-tower design offers spectacular views of the vibrant city. The 3,005-room resort features oversized residential-style living spaces with expansive, one-of-a-kind private terraces. Luxurious amenities include a 100,000-square-foot-casino with the newly-added Race & Sports Book Powered by CG Technology and expanded high stakes gaming area, The Talon Club; Sahra Spa & Hammam and Violet Hour | Hair | Nails | Beauty; three unique pool experiences; Marquee Nightclub & Dayclub, a multi-level integrated indoor and outdoor nightclub; an intriguing mix of bars and lounges including The Chandelier, an iconic multi-level bar experience; 150,000 square feet of state-of-the-art convention and meeting space; 40,000-square-foot performance and event venue The Chelsea; and a modern supper club with live music and entertainment at Rose. Rabbit. Lie. An eclectic line-up of retailers includes: AllSaints, CRSVR Sneaker Boutique, DNA2050, Jason of Beverly Hills, Kidrobot, Molly Brown's Swimwear, Rent the Runway, Retrospecs & Co, Skins 62 Cosmetics and STITCHED. Signature restaurants include: Blue Ribbon Sushi Bar & Grill by restaurateurs Bruce and Eric Bromberg; Estiatorio Milos, by international

restaurateur Costas Spiliadis; Holsteins from Block 16 Hospitality; Jaleo and China Poblano restaurants by acclaimed Chef José Andrés; Scarpetta and D.O.C.G. by award-winning Chef Scott Conant; popular steakhouse STK from The ONE Group; Beauty & Essex from Chef Chris Santos and TAO Group; cold-pressed local juicery The Juice Standard; bustling culinary food hall Wicked Spoon; all-day dining concept The Henry; and Starbucks, which includes a one-of-a-kind art installation.

For more information visit: www.cosmopolitanlasvegas.com



November 9, 2016

To Whom This May Concern:

I write this letter to confirm that Ana Ramirez served as intern at Kirvin Doak Communications from May through July of 2016. Ana assisted staff in the public relations and social media divisions with various tasks during this period.

Ana's passion for understanding public relations and social media was evident in her work ethic. She helped in all facets while at the agency from writing, reporting, and staffing. She was reliable, confident, dependable and helpful.

Ana learned quickly while interning at the agency which made it easy for us to trust her with various projects.

If you have any questions, please feel free to contact me at tmaruca@kirvindoak.com to discuss Ana in greater detail.

Sincerely,

Terri L. Maruca | Senior Vice President of Public Relations

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KIRVIN | DOAK
COMMUNICATIONS

November 14, 2016

Dear Graduate Committee,

I write this letter to confirm that Ana Ramirez was part of the social media team at Kirvin Doak Communication during the summer. Ana was able to create social media posts, schedule posts, and participate in photo shoots for our clients.

Ana was eager to help out the social media team with different tasks assigned to her. By being involved in our social media team she was able to learn a variety of different social media techniques that will help her in her future.

Ana was able to grow as a social media professional in all aspects during her time at Kirvin Doak Communication.

Best,

Richelle Rice | Director of Social Media

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