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Where to Go Tonight? Let Joe & Natalie take you ‘All Around Atlanta’

Three-person Team Opens Doors to Metro Area’s Dining and Nightlife

Entrepreneurial Venture Unique to Market, Advancing in Nielsen Ratings

ATLANTA – In a city boiling over with restaurant choices and recommendations, locals and visitors look to various media outlets for pointers on where to score a memorable meal. One locally grown media venture – All Around Media LLC and its “All Around Atlanta with Joe & Natalie” brand – captures several outlets at once, thereby establishing a presence that is whetting the appetites of not only diners, but also of restaurateurs and broadcast ratings.

All Around Media LLC was launched in 2002 by successful entrepreneur and Gainesville, Ga., resident Joe Somerville, who possesses more than 15 years within the hospitality industry. As the company’s owner and CEO, Somerville partnered with Natalie Taylor to serve as business associate and co-host of their “All Around Atlanta with Joe & Natalie” dining series, which now airs locally on PAX TV, Charter Cable and WCLK-FM; and in cyberspace on a family of Web sites including www.atlantadining.com.

Three Serve a Crowd

One would imagine a reasonably sized staff to execute all aspects of the company. However, only Somerville, Taylor and Gary Steele, the duo’s part-time videographer, run the show.

“Natalie and I are passionate about finding the right places to wine and dine,” said Somerville, “and we want to share our experiences directly and unfiltered. We’re consumers telling the story to consumers.” Together, the team serves as writers, producers and client representatives for the 40-plus metro restaurants that they feature.

Setting the Table with Unique Marketing Solutions

Unlike traditional advertising, Somerville engineered the “All Around Atlanta” concept to operate on a 100 percent trade basis.

“The ‘All Around Atlanta’ concept is something we believe disrupts the marketplace, as restaurants are obtaining marketing services across a variety of media with no cash involved,” explained Somerville.

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Clients that partner with All Around Media agree to provide a trade-out of their services for a contracted time period in exchange for marketing services. Through a program called “Dining Perks®,” All Around Media then sells the trade to consumers via \$10 certificates known as “Dining Perks®” at 60 cents per dollar to generate revenue for the company and pay for the media on which clients are featured. To date, All Around Media LLC owns \$1.2 million in annual advertising value.

The return generated by the Dining Perks® is not only certificate-holding consumers – new and existing – but also cash-paying customers who learned about the establishment by watching, listening to or reading about it.

“Our clients see an increase in business, but at a savings of up to 70 percent,” said Somerville. “The consumer is saving, too, at 40 percent, so it’s truly a win-win situation.”

Cooks Filling the Kitchen

Through both Somerville’s background in the hospitality industry and sheer pounding-the-pavement efforts, All Around Media has executed marketing programs for a total of 150 restaurants since 2002 and currently is serving an active client roster of more than 40 establishments. Current clients include popular locations such as Cherry in Midtown, the Café at East Andrews in Buckhead, Sotto Sotto in the Virginia Highlands, Real Food in Alpharetta and the Continental in Norcross. All Around Media also works with Sparkfly, a corporate incentive program broker, to sell Dining Perks® for major companies including Delta Air Lines and Coca-Cola.

Cooking Up a Success Story

With an established business concept and the ability to customize programs to meet each client’s needs, All Around Media is generating the sweet smell of success for its clients and the company itself.

On average, restaurants that partner with All Around Media have seen a 15 to 20 percent increase in business. A strong client retention rate and a steady stream of new business opportunities within the past year have translated into approximately \$1 million in billable trade.

More consumers are turning to Joe & Natalie for news and recommendations, with more than 30,000 subscribers to its weekly e-mail newsletter and more than 1,000 unique daily visitors to atlantadining.com. Consumers also are tuning in: With twice-weekly airings on PAX TV and more than 100 airings monthly on Charter Cable across the metro area, the 30-minute “All Around Atlanta with Joe & Natalie” program has cracked the Nielsen ratings, consistently attracting between 150,000 and 250,000 viewers per month.

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The show's success may allow consumers to tune in on yet another network, as Somerville indicated movement toward "All Around Atlanta" landing on the Travel Channel in the near future.

As things heat up, though, Somerville and Taylor remain fully vested in their clients – making regular visits to dine, hosting "Dining Out with Joe & Natalie" events throughout the year and being personally available for feedback from clients and consumers.

"Even though we're 'all around Atlanta,' we want to create a family atmosphere and help a business succeed," said Somerville.

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