



Shante Bacon and Bill Clinton in Harlem, NY on March 14, 2006

135th Street Accepted into Clinton Foundation's "Emerging Entrepreneurs Program"

April 6, 2006 (NEW YORK) The 135th Street Agency, LLC has been inducted into the **Clinton Foundation's "Emerging Entrepreneurs Program"** in the **Urban Enterprise Initiative**.

The Urban Enterprise Initiative is a program launched in Harlem, NY that helps growing businesses compete in the ever-changing urban marketplace. The initiative will pair the 135th Street Agency with one of the Inc. 500 Entrepreneurs for a year-long series of one-on-one technical and managerial consulting.

From March 30th – April 2nd, the 135th Street Agency attended the **Inc. 500 Conference** in Savannah, GA along with the Clinton Foundation. The Inc. 500 Conference is an annual gathering of 500 of the fastest growing small businesses in the United States that have at least \$3,000,000 in revenue and have show 3 years of consistent exponential growth in revenue. Companies that have made the Inc. 500 list prior to becoming huge corporate entities include **Microsoft, Oracle, Morningstar, Timberland, Domino's Pizza** and many more. An established entrepreneur from the Inc. 500 list will advise the 135th Street Agency on strategies to engage business, pitfalls to watch out for and other survival tips from the entrepreneurial trenches.

Other Harlem-based businesses that are participating in the Urban Enterprise Initiative include Harlem Lanes (a new bowling alley on Adam Clayton Powell), Ta Life (a yoga studio on 128th Street), Harlem Brewing Company, Make My Cake (a bakery that is relocating to St. Nicholas from 110th Street & Lenox),

the 145th Street Animal Hospital, the Spoon Restaurants and many more.

About the Clinton Foundation:

After leaving office, President Clinton established the William J. Clinton Foundation to strengthen the capacity of people in the United States and throughout the world to meet the challenges of global interdependence. To advance the mission, the foundation is focused on four critical areas: health security with a focus on HIV/AIDS; economic empowerment; leadership development and citizen service; and racial, ethnic, and religious reconciliation. The foundation uses business-based problem solving to tackle social issues. One of its key projects is the Urban Enterprise Initiative, which helps growing businesses compete in the changing urban marketplace. Working with partners, the Urban Enterprise Initiative provides business owners with technical and managerial assistance to take their businesses to the next level.



TRI-STATE UNIVERSITIES MAKE HISTORY IN GROUND- BREAKING U.S. POSTAL SERVICE CONTEST

Six schools make the semi-finals cut as they compete for "Best P.R. Campaign" title

April 3, 2006 (New York, NY) – The race is on to see which college in the Tri-State can devise the best public relations campaign for the **U.S. Postal Service**, and so far, six area teams have made the semi-finals cut: **Dowling College** (New York), **Fairleigh Dickinson** (New Jersey), **Montclair State University** (New Jersey), **New York University** (New York), **Quinnipiac University** (Connecticut), and **SUNY at New Paltz** (New York).

It's the "**P.R. Professional Experience Contest**," a ground-breaking college challenge sponsored by the Postal Service to find innovative ways to promote their online products NetPost® (www.usps.com/netpost), Click-N-Ship® (www.usps.com/clicknship) and Direct Mail (www.usps.com/directmail) to that ever-finicky 18-30 year-old demographic.

Microsoft **jetBlue**
AIRWAYS



Over \$2500 in prizes are up for grabs as these teams compete to see who can devise the best public relations campaign for the Postal Service's online products NetPost® (www.usps.com/netpost), Click-N-Ship® (www.usps.com/clicknship) and Direct Mail (www.usps.com/directmail). The semi-finalists will submit a full-scale P.R. campaign by April 10 to be judged by a panel of seasoned public relations professionals, who will decide which teams will advance to the Finals Round. Finalist teams will present their campaigns during an awards ceremony in May.

Each member of the Grand Prize-winning team will receive prizes sponsored by **Microsoft, JetBlue Airways and Travelpro**, including an Xbox 360™ and a trip anywhere JetBlue flies. The Grand Prize-winning team will also get the chance to have their campaign featured in a future Postal Service Public Relations promotion.

"The Postal Service is thrilled to have such reputable schools participate in the P.R. Professional Experience," says Monica Hand, manager of public affairs and communications for the Postal Service. "This challenge will really determine who the P.R. superstars of tomorrow are. We look forward to seeing all of the creative ideas that these teams present."

For more information and Official Rules, log on to www.usps.com/communications/prpe.

Business Unusual: The 135th Street Agency Takes Old-School Marketing Approaches to Next Level

By Janet Tzou

Two women figured out how to do what every corporate employee secretly dreams of: They've made a home-based business profitable. Working out of Atlanta and Harlem, Shanté Bacon and Saptosa Foster's PR/marketing firm, the 135th Street Agency, has made strides in its first year of business, with no office space and zero capital investment.



“The old ethic of hoping hard work eventually pays off is simply not realistic in today’s microwave society,” Bacon says. “Everyone wants the payoff now.” Still, Bacon made her move carefully. After ten years in the music industry, she had a well-paying marketing executive position at Def Jam. She soon realized, though, that she could capitalize on her own experience (which included nurturing double- and triple-platinum artists like Ludacris and Kanye West) to launch a low-overhead, service based marketing business. Her former employer, Def Jam, signed up with the 135th Street Agency almost immediately; BET soon followed.

Bacon and Foster took a cautious, traditional approach to attracting new clients. They avoided the flashy allure of entertainment PR events and strategically tapped into more corporate routes. “Music industry parties are great for connections, but typically, people aren’t there with the mindset to conduct business,” Bacon explains. Instead, the two partners began attending national black-enterprise conferences. “Conferences are an excellent way to pitch your business because people attending are there to develop contacts and present products,” Bacon continues. “Most PR firms overlook those types of opportunities.” (Bacon and Foster secured their largest account, the United State Postal Service, at one such conference.)



Foster, an entertainment journalist with 10 years experience, joined the 135th Street Agency shortly after Bacon launched the operation, and attributes the firm’s success to imaginative thinking. “In any industry, there are going to be 20 other companies who want that business, and it’s usually creativity and experience that will distinguish you from others,” she says. “Especially in the music industry, you have a lot of people who have gotten rich quickly, but it’s never just about the connections,” she adds. “Nothing beats hands-on experience and actually being in the trenches.”

“Our biggest strength is our passion for what we do,” Bacon says. “A lot of people have fantastic ideas, but they can’t find the ambition or the passion in themselves to execute them. We’ll spend our last dime making something happen, which is what leads to closing the deal. That’s the biggest win for us.”

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135th Street Has a New Address!

The New York office of the 135th
Street Agency is now located at

**115 West 29th Street, Ste 1101
New York, NY 10001**

Please forward all inquiries or
communications to this address.

QUICK LINKS

[135th Street Agency in Black Enterprise](#)
[135th Street on SOHH.com](#)

[135th Street on TheCrusade.net](#)

[135th Street on TheIndustryCosign.com](#)

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