

NEWS RELEASE

Borrell Associates, Inc. Names Research Panel To Predict the Future Michael Grant of Phillips MediaSource Selected to Participate

FOR IMMEDIATE RELEASE

May 3, 2013...Dallas, TX... When it comes to predicting the future of local media, Borrell Associates has a secret. For the past six years they've employed a panel that's helped them make some uncanny predictions about online media, newspapers, mobile devices and other things -- virtually all of which have come true.

As a local media expert Borrell Associates has invited several media strategists to join the Borrell Research Panel, which uses the Delphi Method to foresee future trends. One of the executives named is Michael Grant, director of marketing and strategic planning of Phillips MediaSource of Dallas, Texas.

About the announcement Grant said, "an essential part of remaining relevant is to be cognizant of the latest media trends and that comes with being curious enough to want to know what's next. I look forward to helping out on the Borrell panel"

Results of the panel's work will be made available on a quarterly basis. Borrell Associates is a research and consulting firm that tracks local advertising and helps media companies develop executive strategies. Their focus is on interactive advertising and marketing, but they work closely on the traditional media categories as well. The firm is located in Williamsburg, Virginia.

Phillips MediaSource is an all-in-one source for online and offline marketing, HD video production and content development company located in Dallas, Texas

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