

## CAMEO 2021 Media Summary

### Traditional Media:

In 2021, CAMEO received **57** media hits that reached an audience of approximately **2.3M**, highlighting the organization's expertise and work supporting California's small businesses. Within this year's coverage, there are **20** link-backs to CAMEO's website and **4.5K** social shares. CAMEO was featured in regional and national outlets such as *The Sacramento Bee*, *Univision LA*, *the Associated Press*, *Yahoo Finance* and *The Hill*.

Full coverage can be viewed [here](#). 2021's media highlights include:



**AP** U.S. News World News Politics Sports Entertainment Business Technology Health Science Oddities Lifestyle

### 4 ways businesses can dodge loan scams and predatory lenders

By RANDA KRISS of NerdWallet August 19, 2021

“Guaranteed loan approval; receive funds in 24 hours.” “No credit check; interest rates starting at 0%; only low application fee required.” These statements may sound pretty good to a small-business owner in desperate need of capital.

But, as the old saying goes, “If something sounds too good to be true, it probably is,” says Carolina Martinez, CEO of CAMEO, California’s statewide micro-business network. Just because it’s the most frequent appealing solution you’re hearing doesn’t mean it’s the right solution, she says.

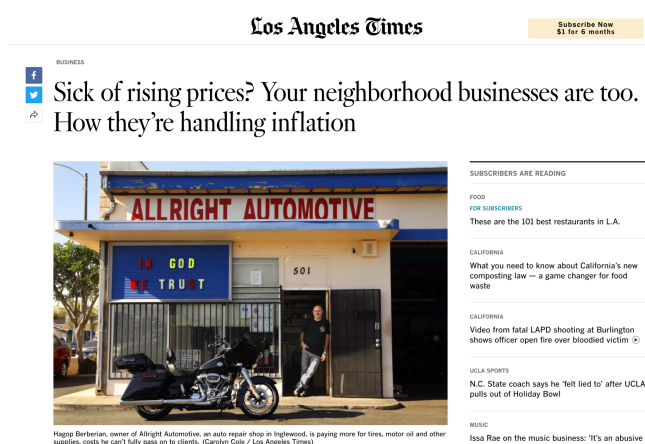
Many small businesses are still recovering from the financial impact of the COVID-19 pandemic, and with the end of the Paycheck Protection Program and bank loan approvals below 20%, scammers and predatory lenders are taking the opportunity to move in on businesses that are searching for funding.

Protect yourself from potential bad actors and find legitimate capital for your business with these four tips.

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CEO Carolina Martinez was quoted in an [Associated Press](#) + [NerdWallet](#) article on how entrepreneurs can dodge predatory lenders. This story was syndicated over **200** outlets:

“If something sounds too good to be true, it probably is,” says Carolina Martinez, CEO of CAMEO, California’s statewide micro-business network.



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**BUSINESS**

### Sick of rising prices? Your neighborhood businesses are too. How they're handling inflation

Haggis Berberian, owner of Allright Automotive, an auto repair shop in Inglewood, is paying more for tires, motor oil and other supplies, costs he can't fully pass on to clients. (Carmen Cole / Los Angeles Times)

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**MUSIC**  
 Issa Rae on the music business: 'It's an abusive industry... it needs to start over'

CEO Carolina Martinez was interviewed in the [Los Angeles Times](#) for a story for how inflation and the pandemic is affecting small businesses:

“Many small enterprises, still recovering from the pandemic’s financial hit, are counting on the holiday season to make up lost revenue,” said Carolina Martinez, chief executive of the California Assn. for Micro Enterprise Opportunity.

VIEWPOINTS

## California can't overlook a critical group in its COVID-19 recovery effort: Street vendors

BY CAROLINA MARTINEZ SPECIAL TO THE SACRAMENTO BEE  
UPDATED JUNE 14, 2021 05:12 PM



New vendors Sarah Schwemberger and Krysten Vinson of Mountain Ranch work their farm booth, Hideaway Acres, for the first time, Saturday, April 17, 2021, at the expanded Midtown Farmers Market in Sacramento. California's micro-business network is calling on state leaders to include \$50 million in this year's budget for vendors who are often overlooked. JASON PIERCE/JPIERCE@SACBEE.COM

Only have a minute? Listen instead 03:40

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In perhaps the most pleasant paradox of the COVID-19 pandemic, California has emerged with a mammoth [\\$75 billion budget surplus](#). Coupled with \$25 billion in federal CARES Act aid, there is no reason anyone should be left out of the Golden State's recovery.

CEO Carolina Martinez penned an OpEd published in the [Sacramento Bee](#) on how California's budget must include relief for the state's smallest businesses — many of which are often overlooked by government relief efforts:

"As lawmakers in Sacramento pore over Gov. Gavin Newsom's budget proposal, it's imperative we fill the gaps left by earlier rounds of relief. The economic pain has not subsided for many businesses, and the budget bonanza will only prove a true windfall with a surgical focus on what was missed in 2020's emergency efforts."



### Meet the organization that offers support to California microenterprises to help them emerge

Small businesses have had to struggle to stay and get ahead in the midst of the crisis generated by the pandemic. "They have been affected and our communities have been affected, as they have less access to most of the resources to help them," said Carolina Martinez, spokesperson for the Californian Microenterprise Network (CAMEO), which offers technical advice and consultations with entrepreneurs.

Carolina Martinez was interviewed on [Univision Los Angeles](#) on how CAMEO is supporting small businesses with the resources they need to navigate the Covid-19 pandemic.



Carolina Martinez was quoted in [19th News](#) on how at-home businesses can reduce systemic barriers for underserved small businesses and pave the way for a more equitable economic recovery:

“It’s a mechanism to close the wealth gap.” - CEO Carolina Martinez

- CEO Carolina Martinez had several introductory calls with key contacts at various outlets — helping establish CAMEO as a go-to expert on key small business issues.
  - Martinez spoke with New York Times’ [Ben Casselman](#) on the challenges facing small businesses with the ongoing Covid-19 pandemic
  - Carolina Martinez spoke with [Grace Gedy](#) at CalMatters regarding CAMEO’s perspective on policy issues in 2022 that could affect small businesses
  - Martinez also spoke with Scripps reporter [Chloe Nordquist](#) about the U.S. labor shortage and how it impacts small businesses. Scripps is the nation’s fourth largest television broadcaster.

### Radio coverage:

- [KCBS San Francisco](#), 4/29/21
- [KNX Sacramento](#), 11/21/21
- [KFBK Sacramento](#), 11/21/21

### OpEds:

- [Continued Investment Needed for Small Businesses](#), *CalMatters*, 4/30/21
  - Placed in several other outlets including [Lompoc Record](#) and [Santa Ynez Valley News](#).

- [CA Must Include Street Vendors in Covid-19 Recovery Effort](#), *Sac Bee*, 6/14/21
  - This OpEd was placed the day the California legislature was scheduled to vote on the final budget and was republished in the [Fresno Bee](#), [Modesto Bee](#) and [Merced Sun-Star](#).
- [CDFIs Have Proven They're the Right Tool to Help Small Businesses, Let's Give Them What They Need to do the Job](#), *The Hill*, 12/06/21
  - Placed in several other outlets including [Yahoo News](#)
- [CAMEO Expands Incubator to Support Mission-Driven Lenders Focused on Underserved Entrepreneurs](#), *Opportunity Finance Network*, 10/27/21

### **Statements/Media Avails:**

Throughout 2021, EMC drafted and sent statements and press releases to key small business contacts in order to promote CAMEO's small business expertise and work supporting California's small businesses – as well as the expertise of their members and small business owners working with CAMEO's network.

Below are *all* of the statements/press releases EMC finalized and/or sent out to key contacts in 2021:

- [Media Avail: Small Business Experts to Discuss Legislative Opportunities to Help California Entrepreneurs](#), 4/5/21
- [Small Business Advocates Move Mountains to Connect Underserved Small Businesses with Covid-19 Relief Grants](#), 4/27/21
- [Media Avail: Policy Experts to Discuss Small Business Items in Governor's Budget](#), 5/13/21
- [Media Avail: Policy Experts Available to Discuss End of PPP and Path to an Equitable Recovery for California's Small Businesses](#), 5/26/21
- [Media Avail: 60+ Small Business Leaders to Join CAMEO's Advocacy Day Pushing for a Lasting, Equitable Small Business Recovery](#), 6/4/21
- [Media Avail: Small Business Experts to Comment on How California's Budget Passage Will Help Small Businesses](#), 7/12/21
- [CDFI Incubator to Strengthen Mission-Driven Lenders Serving California Small Businesses Announced During MicroLenders Forum Keynoted by Administrator of the U.S. SBA Isabella Guzman](#), 9/29/21
- [STATEMENT: CEO of Microbusiness Advocacy Group Commends Reintroduction of Legislation to Increase Equity in Small Business Lending](#), 11/21/21



- [Media Avail: Small business expert and business owners available to discuss why supporting small businesses on Small Business Saturday and this holiday season is especially important](#), 11/22/21
- [Media Avail: What small business owners should know as SBA COVID-19 relief program comes to an end](#), 12/7/21
- [STATEMENT: CEO of California Small Business Advocacy Group Commends Implementation of California's Historic Truth in Lending Law](#), (PENDING release)