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:

**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.

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.
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.”

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 Gedye 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)