



New Director of Corporate Partnerships Joins *El Beisbol's* Team

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El Béisbol Productions is pleased to announce that Kim Hogan, principal consultant at KHoganMedia, has joined the team as Director, Corporate Partnerships. Based in San Francisco, Kim will oversee and secure corporate sponsorships for the upcoming public television feature-length program, *El Béisbol: The Story of Latinos in Baseball*.

Kim Hogan, principal of KHoganMedia, is a consultant who represents a diverse slate of national PBS programs for independent producers and PBS affiliates. She provides strategic direction and secures corporate sponsors for her clients. With over 20 years of marketing, sales and corporate sponsorship expertise, Kim has a strong sensibility and appreciation for all sides of creative business endeavors, honed through her work in different environments – corporate and nonprofit, advertising and performing arts, and most recently, broadcast media, with a specialty representing PBS programs.

Her portfolio has included various genres, including: lifestyle, news, travel, history, science and children's programming. An innovative and results-oriented marketing professional, Kim has secured numerous integrated partnerships including those with Unilever and Cunard for the PBS primetime series' *THE MEANING OF FOOD* and *MONARCHY, THE ROYAL FAMILY AT WORK* respectively.

Prior to her corporate sponsorship work with PBS, Kim served as Director of Corporate Relations & Sponsorships at Carnegie Hall, Account Executive for AT&T, and Media Planner at Grey Advertising in New York where she worked on such entertainment accounts as Warner Bros., ABC, and RCA Records. Kim graduated from Wittenberg University with a B.A. in marketing and a minor in music.

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