

But Wait, There's More!

Response ... On the Road

December was a busy month for holiday events in the media industry on both coasts. Both Mercury Media and Cannella Response Television hosted blowouts in Southern California, while Turner Networks and the Direct Response Marketing Alliance (DRMA) — in conjunction with MTV Networks — threw big bashes in NYC. Take a look to see who was out spreading cheer!



Broadcast Communications Media's Doug Frankel (left) and John Michaels (right) flank *Response's* John Yarrington and Thomas Haire at downtown Los Angeles' Palm restaurant before the group took in the Los Angeles Lakers-Sacramento Kings game on Dec. 3.

"Cheers!" says this group at Cannella Response Television's Dec. 9 West Coast holiday soiree at STK in Los Angeles. Standing are Cannella's Michele Coast, AOR Direct's Chris Dompier, Tribune's Grant Cover, Frank Cannella, *Response's* Adam Carrillo, Cannella's Christi Anderson, Rob Medved and Steve Sanchez, and *Response's* Thomas Haire. Seated are Cannella's Bill Raymond, Beachbody's Rick Shiu and Cannella's Louis Tasso.



AOR Direct's Mike Homer, KPI Direct's Darren Fisher, Cannella's Rob Medved and ION Media Networks' Evan Newman are all smiles during the Cannella West Coast holiday party on Dec. 9.



Turner Networks hosted a holiday party at New York's Bone Lick Park on Dec. 2. At left, Turner troops Denise Gonzalez, Jason Baron, Tim Dowd and Jen Braue enjoy the night, while, at right, Turner's Eric Steaple and Emily Wood (right) are joined by Cannella Response Television's Maureen Gabriel.



Above, Mercury Media's John Cabrinha (right) welcomes SF Video's Steve Feinberg and Onyx Productions' Joan Renfrow to Mercury's annual holiday party at Santa Monica's Sonoma Wine Garden on Dec. 2. At right, Mercury's Barry Jacobs (left) chats with Dial800's Jim Diorio and APG's Kathi Weber and Mick Rispoli.



Manatt's Linda Goldstein, Thor Associates' Fern Lee and Ventura Associates' Marla Altberg enjoy the DRMA Winter Bash in New York on Dec. 16.

MTV Networks' Jen Karlson (left) and Jessica Cloesmeyer (right) chat with Pollcast's Roger Furman, E&M's Tarra Bathurst and Razor & Tie's Robin Rifkin at the DRMA Winter Bash.



The sponsors of the Dec. 16 DRMA Winter Bash at MTV Networks in New York join *Response's* Thomas Haire (center). From left to right: Thill Logistics' R. Todd Thill, OrderMotion's Michaela Harkey, Marty Fahey and Jane Schloth, Manatt's Linda Goldstein, MTVN's Brian Fays and Media Design Group's Ben Zimmerman.