

Lance-

Please answer as many of the questions as possible. Answers do not need to be in full sentences with the exception of the ones \*\*\*\* to be used as quotes from you.

Thanks. Looking forward to meeting with you tomorrow, April 15 at 2pm. Let's meet at Austin Country Club in Harvey's.

Name: Lance Avery Morgan

Birth date and birth place:

Austin, TX

Family: Mother, father, siblings?

Where do they live?

Mother and Stepfather live in Fredericksburg

Brothers are in real estate in Austin

Am a sixth generation Texan, with the other half of my family in Alexandria, VA.

Residences:

Location of residences and dates lived there

Lived in Austin until finishing college, then moved to Los Angeles. Returned to Austin in 2000.

When did you move to Austin?

What brought you here? I returned to Austin because it is one of the most creative cities in the world. Geographically in Texas, Austin is Switzerland. We are geographically neutral and in a statewide magazine, we have to make sure all our Texas cities are taken care of editorially.

Where do you currently reside? I work in Westlake (at least 14 hours a day), and live in the heart of Northwest Hills.

Why did you choose to reside in this particular area of Austin? I wanted to have a nice home in a nice area that would retain its value, and NW Hills will always be a prime locale.

Education:

High school, college and if applicable, graduate schools attended. Please include majors and degrees, where and when earned.

O.Henry, Austin High, UT – communications major

Awards, honors or commendations won? Please be specific.

Won 11 Telly Awards for outstanding television production. Member of the Academy of Television Arts & Sciences (the Emmys) and the Producers Guild of America.

SEE ATTACHED

Employment history and work experience:

Most significant job positions or training- where, when and doing what?

SEE ATTACHED

\*\*\*\*\*Why, how and when did you get involved with the media?

*Brilliant* magazine was created because I thought there was a better way to tell about how the world affects Texans and Texans affect the world.

\*\*\*\*\*Did you have a mentor or did someone recruit or train you or influence you? If so, who? Please explain.

I have had many mentors:

Dennis Holt, CEO and founder of Western Int'l Media Corp. He is a media mogul extraordinaire. From him I learned how to operate in the media world on a national level. I just spoke to him and he loves *Brilliant* and thinks we are a hit. That means a great deal to me.

Ken Kragen, founder of Kragen & Co. – talent manager to top Hollywood celebrities. I learned how to handhold people in the public eye, yet still maintain the utmost professionalism.

Ed Niehaus, founder of Niehaus Ryan Wong PR firm. He is a great people manager and from him, as well as the others, I learned the secrets of inspiring employees.

Describe the genesis of Brilliant.

When was it established and by whom?

Phil Hudson and I created it because we felt like there were so many wonderful stories to tell that were in and beyond Travis County. On a national level, which our advertisers in New York respond to, was reinforcing the fact that Texans don't ride always ride horses to work and have oil wells in our backyards. Texans are smart and hardworking, and we wanted to share that outlook with the rest of the world. Combined we have over 35 years of PR, mktg and media experience. We are diligently working to make the best magazine in Texas.

\*\*\*\*\*Please give a brief history Brilliant.

In 2003, we created the magazine in late July - and went to press in late Oct for our first issue, in Dec./Jan, that debuted in late November! We met with potential national advertisers in New York as well as our favorite advertisers in Texas. Based on their immediate, positive response of them understanding that two of the top ten markets (Dallas and Houston) are here, and the fact that they understand the consumer power of Texans. They want to reach the most affluent Texans and they decided they wanted to be a part of this wonderful endeavor. It is a great, synergistic partnership. We are amazed by our advertisers around the state and how successful they are.

Where is Brilliant headquartered? Where is it printed? Brilliance Media is headquartered in Austin, where our main editorial offices are. We have an editorial presence in New York, Dallas, Houston, Fort Worth, and San Antonio. We have city editors and advertising sales teams in each of those cities, as well as a sales presence in Los Angeles, and the Southeast. We print at Trend Off Set Printers in Dallas.

\*\*\*\*\*Why did you choose to locate in the Westbank? Brilliant loves the Westlake area. Not only do we have a great office space, there are so many convenient resources around us. Everyone of the resource owners are wonderful to work with. Plus, we feel that working in Westlake, enhances the perception of our magazine.

\*\*\*\*\*What is the mission or focus of Brilliant Magazine and what you hope to accomplish with it?

Official Mission statement:

*BRILLIANT* magazine is gorgeous, sexy and extravagant. It captures the way Texans affect the world and the world affects Texans. Our state is legendary in size and reputation, and *BRILLIANT* profiles that magnificence like no other magazine. Dynamic in scope and editorially electric, it reflects the people, culture, and lifestyle of Texans on a grand scale. Known for our famous natives, we focus on the very best Texas has to offer as the tastemakers, trendsetters and style weavers of the world. *BRILLIANT* offers the very best in the luxury universe: celebrity, tycoons, fashion, beauty, travel, transportation, design, cuisine, real estate, arts, culture, and, of course, entertainment.

How does it meet or you help it meet its mission or objectives?

Same.

Are you encountering any special challenges? If so, please explain.

How are you dealing with those challenges?

The challenges of running a magazine every day are immense. However, every day is great and most are spectacular. I enjoy dealing with people not only around the state – I am in at least two major Texas cities every week - but also working with both Hollywood and New York. I enjoy doing business on both coasts.

Are you one of Brilliant's founders?

\*\*\*\*\*If you're a founder, how did the idea for the magazine originate? I am. See above notation on the mag's inception.

\*\*\*\*\*Have you always wanted to publish a magazine? Please explain.

I've always wanted to publish a magazine. I started to subscribe to magazines when I was 12 – *GQ* and *Esquire* – that quickly grew to well into over 30 subscriptions. For me, magazines are a way of life. I even collect vintage magazines – my most prized is an *Esquire* from the 1930's with an F.Scott Fitzgerald writing. My senior level writing and producing experience has helped me greatly.

\*\*\*\*\*How did it get its name? We came up with over 100 possible magazine names. We narrowed it down to 20 that we loved, 10 that we couldn't live without, and one that was well, Brilliant enough to represent the best of Texas.

\*\*\*\*\*How do you think Brilliant impacts the community or how do you want it to impact the community? We make sure that Austin is treated fairly by the magazine. We cover bigger than life Texas personalities and many of those happen to be Austinites. Our first Tycoon profile was of Michael Dell. We profiled power couple John Paul and Eloise DeJoria, two very famous Westbank residents. We also profiled Stephen Mills of Ballet Austin. We cover one to two social events in our RSVP section. We have community service event ads that are in the magazine and we offer a deep discount to those organizations. We are a media sponsor of many events and are in the goodie bags and on the plates at galas. Giving back to the community is very important to me. I compliment this with my *Capital Culture* feature on KTBC/FOX 7 News twice a week. I am on-camera and produce it, too.

\*\*\*\*\*Who does Brilliant serve? Does it target a particular population? We are aimed at both women and men who live the best possible life they can. They are leaders in their community and know how to make things happen. By reading *Brilliant*, they will most likely see themselves or their friends who are also great contributors to the world.

What is its circulation? We circulate to 50,000.

Is it statewide, national, international? We are a statewide magazine, and are offered by subscription and on newsstands like Barnes & Noble, Borders, HEB, Central Market, etc. We are also in-room at most of the five star hotels across Texas. We are sold in airports, so we go everywhere Texans do. Our VIP list is one of the most valuable privately held list in Texas. We have subscribers who are in Washington, New York and Los Angeles. We are in the homes and offices of many internationally known household names.

How can people receive it?

Do they subscribe? Buy it at stores? If so, where? Cost? 5.99 See above, too

How often it is published?

We are a monthly magazine.

\*\*\*\*\*Do you think it will expand in scope and size in the future? Please explain.

We do. Brilliant is certainly poised to be a major brand and we have already been approached about brand extension.

How many people are on staff? We have about 35 people attached to the magazine.

Who is on the editorial staff? Every department has a section editor and staff writers , as well as for our major features.

Your job description.

\*\*\*\*\*What is your role, what do you do, your job title? Please be specific and give examples of projects, activities, articles, etc. As the Co-Publishers and Co Editor-in-Chiefs, we are responsible for everything that happens the magazine.

Describe a typical day or a typical week. Lots of meetings with writers, magazine designers. Photo shoots for fashion and home sections and with celebrities. Many conference calls. Many meetings with advertisers. I usually have 100 plates in the air to juggle at one time - especially with travels all around the state.

\*\*\*\*\*Do you have a favorite or very memorable Brilliant experience that you can share? Please describe it and explain why it is a favorite or very memorable.

There have been so many memorable experiences that have happened. Hosting five launch parties in one week's time in December was very memorable. One in Austin, Dallas, Houston, Fort Worth and San Antonio. Before the first one in Dallas, I had just been in New York in meetings for the magazine, where it was 10 degrees, so returning to the warmth of Texas and the positive response we received was terrific. The Austin party had over 700 guests attend. I hosted a West Coast launch party in L.A., too, when I was there in February meeting with Hollywood agents and PR people about the magazine. The response from my friends and colleagues there was also positive, so it's nice to be doing something that people genuinely appreciate.

\*\*\*\*\*Is there one particular event that you've attended this year that's stands out?

If yes, what was it and what made it so special? At *The Alamo* gala premiere in San Antonio recently, we were the Yellow Rose of Texas sponsor with Banana Republic. We dealt directly with Buena Vista Pictures film studio, and they were super. Every female guest (and the film's star, Billy Bob Thornton) received a yellow rose as they walked down the yellow (instead of red) VIP carpet in front of over 500 domestic and international press representatives. The rose had a Brilliant magazine gift tag on it, so that was nice, too. It was seen all over the world by *CNN*, *Entertainment Tonight* and by *Extra!* TV shows. The whole evening was really bigger than the Oscars. It was great chatting with Liz Smith, Jack Valenti, - both Texans - and the stars of the movie. Everyone was so excited to be in Texas for the festivities and we will always remember *The Alamo*. Attending the Austin Film Society's event was super, too - being able to speak with people like *NY Times* film critic Elvis Mitchell, Bob Duvall, Ali MacGraw and Ethan Hawke one on one was a great opportunity. Liberty Bank's Eddie Safedy (sp?) hosted a post-event party at his downtown loft, where they all showed up, was extraordinary.

\*\*\*\*\*Have you interviewed individuals who you believe to have greatly impacted or influenced Austin, Texas or the world community? If yes, please explain.

With Capital Culture on KTBC/FOX 7, I think we accomplish that every week with our segments on the arts and community world of Austin and Texas. With the magazine, we have interviewed so many prominent Austinites (see above) and have so many more to profile in the future.

\*\*\*\*\*Do you have a pet project or one that is close to your heart? Please describe and explain.

One of the great things about being back in Austin is that everyone gets involved here. When I volunteered for community service in Los Angeles, most people thought that was so unusual. Take time out of a yoga session or miss a film screening to do community service? Not an option for most people in LA, but it was important to me. Here, it is almost demanded. There are so many great organizations that need both time and money. If someone is not able to donate money, they can always find time. In fact, the more they give of themselves, the more they will receive in return in positive aspects to enhance their lives. I know it sounds trite, but it is so true.

What have you learned? Are you kidding – I learn something new everyday. If people just show up and sleepwalk through life, they are not reaching their potential. Life is so much more than just getting by.

\*\*\*\*\*Do you find your work to be rewarding? Please explain.

I thank my lucky stars every day I wake up in Texas. Every day I feel so lucky to be contributing to this city and state in some small way.

Can photos or news or story ideas be submitted to you for consideration? Yes. I am very hands on. Most of the time, story pitches should go to Mary Anne Connolly, our managing editor. It is important for anyone who has a story idea to make sure it is a story that readers beyond Austin will enjoy. There are great local magazines that cover more city-centric stories.

Any parameters for submission and inclusion? If it is about the luxury lifestyle in Texas, it is about *Brilliant*.

Where should info be sent? info@brilliantmagazine.com

\*\*\*\*\*Any one you want to thank? There are literally hundreds of people who need to be thanked for anything I may have even remotely achieved. From a Westbank aspect, John Paul and Eloise DeJoria were our first advertisers to come into the magazine with four Paul Mitchell and Patron brands. It is their policy that they never ever advertise in regional publications and did it as a special favor to me. I will always remember their loyalty as friends, and their largesse that is known around the world, too.

\*\*\*\*\*From what or from whom do you draw your inspiration and drive?

I have been told that I am a relatively creative person. I am one of those people that dreams in ideas - magazine photo layouts, headlines, story concepts, and monthly themes. That is inspiration for me. Also, meeting different people in different cities and seeing how they contribute to the world is inspiring on every level, especially with what is happening in Austin's culture. From issues about the regentrification of downtown Dallas to what is happening in with philanthropy in Houston according to my dear friend, Carolyn Farb, to street style in New York, to who's hosting what party in Malibu, it all affects me twenty four hours a day, seven days a week.

What do you do when not working? SEE ATTACHED - AND I like to play a great game of tennis when there is time, aside from community service.

Hobbies?

Community service?

Pro bono work?

Anything else you want to say?

Without my publishing partner Phil Hudson, there would be no Brilliant. He is terrific to work with every single day and challenges and inspires me to be a better magazine man.