**PR PROPOSAL**

**DEVELOPMENT COUNSELLORS INTERNATIONAL**

**Markets:  Domestic U.S. (excluding California)**

**programs:**

* News Bureau: research and respond to qualified media leads; MCTC included in DCI “all-client” activities; provide insights and recommendations on media leads
* FAM program: pitch/secure 8 media annually
* Programming/reporting
* Attend MCTC meetings as agreed upon
* Media Missions: conduct 1 media mission annually; pitch/secure 6 editorial meetings
* Event Support: underscore media effort to drive coverage and attendance at key annual events, Crab and Mushroom Festivals plus one other
* Production house tours: conduct 1 tour and secure 6-8 meetings
* Proactive pitching: 3 proactive pitches including 1 broadcast pitch
* Content creation: 6 hours per month, including development of blog posts, newsletters, listicles or website editorial
* Media perception study: 1
* Website audit: 1 included in package
* Promotions: conduct (1) out-market promotion annually