**PR PROPOSAL**

**KOLI COMMUNICATIONS**

**KOLI**

**markets:  California; international**

**programs:**

* News Bureau: draft/distribute 12 releases annually
* FAM program: pitch/secure 12 media annually; forward media request, itinerary to media, book and follow up
* Programming/reporting: draft workplan/timeline
* Attend MCTC meetings as agreed upon
* Media missions: conduct 1 media mission annually; pitch/secure 6-8 editorial meetings
* Event support: underscore media effort to drive coverage and attendance at key annual events - mushroom/crab/film fest, etc.
* Trade shows: attend one trade show annually in conjunction with VMC staff
* Promotions: support role to DCI promotions
* PR toolkit