

# Development Counsellors International

The Leader in Marketing Places

## Media Relations

Located in the media capital of the world, DCI has developed longstanding relationships with top-tier national and international journalists in print, broadcast and online. Our niche in economic development

and tourism marketing means that reporters, editors, bloggers and producers at the most prestigious media outlets reach out to us for sources and ideas. That translates into powerful press for our client communities.

## What We Can Do for You

DCI uses a combination of tried-and-true techniques for garnering positive editorial coverage:

### Targeted Story Pitching

We develop “Most Wanted Media” lists and then focus on these high-priority targets with proactive pitches that result in editorial placement.



### Media Tours

DCI arranges desk-side appointments and one-on-one meetings for our clients with editors, writers and bloggers. We also work with producers to book

segments on top network and cable TV shows.

### Press Familiarization Visits

We work closely with our clients to recruit journalists to visit their destinations. We can handle everything from itinerary planning to logistics.

### Crisis Communications

DCI can develop crisis communications plans, conduct training and assist communities with media relations during times of crisis.

## What We Have Done for Others

### Feature Articles

For our economic development clients, DCI regularly places stories in *The New York Times*, *The Wall Street Journal*, *BusinessWeek* and dozens of other business and targeted trade publications. On the tourism side, *Travel + Leisure*, *Condé Nast Traveler* and *Departures* often top the list.



### Broadcast Placements

ABC News with Katie Couric, NPR's Morning Edition, FOX Business News, CNN, CNBC. The Travel Channel, The Discovery Channel. You name the show and DCI has secured air time for our clients.



### Wire Stories

There's nothing better than an Associated Press, Dow Jones Newswire or Thompson Reuters story that runs nationwide and DCI knows how to make that happen.

### International Press Coverage

We work with the Foreign Press Center and our database of foreign journalists to secure good press for our clients from Australia to Ypsilanti.

### Social Media

Whether it's blogs, Facebook, Twitter, LinkedIn or other outlets, DCI actively leverages social media for our clients.



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