MSVM/Tracy Communications, Inc.

Communication Training Proposal

Twin Falls Urban Renewal Agency

February 1, 2011

Twin Falls Urban Renewal Agency Communication Training Proposal

- Communication training for the TFURA Board and staff will help better communicate the information about TFURA policy decisions, spending decisions and other business related items with both the media outlets in the Twin Falls Region as well as local organizations and other leaders in the community.

- The goal for the communication training is for the TFURA staff and Board to be prepared to handle most media situations they may encounter with local press. It will also give them clear direction on protocol for handling media contacts.

- Materials for the presentation would include a power point and print materials for the board members as takeaways to use for future media contacts.

- Content preparation will be done by Mike Tracy with review of materials by Rick Magnuson and input from Melinda Anderson.

- Budget for the sessions will be $1250.00, plus travel and meal expenses. The $1250.00 will include the preparation of materials, copies of the materials, the power point presentation, and other presentation related items approved by both parties.