



DEVELOPMENT COUNSELLORS INTERNATIONAL

The Leader in Marketing Places

461 park avenue south, 9th Floor
new york, ny 10016
212.725.0707
212.725.2254

www.aboutdci.com

October 26, 2006

Ms. Katie Riker Sternberg
The Marketing Source, LLC.
PO Box 14714
Baton Rouge, LA 70898

Dear Katie:

I'm delighted to share some good news.

Earlier this week the DCI-managed media relations campaign for the Baton Rouge Area Foundation (Helping the Displaced of Hurricane Katrina") won the top award for "Community Relations" at the PR News Annual Awards in New York City. Over 1,000 applications were received for this year's awards, which honors the top campaigns that have made an impact and difference in the PR industry.

As you are aware, the three-month campaign yielded top placements and critical calls to action on CNN's Larry King Show, The Today Show, Fox News, *The New York Times*, *The Wall Street Journal*, *US News and World Report*, *Money*, and many others.

Your work as communications consultant and Interim Communications Director of Baton Rouge Area Foundation immediately following Hurricane Katrina was pivotal to this campaign. Thank you for finding so many good stories to tell and connecting us with the right people to tell them. We had a great partnership in a very challenging situation. We are thrilled with the award, and most of all with the results. BRAF President and CEO John Davies tells us that DCI's media outreach resulted in \$44 million in donations from around the world for BRAF's hurricane-related funds.

Thanks for working so closely with our DCI team, including Tracey Foster, Michael Egbert, Maria Mantz, and Scott Merritt, to make this a success.

Sincerely,



Andy Levine
President