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Tristan Johnson
Johnson PR, Inc.
PO BOX 85467
Houston, TX 77001

Mr. Bill Promoter, Marketing Director
Houston Zoo
6200 Herman Park Dr
Houston, TX 77030

Dear Mr. Promoter,

If you're like many other marketing directors, you're tired of trying to figure out who can best fill your need for effective public relations. You just want someone who will give you the right service quickly, efficiently, and at a great price.

I've got good news for you.

Johnson, Inc. has been providing public relations services for organizations just like yours for 25 years. We understand how frustrating it is when your public relations representative is disorganized, late, or hard to communicate with. We pride ourselves on our top-level customer service and a 24-hour turn-around time for all requests.

More than that, we provide top-level service. Our PR services help you handle crisis situations, spread positive messages about the zoo, and handle media requests. You can put your struggles with public relations behind you.

We have three options I'd like to discuss with you:

- Full Representation. With this comprehensive package, Johnson, Inc. would help you generate positive publicity, train your staff for media interviews, and be available for any crisis PR needs. This package also includes internal PR, to help your staff understand and buy in to your mission.

- External Representation. If you would rather have Johnson, Inc. provide only public-facing support, we can do that. We will help you develop a crisis response plan and encourage media to give you positive coverage.

- Crisis Management. We sincerely hope that no crisis befalls the Houston Zoo, but if it does, we can help. We'll work with you to develop a full crisis response plan and help your organization get back on its feet if something goes wrong.

I'd love to meet with you to show you how we can put an end to your public relations concerns. I'll give you a call on Tuesday, July 11 to answer your questions about the three options we offer.

Sincerely,

Tristan Johnson
Chief PR Strategist
Johnson PR, Inc.