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Fort Bragg, CA: Promotions Interview Details

August 22, 2018

Hello!

Thank you for your interest in putting Fort Bragg on the map! We are thrilled you'll be coming to see us. Here are a few details to help you prepare for our meeting.

Interview Location: Fort Bragg City Hall, 416 N Franklin St, Fort Bragg, CA 95437
Upstairs conference room (please wait in the waiting area of the first floor and we will come get you!).

Interview Schedule: Interviews will be held August 27 and August 28.
Each of you will receive a time slot that will be scheduled by Wednesday August 22. Each slot will be 90 minutes: 30 mins for presentation time, 60 mins for question period.

There are a few things we'd like you to prepare for specifically.

Key Contacts: Because a huge part of this work is about chemistry and how people work together, we'd love to meet the people we will be working with directly. If this is not possible, please let me know.

Presentation: The interview will start with a 30 minute (total) presentation around the topics you will be interviewed for. Our intent is to get to know you, get to know your process and basically see how you work.

If you are being interviewed for either Marketing & Advertising/Creative/Social Media/Website, we'd like to see your creative process. Please come prepared with:

- One or more sample campaigns about Fort Bragg (on various platforms as appropriate) based on one or more of the three topics as outlined below
- Walk us through the creative choices you made and why you made them

If you are also being interviewed for PR:

- We'd like to know what you feel are three pillars of communication that could be utilized for Fort Bragg's campaigns
- Create one SHORT sample press release based on one of these pillars

Fort Bragg topics: Please choose one or more to base your presentations on.

- Our brand new Coastal Trail
- The quaint Downtown
- Our working Harbor





Thank you and please let me know if there are any questions or comments. Looking forward to seeing you next week!

Sincerely,

Aspen Logan
VFBC Project Manager