

**COMPASSIONATE CERTIFICATION CENTERS MEDIA HANDLING GUIDELINES:**

**Proven Media** is the media representative for Compassionate Certification Centers™, a Syndikos Investments, LLC portfolio brand, and the World Medical Marijuana Business Conference & Expo.

**Should you receive calls or emails from media outlets, including editorial representatives such as reporters, producers and publishers, or advertising staff, please refer them to Proven Media.**

Our goal is to provide the media outlets with exactly what they may need.

**For editorial inquiries,** our goal is to provide accurate, consistent, professional materials prepared in AP style, with exact details that can be used as a “cut and paste” document into their publications, or to be used as the “hook” or foundation for a larger, localized or targeted story. We also provide the proper high-resolution associated images.

**For advertising inquiries**, our goal is to consider all relevant media. Upon receiving the inquiry we will request a full media kit, and analyze viewership, readership, target market, cost and other measurable data for consideration into the overall advertising budget.

**Should the media outlet want to speak directly with a company representative,** we will respond accordingly, depending on query.

Our goal is to create, nurture and strengthen media relationships for the company, the sales team and the event. Please be assured all inquiries will be handled immediately and professionally.

**WE NEED YOU**

Many of the CCC team work throughout the country, and have a finger on the pulse related to media they would like us to engage with. Others have opportunities to meet with interested media in their communities and regions. We welcome your suggestions and recommendations and feel your input is important. .

We will immediately follow up on all media inquiries.

**PLEASE DIRECT ALL MEDIA INQUIRIES TO:**

**Proven Media**

**Neko Catanzaro, 401-484-4980,** [**neko@provenmediaservices.com**](mailto:neko@provenmediaservices.com)

**Or Kim Prince, 480-221-7995, kim@provenmediaservices.com**

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