

MIAMI TODAY



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DOWNTOWN PR: The Miami Downtown Development Authority has retained the Apple Organization on a month-to-month basis for marketing and public relations services. The authority board agreed July 18 to pay the firm \$50,000 if it completes the six-month period for which the month-to-month services are specified. **Alyce Robertson**, interim director of the authority, said the outside firm helps her with time management by screening media inquiries and briefing her ahead of time on information news reporters seek. She said she plans to request proposals in October to gauge the interest of other firms that might be interested in the job.



**Alyce
Robertson**