



# Tami Kou

Tami is the Director of PR at LaBreche. In addition to overseeing the public relations team and working with staff to establish the strategic PR direction on accounts, she handles crisis communications for clients and leads media training.

Tami has a passion for developing creative communications strategies and working closely with the media to help garner placements for her clients.

As a former broadcast journalist, Tami brings a unique set of skills to the agency. She enjoys using her extensive news reporting background and knowledge to best prepare clients for press opportunities through media training. Prior to joining LaBreche in 2005, Tami worked as an award-winning reporter at WTMJ-TV, the number-one rated station in Milwaukee, for six years, making numerous national appearances on CNN and MSNBC. Tami also worked at WKOW-TV and WOLX-FM in Madison, Wisconsin and WEAU-TV in Eau Claire, Wisconsin.

Tami's work at LaBreche has led to numerous accolades and awards, including an IABC Bronze Quill and an IABC Pacific Plains Silver Quill Award.

During Tami's tenure at LaBreche, she's had the opportunity to work with a variety of B2B and B2C clients, including 3M, American Express, Anchor Bank, Coloplast, CotterWeb, Great Clips, Meritas, Nash Finch and Tastefully Simple.

Tami earned a Bachelor of Arts with five completed majors including Journalism, Chinese, East Asian Studies, International Relations and Political Science from the University of Wisconsin, Madison.

**Hometown:**

Oak Creek, Wisc.

**Birthday:** May 12

**Fascinating family fact:**

I grew up in a family with names all beginning with the letter "T."

**Favorite color:** Red

**My daily media fix:**

Over breakfast, I "split" the *Star Tribune* with my husband.

**Person I admire and why:**

My mom. She's the perfect role model.

**Farthest place I've traveled:**

Taipei, Taiwan

**Something you might not know about me otherwise:**

The first paying job I ever had was teaching piano lessons.

500 Washington Ave S, Suite 2020  
Minneapolis, Minnesota 55415

T 612.338.0901

F 612.338.0921

[www.labreche.com](http://www.labreche.com)

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