

Michigan Independent Citizens Redistricting Commission



19-Apr 26-Apr 3-May 10-May 17-May 24-May 31-May 7-Jun

Magnify Phase 1 - Understand

Discovery

Meeting with MICRC team

Key Audience Persona Development

Secondary research on statewide stakeholders

Create persona representation for appropriate messaging

Present personas to MICRC

Motivate Phase 2 - Plan and Create

Strategy

Build plan and calendar

Develop messaging for stakeholder groups

Video concepting/plan with MICRC

Ad design/visual elements/messaging playbook

Public Relations

Cision onboarding (PR software)

Create media lists & keyword/phrases to monitor

Add in social listening in Cision

Public hearing logistics plan

Interview schedule

Op-eds content idea and potential locations

Press releases/media alert schedule

Social media

Develop post messages

Facebook live schedule

Event plans

Advertising schedule/PSAs

Creative ad schedule/negotiate

TV schedule and negotiation

Radio schedule and negotiation

Digital schedule

Guerilla tactics (yard signs, etc.)

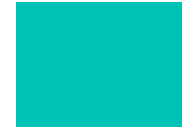


Advertising Campaign

Development of campaign visuals/messaging

Begin developing materials to launch campaign

Finalize campaign for execution



Mobilize Phase 3 - Implementation

M3 Group is given access to social media page(s) & setup

to monitor SEO (access to website and tools)

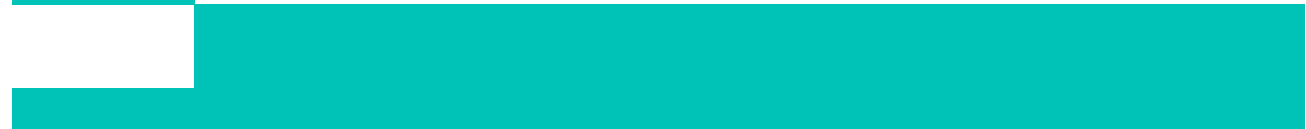
M3 Group runs SEO audit for MICRC website



Implement public relations/media relations/interviews

Write copy, press releases and follow up with media

Manage onsite public hearings/media relations



May 11 & 13 May 18 & 20 May 25 & 27 1-Jun

Contact groups by phone/email to increase participation

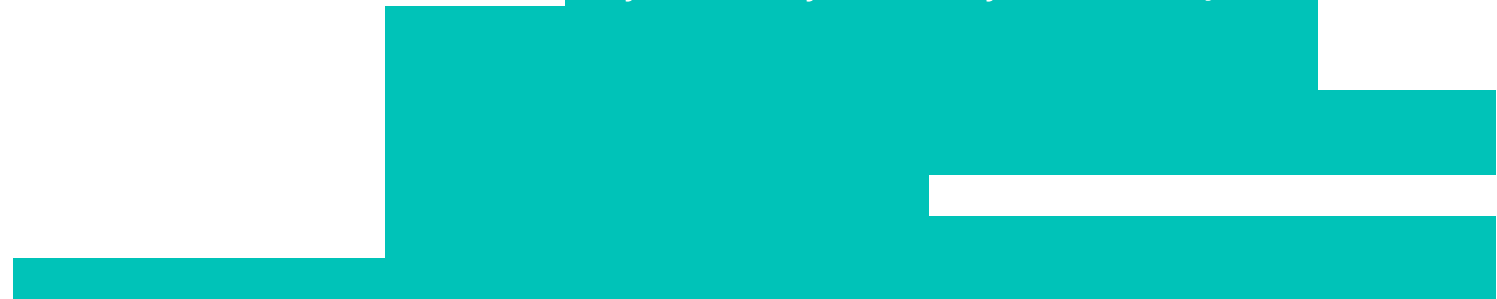
Post for social media page(s)

Present new posts/written copy to client for approval

Media trafficking

Schedule posts on social media page(s)

Weekly Reports, Cision reports & updates to client

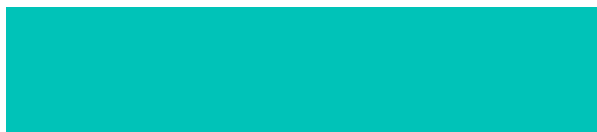


14-Jun

21-Jun

28-Jun





June 29/July 1

