

Request for Quote Public Relations Services Metro Detroit

April 2024

MICHIGAN
INDEPENDENT
CITIZENS
REDISTRICTING
COMMISSION



98Forw**rd**



SITUATION ANALYSIS

The Michigan Independent Citizens Redistricting Commission (MICRC) is under a federal court order to reconfigure maps for the Michigan Senate in Districts #1, 3, 6, 8, 10, and 11. We believe it is imperative that we reach out to metro Detroit residents to provide an opportunity for their voice to be heard through traditional and non-traditional communication channels that target the diversity of metro Detroit residents, including the City of Detroit's seven neighborhood districts.

98Forward is a State of
Michigan SIGMA Vendor

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ABOUT 98FORWARD

- Detroit-based 98Forward is Michigan's largest Black-owned full-service, MBE- and WBE-certified public relations and communications agency.
- Since 1998, our agency has delivered award-winning results by building a full partnership with each client and customizing our strategies to suit your communications, engagement, and storytelling needs. We develop highly tailored, individualized tactics for results-driven communications solutions.
- We have worked with more than 200 clients in a wide range of industries.



ABOUT OUR ASSOCIATES

98Forward's greatest asset is its diverse team of associates. Our firm is comprised of highly skilled professionals dedicated to understanding our client's industries and providing creative, results-driven communications, public relations, and stakeholder engagement solutions.

Our Expertise



Public and Media Relations



Campaigns



Marketing



Issues & Crisis Management



Executive Positioning



Event Planning & Management



Social Media Management



Community Engagement



Presentations & Media Training



Public Affairs

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SCOPE OF WORK

Why 98Forward? Our agency has a track record of successfully executing educational and engagement strategies in Detroit. We are dedicated to executing communications and engagement initiatives in multicultural communities. Our agency has built its legacy on finding ways to ensure that each target audience is addressed thoughtfully and respectfully regardless of age, ethnicity, gender identity, language, or literacy barriers.

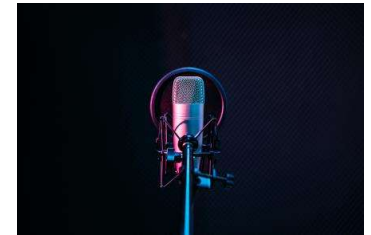


Earned Media Outreach

98Forward will utilize our strong relationships with local and regional media outlets from print, television, radio, and digital to educate and engage residents on redistricting.

We also understand the power of influence, and sometimes the messenger is not an atypical TV or radio station; it's a niche podcast such as Authentically Detroit or TinBridge, a social influencer such as Amber Lewis ([@SocialInTheCity](#)) or GMac Cash ([@GMacCash](#)), or media personality like Andre Ash. We've worked and have authentic reciprocal relationships with them and others to help further amplify your message.

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Techniques

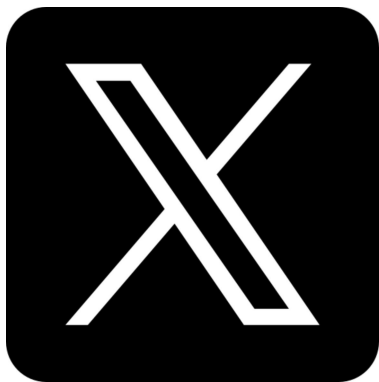
- Our aim is to educate Detroit residents about MICRC's mission and increase engagement regarding the reconfiguration of the Michigan Senate in Districts #1, 3, 6, 8, 10, and 11.
- We will utilize paid and social media, non-traditional media and platforms to elevate interest and conversation surrounding this effort.
- Develop a paid social campaign that incorporates non-traditional media tactics to inform, motivate, and mobilize Detroit residents to participate in community meetings and provide feedback.



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Social Platforms

These platforms have substantial user bases that perfectly fit your audience's characteristics and, when used in combination, will reach residents and key community members.



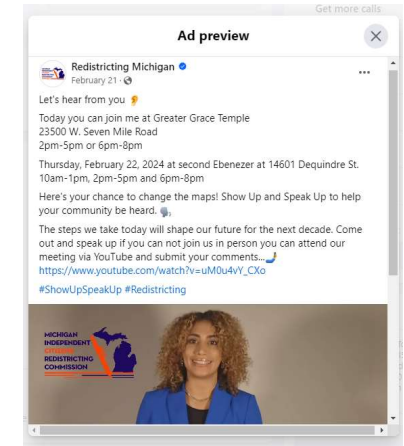
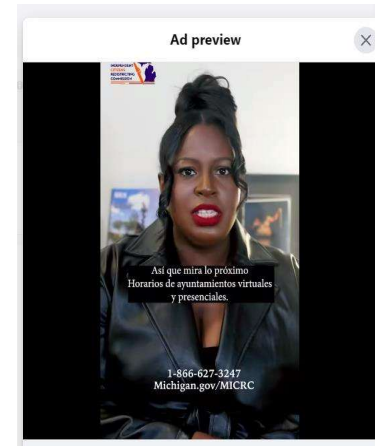
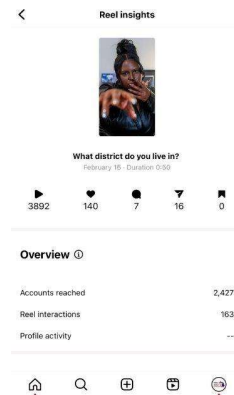
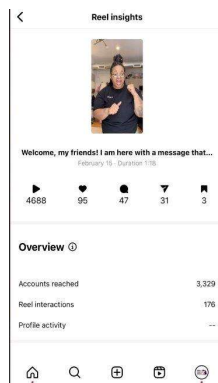
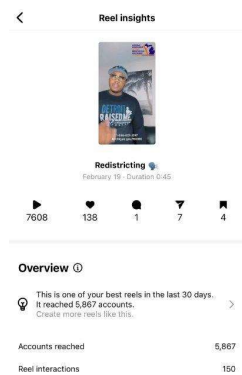
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Social Media Advertising

We will develop a paid social media plan to reach key target audiences. Our plan will target various Detroit demographics, including 18-year-old or older residents, along with identified ethnic, cultural, racial, and language characteristics. Content will include graphically designed social media post content and informational video segments.

Detroit Social Issues Impact Influencers

We will identify and hire 3-4 social media influencers and Detroit ambassadors to engage the audience with social issues commentary around the MICRC mission. Ideas include coffee and conversations and 'live' discussions hosted on online platforms. The influencers will be featured on social media platforms and part of our paid social media campaign.



We will expand our messaging to include Spanish, Arabic, and Bengali translations or captioning wherever possible.

Social Media Posting

To reach your target audience we will develop and post social content to MICRC social platforms. We will also boost your content to educate and increase engagement.

Digital: Enhanced Email

We will purchase Digital: Enhanced Email that will be tailored to reach your target audiences. These messages will be timed for maximal impact in informing and motivating our audiences. We will work with the Michigan Chronicle to recommend using print media databases to send tailored messages to a specific set of subscribers best fitting our objectives.

Email not displaying correctly? [View the web version](#)

Voting districts drawn a new way—by the people, for the people

Voters decided in 2018 to appoint a bipartisan commission—the Michigan Independent Citizens Redistricting Commission

(MICRC)—to take control of our redistricting process. The process is called redistricting, and it means deciding what areas and which groups with common interests will be represented by the people we elect to office. At public hearings during the month of February, Detroiters have a chance to raise their voice to make election district boundaries fair and reasonable. On February 1st, the commission approved nine versions of a map and one independent version was submitted for the public's consideration. The maps were drawn using specific criteria including population, geography, diversity, partisan fairness, and density. Detroiters can demonstrate their power by showing up and speaking up, either in person, online, or by phone. Politicians and political parties no longer decide who represents us; we do! Take time to have your say.

[LEARN MORE](#)

Sent to: thomas.jeremy@gmail.com

[Unsubscribe](#)

Real Times Media, 1452 Randolph Street, Suite 400, Detroit, MI 48226, United States

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PUBLIC HEARINGS

THURSDAY, FEBRUARY 15 | Virtual Town Hall

9:00 a.m.-12:00 p.m.	1:00-4:00 p.m.	5:00-8:00 p.m.
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WEDNESDAY, FEBRUARY 21

Greater Grace Temple, 23500 W. Seven Mile Road
Detroit, MI 48219 | Host Pastor: Bishop Charles H. Ellis, III

10:00 a.m.-1:00 p.m.	2:00-5:00 p.m.	6:00-8:00 p.m.
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THURSDAY, FEBRUARY 22

Second Ebenezer, 14601 Dequindre St.
Detroit, MI 48212 | Host Pastor: Bishop Edgar L. Vann II

10:00 a.m.-1:00 p.m.	2:00-5:00 p.m.	6:00-8:00 p.m.
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Residents can use this link to log in on the day of the MICRC Virtual Town Hall meeting only and must virtually raise a hand to offer comment.
<https://bit.ly/47XR97Z>

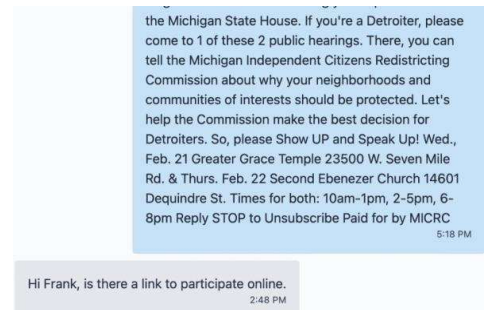
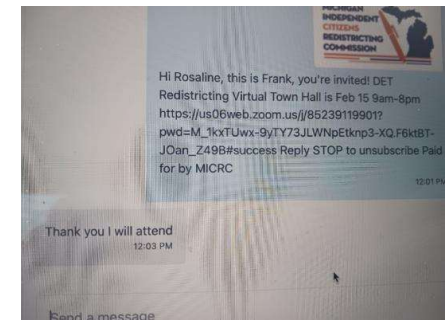
Find meeting schedules and submit comments at www.Michigan.gov/MICRC
or call 866-MAP-FAIR (866-627-3247).

Text Advertising

- We will utilize paid text messaging to engage a wider audience beyond the usual suspects. **SMS marketing is effective for businesses:** People open their texts: General SMS messages get a 98% open rate. Customers take action, too—text messages that include a URL achieve an average 36% click-through rate (CTR).
- Our recommendation is to promote two (2) text messages prior to the virtual event and one (1) prior to the East and West side in-person townhalls to increase engagement

SAMPLE - Text Message #2 Public Hearings – MICRC logo included

What's up Detroit? We need your voice to help decide where to draw your neighborhood lines for electing your representative in the Michigan State House. If you're a Detroiter, please come to 1 of these 2 public hearings. There, you can tell the Michigan Independent Citizens Redistricting Commission about why your neighborhoods and communities of interests should be protected. Let's help the Commission make the best decision for Detroiters. So, please Show UP and Speak Up! Wed., Feb. 21 Greater Grace Temple 23500 W. Seven Mile Rd. & Thurs. Feb. 22 Second Ebenezer Church 14601 Dequindre St. Times for both: 10am-1pm, 2-5pm, 6-8pm Reply STOP to Unsubscribe



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Video Production

Our team will produce 3 individual commercials as part of our social media content. They will feature talent from the MICRC Commission and community social issues commentators and incorporate *Spanish, Arabic, and Bengali captions*. The commercials will be shown on social media platforms, paid television advertising, and streaming services.

Commercial Media Advertising

Streaming has exploded in popularity. Since 2021, streaming services account for nearly half (45 percent) of all ad views, surpassing “TV Everywhere.” Nearly eight out of ten households (79 percent) are Subscription Video on Demand (SVOD) consumers, and more than 80 percent of those households subscribe to two or more SVOD services. Our team would purchase streaming and cable advertising through Comcast and other cable providers to reach your target audience.

We will expand our messaging to include Spanish, Arabic, and Bengali translations or captioning wherever possible.





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Lessons Learned

Observation 1:

Some target audience members were confused about the public hearing process. Veteran participants understood the parameters; however, newcomers did not understand that they could attend anytime during the hearing and for any length of time.

➡ **Idea: Explore key messaging that better conveys hearing nuances.**

Observation 2:

Audience members attending were still confused. They appreciated the commissioners reviewing the various map options and answering specific questions.

➡ **Idea: Promote specific times during each hearing when attendees can hear in-person map details from commissioners or staff.**



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Lessons Learned Continued

Observation 3:

Many members of the public who attended the hearing and/or viewed the maps were uncomfortable expressing their preferences during the hearing.



Idea: Give participants another option to express their map preferences.

Let them express their views by using “sticky notes.”

Colored sticky notes would be used to show reactions to specific maps.

Hearing attendees could have three preference options:

- Yellow: Highly preferred
- Blue: Somewhat preferred
- White: Less preferred

Notes could be counted and recorded at timed intervals during the hearing. There could also be a virtual online sticker note option.

Our Strategy

All of our work is rooted in the strategy. Based on the specific objectives established by MICRC, 98Forward will develop a comprehensive social media and non-traditional media strategy to accomplish those objectives. This strategy will reflect our philosophy to meet the community where they are.

We will develop a multiple-tiered engagement plan that considers access to information. It's important to note that because this plan will be developed and executed at a record pace, there will not be time to execute some communications tactics. Therefore, the recommended plan will also be heavily guided by what can be accomplished quickly. The plan will include:

- Strategic Social Media and Non-traditional Media Communications Planning
- Content and Material Development
- Social Media and Digital Marketing
- Custom visual assets, including video assets

Touch Base Meetings & Lessons Learned

We will schedule bi-weekly touch base meetings to ensure coordination alignment in our communications efforts. Depending on need and availability, these meetings may be in person or virtual. At the completion of the project, we will do a wrap-up report including lessons learned.

Comprehensive Rollout –15-Week Campaign

98Forward will implement a strategic campaign rollout that elevates your “call-to-action” message, builds on previous redistricting educational efforts, and enhances the campaign’s overall effectiveness.

- 98Forward would develop a campaign kick-off media launch (or press conference) to announce the Senate Redistricting hearings.
- The press announcement would also outline the information tools that will be used to educate and inform the public and their implementation dates.
- All informational tactics, including earned media, paid advertising, social media, text messaging, and eblasts, will begin roughly two weeks before the first hearing.



Tentative Campaign Rollout Timeline

- **MIRCO Material Prep..... April-May**
 - Video Production, Media Buy, etc.
- **Embargoed Press ReleaseJune-July**
 - Pre-announcement media outreach
 - Earned media pitching
- **Media AnnouncementJune-July**
 - Purpose of the Senate Redistricting Effort
 - Ways to participate and make your voice heard
 - Call-to-Action Request
 - Hearing Dates
 - Announce Public Information Efforts
- **Paid TV Commercials beginJune-July**
 - Begin roughly two weeks before the first hearing
 - Social Media Activation Posts and Paid Ads
 - Social Media Influencers Spotlights
- **Text Messaging June-July**
- **E-Blasts June-July**
- **Public Hearings Begin June-July**

Your Team

98Forward has assembled a team of practitioners, all experienced with communicating with Detroit audiences, to implement this project.



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Georgella Muirhead, APR, CEO/Founder

Georgella Muirhead brings more than 40 years of communications experience and community engagement expertise to the 98Forward team. She began her career in the public sector as the communications director for the cities of Ann Arbor, East Lansing, and Southfield. She also directed the City of Detroit's communications department for eight years.

She founded Berg Muirhead & Associates, now 98Forward, with longtime colleague and business partner Bob Berg in 1998. Under her leadership, 98Forward has established a legacy built on their ability to reach, engage, and motivate to action multicultural hard-to-reach audiences.

An industry veteran and an accredited Public Relations Society of America (PRSA) member, Muirhead's celebrated career includes 24 years as a government public relations administrator in the cities of Ann Arbor, East Lansing, Southfield, and Detroit. She has been recognized with over two dozen national, state, and local awards for outstanding work in the field of public relations and communications.

In 2021, PRSA Detroit honored Muirhead's extensive career and significant impact on the profession by inducting her into the PRSA Detroit Hall of Fame. Georgella is based at our Detroit office.

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Mark Lane
Senior Director/Account Lead

Mark Lane is an award-winning communications and marketing specialist with more than 25 years of experience generating and creating engagement opportunities. As a results-driven expert in building relationships, leading communication teams, and creating and implementing communication and outreach strategies, Lane has extensive PR agency experience providing account management oversight and execution for local and global clients. He offers a wealth of experience in creating internal and external static and video content having worked with the General Motors Marketing & Communications Division & Customer Care & Aftersales, Community Foundation, Detroit Water and Sewerage Department, and the American Rental Association.

Before his agency tenure, Lane served as the director of PR and special events for Goodwill Industries of Greater Detroit for more than nine years, where he planned and managed PR and special events across all the organization's programs, retail stores, business services, social ventures, advertising, and all other media. Lane's expertise is in developing and executing strategic marketing and engagement plans, media relations, community engagement, internal and external communications, video production, social media development, and event management.



Kevin Hardges
Manager

Kevin Hardges is a communication professional and researcher with a decade of experience in communication research, strategic communication, and social media management. Kevin received his Bachelor's in Speech Communication and a master's in public relations and organizational communication, both from Wayne State University. Professionally, Kevin has applied his scholarly experience working as an intern for 98Forward, and later as a community liaison and social media coordinator for Detroit Future City, a nonprofit based in Detroit. Additionally, Kevin worked as a Communications Fellow/Social Media Content Creator for a political nonprofit called For Our Future Michigan. Currently, he is a Manager at 98Forward, and pursuing his doctoral degree in communication at Wayne State University.



Courtney Mathis
Manager

Courtney Mathis is the manager of 98Forward. Over 10 years of experience in the arts, fashion, entertainment, political, non-profit and culinary industries. In addition to digital strategies, production, and event coordination. Courtney has helped develop careers and establish brands for Grammy nominated artists, Emmy nominated actors and clients who worked with President Barack Obama. In her previous roles, she secured placements in Vogue, Essence, People Magazine, GMA3, StyleMagazine, Newsweek, BET, BRAVO, Dr. Phil, Jimmy Fallon Late Show, The Real, Nationally Syndicated Radio Shows and many more.

She holds a Bachelor of Arts in public relations and Spanish from Western Michigan University. Board member National Black Public Relations Society of Detroit.

98Forward will add additional team members if needed

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References

Public Lighting Authority of Detroit (PLA)

98Forward has worked with the PLA since its inception in 2013. Our agency's team developed a comprehensive communication strategy to announce the authority's formation, the plan to relight all 139 square miles of the city, and the initial streetlight installation, as well as handling the crisis communications when it was determined that nearly 20,000 of the newly installed lights were defective and had to be replaced. The PLA community engagement plan included every single Detroit neighborhood. We continue to support the PLA today with media relations, crisis communications, social media, and the development of its annual report.

Contact Information: *Beau Taylor, Executive Director, Public Lighting Authority, 517.315.6522, btaylor@pladetroit.org*

Detroit Water and Sewerage Department (DWSD)

98Forward has worked with the Detroit Water and Sewerage Department and AECOM, its engineering partner, since 2017 to develop and implement a communications and stakeholder engagement plan for the department's first city-wide capital improvement project. We have led the strategy for community and contractor engagement, which includes planning and executing forums and community meetings, developing all branded outreach materials, and developing creative opportunities to keep the community engaged.

Contact Information: *Bryan Peckinpugh, Public Affairs Director, Detroit Water and Sewerage Department, 313.410.2954, bryan.peckinpugh@detroitmi.gov*

Public Relations Services 2023 Detroit Public Schools Community District Facilities Master Plan (FMP)

In 2023, 98Forward was tasked to support Detroit Public Schools Community District (DPSCD) in developing and implementing a city-wide community engagement and strategic communications plan to amplify their 20-year vision for the District's facilities, along with a range of investments aimed at realizing the newly renovated schools within the District. The agency continues to lead the strategy for community engagement, which includes planning and executing community meetings, developing branded outreach materials, writing articles, parent letters, and social media content to continue storytelling around the Facility Master Plan. The agency also performed a similar role for the **2009 DPS School Construction Project**.

Chrystal Wilson, APR, Assistant Superintendent, Detroit Public Schools Community District, 313.212.3039, chrystal.wilson@detroitk12.org

The 98Forward Difference

The founding principle of this agency is that we never wanted to be a PR firm that just had an office in the city of Detroit; we wanted an agency that was a part of the city. We have lived up to our commitment. For 25 years, 98Forward has been engaged in the most critical communication issues of Detroit and its region. While tackling these tasks, we have learned valuable lessons that could only be gained through on-the-ground experience.

- We are proud that our agency has multiple times conducted community engagement work in every single Detroit neighborhood. We know and understand Detroit audiences and the primary entities that serve its residents.
- We are currently doing similar work for the Detroit Water and Sewerage Department (DWSD), the Public Lighting Authority (PLA), and the Detroit Public School Community District (DPSCD).
- Whether it requires connecting block-by-block with city neighborhoods regarding their new city streetlights, engaging targeted areas about the construction of new water lines, or even soliciting the opinions of DDOT bus riders about the future of Detroit transit. We have successfully found ways to ensure everyone is informed thoughtfully and respectfully, regardless of age, ethnicity, language, or literacy barriers.

There is no easy, fail-proof way to engage Detroit residents. However, the lessons 98Forward has learned over the last 25 years are invaluable. This experience has helped us develop strategies that are more likely to succeed.

Staff Rates

Hourly for everyone (writer, graphic designer, strategist, videographer, project manager, etc.) working on the project.

HOURLY RATES

CEO	\$315
Vice President	\$235
Senior Directors	\$200
Manager	\$185
Producer/Scriptwriter	\$200
Speechwriter	\$200
Senior Associates	\$175
Associates	\$150
Administration/Support	\$100
Graphic Design	\$100

Staff Budget - MICRC Senate Campaign - Monday, April 22 - Friday, August 2

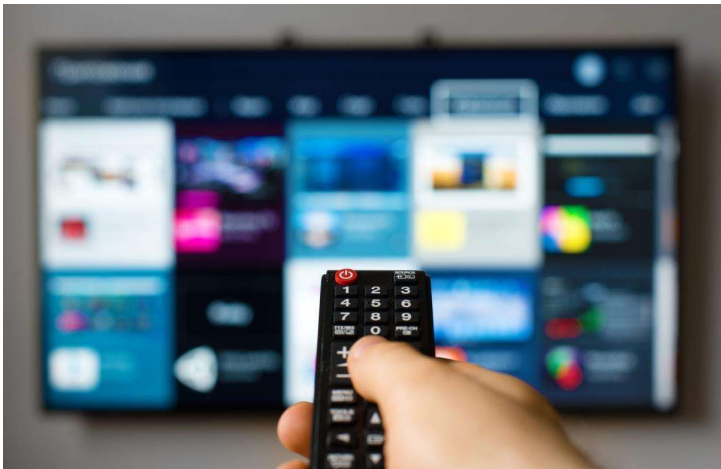
Team Members	Billing Rate	Week End 4/26	Week End 5/3	Week End 5/10	Week End 5/17	Week End 5/24	Week End 5/31	Week End 6/7	Week End 6/14	Week End 6/21	Week End 6/28	Week End 7/5	Week End 7/12	Week End 7/19	Week End 7/26	Week End 8/2	Number of Hours	Total
CEO	\$315	5	5	5	0	10	10	10	8	8	5	4	4	4	2	2	20	6,300
Vice President	\$235	8	5	4	1	0	0	0	0	0	0	0	0	0	0	0	36	8,460
Senior Directors (2)	\$200	8	4	2	1	0	0	0	0	0	0	0	0	0	0	0	30	6,000
Producer Scriptwriter	\$200	3	5	5	10	15	8	8	6	5	5	1	0	0	0	2	68	13,600
Manager	\$185	2	7	6	10	15	15	0	0	0	0	0	0	0	0	0	50	9,250
Senior Associates	\$175	11	10	4	1	0	0	0	0	0	0	0	0	0	0	0	26	4,550
Associates	\$150	3	2	1	1	0	0	0	0	0	0	0	0	0	0	0	7	1,050
Administrative Support	\$90	0	1	4	0	0	0	0	0	0	0	0	0	0	0	0	2	200
Graphic Design	\$100	1	1	2	2	2	0	0	0	0	0	0	0	0	0	0	8	720
TOTALS																	247	50,130

[illegible]

Media Advertising Expenses	
Video Production For Social Media Advertising Three: 30 Commercials Video Production costs include Spanish, Arabic, and Bengali Closed Captioning on commercials. Talent Costs - \$500 each additional	\$6,000
Text Advertising Two messages will be sent: promoting virtual meetings (100,000) Two messages promoting East Side (25,000) & West Side (25,000) In-person meetings 100,000 Total - MMS/Picture messages- 1,000 Characters Includes all data	\$16,500
Digital: Enhanced Email Blasts (MI Chronicle) A total of six emails will be sent. Two promoting each of the hearings.	\$1,260
Social Media Advertising Paid MICRC commercials will air on Facebook, Instagram, TikTok, X (Twitter) and YouTube Influencer Advertising Boost Fees MICRC posts will be boosted on social platforms	\$5,000
Detroit Social Issue Impact Influencers Production fees for five (5) Social Media influencers Captioning/Translation costs	\$7,500
TOTAL	\$36,260

Media Advertising Expenses

Cable & Streaming Services



Media Advertising Expenses	
Comcast/Xfinity/Direct TV	\$10,000
Streaming Services Prime/Hulu/Sling/YouTube TV	\$5,000
TOTAL	\$15,000

Summary of Total Costs

Staff Budget	50,130
Media Advertising Expenses	\$36,260
Cable & Streaming Services	\$15,000
TOTAL	101,390

98Forward | Fees & Billing

This proposal's robust communications strategy and implementation demands considerable engagement between the Michigan Independent Citizens Redistricting Commission (MICRC) team and our agency. To successfully implement and execute the extensive strategy outlined above and align with our included budget.

98Forward | Terms & Conditions

Out-of-Pocket Expenses

The agency's routine out-of-pocket expenses—for items such as photocopies, incidental postage, faxes, telephone calls, and the like—will be covered as part of professional service fees.

Significant out-of-pocket expenses, including but not limited to: PR Newswire and media, copying costs (in excess of 10 pieces @ \$.59 per copy), postage charges (in excess of 10 pieces), telephone charges and mileage (\$.50 per mile), travel and lodging are reimbursable expenses and will be billed in addition to professional fees. Expenses in excess of \$250.00 will be submitted to the client as an “expense authorization” for prior approval. All billable expenditures will include a 15 percent handling fee. Any large items ordered by our agency under your direction and authorization will be billed directly to you.

Production Costs

Professional service fees do not cover production costs, such as graphic design and artwork charges, photography, audio-visual, printing, catering charges, purchasing advertising time or space, film and video production and entertainment. Production costs are reimbursable expenses and will be described in an “expense authorization” submitted to you for prior approval and billed in addition to the professional fees.

Conditions

98Forward

has devised many successful communication and media strategies for our clients, and we will strive to devise the most effective campaign for your organization; however, with the uncertainty of media response, we cannot guarantee results.

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agrees to respond quickly to client inquiries, whether by telephone, in person, by fax, or by email. 98Forward recognizes the need to maintain the confidentiality of information, work papers, and reports if and when they are provided to our agency by the client and agrees to take steps as necessary to preserve all confidentiality.

Insurance Requirements

98Forward shall acquire and maintain insurance in the following amounts during the terms of this agreement:

- Commercial General Liability: \$1,000,000 per occurrence/\$1,000,000 aggregate
- Automobile Liability: \$500,000 for each accident (including non-owned and operated vehicles and hired automobile coverage.
- Worker's Compensation: State of hire statutory limits
- Employers Liability: \$1,000,000
- Umbrella/Excess Liability: \$2,000,000 per occurrence and aggregate



Indemnification

98Forward hereby agrees to indemnify, defend and hold the client harmless, including the respective officers, directors and employees of the indemnified party and their agents, from and against any and all claims, demands, losses, liabilities, actions, liens, lawsuits, and other proceedings of whatever nature which may arise as a result of or in connection with the indemnifying party's performance under this agreement. However, neither party shall be obligated to indemnify the other to the extent that such claim, damages, action, cost, loss or liability is the result of the other party's negligent and/or wrongful acts or omissions.

Choice of Law

In the event of a dispute arising under this agreement, the parties agree that they, unless otherwise required by law, will be subject to a court of competent jurisdiction within the state of Michigan, whose laws shall be controlling.

Modifications of Agreement

This document is intended to be a full and complete agreement between both parties. This agreement can be modified only in writing and signed by both parties.

Services Agency Will Not Provide

98Forward will not participate in any activities we determine to be immoral, illegal or in violation of the Public Relations Society of America's code of professional standards.

The 98Forward Team is ready to begin work April 22. We are grateful for the opportunity to submit our proposal for this important and impactful work, and we look forward to beginning a long-term relationship with you, bringing our collective strengths together. We are confident that we can meet the challenges ahead, and we stand ready to partner with you in delivering effective communications solutions.

Your signature below will authorize our relationship.

Date: _____

Edward Woods III

Executive Director

Michigan Independent Citizens Redistricting Commission (MICRC)

Date: _____

Marilyn Horn

Owner

President & Chief Financial Officer

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If you have any questions on this proposal, feel free to contact Antonice Strickland, Vice President of Public Relations and Business Development, by email at antonice@98forward.com or by phone at (734) 812-4423.

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