



PUBLIC RELATIONS PROPOSAL

MICHIGAN INDEPENDENT CITIZENS REDISTRICTING COMMISSION

EDUCATION

ON REDISTRICTING

2024

PRESENTED BY CULTURIT PUBLIC RELATIONS & DESIGN CO.

MEMBER OF MICHIGAN BLACK BUSINESS ALLIANCE • SIGMA REGISTERED



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**NOTE* All line items are clickable and will lead to designated section within RFQ.*



INTRODUCTION AND BACKGROUND

Founded on the principles of cultural understanding and inclusivity, Culturit specializes in developing tailored communication strategies that resonate with diverse audiences.

With over a decade of experience in community engagement and a strong understanding of the diverse demographics of metro Detroit, Culturit Public Relations and Design Co. is uniquely positioned to support the MICRC in this important endeavor.

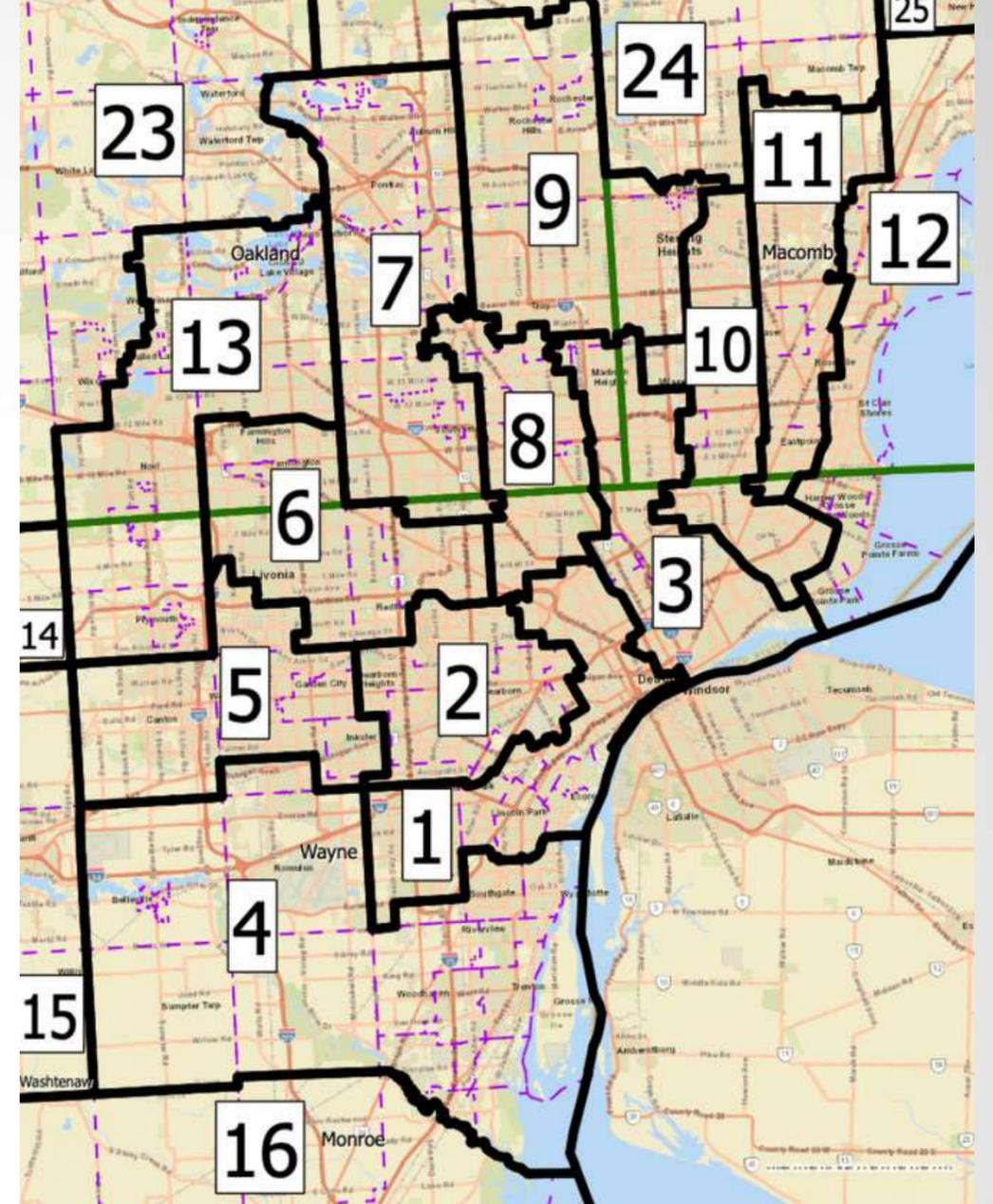
Founded on the principles of cultural understanding and inclusivity, Culturit specializes in developing tailored communication strategies that resonate with diverse audiences.

Our team comprises seasoned professionals with expertise in public relations, marketing, and community outreach, enabling us to deliver comprehensive solutions that drive meaningful engagement and foster dialogue.

In this proposal, we outline our strategic approach to educating metro Detroit residents about the redistricting process, soliciting their input, and increasing feedback for the MICRC.

Through a combination of traditional and non-traditional communication channels, as well as strategic partnerships with civic and grassroots organizations, we aim to ensure that all residents have the opportunity to participate in shaping their communities' electoral districts.

Culturit is committed to supporting the MICRC's mission of transparency and inclusivity in the redistricting process. We are excited about the opportunity to collaborate with the commission and empower metro Detroit residents to play an active role in shaping the future of their communities.



DEEP UNDERSTANDING OF METRO DETROIT'S DEMOGRAPHICS



PROVEN TRACK RECORD IN COMMUNITY ENGAGEMENT



EXTENSIVE NETWORK AND PARTNERSHIPS



EXECUTIVE SUMMARY

Culturit Public Relations and Design Co. stands at the forefront of equitable representation and community empowerment, wielding a profound understanding of the intricate dynamics of redistricting within Michigan Senate Districts #1, 3, 6, 8, 10, and 11. With a distinguished track record of impactful engagements, Culturit PR has seamlessly navigated the complexities of zoning and rental legislation alongside the Michigan Municipal League, championing initiatives that promote fairness and accessibility in urban development.

Amidst the tumult of the COVID-19 pandemic, Culturit PR demonstrated commitment to community education as we partnered with Michigan for All, disseminating critical information and resources to underserved populations during their hour of need. Furthermore, our collaboration with Gift of Life Michigan showcased our proficiency in fostering multicultural organ donor enrollment, breaking down barriers and misconceptions within ethnic and multicultural communities.

Our abilities extends beyond traditional public relations, encompassing a comprehensive understanding of mapping technologies and the multifaceted challenges surrounding accessibility to information, educational disparities, and language barriers. With a nuanced grasp of historical gerrymandering and voter suppression tactics, Culturit PR is poised to address systemic inequities and instill trust in the electoral process, empowering communities to assert their rights and shape their collective future.

Notably, our agency boasts an unparalleled success rate, with over 95% efficacy in delivering and collaborating on impactful PR campaigns over the past 10 years. This achievement demonstrates our expertise, resilience, and dedication to achieving tangible results for our clients. As a seasoned advocate for inclusivity and social justice, Culturit PR emerges as the indisputable choice to spearhead efforts in redistricting engagement. With a proven track record of transformative initiatives and a steadfast commitment to equity, we stand ready to elevate the voices of all Michiganders and pave the path towards a more just and representative future.

Thanks again for the opportunity to submit our ideas.



Brittany Mobley, M.A. - Principal Publicist and Multi-Media Strategist



ADDRESSING THE REQUEST AND SOLUTIONS

Redistricting poses several challenges, particularly in ensuring accessibility and education in ethnic communities. On the following pages, we have outlined plans for the education of reconfiguration of the Michigan Senate in Districts #1, 3, 6, 8, 10, and 11. We have assembled the following target areas to execute a public relations plan that educates residents on redistricting by implementing educational strategies that focus on the following:

1. **Accessibility to Information**
2. **Educational Disparities**
3. **Language Barriers**
4. **Mistrust of the Electoral Process including:**
 - a. **Historical Gerrymandering**
 - b. **Voter Suppression Tactics**

Culturit PR can provide a comprehensive suite of services and initiatives to address the challenges associated with redistricting, particularly in ethnic communities, and support solutions-oriented strategies. Here's how Culturit PR can contribute:

1. **Community Outreach and Awareness**
 - a. **Social Media Strategy and Content Creation**
 - b. **Community Training and Education**
 - c. **Mapping Workshops**
 - d. **Community Advisory Group and Public Meetings**
2. **Collaboration with Citizen Journalists and Documenters**
3. **Ethnic Media Engagement**
4. **Partnerships with Local Organizations**
5. **Paid Traditional and Digital Ads**

By implementing these strategies and initiatives, Culturit PR can help bridge gaps in accessibility, education, and participation in the redistricting process, empowering ethnic communities to advocate for fair and equitable representation in Michigan Senate Districts #1, 3, 6, 8, 10, and 11.



SECTION 1

PUBLIC AWARENESS

CAMPAIGNS



EXPERIENCE IN PUBLIC AWARENESS CAMPAIGNS (SECTION 1)

Culturit PR has a proven track record of success in public awareness campaigns, including experience with mobilizing diverse demographics (18+) in metro Detroit. Here are some relevant examples:

- **Michigan for All, a non-profit led by DTE:** Reducing the spread of COVID-19 (2020) - Over 50% of our target audience recalled the campaign from social media. Ultimately, 62% of individuals across the State of Michigan changed at least one of their behaviors to become more "coronavirus safe" could identify messaging. Through the targeted ad campaigns we exceeding benchmark follower growth by 6.1K% and 450%.
- **Michigan Municipal League:** In the battle against preemption in Michigan, Culturit PR spearheaded social media strategies that raised awareness about local governance threats. Leveraging effective advocacy and coalition-building efforts, Culturit PR contributed to a significant increase in public awareness, with research showing roughly two-thirds of Americans unaware of state preemption.
- **Gift of Life Michigan:** Increasing multicultural organ donor enrollment (2020) - Executed "Let's Talk," a statewide initiative that aims to address the need for organ and tissue donation, educate people about organ donors, and break down myths about the process in multicultural communities. We achieved a record 429 organ donors, providing 1,052 organs for transplant, and 1,821 tissue donors. This represented a 14% increase in donors from 2020.
- **Belle Isle Conservancy:** Dr. Donyale Padgett served as a consulting partner on a research and community engagement project for the Belle Isle Conservancy. Padgett designed and implemented a survey for community members to explore the decrease in Detroit area residents' usage of facilities on Belle Isle after some park services were taken over by the State of Michigan. The team utilized block club leaders, local civic leaders and other influencers to circulate the survey, which determined that distrust of state government combined with concerns for safety and citizens moving outside of Detroit were among the top reasons for the decline. Results of the survey indicated a need for increased communication with community residents in culturally appropriate ways, including, but not limited to ethnic media outlets and community meetings.

All campaigns employed data-driven targeting, culturally sensitive materials, and diverse outreach methods to achieve measurable success. We learned the importance of tailoring messages and channels to specific demographics within metro Detroit's diverse population.



SECTION 2

MEDIA PERSONALITIES & INFLUENCERS

EXPERIENCE



MEDIA PERSONALITIES AND INFLUENCERS (SECTION 2)

Culturit PR has established relationships with a network of traditional and non-traditional media personalities and influencers in metro Detroit. This includes:

- **Traditional Media:** We have built strong relationships with local news anchors, journalists, and radio personalities across various stations.
- **Non-Traditional Media:** We actively engage with local social media influencers, community leaders, and faith-based organizations that hold significant sway with specific demographics.

By leveraging these connections, we can effectively disseminate information about the redistricting process and encourage participation from underrepresented voices.



INFLUENCER @CANDICESIMONS



INFLUENCER @IAMLAURENLYRICS



INFLUENCER @24LUXE_SARAH

NON-TRADITIONAL MEDIA - SOCIAL MEDIA INFLUENCERS

In 2021, Culturit PR took on the responsibility of identifying Michigan influencers to amplify the award-winning RONA campaign message. Influencers with a minimum of 5,000 followers were sought, emphasizing the importance of showcasing mask-wearing solidarity, and were encouraged to use hashtags such as #Rona4RealInfluencer, #Rona4Real, #DefeatRona, and #MICOVID19. Addition

[CLICK HERE](#) FOR RESULTS



MEDIA PERSONALITIES AND INFLUENCERS (SECTION 2)

GIFT OF LIFE MICHIGAN PRESENTS

#MILLENNIALROUNDTABLE

MILLENNIAL Round Table VIRTUAL EXPERIENCE

THURSDAY, SEPTEMBER 24, 2020

JOIN THE ROUND TABLE DISCUSSION FROM 7-8PM

Millennials! When it comes to your health, you like to take charge and make informed decisions. Your voice matters, that's why we're hosting a virtual "Millennial Roundtable on Health," featuring J Steele from the Bounce and Josh Landon from FOX 2 News



REGISTER NOW AT GOLM.ORG/RT

JOSH LANDON
FOX 2 | NEWS ANCHOR

LEARN MORE BY VISITING GOLM.ORG/LETSTALK

LET'S TALK

DONATE OF LIFE GIFT OF LIFE

NEWS ANCHOR

GIFT OF LIFE MICHIGAN PRESENTS

#MILLENNIALROUNDTABLE

MILLENNIAL Round Table VIRTUAL EXPERIENCE

THURSDAY, SEPTEMBER 24, 2020

JOIN THE ROUND TABLE DISCUSSION FROM 7-8PM

FEATURING FREEWAY



REGISTER NOW AT GOLM.ORG/RT

LEARN MORE BY VISITING GOLM.ORG/LETSTALK

LET'S TALK

DONATE OF LIFE GIFT OF LIFE

RECORDING ARTIST + ACTOR

GIFT OF LIFE MICHIGAN PRESENTS

#MILLENNIALROUNDTABLE

MILLENNIAL Round Table VIRTUAL EXPERIENCE

THURSDAY, SEPTEMBER 24, 2020

FROM 7-8PM



LEARN MORE BY VISITING GOLM.ORG/LETSTALK

J STEELE
BEASLEY MEDIA GROUP

LET'S TALK

DONATE OF LIFE GIFT OF LIFE

RADIO PERSONALITY

SOCIAL MEDIA INFLUENCERS

In 2020, The Millennial Roundtable, organized by Culturit PR in conjunction with Legacy Communication & Research for Gift of Life Michigan, was executed to emphasize the need for more education and awareness about organ and tissue donation. Gift of Life Michigan hosted a robust conversation between teens, college students, and Millennials led by recording artist and actor, Freeway, about organ and tissue donation. The roundtable appealed to younger audiences to affirm attendees as the owners of the conversation, allowing them to be authentic and transparent about their experiences. The goal of this roundtable was to provide people with insight and a point of view on the younger perspective on organ and tissue donation.



JOSH LANDON PROMOTING THE MILLENNIAL ROUNDTABLE



NON-TRADITIONAL MEDIA - ON THE GROUND

mmleague

SHORT-TERM RENTALS

Michigan mayors share concerns about one-size-fits-all vacation rental legislation.

Mayor Pauline Repp
Port Huron

Learn more at ShortTermRental.MML.org

50 views

mmleague Michigan mayors from all corners of the state have come out opposed to one-size-fits-all legislation that would open the flood gates to short-term vacation rental properties. Under the... more

November 26, 2021

[CLICK HERE](#)

mmleague

SHORT-TERM RENTALS

Michigan mayors share concerns about one-size-fits-all vacation rental legislation.

Mayor Valerie Kindle
Harper Woods

Learn more at ShortTermRental.MML.org

14 views

mmleague Harper Woods Mayor Valerie Kindle supports short-term vacation rental properties in general, but she is also for local decision-making and feels HB 4722 would be bad for Michigan's... more

November 30, 2021

[CLICK HERE](#)

mmleague

SHORT-TERM RENTALS

Do you know how challenging it is for renters right now?

Sarah
Muskegon

Learn more at ShortTermRental.MML.org

47 views

mmleague We hit the streets in several of our member communities and asked people what they think about Michigan's short-term vacation rental business and the potential impact on them. Their answers may surprise you! Once homeless, Sarah of Muskegon is a teacher who says the proposed bill (HB 4722) would make it harder for people to find affordable housing. What do you think? #ShortTermRental #MiLeg #MMLLeague

November 21, 2021

[CLICK HERE](#)

mmleague

SHORT-TERM RENTALS

What are some challenges in the Michigan housing market?

Sam & Ezra
Grand Rapids

Learn more at ShortTermRental.MML.org

67 views

mmleague Sam and Ezra of Grand Rapids answered the question, "What do you think would happen if there was more competition from people buying homes to turn them into #vacationrentals?" Sound off! What do you think? Learn more about Michigan's short-term vacation rental issue and its impact on our neighborhoods by clicking here: ShortTermRental.MML.org #MMLLeague #airbnb #vrbo #shorttermrentals

November 19, 2021

[CLICK HERE](#)

In 2021, Culturit PR played a pivotal role in co-hosting a campaign alongside the Michigan Municipal League concerning the impacts of HB 4722. This legislative measure aimed to provide definitive guidelines for the regulation of short-term rentals within Michigan's zoning framework, offering property owners clarity on their rights and obligations while also striking a balance with the interests of local communities.

Through our concerted efforts, HB 4722 successfully established crucial provisions, including the recognition of residential use of property, the prohibition of restrictive zoning measures, delineation of regulatory exceptions, guidelines for inspections and tax collection, limitations on rental units, and the inclusion of grandfathering provisions.

In collaboration with the Michigan Municipal League, Culturit PR actively engaged with community members and city mayors, ensuring their invaluable insights and perspectives were integrated into the legislative discourse surrounding HB 4722. By facilitating open dialogue and amplifying community voices, we helped to ensure that the bill's impact was informed by the diverse needs and concerns of those directly affected by its implementation.

SECTION 3

MULTIMEDIA

PUBLIC RELATIONS PLAN



Culturit PR will develop and implement a comprehensive public relations plan that utilizes a mix of traditional and non-traditional methods to reach and engage the diverse population of metro Detroit. This will include:

Traditional Media:

- Press releases and media outreach to local newspapers, television stations, and radio stations.
- Public service announcements (PSAs) to air on radio and television channels frequented by the target audience.

Non-Traditional Media:

- **Targeted Social Media Campaign:** Utilize Facebook, Instagram, YouTube, and Nextdoor to engage residents with culturally relevant content and infographics explaining the redistricting process. Partner with local influencers to amplify the message. Additionally, implement paid ad's to further amplify messaging.
- **Community Outreach:** Organize educational workshops and town hall meetings in partnership with community organizations.
- **Multilingual Materials:** Develop flyers, posters, and informational brochures in the languages spoken by diverse communities in metro Detroit.
- **Website and Hotline:** Create a dedicated webpage on the MICRC website with clear information about the redistricting process and multiple ways to submit feedback. Establish a hotline staffed by bilingual representatives to answer questions.

We will constantly monitor the effectiveness of the campaign and adjust strategies as needed to maximize engagement.

Roots.

A3 | September 9-15, 2020

michiganchronicle.com

Gift Of Life

When Michael Love started to experience shortness of breath, the Southfield resident said he thought it'd be easy to treat.

He was 50 years old at the time and noticed he had been slowing down and was frequently out of breath. His condition came to a head one day when the struggle to get from his truck to his desk caused a co-worker to ask him if he wanted to call an ambulance.

He declined, but visited a doctor soon after. The diagnosis, idiopathic pulmonary fibrosis, came as a shock to him and the recommended treatment was even more startling: his doctors told him he had no other recourse than to get a double-lung transplant.

"It was an eye opener," said Love, a pipe fitter at General Motors. "I can't even tell you how I had to process that. It caught me off guard. I thought, 'You've got to be out of your mind.'"

He continued to work after his diagnosis, even though his health was declining. The call came on Nov. 15, 2015: a donor of lungs had been found, and Love was scheduled for surgery the next day.

He went home shortly after the double-lung transplant and, at first, things were looking good.

"I felt brand new," said Love. "If I hadn't just had my chest completely open, I probably would've ran home. I hadn't felt that good in I can't even tell you when. I don't even know how long I had been suffering from that lung disease."

Two years later, his symptoms returned. He was in and out of the hospital, being treated for pneumonia, and his oxygen level was taking a long time to return to normal. Further tests showed that his body was rejecting his new lungs.

"I didn't get bent out of shape. My viewpoint is options. I had the option to do it again," said Love. "You get nervous when you don't have any options and are pressed up against the wall. I thought, 'If this is what we have to do, let's go!'"

His optimism didn't fade, despite a close call with a second pair of donated lungs. He was preparing for that surgery in 2019 when the surgeon cancelled at the last minute, saying the lungs were not viable.

"I wasn't upset. I've learned that the key is, you have to look at things as the glass being half-full, no matter where you are," he said. "You could be at your lowest, but there's always going to be somebody out there that will love to step up into your shoes."

His next call came 12 weeks later. The initial recovery was more difficult after his second transplant, but he said he's working his way back up to full strength and taking joy in accomplishing the things he hadn't been able to do while he was sick. He's also made it his personal mission to give back, by encouraging people to sign up on the Michigan Organ Donor Registry and helping them along their transplant journey.

He knows he was fortunate to not wait long for either procedure. Minorities tend to spend more time on the waiting list because they are more likely to suffer from conditions like diabetes, heart disease and high blood pressure, which can lead to organ failure. Some are also less likely to sign up to be a donor. More than 100,000 people are waiting for organ transplants in the United States, and nearly 60 percent of them are minorities. In Michigan, 871 of the 2,588 people on the waiting list for a transplant are African American.

August is National Minority Donor Awareness Month, which aims to highlight the need for minority organ donors and encourage people to lead healthier lives. Love said he hopes to do that and to provide perspective to people who are waiting for a life-saving or life-altering gift.



The State of Black Men's Health in Medical and Mental Intervention

By Megan Kirk

With the recent passing of Chadwick Boseman, the question of health and wellness has become more prevalent than ever. Starting in '42, "Get On Up," and the box office hit "The Black Panther," the 45-year-old star passed away from colon cancer.

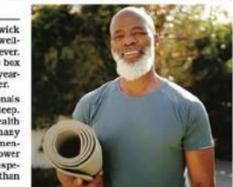
The stigma on healthcare professionals within the Black community runs deep. With issues of mistrust, lack of health care coverage and lack of access, many African Americans seek medical and mental health treatment at significantly lower rates than other races. Black men, especially, are seeking healthcare far less than Black women.

While most chronic conditions like heart disease and diabetes can be managed, early screenings and lifestyle changes are key in helping to control the condition.

Shanette Kennedy, a registered nurse in the Detroit medical system, believes Black men choose to forgo the doctor out of fear.

"From a medical perspective, I believe that a lot of Black men don't see doctors simply because they don't want any bad news," she explains.

While potential outcomes could discourage Black men from seeking medical attention, there still exists the lack of trust due to the low numbers of Black healthcare professionals. According to a 2019 survey from the Association of Amer-



ican Medical Colleges, African Americans make up roughly five percent of active physicians in the country.

"I think a lack of representation in the medical field deters a lot of Black men, especially older Black men, from seeking regular medical exams," Kennedy explains. "When men finally go to the doctor, they may leave with prescriptions for common chronic issues and haven't formed a level of trust to be compliant with the medications."

In addition to fear, there is a huge disparity in healthcare coverage. With the introduction of the Affordable Care Act, African Americans were able to close the gap for those uninsured. When the Affordable Care Act was first implemented in March 2010, over 19 percent of African Ameri-

cans were uninsured. In 2016, the year former President Barack Obama left office, the gap significantly closed to just over 10 percent. Now, on the uptick, more Black Americans are becoming uninsured.

As women are offered state insurance due to pregnancy or income-based, in contrast, without employer-provided insurance, the state or private insurance, Black men are largely uncovered.

"We can't ignore the fact that a lack of health insurance plays a major role in seeking medical care. Low income women are offered medical insurance and screened for insurance when applying for state assistance, many men don't get that luxury," Kennedy expresses.

Physical health and wellness are not the only areas of healthcare Black men stray from. Mental health also affects them in alarming rates. Christopher Harris, a Licensed Professional Counselor and owner of CCHarris Professional Counseling Services, attributes the fear of seeking mental health assistance to cultural and systemic issues.

"The functional problem is cultural. We've been raised by a narrative of pulling yourself up by your bootstraps," Harris explains. "The second problem is systematically, it hasn't been part of our narrative. We have a portion of the community that distrust professionals."

Mental health is a taboo subject within the Black community. Unlike seeing a See **BLACK MEN'S HEALTH** page A-4

Eating to Live: Food, Sustainability and Celebration in the Black Community

By Megan Kirk

Gathering around the table for family dinner is a customary practice across many races and nationalities. However, in the African American community, food and celebration go hand-in-hand. Throughout generations, beginning with Sunday dinner, Black families have used food as an opportunity to spend time together and have meaningful conversation over a good meal.

Creating memories of family events and traditions, recipes have been passed down from generation to generation. Referenced in films such as "Soul Food," large meals of various Southern cuisines are seen as crowd favorites and cost effective in feeding large numbers in times of heartache and festivity.

Theophilus Williams is part owner of Full Course Catering. Alongside wife Dominique Williams has served families and events since 2014. For him, certain foods create a sense of nostalgia.

"It brings back those good memories. The older we get, especially throughout generations, it brings back aunts and mothers," Williams says.

Affectionately known as "soul food," Southern dishes such as fried chicken, greens and macaroni and cheese, are a staple on urban tables. Full Course Catering takes those traditional dishes and recreates them with a twist for their customers and their special events.

"We cater to whatever the client wants. We've taken the average recipe for African American soul food and made it our own."



Rachele "Chelly" Jackson is a functional medicine nutritionist, holistic health practitioner and a raw and vegan chef. In working with the community, Jackson has been able to see first-hand the effects of unhealthy nutrition.

"Our community, for the most part, has a very unhealthy diet. As humans, we depend on so much variety in our diet to feed our ever-growing appetite, and we're never satisfied," Jackson says.

According to Jackson, using food to celebrate and come together is often the source of another major health problem: overeating.

"When we are congregating and celebrating, we tend to eat more because we aren't paying attention to what we're consuming," she states.

Comparing humans to trees and plants, Jackson believes humans should consume the proper foods in order to sustain their health.

"We could learn a lot from nature. Besides obesity diets can create high blood pressure, cancer, diabetes and digestive issues," Jackson continues.

According to a 2018 study by JAMA: The Journal of the American Medical Association, the Southern diet plays a major role in the disparity in hypertension between Black and white populations. African American participants accounted for 46 percent of high blood pressure cases while white participants made up 33 percent.

Factors such as poverty and access to food make healthy eating habits harder for Black families. Research from Feeding America states that Black

Goal: Increase resident engagement in the redistricting process for Michigan Senate Districts #1, 3, 6, 8, 10, and 11.

Target Audience:

- **Age:** 18+
- **Location:** Metro Detroit, including the city's seven neighborhood districts
- **Demographics:** Consider factors like race, ethnicity, language spoken at home, and socioeconomic status to tailor messaging to specific groups.

Platforms:

- Focus on the platforms most popular with the target audience. Research suggests prioritizing:
 - Youtube (second-most visited website in the world)
 - Instagram (highly visual, strong in Detroit)
 - TikTok (short-form video content, growing popularity)
 - Facebook (broad reach, older demographics)
 - Nextdoor (hyperlocal platform for community engagement)

Content Strategy:

- **Informative + Trust Building:** Create clear, concise posts explaining the redistricting process, its importance, and how to participate. Use infographics, explainer videos, and FAQs.
- **Engaging:** Utilize visuals (photos, videos) that reflect the diversity of metro Detroit. Employ a conversational tone and ask questions to spark discussion and user-generated content.
- **Multilingual:** Develop content in the languages spoken by the target audience, increasing inclusivity and community engagement.

Sample Content Ideas:

- **Short explainer videos:** "What is redistricting?" "Why is your voice important?"
- **Interactive polls:** "What issues matter most to you in your community?"
- **Community spotlights:** Feature residents and their perspectives on fair representation.
- **Partner with influencers:** Collaborate with local social media personalities to amplify the message.
- **Livestream Q&A sessions:** Host live sessions with MICRC representatives to answer resident questions.
- **Contests and giveaways:** Encourage participation in contests related to redistricting knowledge. (Ensure compliance with platform guidelines)
- **Utilize relevant hashtags:** #MIredistricting #MakeYourVoiceHeard #DetroitVotes etc.

Schedule:

- Post consistently across platforms, with a higher frequency during peak usage times.
- Consider running targeted social media ads to reach a wider audience within your defined demographics.

Measurement:

- Track key metrics such as reach, engagement (likes, comments, shares), website clicks, and link clicks in bios to gauge campaign effectiveness.
- Monitor online conversations and sentiment to identify areas for improvement.

Additional Considerations:

- Partner with community organizations to promote the campaign on their social media channels.
- Develop a social media style guide to ensure consistent messaging and visuals.
- Community management of comments and questions on social media platforms.

SECTION 4

PRINCIPAL

RESUME + EXPERIENCE





Brittany Mobley, Principal Publicist and Multi-Media Strategist

Brittany Mobley is a seasoned communications professional with over eight years of experience in the fields of public relations and social media management. Throughout her career, Brittany has demonstrated a knack for transforming complex ideas into compelling narratives across various industries, including multicultural awareness, healthcare, and education.

Notably, she has played pivotal roles in Michigan-specific campaigns, such as Michigan for All: Reducing the spread of COVID-19 (2020), where she achieved significant engagement, with over 50% of the target audience recalling the campaign through social media channels. Similarly, Brittany spearheaded the Gift of Life, Let's Talk initiative, which led to a substantial increase in organ donor enrollment and donations, showcasing her ability to drive tangible outcomes tailored to Michigan communities.

With a master's degree in public relations from Full Sail University and a bachelor's degree in journalism and public relations from The University of Memphis, Brittany possesses a strong academic foundation complementing her practical expertise. Adept at utilizing cutting-edge tools and platforms, she has a proven track record of crafting impactful content and driving tangible outcomes.

Brittany is deeply committed to fostering inclusive communication and meaningful engagement, making her an invaluable asset to any team seeking to connect with diverse audiences and drive positive change.

LIVE RESUME [LINK HERE](#)

HOURLY RATE: \$200/HOUR

SECTION 5

REFERENCES



Remonia Chapman, Director, Public Education and Community Relations Program Director, Gift of Life Michigan

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SECTION 6

RESUME & HOURLY RATES





Tatiana Jackson, Principal Multi-Media Strategist and Partner

Tatiana Jackson is a dynamic professional with a background in Behavioral Sciences from the University of Michigan. With a robust career spanning media production and award-winning social media strategy, Tatiana brings a unique blend of creativity and analytical insight to the table.

Starting her career in 2014 as an Assistant Production Manager overseeing hundreds of print publications nationwide, including notable outlets such as the Michigan Chronicle and the Chicago Defender, Tatiana quickly made her mark by conceptualizing and executing marketing campaigns for over 150 event productions across the country. Her expertise in managing nationwide and global sponsors ensured the success of these initiatives.

Transitioning into social media strategy, Tatiana's talent flourished as she worked with renowned companies like Stillantis, Blunhouse, and Disney+, along with several nonprofits. Her innovative approach to social media management has consistently resulted in a 300% increase in engagement and reach, surpassing industry benchmarks by at least 50%.

Tatiana's drive, innovation, and industry leadership make her an invaluable asset to her community. Her dedication to continue developing holistic, integrated strategies aimed at achieving key business objectives with a focus on a positive impact on community is unparalleled.

HOURLY RATE: \$190/HOUR



HOURLY RATE: \$180/HOUR

Dr. Donyale R. Padgett, Strategic Community Engagement Consultant



Dr. Donyale Padgett is the Strategic Community Engagement Consultant at Culturit PR and Principal Consultant for Legacy Communication & Research, which brings to the table a wealth of expertise in strategic communication consulting and training. With a background in diversity and inclusion programming, workforce development, and customized communication research, Dr. Padgett specializes in helping organizations understand and effectively engage with diverse populations.

In her role, Dr. Padgett has spearheaded various initiatives, including delivering communication training for prominent organizations such as FCA (UAW-Chrysler), covering topics ranging from presentation skills to critical thinking and facilitation. She has also developed and presented diversity and inclusion programming for Blue Cross Blue Shield of Michigan's company-wide diversity initiative across multiple locations. Dr. Padgett's commitment to fostering inclusion extends beyond corporate settings, as evidenced by her numerous guest speaker appearances at community organizations and institutions in Metro Detroit. She has shared her expertise on issues of diversity, culture, and inclusion at venues such as Michigan State University Medical School, St. Joseph Mercy Hospital, and the Public Relations Society of America.

Furthermore, Dr. Padgett has conducted valuable research on topics such as organ donation among underrepresented groups, utilizing focus group methodology to explore barriers and develop effective messaging strategies. Her dedication to education is evident in her delivery of professional development workshops on implicit bias and microaggressions to academic audiences at institutions like Wayne State University and the University of Michigan Dearborn.

Recognized as an expert in her field, Dr. Padgett has been featured in media outlets including the Huffington Post, Detroit Free Press, and Fox 2, where she has provided insights on race, culture, and media.

With her proven track record of impactful engagement and her dedication to advancing diversity and inclusion, Dr. Donyale Padgett is an invaluable asset to the Strategic Community Engagement Consultant role for this proposal.

OUR TEAM

Let's meet our team members who are professional and have rich experiences.



DEVAN PENNINGTON

Project Manager

HOURLY RATE: \$40/HOUR



JEREMY CRANFORD

Videographer

HOURLY RATE: \$150/HOUR



LISA PRINCE

Diversity and Inclusion Manager

NONE

SECTION 5

BUDGET



BUDGET



Estimated budget based on the staff hours working on this project and that identifies the promotional costs (radio, print, television, social media, influencers, etc.) associated with this project that will be paid or reimbursed by the Commission. The Commission understands that these are estimates and subject to change.

Name	Title	Hours	Rate
Brittany Mobley	Principal Publicist and Multi-Media Strategist	20/week	\$200/hr
Tatiana Jackson	Principal Multi-Media Strategist and Partner	20/week	\$190/hr
Donyale Padgett	Strategic Community Engagement Consultant	10/week	\$180/hr
Devan Peddington	Project Manager	10/week	\$40/hr
Jermey Cranford	Videographer/ Photographer	5/month	\$150/hr

Totals	Duration (4/22 - 8/4, 2024) 3 months and 10 days
Staff Budget	\$122,250
Promotional Budget	\$51,000
Total Budget	\$173,250

Promotional Costs	Description	Cost
Radio(PSA+Voiceover)	Ads and announcements	\$2,500
Print + Guerrilla Marketing	Local newspapers, flyers, posters, QR Codes, Bus Ads, etc.	\$5,000
Television	Local cable channels	\$7,000
Social Media	Paid advertising, sponsored content	\$7,000
Influencers	Local community leaders, influencers	\$10,000
Event Space	To host trainings and workshops	\$4,500
Materials	For training and workshops	\$3,000
Billboards	Placed inside designated districts	\$4,000
Over-the-top Advertising	Ex: Disney+, Hulu, etc.	\$5,000
Website Redesign	To correlate with campaign	\$3,000
Total Cost		\$51,000

THANK YOU

SECTION 5

CULTURIT PUBLIC RELATIONS & DESIGN CO.

BRITTANY MOBLEY | PRINCIPAL PUBLICIST AND MULTI-MEDIA STRATEGIST

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