

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 SE Michigan 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.)

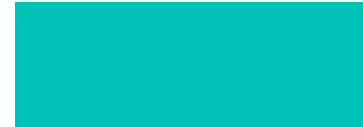


Advertising Campaign

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 /PR Newswire

Write copy, press releases and follow up with media

Manage onsite public hearings/media relations



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

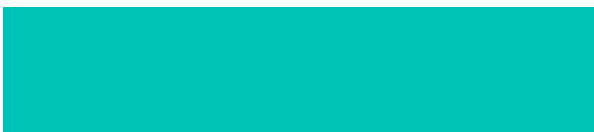


14-Jun

21-Jun

28-Jun





June 15 & 17 June 22 & 24

