

A little about us

Yes, we work nationally, and that helps you. Our work takes us, literally, from Seattle to Mexico, Denver to the Carolinas. We have handled special events in New York City and Los Angeles, and we deal regularly with media, blogs and websites from about everywhere in between.

Our clients have appeared on The Today Show, Good Morning America, E! News, MTV News and in the *New York Times*, *Wall Street Journal*, the *Los Angeles Times*, *USA Today*, *Maxim*, *Wired*, *Bon Appetit*, *Dwell* and many more.

But our focus is Arizona. As we said in our earlier cover letter, we are comfortable talking with any corner of the state from newspapers in Green Valley and radio stations near the border to publications in Prescott or TV stations in Yuma. Every day, we talk with leading mainstream and niche media in the Phoenix-metro area. At any budget level, we can help you form your best message and relay that message to the media and to key stakeholders.

References:

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Tier one retainer (\$5,000 per month)

Our basic level of engagement would help create and distribute your key message points and priorities, and land earned media for the ADDPC. This would not be an effort every three months; rather a consistent push that combines opportunities that arise with scheduled and strategic outreach and messaging. Moses would:

- Interview top ADDPC leaders as the media would look for story ideas, develop talking points and prepare key leaders for media interviews.
- Create a 12-month editorial calendar to plan outreach to address various needs, issues and elements of the DD community.
- Craft story pitches to specific and relevant media members. These would likely include:
 - o *The Arizona Republic* (whether the features desk, parenting reporter, political reporters for DD issues at the Capitol, or metro columnists)
 - o *The Phoenix Business Journal* with message points and story angles aimed more at those who will or might hire members of the DD community.
 - o Tribal publications.
 - o Spanish-language media including *La Voz*, Univision and Telemundo.
 - o Phoenix area TV stations after finding relevant story angles
 - o *The Arizona Daily Star* (Tucson)
 - o *The Arizona Daily Sun* (Flagstaff)
 - o Niche media in the Phoenix area from the Independent newspaper chain and the *Glendale Star* to the *Wrangler News* and *Ahwatukee Foothills News*.
 - o Local media in rural Arizona communities from TV stations in Yuma and the Arizona Radio Network to newspapers in Casa Grande, Prescott and Kingman.
- Create and distribute press releases when appropriate (prepare the release, with two standard rounds of revisions, and then deliver the release to the media).

- Assist the council with outreach to key political influencers, community groups, likely community and grassroots partners, and more.
- Be available for crisis social media needs and counsel.

Tier two retainer (\$6,000 per month)

All of the services provided in Tier One, and add:

- Top-line social media strategy and social media advice each month, analyzing existing social media channels and looking for ways to incorporate best practices and improve the social media channels and engagement. (Note: Moses would work closely with the internal team and advise the ADDPC team on bigger issues and campaigns, but Moses would not handle day to day social media activities).
- A statewide media outreach tour targeting non-Phoenix area media. Moses would prepare key DD officials on message points and work closely with media targets to plan and coordinate the trips. Moses then would (if desired) accompany a DD official(s) on a series of meet and greet media trips to northern Arizona, western Arizona and southern Arizona. These would be planned quarterly with a one-day trip to a certain region of the state for introductions, media availabilities and the like.
- Moses would include an (off-camera) media training session for up to eight members of the planning council. This would be a 101-type of introductory media training. This also could be a more advanced media training refresher for seasoned spokespeople.

Tier three: (\$7,500 per month)

Tier three would include all services in Tier Two, and add:

- Hands-on social media work to help grow and increase engagement of existing social platforms, create 'like' campaigns for existing channels, etc.
- Social media ads each month to support key messaging by rolling a portion of the monthly budget into paid Facebook ads, as an example.

A la carte services:

- **On-camera media training:** This half-day advanced media training session includes three trainers, a TV camera, instant video playback and critique, a classroom session and more. \$2,200
- **Video development for "A day in the life": (\$15,000 - \$25,000)** This full day shoot includes; script development, director, video production, lighting, sound design,

editing and music featuring a featuring one person. Deliverable for one final video. **to add additional talent, locations and videos to the shoot the efficiency would increase the cost incrementally.*

- **Video development for “Employment” testimonial: (\$10,000 - \$15,000)** This full day shoot includes script development, director, video production, lighting, sound design, editing and music featuring 2-4 people. Deliverable for two edits. **to add additional talent, locations, and videos to the shoot the efficiency would increase the cost incrementally.*
- **Positioning statement/elevator speech development: (\$5,000)**

There were additional items requested for proposal in our meeting and we are happy to provide estimates on those with additional information and time for further consideration.