

# ARIZONA DEVELOPMENTAL DISABILITIES PLANNING COUNCIL

MOSES RESPONSE TO RFQ



MOSES

**Moses, Inc.** (formerly Moses Anshell)

20 W. Jackson St., Phoenix, 85003

(602) 254-7312

LMoses@MosesInc.com

(FEI # 86-0440944)

Moses is a national full-service advertising agency based in the warehouse district of downtown Phoenix. We fully accept that we are not the most famous Moses in history. But who exactly are we?

We are the Southwest's most creatively awarded agency. We're a 30-year-old startup headquartered in Phoenix but experienced worldwide. Our clients include Valley Metro, US Airways (and America West Airlines before that), the Grand Canyon, The GRAMMY Museum in Los Angeles, the Napa Valley Film Festival and Shutters on the Beach luxury hotel in Santa Monica, to name a few. For more than 20-plus years, we pitched the Arizona Office of Tourism to everyone from Glendale to Germany.

Our PR and social media team has worked with The Sports Authority and Nintendo on a national launch event with TV fitness trainer Jillian Michaels. And with Disney stars in Hollywood. And on a national video game launch for 800 people for Best Buy corporate in New York City. Our clients literally have been on everything from "Good Morning America" and the "Today Show" to the pages of the Washington Post, New York Times and The Wall Street Journal.

Yet we pride ourselves on work anchored in Arizona. We push the benefits of eating fruits and vegetables, drinking low-fat milk, using car seats, improving oral health for children, and much more, all for a stable of cause marketing-related government clients.

The PR and social media team talks with every corner of the state, from newspapers in Green Valley and radio stations near the border to tribal publications up north, newspapers in Prescott, or TV stations in Yuma. We can help amplify your existing messages and materials, or work with your internal team to create needed materials from scratch. We can handle any PR task, big or small.

At Moses, we have creativity in our blood, rock 'n roll in our hearts and digital on our brains. We are one of the last independent advertising agencies around. We're a wholly owned subsidiary of no one. We would be excited to help educate and inform those who might not have had much contact with those with developmental disabilities. Let's get started.

## **CHAMPIONS, FOR THOSE WHO NEED CHAMPIONS**

We have more than a decade of work with safety net organizations and entities committed to help those who need assistance. The Moses PR and social team can handle or assist with needs including:

- Local, regional or national media pitches and media relations
- Press release or media pitch development
- Creating updated lists of the ever changing journalists in key jobs
- Creating or updating full communications plans
- Creating social media content or managing social media
- Social media 101 (or advanced) boot camps
- Crisis communications
- Crisis communications and media training (on camera or off)
- Interviews with key employees or leaders to develop stronger media pitches
- Creating or updating collateral and key message points
- Web copy
- Posts for Facebook, Instagram or Pinterest, and tweets for Twitter

Below is a closer look at specific examples of helping increase awareness about clients serving underserved populations around the state, and how we routinely target potential participants in varied geographic and demographic communities.

## **ADHS WOMEN, INFANTS AND CHILDREN**

Moses has worked for years with the ADHS Women, Infants and Children Supplemental Nutrition Program (WIC) in Arizona, using varied tactics to reach out to low-income individuals. We reach parents in urban but also rural and tribal areas of the state.

We raised awareness among the target market through community relations efforts, which included:

- Using grassroots outreach to create new connections and partners
- Helping to organize, promote and execute outreach at community events including health fairs, women's health and wellness events, farmers markets, radio remotes and swap meets
- Creating press releases as needed to convey key messages to the media
- Assisting the internal team with developing news releases, talking points and communication plans as needed
- Writing web copy

## **ADHS NUTRITION NETWORK**

Since 2005, Moses has worked with the state SNAP-ED “Nutrition Network” program to engage participants, increase awareness and encourage healthy eating habits on a budget.

Moses helped the Nutrition Network team with:

- Engaging potential participants at public events such as farmers’ markets
- Media relations about a Navajo County Health Department poster contest that helped increase awareness about the “Champions for Change” campaign
- Community outreach in rural areas of the state – including a float in a community parade in Show Low



## **ADHS ORAL HEALTH**

The Bureau of Women’s and Children’s Health (BWCH) turned to Moses to support its efforts to improve the oral health of Arizona women and children. Our primary target is low income women in high risk communities around the state who are pregnant and/or with children up to age 3.

Our charge for this 2014 project will be to help encourage parents and caregivers of children birth to 3 to make healthy choices that will have a positive impact on their child’s oral health and overall health.

Specifically, Moses will work on ways to spread the message about the importance of “baby” teeth, age 1 dental visits, tooth decay, and available referrals and resources.

## MARICOPA INTEGRATED HEALTH SYSTEM

Moses worked closely with MIHS, helping with everything from crisis communications and media relations to developing PR plans to increase awareness among key segments of the population.

We became educated on what made MIHS stand out – we toured the Arizona Burn Center, talked with the head of the ER at Maricopa Medical Center, learned about nationally known specialists inside their doors. Then we helped them inform and educate the media and the public. In addition to PR work and social media counsel, Moses handled media buys for MIHS.

## CENPATICO OF ARIZONA

Moses' public relations team has partnered with Cenpatico of Arizona since 2006. We assist Cenpatico by drafting and distributing press releases to the media and providing crisis communications. We work with the mental health provider to develop talking points and media pitches, and to turn existing programs and collateral into information of interest to the media and community.

Last summer was a good example. We created and executed a campaign specifically to reach those with a Serious Mental Illness (SMI) who did not qualify for AHCCCS (Arizona Health Care Cost Containment System). Moses helped in all phases of the campaign, from formulating copy points and message points to crafting an outreach brochure to explain the effort.

While the Moses creative team designed print ads and wrote a 30-second radio spot, the PR and social media team developed a media training program for Cenpatico and its partners. About 40 people attended media training at Moses seminars in Sierra Vista, Yuma and Tempe. We helped create a training guide on how Cenpatico's key staff could spread its message, and landed media hits in press including the Wick Communications chain of newspapers in southern Arizona, the *Casa Grande Dispatch* and the *Arizona Silver Belt* in Globe.

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These are just a few snapshots of our work in this arena. We talked border dentistry for the Arizona Dental Association, educated the public about cancer dangers and treatment options, and stressed the importance of early childhood education for First Things First. Soon, we'll also target high risk groups about the need for HIV testing.

Over the years, clients from the Arizona Office of Tourism or the Grand Canyon Association to the Arizona Wine Growers Association reinforced that taking important messages to all pockets of Arizona shouldn't be the exception. For us, it is the expectation.

Based on the projected use of Moses outlined in the document, we anticipate the contract for Moses PR expertise to be between \$73,000 and \$291,000 annually.

# CHRIS FISCUS

VICE PRESIDENT, DIRECTOR OF PUBLIC RELATIONS

## RECENT EXPERIENCE

**2008-Present: Moses, Inc.** - Phoenix, AZ

*Vice President, Director of Public Relations*

- Oversees the Public Relations department
- Specializes in cause marketing and making grassroots connections
- Leads a team that specializes in public relations, social media, public affairs, crisis communication and media training

**1988-2008: The Arizona Republic** - Phoenix, AZ

*Page One Editor*

- One of two senior editors for the front page of the *Republic*, the second largest newspaper in the Gannett chain (behind *USA Today*) and one of the Top 15 in the U.S.
- Planned and edited all Page One elements, stories and packages, as well as Sunday Page One
- In charge of all aspects from planning coverage to coordinating with graphics, photography, design, regional and metro staffs and online

*Assistant Metro Editor*

- Contributed to Valley & State and A1 coverage
- Created and then launched a daily tabloid newspaper covering the city of Tempe
- Worked closely with demographic analysis, content and marketing plans, corporate strategies and prototyping for the publication, as well as hiring and then managing the staff

*Regional Editor*

- Assistant editor for the creation and launch of the daily tabloid newspapers covering Chandler and Ahwatukee
- Ultimately became editor of both newspapers, with direct supervision of 12-15 full-time employees, as well as freelancers

*Night Editor*

- Direct responsibility for the Valley & State/Metro section with final oversight of all elements including stories and headlines, and strong adherence to deadlines

*Reporting Experience*

- Covered the Arizona state Legislature, Phoenix City Hall, Maricopa County government, Chandler and Tempe city halls, as well as the night police and real estate/business beats

## EDUCATION

Northern Arizona University, Bachelor of Science, Journalism

## ASK HIM ABOUT

Reporting from Kosovo

# STEVE CLAWSON

SENIOR MANAGER, PUBLIC RELATIONS

## RECENT EXPERIENCE

**2008-Present: Moses, Inc.** - Phoenix, AZ

*Senior Manager, Public Relations*

- Works with clients on media strategy, events and news releases
- Duties include doing research, arranging media events and general public relations

**2009: US Census Bureau** - Phoenix, AZ

*Crew Leader Assistant/Enumerator*

- Worked intermittently as the agency prepared to conduct the 2010 Census
- Served as a crew leader assistant during the spring address canvassing phase and returned in the fall during another operation

**2007 - Present: Freelance Journalist** - Phoenix, AZ

*Reporter / Anchor / Producer*

**2008: Metro Source** - Phoenix, AZ

*News Writer*

**2007: GLAAD** - Los Angeles, CA

*Media Field Strategist*

**2000-2007, 1989-1996: KTAR 620 AM** - Phoenix, AZ

*Reporter / Anchor / Producer*

**2001-2007: KAET Channel 8** - Phoenix, AZ

*Producer*

**1999-2000: KFYI 910 AM** - Phoenix, AZ

*Producer*

**1999-2000: Riester-Robb** - Phoenix, AZ

*Media Relations Account Executive*

**1997-1999: KSAZ Fox 10** - Phoenix, AZ

*Assignment Editor / Planning Editor*

## EDUCATION

Phoenix College

## ASK HIM ABOUT

The L.A. Riots

# MARLEE BEVER

COORDINATOR, PUBLIC RELATIONS

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## RECENT EXPERIENCE

### **2014-Present: Moses, Inc.** - Phoenix, AZ

*Coordinator, Public Relations*

- Works closely with other members of the PR team to develop PR plans, social media calendars and other planning tools to guide a strategic and coordinated approach for various clients
- Handles both long term social media planning and campaigns and day-to-day social media activities on platforms such as Facebook, Twitter, Instagram and Pinterest
- Writes press releases, website copy and other materials for clients
- Updates media lists and distributes press releases to media members
- Hired after completion of a summer internship program

### **2013 Spring/Summer: Sprouts Farmer's Market** - Scottsdale, AZ

*Communications Intern*

- Managed and granted in-kind and sponsorship donations to non-profit organizations and large scale events
- Scheduled and managed in-store lectures with professional speakers
- Pitched, created and wrote content for monthly webinars and in-store lecture series; updated content for the company website
- Created the Sprouts Giving Back program's online application for donations

### **2013 Spring/Summer: Black Dog Promotions** - Tempe, AZ

*Public Relations and Social Media Intern*

- Managed and scheduled Facebook and Twitter posts for clients on a daily basis
- Researched applicable and current events to post to client Facebook pages
- Interacted with client followers through Facebook, Twitter and Pinterest
- Managed Pinterest accounts for six clients by regularly researching relevant topics

### **2012 Spring/Summer: Zion & Zion** - Tempe, AZ

*Public Relations Intern*

- Wrote press releases for clients, created and developed media lists, pitched ideas to bloggers and journalists
- Updated Facebook and Twitter for clients and interacted with client followers through social media daily
- Acquired 1,500 'likes' for a client's Facebook page and built various Twitter accounts for clients
- Created social media contests for clients, developed and scheduled monthly Twitter posts

## EDUCATION

Arizona State University, Bachelor of Arts, Journalism

## ASK HER ABOUT

Israel

**THANK YOU**

