

EXTERNAL : Message for Mike RE: Media Relations Proposal

Thomas Ciesielka [REDACTED]

Wed 11/3/2021 3:49 PM

To: Coms <Coms@wispecialcounsel.org>

MIKE,

PLEASE LET ME KNOW YOUR THOUGHTS ON THE BRIEF OUTLINE OF MY PROPOSAL? IF YOU LIKE IT AND WANT TO MOVE FORWARD, I CAN FLESH OUT MORE DETAILS.

TOM C.

Mike,

Thanks for making time to chat this morning.

Just so you know, I am somewhat limited with what I can do until I get the report that will be presented on November 8. However, based on what you and Erick shared, I trust that I can get up to speed once I have it.

Before I draft a more detailed proposal, I wanted to get your feedback on the outline of what I will propose:

Timeframe: November 2 – December 1, 2021 (with option for monthly retainer commitment to be determined)

Scope of Work:

- Scheduled planning meetings and phone calls to prepare messaging
- Develop a unique plan for potential media coverage as is appropriate for specific messages
- Pursue coverage by Wisconsin media and select national media that regularly report on election integrity news
- Schedule media interviews for you, and media training, if necessary
- Plan press conferences, when appropriate
- Social media consulting. This work could include: a Content Strategy Kickstart; audit of current social media and other social media channel opportunities. We would present a holistic view of the various digital marketing initiatives that impact success. These include social media, email marketing, article writing, website updating, capitalizing on public relations opportunities

Results:

The nature of public relations does not allow for a guarantee of coverage and/or the quality/value of coverage. However, TCPR will follow best practices for deliverables.

Fee:

Monthly retainer \$10,000 (with a one-month commitment, agreement extension fee would likely be about the same amount per month)

Expenses: While nothing significant is expected, if expenses should exceed \$500/month, TCPR would ask for permission in advance before incurring those expenses.

Payment Terms: A deposit of \$10,000 would be required to begin work. Then if the agreement is extended, monthly invoices would be due net 30 days.

If these general details are a fit, I can provide a more detailed proposal.

Please let me know.

Thanks,

Tom C.

Thomas Ciesielka

TC Public Relations

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Media Relations • Social Media Strategy • Crisis Communications

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