

REQUEST FOR PROPOSAL FOR PUBLIC RELATIONS CONSULTING

TABULATION

	ASG Renaissance	SMZ	Berg Muirhead & Associates	Liebler!MacDonald
	Dearborn, Michigan	Troy, Michigan	Detroit, Michigan	Rochester Hills, Michigan
Years in Business	18 years	76 years	7 years	3 years
Years providing public relations	18 years	30 years	Founding Partners - 20 years	Combined Team - 100 years
Staff responsible for project	B. Prebo, Porg Mgmt, PR Strategy Dev, prior Ford bkgrd T Orozco, Mkt Strat Dev & Proj Mgmt - Acct Mgr A Dimond, Message Dev & Support J Williamson, Art Director M. Petroi, Art Director P. Colley, Media Relations Specialist M Cetrone, Event Coordinator	N Grandberry - 29 yrs PR, broad cast TV WXYZ/WJBK W. Muir - 33 yrs J August 33 yrs Ex Mgmt Adv M Gielow 16 yrs VP Mgmt Spvr A Drouillard 7 yrs Mgmt Spvr	B. Berg VP 17 yrs, MI capitol bureau chief; Exe Assist Public Affairs Millikin, Pr Sec, C Young G Muirhead Pres 24 yrs, PR Ann Arbor, E Lans, Southfied Det A Tackett Acc Spr 5yr comm func Y Jenkins Acc Spr 4yr PR campaigns P Kemp Acct Mgr -writing, media event planning, press materials	B Liebler prin 35 yrs PR at Ford and Chrysler B. MacDonald prin 31 yrs GM & US Army public affairs des storm P Liebler VP Chrysler, Ross Roy J McCoy-Acct Exe-mkting, Ritz Carlton Hotel, Mitsubishi M Allen-Acct Coor-Pt Huron Rec A. Stier PR comm education K Kosowski - publication and strategic planning
Public Sector Clients	National Biodiesel Board Detroit Wildlife Refuge California Fuel Cell Partnership Pontiac School District Mich Econ Dev Corporation	Michigan Bureau State Lottery Det River Tunnel Partnership Detroit Police Officers Assn Wayne Cty Sheriff/Airport Local City of Troy	Detroit Public Library Detroit Institute of Arts Let Voters Decide-Yes on 1-Det Bloomfield Twp Library Bloom Twp Public Safety Millage	The Skillman Foundation US Army Nat Automotive Ctr Motor Cities Nat Heritage Area
Experience with marketing efforts through education & information	Marketing analysis, users survey, id key groups, direct mail, media publications, education campaign, feature stories & press releases for National Biodeisel Board	Det River Tunnel - community meetings and materials to educate community; work w/ comm leaders; explain, build consensus, experts to speak	Special messages to voters, targets, comm events, mailings, press confs, speaker's bureau, door-to-door, signs, buttons, hats, press kit, rally, tv	Comprehensive strategies, action programs to target audiences.

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Timeline/Schedule	Leadership Training - 9/15	Aug - Planning/key messages	Aug- develop theme; Aug-Sept-	Research 30 to 45 days
	Target Messaging - 9/15	On-going public relations	develop print materials; Sept-	Plan - tied to research
	Printed Materials - 10/5	Mid Sept Kick off press conf	production of promotion items;	initiative
	Media/PR - 11/1	End Oct press conf	Aug-Sept-comm event; Sept-	Execute - Beginning not later
		Mid Aug-Sept materials dev	roll-out campaign; Sept-web	than Sept 1
		5 public mtgs-end Sept to end	presence; Sept-Oct-TV, Sept-	
		Oct. Road Rally - End Oct	Oct-Comm influencers, mail;	
			Oct - mailings with timing of	
			absentee ballots, Nov-mailing	
			before election	
Scope of in-house services	Public Relations	Specialty design & production	Media relations	Research - 100-120 staff hours
	Creative Design	signage, printed material as	Special events	Plan - 40 staff hours
	Government Relations	posters, brochures, booklets,	Community relations	Execute - Depends on
	Marketing and Sales	banners, danglers. Comprehen-	Strategic planning	acceptance of the plan and
	Environmental Consulting	sive information kits.	Crisis management	City's budget
	Information Technology		Media training	
	Engineering		Business writing	
	Project Management			
	Supplier Development			
	Technical Staffing			
List of Project currently in progress	Extensive list includes Ford,	Detroit Tigers, Big Boy Rest,	City of Detroit DOT, City of Det	Alberici Constructors, Energy
	Mazda, Fuel Cell, Jaguar, Land	Nederlander Group, Fisher Theat	Water & Sewer, DIA, Det Youth	Conversion Devices, Global Auto
	Rover, THINK City End of Lease,	Masonic Temple, Taubman Corp,	Foundation, Faygo, Grand Hotel,	Systems, Magna International,
	Nat Parks Program, Diversity	12 Oaks Mall, Ford House,	Greater Downtown Ptsh, MGM	Mental Illness Research Assn,
	Supplier Research, Wayne Co	Mich Arthristis Foundation, Old	Grand Detroit Casino, Kilpatrick	MotorCities Nat Heritage Area,

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	Web Designer/Service Mgr, Detroit-Disability Service	Newsboys Goodfellows, Wayne Detroit Police Department	Re-election campaign, New Det, Inc, Skill Foundation	New Venture Holdings, Quasar Financial, RouteOne, US Army National Automotive Center
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Outside Firms frequently used	Alteris	PR Newswire, freeland photogr, printers, Mich Press Reading Serv, Bacon's Information, freelance illustrators	CompuArt Design	E-companies McDonald Communications Hill & Knowlton Worldwide
Methods of Communication	Phone, fax,email, onsite visits	Meetings, reports, e-mail, phone WorkZone web-based comm tool	Email, phone fax, weekly or other face-to-face meetings, conference calls	Full on-site liaison, one-on-one mtgs, email, phone and fax
Number of Employees	201 full time employees,22 part	50 full time employees, 1 part	9 full time employees, 1 part	5 full time employees, 5 part
Litigation last 5 years	None	No	Information provided	No
Contract	Signed Proposal	Contract Provided	Contract Provided - Ltr-type	Contract Provided
Billing Procedures	Time and Materials Monthly	PR services billed monthly; broadcast projects prepayment Net 25 days	Project Fee based on hourly rate of \$110/hr and projected hours; Monthly billing based on proportional scale.	Prefer Monthly Retainer but works on hourly basis
Cost Proposal:				
Brochure #1	Det Riv Int Refuge - \$18,200.20 for 20,000	Re-elect Conscience of Detroit \$567	Detroit Police - Design \$2000, Printing \$9000	MIG-Alberici Brochure \$3100 500 quantity/14 hrs development
Brochure #2	Merchants Wine \$5646.00 for 2500	What's wrong with Detroit \$567	Detroit Public Schools - Design \$2500, Printing \$12,600	E companies \$12,000/1000 quantity/ 25 hrs development

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Brochure #3	Pontiac School District	When you play, we all win	Det Area Agency on Aging -	Daimler Chrysler/United Way
	\$1120.88 for 2000		Design \$2500, Printing \$4500	\$2500/500 quantity/10 hrs dev
Brochure #4	Mich Hispanic Cham of Comm	2003 Annual Report	Let Voters Decide Yes on 1	Quasar Money Pub \$4000/
	\$6129.04 for 500	Total cost 3 & 4 under \$5000	Design \$1500, Printing \$18,500	5000 quantity/ 8 hrs development
	ASG Renaissance	SMZ	Berg Muirhead & Associates	Liebler!MacDonald
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Brochure #5	Gala & Associates	The Jobs Tunnel	Wright Museum 40th Anniversary	ESI Black Tie Dinner \$750/
	\$1440 for 2000	1000 folders \$4754; 1000 maps in pads of 20 \$9641; 1500 brochures \$9003	Design \$1300, Printing \$3800	75 quantity/4 hrs development
Cost of Program Development	Not Provided	Costs per brochure provided at \$500 to \$9000. No prog dev.	\$13,650	\$1000 to multi-million dollar programs
Hourly Rates:	B Prebo - \$95/hr	Blended hourly rate \$110/hr	\$110/hr - blended hourly	Principal \$135/hr
	T Orozco - \$75/hr			Vice President \$121.80/hr
	A Dimond - \$75/hr			Account Executive \$105/hr
	M Petroi - \$75/hr			PR Acct Coord/Researcher - \$58.80/hr
	J Williamson - \$75/hr			PR Staff Assistant \$42/hr
	M Cetrone - \$60/hr			
	P Colley - \$75/hr			
Subsequent Year Increases	2007 - 3%	2007 - 0%	2007 - 0%	Recommended CPI percentage
	2008 - 3%	2008 - 3%	2008 - 2%	
	2009 - 3%	2009 - 3%	2009 - 0%	
Direct/Indirect Costs/Reimbursables	Mileage, parking, tolls, postage, shipping, printing	No Admin Overhead; Reimburs long dist call, postage, copies, shipping; Admin Overhead for outside costs-15%	Out-of-pocket & project expenses Optional: Alternative approach and related cost proposal - Flat project cost	Brochures \$5000 production Flyers \$500/flyer E blasts \$500 Dev of comm lists \$2000 Graphics Ltrhead design \$1000

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				E mail blog site \$500
				website \$5000
				PR Newswire \$200
				Photos \$1000
				Misc meeting w/comm grps \$200