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FAX TRANSMITTAL

Date: January 16, 1997

To: George Gerbner

Receiving Fax Number: (215) 387-1560

From: Michele Steege/Lynn Davis

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TO: George Gerbner

FROM: Michele Steege
Lynn Davis

SUBJECT: Estimates for Communications Services

DATE: January 16, 1997

As you requested, I have compiled a list of estimated costs for communications for CEM. They can only be very preliminary at the moment, because the goals of CEM are extremely encompassing and require a great deal of time to achieve. At the same time resources are unclear at this point. Thus I have given you a bare bones estimate, which would focus on informing a small core group of national media in the top ten media markets. At the other end of the budget, we would have room to develop more angles and stories, comment on more issues, reach out to a broader group of national media and do the intensive follow up that results in strong media coverage. While the top end of these budgets may seem large, they are a tiny fraction of what a corporate campaign would commit to an important effort. If resources permit, you may want to consider expanding these numbers even further.

Please call me with any questions you may have. I am not in the office much today or tomorrow morning, but will get back to you if you would like to discuss these figures.

We are enjoying our work with you and CEM and look forward to tomorrow's meeting.

- narrow this down in light of meeting, after speaking w/ Ted + Renee?
- specific proposal + general information
 - Services
 - major clients



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**COMMUNICATIONS SERVICES
 FOR CULTURAL ENVIRONMENT MOVEMENT**

PRELIMINARY ESTIMATES

Note: This estimates outline a "bare bones" budget and a generous budget since it is too early to assess exactly what is appropriate for CEM. Once initial planning is complete and the goals, strategies, and resources are better understood, these estimates will be focused.

CEM MATERIALS

Fund-raising brochure (four panel, 4 by 9, self mailer, 2 to 4 colors, 5,000 - 10,000 copies)	\$8,000 - 10,000
CEM Brochure with pocket (four pages plus cover, 9 by 12, 5,000 - 10,000)	\$12,000 - \$25,000
CEM Press Kit (Preparation of basic materials, 2,000 copies of basic kit)	\$5,000 - \$8,000

COMMUNICATIONS PLAN

A communications plan would assess the most effective communications strategies in light of CEM's goals, audiences, and overall strategic plan. It would provide a framework for CEM's communications program so that resources can be used most effectively. *Note: The range in these numbers reflects the degree to which the CEM's strategic plan already contains communications goals and messages.*

\$5,000 - 10,000

ON-GOING MEDIA RELATIONS

Responding to press inquiries, reviewing and sending op eds, On going pitching to radio talk shows and TV/Media reporters (one year)	\$12,000 - \$25,000
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Robert Wood Johnson announcement	\$1,000 - 5,000	
Screen Actors Guild announcement	\$1,000 - 5,000	
Subtotal		\$14,000 - \$35,000

SPECIAL EVENTS

Announcement of Fairness Index		\$5,000 - \$25,000
Day of Action		
<i>Promoting event or events in many cities; involving the media; obtaining follow up stories Note: The scope of this work will vary dramatically depending on the degree to which collaborating organizations are responsible for obtaining media coverage. The high end of this estimate reflects a press kit and media pitching that include several different stories of gender equity and fairness in the media.</i>		
		\$5,000 - 40,000
Paris Conference Fall, 1997		\$5,000 - 30,000
Convention March, 1998		\$5,000 - 30,000