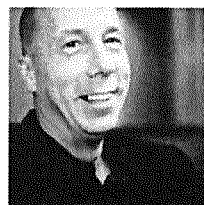
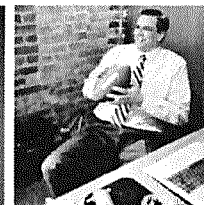
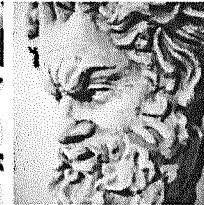


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creating results.
August 12, 2010



Referendum Marketing

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history & keys to success

History

After two failed attempts at passing a referendum using other firms, in 2002 College of DuPage called upon Michael Walters Advertising to get the job done. The result: Passage of the referendum by a margin of 68% to 32%.

Keys to Success

Michael Walters Advertising implemented a proprietary mix of public relations and strategically targeted paid media placement at just the right moment when those in favor of the referendum were left with a lasting positive impression in the ballot booth and those opposed did not have time to respond in a negative fashion.

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the message

The Message

In order for this particular referendum to succeed this November, Michael Walters Advertising recommends focusing on the following message points:

- No tax rate
- Good schools increase everyone's property values
- College of DuPage helps train your firefighters, police and nurses
- A state-of-the-art College of DuPage is good for everyone
- College of DuPage desperately needs to renovate facilities

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the message vehicles: pr

The Message Vehicles: Public Relations

One of the major keys to passing this referendum **is to guarantee public opinion is in our favor.** Ways we will achieve this are:

- **Organize labor unions**
- **Organize police, firefighters and health care professionals**
- **Organize and instruct student leaders and organizations to get the word out on a grass roots level**
- **Prepare college leadership on key message points and get them in front of the major radio stations, television stations, Daily Herald, Sun Publications and Chicago Tribune**

Investment: \$19,500.00

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message vehicles: paid media



News/Talk 720
The Voice of Chicago



The Message Vehicles: Paid Media

To complement our public relations efforts, Michael Walters Advertising also recommends saturating the media with our positive message points **as close to election day as possible**. Recommended paid media include:

- 50,000 door hangers in areas **most likely to vote in favor of the referendum**, including art and production: **\$20,500**
- 100,000 newspaper inserts in the **Daily Herald** and Sun Publication, including printing, art, production and inserting: **\$10,900**
- Utilize the 5 existing billboard locations College of DuPage currently owns**, includes new art, production and new vinyls: **\$10,300**
- 75 on-air mentions of the referendum** on WGN-AM, and WBBM-AM radio stations to air in prime dayparts. Includes script writing and production supervision: **\$30,500**
- 50,000 direct mail pieces to homes most likely to vote in favor of the referendum**. Includes art, printing, production and postage: **\$21,950**
- Campaign management fee for Aug, Sept, Oct and partial Nov: \$36,000**

Total investment: \$149,650

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investment summary

The Investment

To give College of DuPage the best possible opportunity to succeed in passing this referendum, a commitment of \$149,650.00 is recommended to implement all the above stated public relations initiatives and paid media placements.

Approved by

Date
