
Communications Retainer
CHANGE ORDER

April 30, 2020

City of Racine

Kane

Kane Communications Group

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Change Order: COVID-19 Communications

Description of Change(s):

Kane Communications Group was engaged by the City of Racine in its efforts to communicate internally, externally and with media surrounding COVID-19. The original engagement provided up to 133 total hours at a reduced hourly rate of \$150/hour for a total budget of \$20,000. These hours and rates gave the City access to services provided by Kane including strategy, public relations, media relations, copywriting, video production, social and digital media, and graphic design.

This change order reflects work to be done over approximately nine weeks between April 1 and May 31 when the Safer at Home order is expected to be lifted in Wisconsin. This change order includes the implementation of a communications plan and the launch of a targeted campaign called #StaySafeRacine to aggressively get information into the community to help slow the spread of coronavirus. #StaySafe Racine includes updates to the city's coronavirus website, Racinecoronavirus.org; expanded community, influencer, and media relations; and the addition of a paid media strategy using social, digital, and other tactics.

Communications Plan Activities and Estimates

Activity	Associated Deliverable(s)
RacineCoronavirus.org website updates	<ul style="list-style-type: none"> • Revise site home page including content, images, navigation, updates to the Q&A section, add social media links to the footer • Manage the staysaferacine.org landing page content to update with relevant content on how to #staysaferacine • Create a user-friendly dashboard and post daily updates • Create weekly feature stories about the City of Racine individuals making a difference • Improve SEO and UX for greater searchability
Social media	<ul style="list-style-type: none"> • Continue posting two to three times per day on Facebook. Use Insights to identify the best days and times of day to post. • Continue to post on Twitter. Aim to schedule (repetition is acceptable on this platform) 6-11 posts per day. Spend 15 minutes a day liking or retweeting factual posts and resources such as from the CDC or WHO • Engage Racine-based influencers to help spread the positive messages of #StaySafeRacine • Weekly live video updates to engage the multiple social media audiences, especially on Facebook, where the city has a more active following (additional, as needed per breaking news), • Create one or more Groups in the Nextdoor social media platform to provide information and links to resources about COVID-19
Media relations and Content creation	<ul style="list-style-type: none"> • Develop talking points for speaking and media relations opportunities • Develop press releases as needed, i.e. launch of #StaySafeRacine • Develop and pitch stories to Racine media about Racine heroes, business support, etc. • Draft op-eds for review and approval
Community relations	<ul style="list-style-type: none"> • Direct outreach to and engagement with community leaders (clergy, community activists, aldermen, business leaders) to share key messages and calls to action with their network and constituents • Develop a Community engagement Advisory Council and Influencer Discussion Group comprised of African American and Hispanic/Latino Racinians. The facilitated group will meet virtually every week for the purposes of sharing COVID-19 information and resources, brainstorming communications strategies and tactics and discussing any concerns that are prevalent among group members or the community. This group will essentially



	<p>inform the communications campaign on behalf of African American and Hispanic/Latino community members and serve as a key communications channel to the communities of color.</p> <ul style="list-style-type: none"> • Develop and deploy a brief quantitative and qualitative, survey that will be administered first to the Influencer Discussion Group and then administered by members of the Influencer Discussion Group to their networks. The survey will help us gather additional data and input and empower Influencer Discussion Group members to take an active role in the community relations efforts. • Communications Tools – the COVID-19 toolkit will be shared with influencers so they can utilize existing resources to engage their networks.
Graphic design and video	<ul style="list-style-type: none"> • Create social media assets for the #StaySafeRacine campaign • Develop up to four StaySafeRacine mailers for direct mail • Develop scripts and edit up to six videos for social media
Paid media campaign	<ul style="list-style-type: none"> • Planning and implementation of targeted campaigns using social media, digital, radio, and direct mail. The costs for these are as follows: <ul style="list-style-type: none"> ○ 1 month Facebook, Instagram, video display geotargeted and geofenced and retargeted to key demographics ○ Direct mail: design, mailing list and postage

BILLING TERMS AND SCHEDULE

The fees for the services outlined in this proposal, provided by Kane, will be \$149,750.00 for April and May and include all tactics described in this agreement. These rates are in effect through May 31, 2020. If the engagement extends beyond that time, Client and Kane will reevaluate the priorities of the activities and re-scope the work. Any work completed outside of the scope of this agreement will be quoted separately at an hourly rate and billed under a separate agreement. Any element that will cause the total cost of the project to exceed the quoted amount reflected in the contract must first be approved (in written form) by Kane and Client. Client shall reimburse out-of-pocket expenses consistent with Client's internal protocol. All invoices are due according to terms of the Master Services Agreement.

Authorization

The services described in this agreement will be governed and controlled by the terms of Kane's Master Services Agreement and the original retainer agreement dated March 18, 2020.

Date:

Date:

By: _____

By: _____



Cory Mason
Mayor, City of Racine

Kimberly Kane
President, Kane Communication Group