

To: Janine King, Assistant Village Manager,
Village of Croton-on-Hudson, NY
Via Email to jking@crotononhudson-ny.gov

From: Bill Powers, President
Powers Public Relations
4 Tyler Road
Putnam Valley, NY 10579
Office: 845-284-2240
Email: powerspr@optonline.net

Date: January 19, 2011

Re: RFP response to provide public relations and communications consultation to Croton Community Coalition.

Powers Public Relations is pleased to present this response to the Croton Community Coalition's RFP. I believe I have the experience and professionalism to help enhance the Coalition's visibility, presence and communications to meet its mission of substance abuse awareness, prevention and reduction in the community.

Goals:

- Assess and optimize visibility of Coalition among students in grades 7-12 and their parents.
- Assess and increase Coalition presence in the media.
- Maximize communication between Coalition and its target audiences to insure key messages are being heard.

This proposal will accomplish the above goals through the following program of work performed by the consultant:

- Review and assess with Coalition staff past 12 months of media coverage to determine effectiveness of public image in the media and plan 12 month media calendar.
- Review and assess with Coalition staff past 12 months of events Coalition was affiliated with and determine effectiveness of such affiliations and plan 2012-13 calendar of events.
- Create, conduct and tabulate an online and/or print survey of 7th - 12th grade students and their parents to gauge level of visibility of the Coalition.
- Conduct interviews with top stakeholders and Coalition partners to determine level of visibility of Coalition.
- Develop plan to produce three public service announcements, which will include Coalition's key messages, to be shown on the government and education access cable channels and on

the village, Coalition and school district websites to enhance the Coalition's image in the community.

- Develop plan to conduct an annual poster contest (or similar creative contest), which will include Coalition's key messages, to be judged, selected, printed (or recorded) and posted (or distributed) at key locations in schools, government buildings, and businesses.
- Develop plan to create quarterly email newsletter to enhance the Coalition's image in the community; to be emailed to interested parties and made available on the Coalition website.
- Continue to promote existing events like the Candlelight Vigil and Prescription Drug Collection Day and develop at least one "signature" event that can be held annually.

Proposed Work and Time Frame for Completion

February 2012

Total Hours: 18 hours

- Consultant to meet with Coalition staff to assess past 12 months of media coverage and general communications strategies including social media use (2 hours)
- Consultant to identify community events at which Coalition has had a presence over last 12 months and discuss effectiveness (2 hours)
- Consultant to interview appropriate education officials to assess Coalition's visibility. (4 hours)
- Consultant to conduct interviews with Coalition partners (10 hours)

March 2012:

Total Hours: 22 hours

- Consultant to conduct one-on-one interviews with top 10-12 non-Coalition stakeholders (12 hours)
- Consultant to create survey questions to assess Coalition's visibility (8 hours)
- Consultant reviews survey questions with Coalition and obtains approval (2 hours)

April 2012:

Total Hours: 22 hours

- Consultant to design posters/flyers to promote survey (4 hours)
- Consultant to design and launch approved online survey and have print surveys printed to assess Coalition's visibility (12 hours)
- Consultant to write and distribute press release announcing availability of online and print survey (2 hours)
- Consultant to promote availability of online and print survey through flyers and posters and other media (4 hours)

May 2012:**Total Hours: 18 hours**

- Consultant to brainstorm with focus group and create an annual “signature” event for Coalition and discuss enhancement of existing events (4 hours)
- Consultant monitors on-going progress of on-line survey responses and print survey results (10 hours)
- Consultant continues to promote availability of online and print survey through flyers and posters and other media (4 hours)

June 2012:**Total Hours: 20 hours**

- Consultant tabulates survey results (16 hours)
- Consultant writes three TV scripts for Public Service Announcements containing Coalition’s top messaging, develops plan for production and implementation (4 hours)

July 2012:**Total Hours: 10 hours**

- Consultant presents survey results to Coalition for review and discussion. (2 hours)
- Consultant reviews with staff plans for creation of email newsletter. (2 hours)
- Consultant prepare plans for launch of email newsletter (6 hours)

August 2012:**Total Hours: 10 hours**

- Consultant creates 12 month media plan for Coalition including social media use (4 hours)
- Consultant creates calendar of events for next 12 months (2 hours)
- Consultant prepares final report on survey results for release to media and public distribution (4 hours)

Budget & Fees:**Total consulting: 120 hours @ \$50 per hour = \$6,000.00**

Additional costs: Printing of flyers, posters and reports to be absorbed by Coalition

Professional Experience & Capabilities

Powers Public Relations Highlights:

- Accountable in high-profile public roles, able to overcome challenges and make decisions using experience-backed judgment.
- Strategic leader with the ability to create and execute plans that develop brand awareness,

- create distinction among competitors and exceed goals and objectives.
- Exceptional project manager with strong work ethic and integrity.

Powers Public Relations has extensive experience in the following areas to accomplish the proposed program of work:

- **Media Relations:** Developing short-and long-term media relations strategies; writing and distributing press releases; pitching to and following-up with media; strong media contacts.
- **Video Production:** Comprehensive video production services including producing, scripting, messaging, camera work, and editing.
- **General Communications:** Write, edit and produce print and online newsletters, presentations, brochures, web content, social media content and more.
- **Special Events:** Full service event planning from concept to successful completion.

Who Is Bill Powers?

Bill Powers owns and operates a successful public relations consulting firm, Powers Public Relations, and is using his 20 years of professional experience to help market, promote and enhance the images of his clients, which range from small non-profits and businesses to government entities to large telecommunications companies. He specializes in overall strategy development and offers expertise in media, public and government relations. Bill is a published writer and photographer and an accomplished television producer.

During his extensive career, Bill has been quoted in The New York Times, Newsday, Daily News, Crains, The Journal News, Poughkeepsie Journal, Westchester County Business Journal, Times Herald Record and many others. In his role as spokesman, he has appeared on WNBC, Channel 7 Eyewitness News, News 12, CBS News Radio 880, 1010 WINS and many other TV and radio stations.

Before starting his own firm, Bill was responsible for directing Cablevision's competitive media strategies in the number one media market in the world: New York. When quoted in the press, his words impacted more than 3 million Cablevision customers. He led the company's efforts to promote *The Challenge*, Cablevision's high school quiz show. Bill was recognized by his peers when the cable television industry honored him in 2002 with the Beacon Award for Media Relations for media coverage of Cablevision's Power to Learn initiative involving middle school students studying aboard Henry Hudson's replica ship the *Half Moon*.

Prior to joining Cablevision, Bill served as Communications and Marketing Manager for the City of New Rochelle, NY. There, he was responsible for handling a high volume of daily media inquiries, creating image-enhancing events, developing proactive communications policies, writing the City's newsletter, and launching the City's award-winning website--all designed to promote New Rochelle as the epicenter of Sound Shore

economic redevelopment. He consistently generated positive local, regional and national news coverage for the City.

Before joining the New Rochelle City Hall staff, Bill served as the Executive Director of the Peekskill/Cortlandt Chamber of Commerce, one of Westchester's largest and most influential business associations. At the Chamber, he is credited with spearheading efforts to launch Westchester County's first Business Improvement District, establishing Northern Westchester's first Tourist Information Office and for creating exciting community events designed to attract visitors to the region. Bill is considered by many an expert in downtown revitalization and small business development.

Bill has received commendations from the State of New York, Westchester County, the City of Peekskill, the Town of Cortlandt and awards from the National Cable Television Association, Cable Television Public Affairs Association, the National Federation of Local Cable Programmers, the Westchester Advertising Club, and Habitat for Humanity for his professional and community service accomplishments over the years.

He is most recognized as the face and voice of the annual Peekskill St. Patrick's Parade, having hosted cable television coverage of the parade since its inception 20 years ago. In March 2007, he moved from the anchor booth to the front of the parade when he was selected as its Grand Marshal. In 2009, Bill was presented with the Distinguished Communicator Award by the Peekskill St. Patrick's Committee.

Community Service and Awards:

2010 - present, Chairman of the Board of Directors, Hudson Valley Gateway Chamber of Commerce

2008 - present, Vice Chairman, Board of Directors, Peekskill Celebration

2008 - present, Member, Putnam Northern Westchester BOCES Advisory Board, Communications Academy

2007 - present, Vice Chairman, Peekskill St. Patrick's Parade Committee

2007 Grand Marshal, Peekskill St. Patrick's Parade

2005 First Annual Corporate Media Award, Habitat for Humanity (Westchester County)

2002 Beacon Award, Media Relations, "Cablevision Voyage of Discovery"

2002 Beacon Award, Community Relations (shared), "C-SPAN and Thomas Paine"

1999 Advertising Club of Westchester Award, "Interactive Media-Website" City of New Rochelle

References

Elizabeth Marques,
TV & Film Production Instructor
Putnam Northern Westchester BOCES
914-248-2225

Cathy Montaldo
Executive Director
Peekskill Celebration
914-736-2000

Anthony Ruggiero
Planning & Development Director
City of Peekskill
914-734-4212

Insurance:

Appropriate insurance will be provided if RFP is awarded to Powers Public Relations and award would be contingent on our providing appropriate insurance.

1099: Attached

Contact Information:

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