

1 MCG Advocacy

YOUR ISSUE. OUR EXPERTISE.

THE RIGHT TEAM FOR VICTORY.

When change comes,
are you ready?
Real issues, real results.



a note from the FOUNDER

When change needs to occur, advocacy has a role to play. From support of an issue or increased funding from state or federal government, to improved public awareness, development of new programs or passing and defeating legislation, advocacy is a key driver to change policies and programs.

At Moore Consulting Group (MCG), we have nearly two decades of demonstrated success with building advocacy programs for our clients' issues, products and services, organizations and brands. Now, with the launch of **Advocacy**, we are building on that track record to serve clients in the way that we do best.

About **Advocacy**:

- A specialized practice of Moore Consulting Group, **Advocacy** provides organizations, private companies and lobbying firms with the communication tools they need to emerge victorious from any battle – be it a policy matter, a funding issue or a ballot initiative.
- Services include coalition engagement and mobilization, media training and media relations, message development, special event planning and social media campaigns.
- The **Advocacy** team has more than 75 years of collective experience in politics, media affairs, marketing, crisis communications and graphic design.
- Our team understands how to work with lobbying teams, strategically coordinating efforts and resources to get results.
- Our relationships with members of state and national media, elected officials and lobbyists run deep, ensuring access and results for our advocacy clients.

Businesses, government agencies and non-profit organizations count on communications firms to build advocacy networks to serve as their "amplified" voice. **Advocacy** is all about forging emotional bonds and higher levels of involvement.

The **Advocacy** team understands the critical role advocates play in igniting enthusiasm and building momentum, while influencing the opinions of others. We mobilize advocates early on in the decision-making process and sustain and build awareness throughout.

We offer specialized and strategic advocacy services for our clients, all proven to get the results that drive meaningful action. Your issue is too important to risk letting it fall silent. Turn to the best. Turn to **Advocacy**.

Karen Moore, APR, CPRC is CEO and founder of Moore Consulting Group, one of the top 60 public relations firms in the United States. Karen Moore can be reached at karenm@moore-pr.com or 850.224.0174.



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blueprint for SUCCESS

Who We Are

- Top 60 U.S. public relations firm, O'Dwyer's PR Report
- Top rated healthcare advocacy public relations firm: #1 in Florida, Top 20 in the U.S.
- Top 10 Best Places to Work, *Florida Trend*
- Offices in Tallahassee, Miami and Washington, D.C.



What We Do

- | | |
|--|--|
| <ul style="list-style-type: none"> • Advocacy • Public Affairs • Crisis Communications • Public Relations • Media Relations • Media Training • Research | <ul style="list-style-type: none"> • Advertising • Branding • Creative/Graphic Design • Marketing • Digital Media • Special Events • Strategic Planning |
|--|--|



Our Successes

Our advocacy work has played an integral role in securing victories on behalf of our clients:

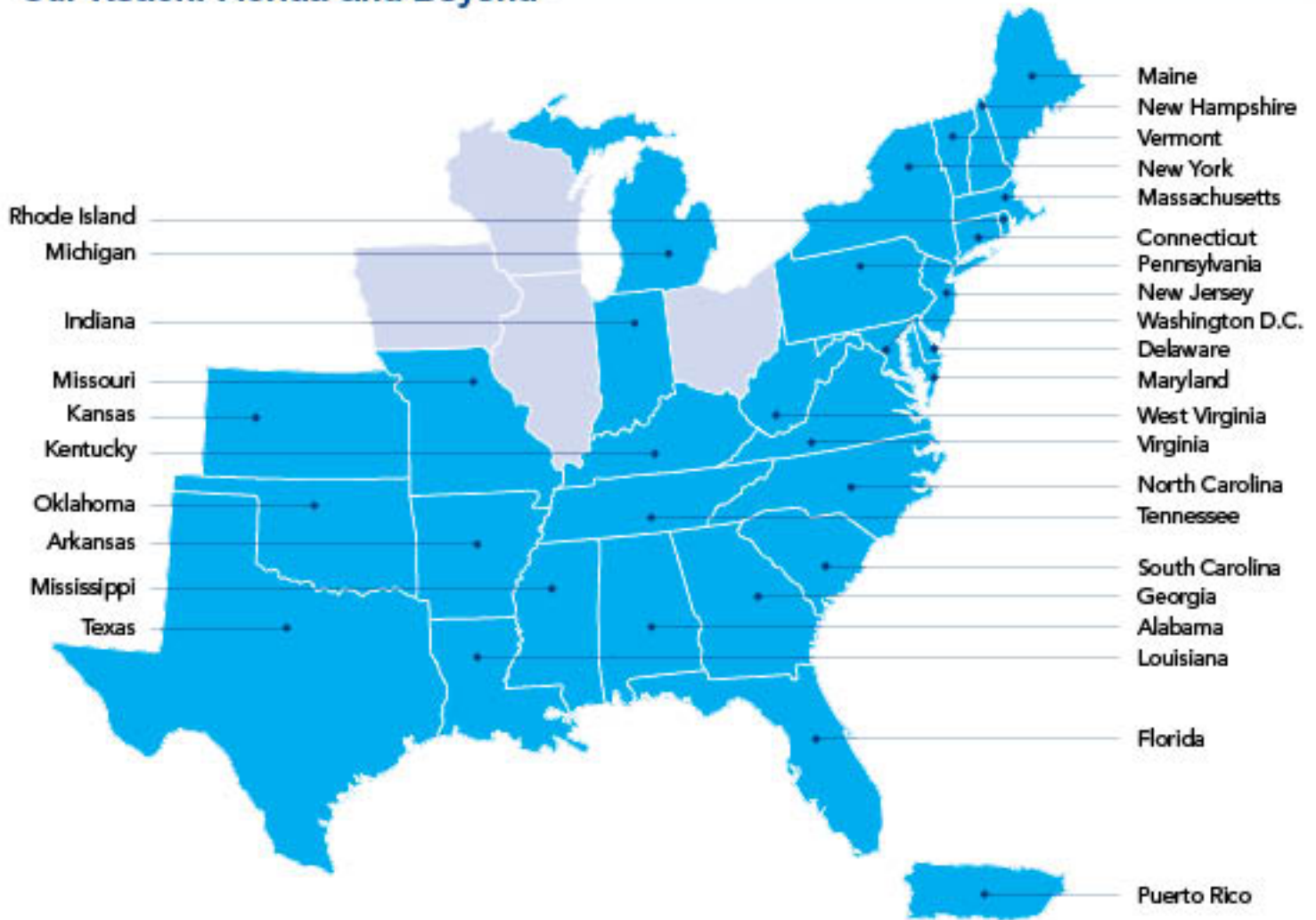
- More than \$50 million a year for trauma hospitals
- A \$1 tobacco surcharge to save nearly 800,000 Floridians from smoking-related deaths
- Nearly \$90 million over three years for Florida tourism
- Increased transparency and oversight for the more than \$550 million in annual court clerks funding
- Aided 5,000 patients with prescription assistance
- Created and engaged a healthcare coalition to prevent elimination of the Medically Needy Program
- Secured extensive media coverage in top national media outlets on behalf of the New Orleans-based legal team representing Gulf Coast fishermen and citizens affected by the Deepwater Horizon oil spill



Excellence in Advocacy and Public Affairs

- Conducted grassroots advocacy for more than 50 state and federal issues
- Organized and managed more than 35 state and national coalition groups
- Provided advocacy and media relations training for more than 200 organizations in 20 states
- Coordinated outreach with targeted groups in more than 20 states for healthcare access issues

Our Reach: Florida and Beyond



A Glimpse at Some of Our Clients



do you have the right team FOR VICTORY?

"If you want a team that gets the job done, look to MCG. They have a remarkable ability to think outside the box and treat every client as unique. As a result, clients keep coming back for more."

PAT AHEARN,
President & CEO, Sextant Public Affairs

"Moore Consulting Group understands the legislative and advocacy landscape – from issues management and media relations to grassroots and social media campaigns. They keep our clients on top and produce the best work out there."

MATT BRYAN,
Smith, Bryan & Myers

"Moore Consulting Group has been instrumental in helping to support Florida's Sheriffs in our legislative endeavors, as well as providing strategy and focus to our communications activities throughout the year."

STEVE CASEY,
Executive Director, Florida Sheriffs Association

"Karen Moore has the skills, the experience and the talented team to deliver top-notch results. With the ever-changing political horizon in Florida, you need a communications team that can stand with you to help fight for your issue. Karen and her team are the best in the business."

STEVE METZ,
Metz Husband & Daughton, P.A.



Success with ^{MCG}Advocacy

Success in advocacy and public affairs boils down to having the right team on your side. To build the right team for victory, it is important to identify the best fit for your communications needs. You need to strategically map out the target audience, message, communications tools and strategies needed to emerge victorious from the battle at hand – be it a policy change, funding proposal or crisis communications.

Before you choose your advocacy team, consider this checklist:

1. Does the firm have strong relationships with key contacts such as the press corps and House and Senate leadership and staff?
2. Will the firm make you and your issue a priority and be available 24-7 for whatever you need?
3. Will the firm make sure you are prepared as an expert spokesperson on behalf of your issue, through media training and tools such as talking points and leave-behind collateral?
4. Does the firm have longevity and staying power? How long have they been in business?
5. Does the firm have proven synergy with lobbying teams that are also fighting on behalf of your issue?
6. How deep is the breadth of experience in the firm's team? Is their 'bench' deep enough to help you score a win?
7. Do you need a firm that has proven its ability to mobilize local, state and national coalitions that will raise awareness and support on your behalf?
8. Does the firm have a track record of getting the frequency and quality of media coverage you need to get your message heard loud and clear?
9. Does the firm have the award-winning creative and graphic design team you need to create collateral pieces that speak to legislators and other target audiences, helping bring them to your corner?
10. If a crisis hits can the firm mobilize quickly to protect your interests? Are they experts in planning press conferences, coordinating meetings with key officials and conducting special events? Can they launch effective editorial and advertising campaigns or constituent petitions in your support?

Your Winning Team:

^{MCG}
Advocacy
YOUR GOAL. OUR EXPERTISE.

SPECIAL EVENTS
Public Affairs

Promotional
Materials

Advertising

Creative/Design

Strategic Planning

Crisis Communications

real issues, REAL RESULTS

Florida Trauma Alliance

When Florida established its trauma care system, 54 hospitals were classified as trauma centers—general hospitals with a special operating suite to treat severely injured patients 24 hours a day, seven days a week. Despite the crucial services these centers provided, more than 30 of Florida's trauma centers had closed due to growing costs and pressures following a funding crisis. That jeopardized the health of nearly 30,000 Floridians who survive life-threatening injuries each year because of these facilities. Representatives from Florida's 21 remaining trauma centers formed an alliance to advocate for the safety and healthcare of Floridians and hired Moore Consulting Group (MCG) to conduct a comprehensive public affairs campaign, including media relations, public relations and coalition-building efforts.

MCG was tasked with raising awareness about the financial crisis facing Florida's trauma centers among Florida legislators, and moving them to action to provide new means of funding. It was imperative to conduct a successful media relations campaign in Florida's key legislative districts, and to raise awareness among the general public and key advocacy groups. As a result of our efforts, the issue received more than 600 media hits and 25 key grassroots advocacy organizations joined the Alliance. In total, more than \$50 million a year in recurring funds was secured for Florida's trauma centers.

Results

Secured \$50 million a year in recurring funds.

Save **Florida's**
Trauma Care

It's Critical



Funding Florida's Courts

In recent years, the Florida Courts system has experienced a significant reduction in funding due to a legislative change that placed court-generated revenue into the county clerks' budgets. While the court-generated funds went directly to the clerks of court, a severe backlog of cases began building due to state budget cuts. In the 2009 Legislative Session, the courts sought to regain control and access to the revenue they were producing through court fines and fees. The courts also worried that the clerks' budgets were not subject to legislative oversight, as are the courts' budgets.

As the Florida Legislature began to consider proposals to finance the court system with a stable source of revenue and enact changes for a more effective and efficient court system, Moore Consulting Group (MCG) worked with lobbying partners throughout the state and developed and implemented an advocacy and media relations plan. This campaign gained attention and support from Floridians and strategically leveraged the voices of chief judges of judicial circuits in key districts.

The issue was one of the most followed during the session, receiving more than 120 media hits. The legislation passed both chambers and was signed into law by Governor Crist. It redirected revenue so that the courts maintained their current level of funding, and the new and increased fees brought in an additional \$56.8 million to the state's general revenue in FY 09-10.

Results

Significant media and legislative attention that resulted in \$110.5 million more for the Florida Courts system and nearly \$57 million more in general revenues.



ORLANDO SENTINEL

Orlando Sentinel, April 18, 2009

We think: Deal on clerks a winner

Legislators are now working on a spending package that would help the judiciary bring court systems while keeping state revenues of Florida's general revenue over state.

The package is a big improvement over the budgeted legislature that would have stopped direct state of state and local state over to support the judiciary.

Now we will need to see if the package, we can get a package.

But we do not want to see the package get out of state the money. We do not want to see the package get out of state the money. We do not want to see the package get out of state the money.

The law requires that a package of the state's budget. The package is a big improvement over the budgeted legislature that would have stopped direct state of state and local state over to support the judiciary.

John, the state's budget committee is working on a package that would help the judiciary bring court systems while keeping state revenues of Florida's general revenue over state.

That's pretty good. It will help the state's budget committee is working on a package that would help the judiciary bring court systems while keeping state revenues of Florida's general revenue over state.

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Speaker Education Project

The Speaker Education Project (SEP) was a nationwide movement dedicated to educating voters about the power and importance of the speakership of the U.S. House of Representatives during the 2010 mid-term elections. The movement was dedicated to ensuring the voters understood that whomever they elected to the U.S. House in November 2010 would have a voice and vote in the selection of the next Speaker of the House. Moore Consulting Group (MCG) was tasked with educating voters in several congressional districts in Florida and Georgia.

MCG implemented a multi-faceted educational campaign incorporating media outreach, public relations and grassroots activities to gain traction and increase awareness of the Speaker Education Project among the public and the media. MCG worked closely with key influencers within each district to strategically distribute collateral materials and we recruited interested parties to participate in earned media activities. MCG also secured "Voter-in-the-Street" videos in which voters asked their candidates to state who they would support as the next Speaker. The MCG team and Speaker Education Project partners intercepted the Congressional Candidates and secured videos of them declaring their choice for the next Speaker of the House. These videos served as the backbone to the campaign's social media efforts.



**** **SPEAKER** ****
EDUCATION PROJECT



WHO WILL BE THE NEXT SPEAKER OF THE HOUSE?
Find out who the candidates in your district are supporting!



THE SPEAKER EDUCATION PROJECT IS:

- Asking nominees of all parties to declare their preference for Speaker if elected in November
- Educating voters about the Speaker's importance to provide the public with greater information to make educated decisions
- Raising the question of whether it is time for a less partisan non-member to be Speaker

LEARN MORE ABOUT WHAT CANDIDATES ARE SAYING AT
www.SpeakerEducationProject.com



Results

Secured social media interaction among targeted districts, earned statewide media attention, organized online discussions about the Speaker of the House position and facilitated awareness of the project in Florida's and Georgia's most popular political blogs.

effective COMMUNICATIONS AMID CRISIS

Lessons From The Gulf Oil Spill

As oil spewed into the Gulf of Mexico following the Deepwater Horizon disaster, environmentalists and government officials struggled to determine the extent of the damage to the ocean, its marine life, and to the health of beaches and shores that run from Florida to Texas.

The Moore Consulting Group team worked closely with the fishermen and other industry members to represent their interests and ensure national and local media outlets had all of the facts surrounding one of the most significant environmental disasters in the history of the United States.

Our advocacy and public affairs expertise gave the fishermen and others impacted by the oil spill a strong, distinct voice amid the noise of national media coverage and federal scrutiny.

Do You Have A Plan?

A crisis, by definition, catches us off guard. Emotions run high. Reputations—to say nothing of profit margins—can be at stake. The greatest aid any organization can provide to itself is a detailed communications plan that outlines steps for responding to a crisis. By being prepared, honest and proactive, you can not only effectively manage the crisis but maintain and even enhance your business's image among the media and the general public.

Highlights of Media Coverage Secured:



Los Angeles Times



Tampa Bay Business Journal

South Florida BUSINESS JOURNAL

The Washington Post

THE WALL STREET JOURNAL

THE HUFFINGTON POST

THE HILL

And like most things that truly work, it is important to conduct follow up after the crisis is over: What was effective? What wasn't? Preparing for a disaster might help you wade through it, but avoiding disasters in the future comes by learning from the experience.

Whether large or small, crisis management for businesses boils down to dealing with a pressing problem or issue immediately by identifying the level of response that is needed. In instances like these, education and awareness-building are often the best cure.

A communications firm that offers a strong reputation in crisis communications can provide businesses with critical counsel, an objective viewpoint and assistance with the implementation of a response plan.



Terrie Ard, APR, CPRC, is Senior Vice President of Moore Consulting Group, one of the top 60 public relations firms in the United States.



Tips for Effective Crisis Management:

- **START WORK ON A POTENTIAL CRISIS BEFORE IT BECOMES PUBLIC.** Plan out key messages, identify a spokesperson and implement steps to resolve the situation. Refer to your pre-approved crisis plan.
- **SPEAK IN PLAIN ENGLISH.** Make sure people understand your message; avoid industry-specific jargon that can confuse the general population.
- **CONVEY YOUR SYMPATHY.** While addressing key issues, be sure to let the audience know you understand the feelings of the parties involved.
- **KEEP EVERYONE INFORMED.** The media, the general public, stakeholders, neighbors, etc. Update every target audience regularly with what you know, what you don't know and what you're doing.
- **WHEN ASKED A HIGH-EMOTION QUESTION:** Respond with compassion, conviction and optimism.
- **WHEN ASKED A "WHAT IF" QUESTION:** Repeat the question, state the actual situation, and state what you know factually.
- **THE TRIPLE POSITIVE:** When breaking adverse news or stating a negative, balance the bad news with at least three more positive, constructive or solution-oriented messages.



Second try to top gusher
BP says a second, smaller oil contain...

» DISPERSANTS continued from 1A

Fishermen question effects of chemicals within dispersant

Joint shrimpers from North Carolina to Texas.

No one but the Texas-based manufacturer, Nalco Energy Services, knows exactly which dispersant BP has been spraying on the slick. The company says it may pose a risk for eye and skin irritation and can cause respiratory problems, but "no toxicity studies have been conducted on this product."

So far, airplanes have sprayed 215,000 gallons across the gulf's surface to control the spill.

On Monday, three Louisiana officials wrote to Tony Hayward, BP's chief executive, expressing "serious concerns about the lack of information to the use of dispersants." They said they wanted "a BP memo that the dispersant used to fight the oil spill cause irreparable short-term harm to our coastal environment, wildlife or people."

Current 5000 has been used by the U.S. Environmental Protection Agency, which indicates it can be stored in the stomachs of organisms. More than half of the agents in tests would stop sticking in sediment, with less absorbing into the water.

How chemicals break up spill

Dispersants, a mixture of solvents, surfactants and other additives, are being sprayed on the Gulf of Mexico. How they break up oil is shown.

What dispersants do

Break up surface slicks of oil into smaller, more soluble droplets.

Water molecules



However, she added anywhere the oil ends up, "it's going to take a while for the system to recover."

"You're making a decision to save your birds at the expense of your larval fish and shellfish population," agreed Henderson. But marine life should be able to bounce back more rapidly, he said.

That's when the dispersants are sprayed on the surface, as their manufacturer proclaims. Over the past week, BP has been testing a radical approach, shooting the dispersants at the source

a depth would be... it would spread the... and dispersant on... where shrimp larvae... organisms could be... There are no federal... for how much disper... be present in seafood... by humans, said N... son, director of the... the National Oceanic... rberic Administration... has been dispatched... to test the effects of... cleanup activities on... "This kind of dispers... Robert McKee, a Fort L... lawyer who's part of a... of attention represen... and Commercial Fi... Association and the... Environmental Action... "There's no way of know... many generations of... life are going to be affect...

"It's kind of disturbing," said Robert McKee, a Fort Lauderdale lawyer who's part of a consortium of attorneys representing the United Commercial Fishermen's Association and the Louisiana Environmental Action Network. "There's no way of knowing how many generations of sea life and how many generations of human life are going to be affected."

Fish and Wildlife Research Institute in St. Piercing who is the state's top science adviser on the

up causing their scales, harming their ability to swim. Five years ago, a 400-page National Academy of Sciences

may be these sickness and fatalities among the fish population, she said, "You hope you're saving some beaches or marshes"

as fast when they were in very cold water -- and the water a mile deep is just above freezing. The shrimpers are worried that using dispersants at such

Times researcher Caryn... contributed to this report... contains information from... cited Press and the Los Angeles Times. Craig Pittman on 4/22/10 8:00 AM at 4/22/10 8:00 AM at 4/22/10 8:00 AM

an inside look at MCG's EXPERTISE

A social media expert. A public relations veteran who helped save tens of millions in state trauma care funding. A longtime Capitol reporter who later joined the governor's communications team for Victory. A former spokesman for one of the state's largest agencies. A political junkie who has raised money and advocated on behalf of state and national candidates and issues.

This is the **Advocacy** team. We are seasoned experts in communications. We understand politics and their impact on state and national policies. We understand what it takes to defend your issue and put your organization on the winning side.



KAREN MOORE, APR, CPRC, FOUNDER & CEO

Karen Moore founded Moore Consulting Group in 1992 and has since grown the company into one of the most successful independently-owned strategic communications firms in the nation, having served clients located throughout the U.S. Karen specializes in advocacy and public affairs, with expertise in grassroots coalition building and political intelligence. She has spoken to more than 200 groups around the country on topics ranging from federal legislation to engaging and mobilizing coalitions.

During her career, Karen Moore has appeared in top media outlets such as the Wall Street Journal, New York Times, Miami Herald, Washington Post, Florida Trend, The Today Show, 20/20 and Good Morning America. Karen offers strategic insight and counsel earned through more than 20 years of implementing successful communications campaigns.



**TERRIE ARD, APR, CPRC,
SENIOR VICE PRESIDENT**

- Led crisis communications team to success following the Deepwater Horizon oil spill last year
- Served as lead on campaign to secure more than \$50 million in annual Florida Trauma Centers funding
- Promoted national marketing campaigns within the Florida Department of Agriculture



**NANETTE SCHIMPF, APR,
MANAGING DIRECTOR**

- Successfully coordinated advocacy campaign on behalf of PhRMA in Puerto Rico
- Led five-month campaign to prevent passage of a North Carolina health care reform proposal - using media coverage, constituent petitions and statewide events to highlight the proposal's threat to small business and access to quality healthcare

**KIRSTEN BORMAN, DIRECTOR**

- Former public affairs director and political coordinator, Florida Chamber of Commerce
- Successful political fundraiser, including work with Congressional Campaign of Daniel Webster (FL -0 08) and the Republican Party of Florida
- Prior government work includes the Florida House Majority Office and the Executive Office of Jeb Bush

**SHANNON COLAVECCHIO, DIRECTOR**

- Former education and state politics reporter, *St. Petersburg Times*
- Former deputy press secretary and speechwriter, Gov. Charlie Crist
- Organized 2010 legislative session campaign that helped safeguard millions in annual funding for biomedical research

**JAMIE FORTUNE, SENIOR DIRECTOR**

- Manages grassroots and advocacy activities for top-level healthcare clients
- Expert in addressing key target audiences regarding sensitive healthcare programs and issues
- Conducts advocacy training for national and state non-profit organizations
- Former public relations manager, Tallahassee Memorial Healthcare

**AUDREY MORRIS, DIRECTOR**

- Expert in leveraging advertising partnerships to most effectively reach target audiences
- Leads grassroots initiatives to influence Ford Motor Company's corporate reputation among Floridians

**EMILY READ, DIRECTOR**

- Led a grassroots campaign focused on rural communities for 2010 Census outreach
- Former communications director, American Heart Association

**FERNANDO SENRA, DIRECTOR**

- Former communications director, Agency for Health Care Administration; former press secretary, Florida Department of Health
- Led campaign to improve transparency in Florida's annual court clerks funding
- Orchestrated grassroots components of 2010 Census campaign on college campuses.

**LIZ SHAWEN, DIRECTOR**

- Specializes in media relations, public affairs and grassroots outreach
- Successfully led social media campaign on behalf of Anheuser Busch
- Orchestrated public affairs campaigns in multiple states to safeguard prescription substitution practices and to protect the business community from harmful legislation

**PATRICK SHEFFIELD, ACCOUNT COORDINATOR**

- Brings experience in the retail, manufacturing and service sectors to the team as well as public affairs support.

**CONTACT US:****JIM HUNT, VICE PRESIDENT FOR BUSINESS DEVELOPMENT**

850.224.0174 or jimh@moore-pr.com

Think you can handle...

More than 4,000 Florida reporters,
160 legislators, hundreds of issues
competing with yours, an entire online
universe and a \$3.5 billion budget shortfall?

...then you don't need us.

For everyone else, arm yourself with ^{MCG}Advocacy.
Your Issue. Our Expertise.

^{MCG}
Advocacy
YOUR ISSUE. OUR EXPERTISE.

Public Affairs • Media Relations • Advertising
Graphic Design • Crisis Communications • Social Media

 moore consulting group
integrated communications

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