



## JACKSON MEDICAL MALL FOUNDATION

### *Request For Proposal For Public Relations Services*

#### **OVERVIEW**

This is a request for a public relations proposal for the Jackson Medical Mall Foundation. The proposal should incorporate the development of a public relations plan and the following activities: media relations, relationship building with appropriate centers of influence, and community relations activities that support overall marketing messages for the Jackson Medical Mall Foundation.

There will be several unique opportunities for the Jackson Medical Mall Foundation in 2010.

We anticipate these activities would include the following:

- Development of Jackson Medical Mall's 15 Year Celebration Campaign
- Arranging local media coverage including interviews, appearance, press releases and other needed media materials as needed.
- Identifying and training key spokespersons from the Jackson Medical Mall Foundation
- Identifying key organizations to which our personnel should belong
- Identifying and assisting with placing our personnel on appropriate boards and commissions
- Creating and coordinating special events
- Identifying possibilities for speaking engagements and appearances
- Identifying additional public relations opportunities within the designated budget

The proposal should be based on a yearly budget inclusive of fees and expenses. The proposed contract period will be July 2010 – June 2011. The deadline for submitting this proposal is May, 31, 2010. Address the proposal to: Jackson Medical Mall Foundation, Attn: Lori Greer, (Confidential) 350 W. Woodrow Wilson, Suite 107, Jackson, MS 39213

All proposals should include:

- Recommended key messages, primary program elements and evaluation criteria
- Estimate various components to develop a comprehensive public relations plan
- Detailed budget and timeline
- List of proposed team members, including biographies, billing rates and level of participation in the account
- Brief case histories that illustrate ability and experience in re-branding, re-facing and changing the overall image of an organization
- List of current and former clients in Mississippi or related fields for whom you have worked in a similar vein, including independent contractors
- Explanation of PR firm's billing procedures including rates, mark-ups, etc.
- References

All proposals will be evaluated on:

- Demonstrated expertise in and understanding of milestone celebrations in addition to image changing and image enhancement.
- Understanding of and ability to meet our goals and objectives.
- Firm and personnel qualifications and experience with weight given to experience of account team.
- Ability of proposal to be executed within an acceptable budget.

## **ABOUT US**

***The Mission of the Jackson Medical Mall Foundation is to foster a holistic approach to health care for the underserved and to promote economic and community development in the Jackson Medical Mall area.***

Development of the Jackson Medical Mall was part of an inner city revitalization project that converted an ailing retail center into a modern medical complex, providing medical care and human services to those who are economically disadvantaged. In 1995, Dr. Aaron Shirley had a vision. He pictured the desolate Jackson Mall thriving once again, not with retail, but instead with what he knew best, healthcare. It was a vision charged with excitement, growth and activity. He proposed that Mississippi's first retail mall be converted into a state-of-the-art ambulatory health care facility providing quality health care for the urban poor of Jackson, Mississippi. This ambitious concept for rebirth and renewal would be, in Dr. Shirley's words, a community-based venture, in terms of its ownership and its mission. To accomplish this, Shirley teamed up with the University of

Mississippi Medical Center, the state's only medical school and research center and the nexus of specialized medical care. Shortly after, Tougaloo College and Jackson State University joined the team to develop and expand educational opportunities at the facility. This vision led to the creation of the Jackson Medical Mall. Today, the Jackson Medical Mall continues to surpass expectations as the only facility of its kind in the nation that provides quality healthcare, human services and retail, an economic development component, to the community. Renamed the Jackson Medical Mall Thad Cochran Center in 2001, the Mall is the hub of growth and revitalization in the City of Jackson. The Mall has made significant progress in several major areas: health care, public safety, education, and community events. The Foundation is the management arm of the facility and oversees day to day operations. Through successful collaborations, partnerships, special programs and initiatives, we remain on target with our mission statement: to foster a holistic approach to health care for the underserved and to promote economic and community development in the Jackson Medical Mall District.

### **OUR CUSTOMERS**

The Foundation has strong ties to the community and builds on that relationship with an extensive community development program that involves the Jackson Medical Mall Community Advisory Board. This board is made up of representatives from local neighborhood associations, area businesses, churches, and schools. CAB members continue to be successful in helping the Foundation target and pinpoint areas seeking growth and renewal. The Medical Mall serves as an important outreach for cultural and community health education efforts. Community Development projects spear-headed by the Foundation include annual community health fairs at area schools and at the Medical Mall, free to the public and other health awareness initiatives.

### **KEY MESSAGE/PUBLIC RELATIONS PRIORTIES:**

The key goal of the campaign is to have the Jackson Medical Mall recognized as a reputable state-of-the art health care facility that offers great service, in a safe environment, and is accessible to **all** individuals of various social and economic backgrounds.

## **QUESTIONS**

Please call Primus Wheeler or Lori Greer at 601-982-8467 if additional information is needed or have any questions.

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