Internship Opportunity

Morreale Public Affairs is offering a paid internship opportunity to a qualified candidate with experience and interest in social media, website design, SEO, writing and graphic design. Not all of these qualifications are necessary but a strong emphasis on social media and writing is essential. Candidate will help to develop social media campaigns for clients in addition to writing fact sheets, press releases and website content. Other skills listed are a bonus but not required.

We believe that this is a great opportunity for a student to gain working knowledge and unique experiences in the public affairs arena. You will be exposed to a diverse portfolio of clients and skill sets including public involvement, government relations, media relations, coalition building, campaign management and event planning. This includes press conferences, rallies and the development and implementation of strategic communications strategies designed to shape policy decisions. The right candidate will gain valuable work experience and an understanding of media, government and public opinion.

Internship pays $12.50/hour and 20 hours per week are required. Some work can be performed from home but most work will be performed in a collaborative office environment near O'Hare.

Qualified candidates can submit their resume and relevant work samples to kim@morrealepublicaffairs.com no later than September 1, 2013.
We are an award winning public affairs firm with expertise in crafting and delivering messages that shape public policy. The talented team at Morreale Public Affairs (Morreale) has mastered the skill of bridging the worlds of government, community and media to build strategic, customized and effective communications campaigns that educate the public and impact the way people think. In 2012, Morreale earned two coveted Platinum MarCom awards for excellence in communications and has been credited for implementing successful community involvement and public relations campaigns across Illinois. In 2013, the firm earned three top honors from Hermes Creative Awards for excellence in traditional and emerging media campaigns, one of the industries leading international distinctions.

What makes us successful is that Morreale has a deep knowledge and working understanding of how policy decisions are made, the political landscape and how to effectively communicate with the public to get them engaged. Our team includes former news reporters, corporate executives, leaders in government and lobbyists. We know the players and understand how the game works which gives our clients the upper hand. We are a results oriented firm that is committed to delivering a superior work product on time and on budget.

MPAG is based in Chicago, Illinois and is a certified Small Business Enterprise (SBE) and Disadvantaged Business Enterprise (DBE).

We use the following communications techniques to create customized public affairs strategies that shape public policy and opinion.

- Elected Official Outreach
- Coalition Building
- Grassroots Organizing
- Public Involvement
- Community Outreach
- Media Relations
- Social Media Campaigns
- Event Management
- Website Design
- Development of Collateral Materials
We take pride in offering superior customer service and delivering measurable results for clients. But don't just take our word for it!

**MarCom Awards**

In 2012, Morreale was awarded the industries highest honor bringing home two Platinum MarCom Awards. The firm was recognized for developing superior public affairs campaigns designed to shape public policy through strategic communications in the categories of Communications/Public Relations Program and Results Oriented Campaign. With more than 6,000 entries, just 18-percent of contestants earned the coveted platinum award. According to MarCom, it looks for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

**Hermes Creative Awards**

Morreale Public Affairs continued its tradition of delivering award-winning campaigns for clients this year and was honored by Hermes Creative Awards for excellence in traditional and emerging media campaigns. Based on the evaluation of The Association of Marketing and Communication Professionals’ judges, Morreale earned a platinum, gold and honorable mention in the category of Results Oriented Campaign.

Hermes Creative Awards is the largest international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, and emerging technologies.
Avoiding Budget Cuts and Stopping Legislation from Passing

CLIENT
The American Dental Association funded a public affairs program in states facing significant legislative challenges. The Illinois State Dental Society was concerned with record funding cuts for public dental programs and legislation that would allow dental hygienists to perform restorative dental.

ISSUE
Restoring proposed cuts to dental programs at a time when the state was struggling to plug an $11 billion deficit was a challenge. At the same time, dental hygienists were making the case that they could fill the gap if allowed to perform basic dental procedures outside of teeth cleaning.

STRATEGY
Morreale formed a coalition of 30-stakeholders to advocate on behalf of maintaining current funding levels and requested that funding be expanded to provide much needed dental services to low-middle income families. We made the case that allowing hygienists to perform restorative dental procedures would put the public at risk.

- Create campaign logo and collateral materials
- Determine messaging and design legislative kits to arm the lobbying team with direct and pertinent messaging to be shared with policy makers and key staff
- Host two lobby days; day one attendees filled out a “Lobby Day Report Card” that gave us insight about a legislator’s position on our issues, and day two, 250 dentists visited Springfield to meet their lawmaker
- Executed “call to action” email alerts, which reached close to 200 legislators and the governor in less than 24-hours
- Created a website as an information portal and track progress
- Executed an aggressive statewide media campaign

RESULT
Legislation to break down the regulatory structure was defeated three years in a row. Morreale’s strategy was credited in getting legislation passed including $2 million appropriation for the construction of dental clinics. The legislature is now familiar with funding issues related to dental care and is knowledgeable about the coalitions proposed solution. Additionally, while several programs were eliminated and most cut 16-percent across the board, we were successful in securing $1 million in the Cook County budget for dental programs. The American Dental Association uses our work as an example of best
practices for public affairs campaigns.

Restore Critical Funding Cuts for Disability Programs

CLIENT

The Arc of Illinois is a not for profit advocacy organization that represents more than 220,000 people with disabilities and their families. The Arc empowers persons with disabilities to achieve full participation in community life through informed choices.

ISSUE

The challenge was to restore $76.3 million in proposed cuts and elimination of programs within the Division of Developmental Disabilities budget while the state struggled to plug an estimated $13 billion budget shortfall, the largest in state history.

STRATEGY

The objective was to alert policy makers about the critical need to fund services geared towards keeping people with disabilities in their homes and communities. Tactics included:

- Created a statewide coalition
- Developed and launched the LIFE campaign with a themed graphic, key messaging, Facebook profile and website
- Executed a strategic legislative campaign with a primary focus on governor’s office, legislative leadership and appropriations and human services committee members
- Prepared advocacy kit for constituents to give to lawmakers
- Produced a DVD that humanized the issue and told the story of how families would suffer if programs were cut
- Executed a strategic media campaign including more than 30-earned media placements and a statewide editorial board swing
- Organized an electronic petition drive that produced over 1,200 signatures of support and planned a rally with over 500 people in attendance

RESULT

Full funding for critical services and all grants were restored. Key endorsements from the Chicago Sun-Times, State-Journal Register, Chicago Tribune, Pantagraph
and Rockford Register raised awareness about the crisis and put pressure on lawmakers.
Maintaining Shipping Rights and Expanding Consumer Choice

CLIENT
The Illinois Grape Growers and Vintners Association (IGGVA) is a non-profit organization dedicated to developing the viticulture interests of Illinois. The group of 68 wineries and 450 grape growers throughout the state produce 500,000 gallons of wine annually.

ISSUE
In an effort to bring Illinois into compliance with a U.S. Supreme Court decision requiring that states treat in-state and out-of-state wine producers equally, the General Assembly considered a bill to limit the number of cases a winery could ship directly to a consumer, effectively stunting the growth of Illinois’ wine industry. Initial lobbying efforts were not effective since most legislators were not familiar with the booming wine industry in Illinois. Furthermore, there were several powerful lobbying groups working against the IGGVA.

STRATEGY
Morreale created a public relations strategy to frame the argument as “David vs. Goliath.” We prepared local winemakers to visit editorial boards and positioned the wine industry as small, hard working family owned businesses that were an agricultural gem in Illinois. In contrast, the beer industry was painted as a self-serving, clout heavy group only interested in protecting the distribution process and their bottom line. Key highlights included:
• Profiled winemakers as hard working farmers with family-owned businesses
• Educated legislators and the public about the wine industry’s economic impact, including the tax revenue and jobs the industry provides
• Met with editorial boards and key reporters as negotiations progressed
• Launched a Contact to Your Legislator campaign, engaging 1,000 participants
• Created a coalition of key stakeholders
• Created and distributed binders to policymakers with editorial board endorsements, press clips and fact sheets

RESULT
A political climate that overwhelmingly favored the opposition shifted to encouraging both sides to work together toward a compromise. This issue received national attention including dozens of positive articles in newspapers and broadcasted on TV and radio. Six of the states major editorial boards endorsed the wine industries legislative position. As a result, the original legislation was defeated and we came together the following year to negotiate and pass a compromise bill.
Bus on Shoulder Public Relations

CLIENT
Pace serves transit riders in the five suburban counties bordering Chicago and operates the third largest Paratransit service in the United States.

TASK
In 2011, legislation was enacted for a pilot program that allowed Pace to operate designated buses along the shoulder of I-55 to offer a safe, reliable and sustainable alternative to driving between the southwest suburbs and Chicago. Morreale developed and executed a public relations strategy to highlight project benefits and increase ridership in addition to promoting public safety messages. Interagency cooperation between The Regional Transportation Authority, Pace, Illinois Department of Transportation and Illinois State Police was critical to successful launch of the program.

STRATEGY
Morreale worked with municipalities in Pace’s service area to provide information on the program and partnered with them to hold public information meetings which drew more than 250-participants. We created a brochure that emphasized project benefits including that the coach busses were an economical, environmentally friendly, convenient, safe, reliable and comfortable way to reach their destination. Customers appreciated the fact that the bus on shoulder ride would save them time and allow them the opportunity to read, catch up on school or work or just relax. Our team organized a photo shoot to capture pictures of passengers enjoying the amenities in addition to securing testimonials from satisfied customers. We had a team of photographers on the expressway and on the overpasses to capture the bus in action from several vantage points.

Morreale developed a successful media campaign which included a preview for transportation reporters a week prior to the project launch in addition to a highly attended press conference in a key Pace Bus on Shoulder service area. The Illinois Governor, elected officials, transportation leaders and every major media outlet in Chicago attended the event that included a bus tour.

RESULT
Our strategy resulted in several days of positive press coverage in electronic, broadcast and print media and a flawless launch to a first ever-transportation initiative in Illinois. We noticed our talking points and key messages incorporated into news coverage. Some examples include:

• “Pace pilot project aimed at cutting congestion and improving service is a first for Chicago area”- Chicago Tribune
• “Bus-only lanes are a smart step toward easing Chicago commutes”- Crain’s
• “An attractive alternative to being stuck in traffic”- Daily Herald
• “Pace pilot program to save time and fuel”- NBC-5 Chicago
• “New pilot program speeds drive time for some expressway commuters”- WGN TV
• “Encourage Mass Transit Use, Improve Job Access, Ease Congestion and Offer Free Wi-Fi Service”- ENews, Park Forest

As a result, Pace has experienced a steep increase in ridership and had added routes. Based on the success of the program plans are underway to make this program permanent.
Smart Ideas for Business Energy Efficiency Expo

Client
ComEd’s Smart Ideas for Business is an energy efficient educational initiative that strives to provide business customers and trade allies with valuable educational resources to implement projects in accordance with Illinois Public Act 95-0481. We partnered with DCEO, Nicor Gas, Peoples Gas and North Shore Gas to execute a well anticipated conference and trade show at the Donald E. Stephens Convention Center in Rosemont, Illinois.

Scope
Morreale provided ComEd with multiple cost effective yet unique options to engage business customers and trade allies while exceeding ComEd’s business and marketing objectives.

Event Management
Overall event management, design, and production;
Venue research, site-inspections, comparison and selection;
Meeting planning, conference and trade show services and production scheduling;
Audio-visual procurement, production and technical support;
Contract and price negotiation;
Manage event communication / invitation process; premium research;
Create and manage website / online registration and manage revenue;
Registration management and customer service both pre-event, on-site and post event:
Manage staff training, communication and on-site assignments, exhibitor event communications, on-site walk through meeting and set-up;

Designed Communications
Morreale created event communications that were attractive, met brand standards and gained approval of all the utility partners. Needs included creating an event identity including electronic save the date, invitation, electronic reminders, signage and meeting agenda, event identifier, website banner, meeting program booklet, PowerPoint template and name-badge design to enhance the existing look and feel to ensure brand consistency and sustainability.

Result
The 2011 Energy Efficiency Expo sold out prior to the event. We hosted over 1,000 industry leaders and based on survey results all aspects of the event exceeded expectations.
Kim established Morreale Public Affairs in 2006, lending her unique background in journalism and government to develop public affairs strategies that have successfully shaped public policy and opinion. She has earned a reputation as a creative and energetic counselor and communications professional for a diverse group of clients. Kim has extensive experience in media and government relations, public involvement, grassroots organizing, coalition building and event management.

Prior to starting her own business, Kim was the Director of External Affairs at the Illinois Department of Transportation (IDOT). As the Director, Kim was responsible for managing statewide public relations for construction projects like The Dan Ryan and Kingery Reconstruction projects and high profile campaigns like Adopt-A-Highway, Child Passenger Safety, Click it or Ticket, You Drink & Drive, You Lose and Work Zone Safety. She spearheaded an unprecedented public-private partnership initiative that promoted the department’s safety programs with minimal cost to taxpayers. Additionally, Kim led the charge in a progressive program that built coalitions among community groups and stakeholders to include them in the process of highway construction.

Prior to her tenure at IDOT, Kim was a reporter and anchor for the CBS affiliate in Rockford, Illinois, where she worked with the Mayor’s Office, state government, hospitals, chambers of commerce and grass roots organizations to cover consumer and general news stories. Kim also spent time at NBC-5 Chicago and CLTV News. She is proud to have earned over 250-awards as an amateur figure skater and professionally trained a team of national competitors.
Michelle Arnold is a marketing professional with twenty years of experience in management, public affairs, corporate communications, as well as corporate and community event planning. Michelle has great understanding of public policy, community and sustainable development events, advocacy and marketing strategies. She has vast experience in both corporate and public affairs as well as establishing and maintaining effective communication and working relationships with executive management, local government officials and community partners.

Before joining MPAG, Michelle was a Vice President at ABN AMRO Bank / LaSalle Bank where she was responsible for event marketing and community development in the U.S. Midwest region. Annually, she produced and managed over 750 events with an overall budget of $16 million. Michelle developed and managed community and sustainable development events and marketing strategies, including The LaSalle Bank Chicago Marathon and Expo, LaSalle Bank Open, March of Dimes Walk America, United Way and Special Olympic campaigns, executive retreats, client entertainment, multiple public ribbon cuttings and press conferences.

Michelle holds a bachelors degree from Northeastern University in Chicago, with a specialization in Communication and Sociology. She is a member of Meeting Planners International (MPI) where she continues to enhance her career with training on current trends and issues. She completed a certificate course at Kellogg School of Management for Marketing Not for Profits and Managing the Board of Directors.
Michelle Calkins
Project Manager

Michelle is a marketing and event professional with over fifteen years of experience in corporate and not-for-profit event planning. Michelle has extensive experience with corporate and sports marketing, corporate communications, registration website management, project management and promotional merchandise programs. She has developed and maintained strong working relationships with executives, clients, vendors and community members.

Before joining Morreale, Michelle was an event manager at the American Brain Tumor Associations where she was responsible for the organizations internal and external fundraising initiatives. She managed their Annual 5K Run/Walk, the ABTA Running Team as well as 30+ volunteer events. Michelle was instrumental in developing their event websites and registration processes as well as managed the event day logistics and onsite registrations.

Prior to working for the ABTA, Michelle was a corporate event planner for LaSalle Bank managing over 35+ events annually. She spent a majority of her career as the event planner and merchandise manager for the LaSalle Bank Chicago Marathon, The LaSalle Bank Shamrock Shuffle and the LaSalle Bank Open.

Michelle holds a bachelor degree from National Louis University in Chicago, with a specialization in Social Science and English. She is actively involved within community at the March of Dimes walk, Girl Scouts of Greater Illinois and the ALS Walk.
Marisa has put her creativity to work for Morreale's clients since 2012 including designing logos, campaign marketing materials, brochures and promotional items. She could technically be called a Graphic Designer, but this oft-used title doesn't quite cover her dynamic and multi-faceted work. By combining her formal education and natural inclination towards the fine arts and illustration, with a recent additional degree in Web Design/Interactive Media, Marisa has found a way to blend fine art sensibilities with cutting edge technology. The Result? Strong, clean, unique identities for clients.

With more than 8 years experience in designing for both small businesses and large corporations, along with a past life in television media, Marisa has developed the necessary expertise for tailoring her work to fit individual client's needs. She values one-on-one interaction and relationships in order to fully understand each client's vision for growth.