

Media Rep Global Strategies

Jason Pack, Principal Consultant

Email: jpack@mediarep.us

Phone: (865) 235-1217

November 3, 2025

Theresa Abadie

Comptroller

Office of the State Treasurer

State of Mississippi

Email: Theresa.Abadie@treasury.ms.gov

Subject: Submission of Proposal – RFP #3120003221, Communications and Marketing Consulting Services

Dear Ms. Abadie,

On behalf of **Media Rep Global Strategies**, I am pleased to submit our proposal in response to **RFP #3120003221 – Communications and Marketing Consulting Services** for the Mississippi Office of the State Treasurer.

Our team brings more than 30 years of experience in public affairs, media relations, and strategic communications at the highest levels of government. We have directed national media operations during complex, high-visibility events including the Boston Marathon bombing, the Pulse Nightclub attack, and the Nashville Christmas Day bombing. Our mission is to deliver the same disciplined, results-focused approach to the Treasurer's Office—building public confidence, increasing participation in state programs, and ensuring every campaign reflects the trust Mississippians place in their government.

As outlined in the accompanying proposals:

- **Technical Proposal** – Fully addresses all requirements in Sections II and III of the RFP, including advertising, media relations, creative production, community engagement, and performance measurement.
- **Cost Proposal (Appendix A)** – Provides a transparent, fixed-price structure with clear deliverables and hourly rates.
- **Management Proposal** – Demonstrates our team qualifications, Mississippi experience, and quality management plan.
- **Appendices B–D** – Completed and included per RFP requirements.

We appreciate the opportunity to partner with the Office of the State Treasurer to help Mississippians better understand, trust, and utilize the financial programs that benefit their families and communities.

Please don't hesitate to contact me directly at **(865) 235-1217** or **jpach@mediarep.us** if any additional information is needed.

Sincerely,

Digital Signature: /s/ Jason Pack

Jason Pack

Principal Consultant

Media Rep Global Strategies

TECHNICAL PROPOSAL

Mississippi Office of the State Treasurer

RFP #3120003221 – Communications and Marketing Consultants

Submitted November 3, 2025

Submitted by:

Media Rep Global Strategies

Jason Pack, Principal Consultant

Email: jpack@mediarep.us | Phone: (865) 235-1217

Executive Overview

Media Rep Global Strategies (MRGS) offers more than 30 years of experience in public affairs, crisis communications, and strategic messaging at the highest levels of government and the private sector. Led by former FBI spokesperson and crisis negotiator Jason Pack, MRGS brings national-level media expertise, local Mississippi relationships, and a proven ability to manage complex communication environments with speed, accuracy, and credibility.

Key Differentiators

- Former FBI Special Agent and spokesperson who directed national media response during the Boston Marathon bombing, Pulse Nightclub attack, and Nashville Christmas Day bombing.
 - Extensive experience supporting federal and state agencies in public affairs, financial literacy campaigns, and crisis response.
 - Mississippi roots and relationships — served twice as FBI Special Agent in Jackson Field Office and committed to subcontracting with Mississippi-based creative and production partners.
 - Transparent fixed-price model with audit-ready records and clear performance KPIs tied to program outcomes.
 - Proven discipline in high-trust communications — earned media quality, sentiment tracking, and crisis readiness integrated into every plan.
-

A) Executive Summary — Managed, Predictable, Outcomes-Focused

Media Rep Global Strategies will deliver a turnkey communications and marketing program under a single fixed annual fee. The program covers strategy, creative development, production supervision, media planning and placement, and measurement and optimization. Third-party cash expenses are pre-approved and passed through at vendor cost with itemized documentation for full transparency and audit readiness.

Our approach is tailored to Mississippi through localized campaigns for North/Delta, Central, and Coast regions using a unifying Magnolia creative system with culturally relevant variants (e.g., university pride and coastal heritage). We maintain a crisis communications protocol to protect public trust during financial, operational, or cyber events.

Outcome Focus (KPIs)

- Unclaimed Property (UP): searches → claims initiated → verified claims
- 529 College Savings: accounts opened → contributions
- Public Confidence: positive earned-media quality, regional reach/engagement, sentiment trend

Regular dashboards and ≤ 10-page Quarterly Briefs keep reporting concise, actionable, and aligned with Treasury objectives.

B) Scope Compliance Matrix (RFP § 2.1 & § 2.1.2)

All requirements acknowledged and addressed in detail.

RFP Reference	Requirement	Corresponding Proposal Section
2.1.1 A	Advertising through radio and television	Component 2 (Digital & Social) and Component 3 (Creative & Production Supervision)

2.1.1 B	Creation of commercial creative and production of spots	Component 3
2.1.1 C	Assist with internet marketing campaigns	Component 2
2.1.1 D	Marketing to civic organizations and community events	Component 4
2.1.1 E	Marketing to employers (promote college savings benefit)	Component 4
2.1.1 F	Marketing to communities for Unclaimed Property	Component 4 – Campaign 1
2.1.1 G	Display & booth setup at conventions/fairs/meetings	Component 4
2.1.1 H	Assist with Treasury website updates	Component 2 (Web Support)
2.1.1 I	Public affairs & media relations for Executive Office	Component 1
2.1.1 J	Assist with direct mailings to targeted groups	Component 2
2.1.1 K	Assist with advertising through sports marketing entities	Component 2 (Media Planning) & Component 4 (Local Partnerships)
—	Telephone marketing (optional)	Component 2 (Compliant Phone Outreach & Scripting)
2.1.2	Design of taglines and printed materials	Component 3
2.1.3	Awareness and buyer research	Component 5 (Measurement & Reporting)

C) Understanding of Needs — Programs, Audiences, Outcomes

Program Priorities

- Unclaimed Property: Drive residents to search and complete verified claims.
- 529 College Savings: Increase accounts and contributions during back-to-school, graduation, and tax season.
- Public Confidence & Transparency: Enhance understanding of Treasury programs and strengthen trust in state financial management.

Audiences & Stakeholders

Residents statewide segmented by region and life stage (parents, grandparents, retirees, students), as well as media, educators, community and faith organizations, business leaders, and legislators.

Outcome Framework

UP path: Impressions → Site sessions → Searches → Claims initiated → Verified claims

529 path: Impressions → Clicks → Accounts opened → Contributions

Confidence: Earned-media quality (Tier 1/2), regional reach, engagement, and sentiment trend

D) Approach Organized as Components (Fixed-Price Clarity)

Work is organized into five auditable components with defined milestones, deliverables, and KPIs.

Component 1 — Strategy & Media Relations

Scope: Annual communications plan; message architecture; press assets; executive prep; crisis posture.

Milestones: Plan approval (Q1); monthly press assets; media training (Q2).

Primary KPIs: Tier-1/2 placements, message pull-through, response time.

Component 2 — Digital & Social

Scope: Always-on content, paid social/search, community management, analytics.
Milestones: Monthly content calendars and creative sets; paid flight plans; analytics readouts.
Primary KPIs: CTR/CPA by campaign; UP searches and 529 openings from digital channels.

Component 3 — Creative & Production Supervision

Scope: Concepts, scripts, design, vendor bidding and supervision, QC and compliance.
Milestones: Approved concepts and storyboards; vendor quotes; captioned masters and traffic logs.
Primary KPIs: On-time approvals, first-pass compliance rate, budget adherence.

Component 4 — Community Outreach & Localized Campaigns

Scope: Regional creative system; event communications; partner toolkits.
Milestones: Magnolia system finalized; regional variants and event kits delivered.
Primary KPIs: Local activations; regional engagement lift; conversion improvement.

Component 5 — Measurement & Reporting

Scope: KPI framework; dashboards; quarterly briefing; continuous optimization.
Milestones: Monthly dashboard; Quarterly Brief (≤ 10 pages); awareness research as requested.
Primary KPIs: KPI attainment vs plan; cost per verified action; quarter-over-quarter improvement.

E) Level of Effort & Startup Schedule

Annualized Level of Effort (approximate)

Strategy Lead / Crisis Comms 0.45 FTE | Senior Campaign Oversight 0.17 FTE | PR/Media 0.60 FTE | Digital/Social 0.65 FTE | Designer 0.25 FTE | Web 0.15 FTE | MS Outreach 0.25 FTE | Admin 0.20 FTE

30-60-90 Day Timeline

- 0–30 Days: Kickoff, intake, annual plan draft, press calendar, baseline KPI setup.
- 31–60 Days: Plan approval, initial flights, dashboard launch, regional creative system finalized.
- 61–90 Days: Optimization cycle, tabletop crisis drill, Quarterly Brief.
Ongoing: Weekly status updates, monthly dashboards, quarterly briefs, and NTE

approvals for third-party spends.

F) Quality Management Practices

All deliverables undergo standardized QC checklists (message accuracy, legal review, captioning, ADA accessibility, and rights documentation). Media plans include insertion orders, screenshots, and brand-safety controls.

Sample Reporting: Monthly Dashboard and Quarterly Brief templates available upon request or at interview to demonstrate quality reporting format and clarity.

G) Component-to-Payment Checkpoints

Payment occurs upon completion of component milestones approved by OST. Each phase includes deliverable verification to ensure transparency and audit compliance.

H) Sample Campaign Concepts

1. **“Is It Yours?” — Unclaimed Property** → Statewide Magnolia look with regional themes; TV/radio/OTT + digital.
 2. **“Future Funded” — 529 College Savings** → Digital video and social push around tax season and graduation.
 3. **“Your Money, Safely Managed” — Trust & Transparency** → Short explainers and earned media series building confidence in Treasury stewardship.
-

I) Implementation Options

Option A — Standard Managed Program → All core services under fixed annual fee; third-party costs pre-approved and passed through at vendor cost.

Option B — Standard + Production Allowance → Includes an annual production allowance for quick-turn video/audio projects drawn only with OST written approval.

J) Project Management & Governance

Regular status meetings, Regular analytics reviews, quarterly briefings. One accountable program lead coordinates all components and vendors. All third-party spends require OST written approval with NTE budgets. Out-of-scope or expedited requests follow formal change-order process.

K) Why This Proposal Is Most Advantageous to the State

- Outcome-driven approach linked directly to program KPIs.
 - Predictable fixed-fee structure with no surprise labor charges.
 - Transparency through itemized pass-throughs and NTE approvals.
 - Localized Magnolia creative system for statewide resonance.
 - Proven crisis communications and risk control protocols.
-

L) Conclusion & Acknowledgment

Media Rep Global Strategies certifies that all requirements of RFP #3120003221 have been read, understood, and will be fully met. All work will be performed as an independent contractor under a fixed-price structure per Section 1.14 of the RFP, and the Office of the State Treasurer will retain full ownership of all materials produced.

Digital Signature: /s/ Jason Pack

Jason Pack

Principal Consultant, Media Rep Global Strategies

COST PROPOSAL

Appendix A – Pricing Schedule
Mississippi Office of the State Treasurer
RFP # 3120003221 – Communications and Marketing Consultants
Submitted November 3, 2025

Submitted by:
Media Rep Global Strategies
Jason Pack, Principal Consultant
Email jpack@mediarep.us | Phone (865) 235-1217

A) Overview

This Cost Proposal is submitted in accordance with Section III and Appendix A of the RFP. All services will be delivered under a **fixed-price contract** totaling **\$136,950 per year**, or **\$410,850 for the three-year base term**, with optional renewals at the same rate subject to legislative appropriations.

Invoices will be submitted **monthly in arrears** for completed component deliverables (§ 1.11). All third-party cash expenses (media, printing, production) will be **pre-approved** by OST and **billed at vendor cost** with itemized backup documentation.

B) Annual Fixed-Price Summary

Category	Description / Scope	Annual Fixed Fee (USD)
Core Professional Services	Annual communications plan, strategy and PR execution, digital/social management, creative development, reporting & quality control	\$136,950

C) Optional Add-On Services (Not-to-Exceed)

Service Type	Annual NTE Value (USD)	Notes
Video Production Pool	\$20,000	Quick-turn video/audio production as approved by OST
Awareness / Buyer Research	\$10,000	Optional public awareness survey and analysis
Event Marketing / Sponsorship Support	\$5,000	Design and collateral for community or employer events

Total potential annual expenditure with options (if all exercised): \$171,950.

D) Hourly Rates (for Reference Only)

Service Category	Unit of Measure	Proposed Rate (USD)	Description
Senior Communications & Crisis Counsel	Hour	\$200	Strategic counsel, crisis response
Media Relations & Messaging Strategy	Hour	\$175	Press coordination, media training, content

Digital & Social Campaign Management	Hour	\$150	Paid media, social management, analytics
Creative Design / Copywriting	Hour	\$125	Print and digital creative
Video Production & Editing	Hour	\$135 – \$150	Concept through post-production
Web Content Support (ADA updates)	Hour	\$120	Accessibility compliance, content maintenance

E) Contract Terms and Assumptions

- Pricing aligns with OST's **historical five-year spend (~\$685,000)** and reflects MRGS's commitment to operate **within the state's budget expectations**.
 - Media placement billed at **vendor cost + 10%** for planning, verification, and reporting.
 - Production management fee \$3,500–\$7,500 (or 5%, capped at \$7,500).
 - No prepayment permitted; payments net-45 days (Miss. Code Ann. § 31-7-301 et seq.).
 - All work performed as an **independent contractor** per § 1.14 of the RFP.
-

F) Certification

Media Rep Global Strategies certifies that all pricing and rates contained herein are **independently determined**, that the firm has not colluded with any competitor, and that all charges conform to the requirements of RFP # 3120003221 (Appendix A).

Digital Signature: _____/s/ Jason Pack_____

Jason Pack

Principal Consultant, Media Rep Global Strategies

Note:

All services, deliverables, and costs are based on the scope of work as defined in RFP #3120003221 and any officially issued amendments.

Any additional work requested by OST outside this defined scope will be subject to a mutually agreed change order and fee adjustment.

All media and production costs will be incurred only upon written OST approval.

MRGS maintains professional liability and general business insurance and will provide certificates upon request.

MRGS reserves the right to negotiate final contract terms consistent with Mississippi procurement law prior to execution.

MANAGEMENT PROPOSAL

Mississippi Office of the State Treasurer

RFP # 3120003221 – Communications and Marketing Consultants

Submitted November 3, 2025

Submitted by:

Media Rep Global Strategies

Jason Pack, Principal Consultant

Email: jpack@mediarep.us | Phone: (865) 235-1217

1. Firm Background

Media Rep Global Strategies (MRGS) is a full-service communications and crisis consulting firm led by former FBI Special Agent, spokesperson, and crisis negotiator **Jason Pack**, who brings more than 30 years of experience in public affairs, media relations, and messaging strategy. MRGS provides senior-level communications leadership and turnkey public relations solutions to government agencies, corporate clients, and mission-driven organizations across the United States.

MRGS operates under a senior-led model in which all client strategy and approvals are personally overseen by the Principal Consultant. With experience directing communications for federal agencies, multi-state operations, and state departments, Mr. Pack ensures that OST receives executive-level attention without the overhead of a large agency. Every deliverable, from campaign design to message testing, receives senior review to maintain accuracy, tone, and compliance with state regulations.

2. Relevant Experience

- Directed national media response during the **Boston Marathon bombing**, **Pulse Nightclub attack**, and **Nashville Christmas Day bombing**.
- Served as **FEMA External Affairs Officer**, coordinating crisis communications across multiple state governments.
- Twice served as an **FBI Special Agent in Mississippi**, including seven years with the Jackson Field Office as spokesperson and media liaison.
- National cable news analyst on public safety and crisis communications.

- International instructor for law enforcement communications, including the FBI Academy and the National Information Officers Association.
-

3. Mississippi-Specific Advantage

- **Mississippi First Strategy:** MRGS prioritizes the use of **Mississippi-based subcontractors** for design, video production, accessibility compliance, and event collateral. This ensures that as much of OST's investment as possible remains in Mississippi, supporting the state's creative economy and workforce.
 - **Local Understanding:** The firm's founder served in the Jackson Field Office and maintains long-standing relationships with journalists and community leaders across Mississippi. MRGS communicates with the credibility and tone Mississippians trust.
 - **Regional Messaging Customization:** MRGS develops creative strategies that reflect Mississippi's diversity and regional character:
 - **Delta Region:** Agricultural heritage, small-town values, and strong community identity.
 - **North Mississippi:** Emphasis on education, family savings, and university pride.
 - **Central Mississippi:** Fiscal transparency, state service access, and leadership credibility.
 - **Southern Mississippi:** Tourism economy, family resilience, and public trust.
 - **Gulf Coast:** Maritime culture, veteran communities, and regional pride.
Each message carries a unifying Magnolia identity while adapting tone, imagery, and content to each region's audience.
 - **Institutional Knowledge:** MRGS understands the communications landscape unique to Mississippi's public institutions. The firm's experience collaborating with the Mississippi Department of Education, law enforcement agencies, and local broadcasters provides an established network for outreach. The team knows how Mississippians consume information through church bulletins, local talk radio, and regional television affiliates and tailors both message and media to reach them effectively.
-

4. Team Structure and Subcontractors

Organizational Structure

Jason Pack – Principal Consultant and Project Lead

- |
- | — Mississippi-Based Creative Partner(s) – Graphic Design, Video, Accessibility
- | — Digital and Social Manager – Campaign Execution, Analytics
- | — PR and Media Relations Coordinator – Press Outreach, Content Development
- | — Administrative and Reporting Support – Quality Assurance, Documentation

Roles and Availability

Role	Responsibility	Availability to OST
Jason Pack (Principal Consultant)	Strategic oversight, messaging architecture, crisis communications	~50%
Digital and Social Manager	Paid media management, analytics, reporting	~30%
Mississippi Creative Partners	Design, production, accessibility	As needed per project
PR and Media Relations Coordinator	Press materials, pitching, monitoring	~20%
Administrative Support	Reporting, documentation, quality checks	~10%

Subcontractor Policy:

All non-core services follow a **Mississippi First subcontracting policy**, engaging Mississippi-based vendors whenever possible. Contracts with out-of-state vendors will only be used when specialized skills are unavailable locally and only with prior OST approval.

5. Quality Management and Reporting

MRGS uses standardized quality-control checklists for every deliverable, including legal review, message accuracy, ADA accessibility, and production specifications.

Transparency and accountability are maintained through:

- Monthly dashboards summarizing KPIs and costs
- Quarterly briefs (ten pages or fewer) detailing progress, challenges, and next actions
- Audit-ready documentation for all creative, production, and media expenditures

All vendor invoices are reviewed and approved by MRGS leadership before submission to OST. Each month, OST will receive a detailed cost report showing vendor quotes, selections, and final expenditures to maintain complete financial transparency.

5.1 Performance and Evaluation

MRGS applies a clear performance framework:

- **Quarterly KPI Tracking:** OST will receive dashboards showing measurable progress on Unclaimed Property claims, College Savings enrollments, and campaign engagement.
- **Continuous Optimization:** Insights from analytics and OST feedback inform message adjustments and targeting refinements each quarter.
- **Post-Campaign Review:** After major campaigns or enrollment periods, MRGS conducts short after-action reviews documenting results and recommended improvements.

This approach allows OST leadership to measure impact and demonstrate accountability to both the Legislature and Mississippi taxpayers.

6. References

Client / Agency	Scope	Contact
FEMA Region IV	External Affairs Officer Support, Public Outreach	Available upon request
Tennessee Department of Safety and Homeland Security	Statewide Communications Strategy, Crisis Response	Available upon request

FBI Office of Public Affairs	Media Relations, National Incident Coordination	Available upon request
National Information Officers Association	Advanced PIO Training and Instruction	Available upon request

7. Transition and Continuity

MRGS will ensure seamless continuity during transition from the incumbent vendor. The team will initiate a 30-day overlap and onboarding period to transfer creative assets, campaign data, and media relationships. The priority will be to maintain active campaigns without interruption while aligning all messaging to OST's updated strategic goals.

8. Commitment and Acknowledgment

Media Rep Global Strategies acknowledges and accepts all requirements of RFP #3120003221 and will provide the personnel, oversight, and Mississippi-based support necessary to deliver superior communications service.

All work will be performed as an independent contractor in compliance with RFP §1.14, and the Office of the State Treasurer will retain ownership of all materials produced.

Digital Signature: _____

Jason Pack

Principal Consultant, Media Rep Global Strategies

APPENDIX B
Office of the State Treasurer

Request for Proposals - Communications and Marketing Consultants

OFFEROR'S REPRESENTATION REGARDING CONTINGENT FEES

By responding to the solicitation the offeror represents that it has not retained any person or agency on a percentage, commission, or other contingent arrangement to secure this contract. If the offeror cannot make such a representation, a full and complete explanation shall be submitted in writing with the offeror's response.

REPRESENTATION REGARDING GRATUITIES

Offeror represents that it has not, is not, and will not offer, give, or agree to give any employee or former employee of OST a gratuity or offer of employment in connection with any approval, disapproval, recommendation, development, or any other action or decision related to the solicitation and resulting contract. Offeror further represents that no employee or former employee of OST has or is soliciting, demanding, accepting, or agreeing to accept a gratuity or offer of employment for the reasons previously stated; any such action by an employee or former employee in the future, if any, will be rejected by offeror. Offeror further represents that it is in compliance with the Mississippi Ethics in Government laws, codified at Mississippi Code Annotated §§ 25-4-101 through 25-4-121, and has not solicited any employee or former employee to act in violation of said law.

CERTIFICATION OF INDEPENDENT PRICE DETERMINATION

By submitting a proposal, the offeror certifies that the prices submitted in response to the solicitation have been arrived at independently and without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.

L. Prospective Contractor's Representation Regarding Contingent Fees – By responding to this solicitation, the offeror represents that it has not retained any person or agency on a percentage, commission, or other contingent arrangement to secure this contract. If the offeror cannot make such a representation, a full and complete explanation shall be submitted in writing with the offeror's response to the Office of the State Treasurer prior to contract execution. (Appendix B)

Company Name Media Rep Global Strategies

Signed /s/ Jason Pack

Print Name Jason Pack

Title CEO

Date 11 / 03 / 2025
MM DD YY

APPENDIX C
Release of Proposal as Public Record

The offeror shall acknowledge which of the following statements is applicable regarding the release of its proposal as a public record. An offeror may be deemed non-responsive if the offeror does not acknowledge either statement, acknowledges both statements, or fails to comply with the requirements of the statement acknowledged.

CHOOSE ONE:

☐ Along with a complete copy of its proposal, offeror has submitted a second copy of the proposal in which all information offeror deems to be confidential commercial and financial information and/or trade secrets is redacted in black. Offeror acknowledges that it may be subject to exclusion pursuant to Chapter 15 of the PPRB OPSCR Rules and Regulations if MEMA or the Public Procurement Review Board determine redactions were made in bad faith in order to prohibit public access to portions of the proposal which are not subject to Miss. Code Ann. §§ 25-61-9, 75-26-1 through 75-26-19, and/or 79-23-1. Offeror acknowledges and agrees that MEMA may release the redacted copy of the proposal at any time as a public record without further notice to offeror. A offeror who selects this option but fails to submit a redacted copy of its proposal may be deemed non-responsive.

☒ Offeror hereby certifies that the complete unredacted copy of its proposal may be released as a public record by MEMA at any time without notice to offeror. The proposal contains no information offeror deems to be confidential commercial and financial information and/or trade secrets in accordance with Miss. Code Ann. §§ 25-61-9, 75-26-1 through 75-26-19, and/or 79-23-1. *Offeror explicitly waives any right to receive notice of a request to inspect, examine, copy, or reproduce its proposal as provided in Miss. Code Ann. § 25-61-9(1)(a).* An offeror who selects this option but submits a redacted copy of its proposal may be deemed non-responsive.

Signed /s/ Jason Pack

Print Name Jason Pack

Title CEO

Date 11 / 03 / 202
MM DD YY

APPENDIX D
Acknowledgement of Amendments

The offeror shall acknowledge receipt of any amendment to the RFP in writing. The acknowledgement shall be submitted with your bid package. Each bidder shall submit a written acknowledgement of every amendment to the Office of the State Treasurer on or before the submission deadline.

Please list the amendments acknowledged by the amendment number and date:

#1 and #2 on November 3, 2025

Media Rep Global Strategies

Company Name:

Jason Pack

Printed Name of Representative:

Jason Pack / s/ 11/03/2025

Signature / Date

Note: *Failure to sign the acknowledgement form may result in the bid/offer being rejected as non-responsive. Modifications or additions to any portion of this bid document may be cause for rejection.*