

M.I.S.
Minority Interests Strategists Ltd.

M.I.S., Minority Interests Strategists Limited is a political strategy company located in the Greater Cleveland area. It was founded by two African-American Republican women in 2001. The founders Toni Goodman and Phyllis Mosley felt there was a need for good political information to be brought into the minority community. They wanted public officials, candidates and information to come directly to the people.

M.I.S. has two divisions: The Political Education/Community Relations Division and Campaign Services. The Political Education/Community Relations Division bases its activities on "The M.I.S. Four Steps to Political Power" which are : Information, Communication, Activity and Unity. "M.I.S. has presented over twenty sessions throughout the Greater Cleveland area. We have brought in some powerful guest speakers," says co-founder Phyllis Mosley. Over the years M.I.S. has brought in: Justice Maureen O'Connor, Attorney General Jim Petro, Secretary of State J. Kenneth Blackwell and Peter Kirsanow of the U.S. Civil Rights Commission and many more.

M.I.S. is constantly presenting topics of interest to the community and involved in projects that will better the community. "We try to chose projects that will make the community stronger," says co-founder Toni Goodman. M.I.S. wanted to do something to inspire young women and honor community leaders. Phyllis and Toni put together a series on "Extraordinary Women." They brought in role models for young women and put together "secrets of success" using guidelines from each of the role models to present to the young women in the community. M.I.S. also honored successful young women in the community to inspire other young people. "It was one of our best programs. We received a lot of positive feedback," says co-founder Toni Goodman. M.I.S. is planning a series on "Extraordinary Men" to inspire the young men in the community.

In another series, M.I.S. teamed up with area councilmen to address some of the questions in the community. Cuyahoga County has a high percentage of ex-offenders returning to the community every year. M.I.S. brought in six judges to answer questions on expungement and the criminal justice system. M.I.S. continues to work with the ex-offender community The latest collaboration is with a reentry coalition of which M.I.S. is a partner. M.I.S. registers ex-offenders and brings in information on crucial issues.

Employment is a major concern in the community. M.I.S. has networking sesssions where community businessmen and citizens can exchange business cards, resumes and job opportunities. M.I.S. also did a series on "Boards and Commissions". The M.I.S. community members were amazed at how many opportunities there were. Leonard Hubert introduced the application process to them. "We try to do authentic outreach in our community. When someone presents us with an opportunity or important information, we pass it along" says the co-founders.

One of the objectives of M.I.S. is to bring as many candidates into the minority community as possible during election time. M.I.S. has brought many Republican candidates into the community. It is important to the founders that both sides be heard so that the voters can make informed decisions at the polls. "The community is eager to get information on candidates and issues. They welcome our candidates," says co-founder Phyllis Mosley.

The Campaign Services Division offers services to candidates and provides a forum in the minority community. M.I.S. offers advice and strategies for a grassroots campaign in the minority

community. The M.I.S. Team will be a candidate's liaison in the community, scheduling appearances, presentations and meetings with community leaders and ministers. M.I.S. offers Election Day Coordination. They will recruit, train and supervise poll workers in key areas in the minority community. Other services include: candidate coaching, event planning, literature development, polling, mailings and literature drops.

Campaign services can be tailored to the campaign. M.I.S. worked in the minority community of Greater Cleveland with senior citizens in the "Ken Blackwell for Governor" Campaign. M.I.S. arranged tours of senior citizen facilities for the candidate's representatives, scheduled meetings and coffee clutches and helped disseminate information throughout the community. M.I.S. has also worked on several municipal and county races. "We must do a better job of reaching the minority voters and it must begin by authentically working in the community," says the M.I.S. founders, Toni Goodman and Phyllis Mosley.

For more information, please contact the M.I.S. Founders at (216) 761-5838 or (216) 707-1600. You can also e-mail them at mis9248@yahoo.com.



Introducing Boards and Commissions



Presenting an Informational garden party