



TALKSOONER.ORG
APPROVED 2020 PUBLIC RELATIONS TACTICS

2-22-20

March/April

Grand Rapids Children's Museum (GRCM)/Consumer Engagement

- Spring Break for GRPS, Allegan schools – April 3-14.
- Aligns with National Drug & Alcohol Facts Week (NDAFW) March 30-April 5
- SPR (Karen Kirchenbauer and Nick Perialas, in branded TS attire) provide on-site consumer engagement; 4 hours during week of March 30-April 5, and 4 hours during April 3-14.
 - Provide any swag/give-aways/materials, wallet cards, demo on phone, ipads
 - Table near "to the Rescue" first responder renovated area on second floor.
 - NO GRCM charges/community service/value to GRCM attendees
 - Supplement with Geo-Fencing Campaign (see below)

Geo-Fencing/Geotargeted Campaign – ONE MONTH/30 days

- Attendees in/around GRCM, and other Museums (Fennville, Ludington)
- Possible neighborhoods/areas/regions in Metro GR
- Include Display/Google (zip code /radius) & Social ads – TS to provide creative assets
- Consider as pilot to possible repeat in Aug – Sept.

May (National Older Americans Month)

CHANNEL 13/ON YOUR SIDE/WZZM:

- Create "grandparents" type Public Service Announcement message featuring one or more of its lead Morning Show talent (asked for Kamady Rudd, new Mom, her parents are first-time grandparents/live out of town, so Skype), Angela Cunningham, Mom to 9-year-old son, longtime champion of Talksooner/prevention, outreach to diverse audiences.

- Channel 13 would create the PSA and air during a specific time frame that aligns with lower budget.
- Station's reach is strong in Kent and Muskegon counties, some Ottawa and some Allegan.
- Would air during May – National Older Americans Month

June – Mid Aug.

WWMT/Channel 3 – ADDICTED Michigan alignment

- * Air spot during the 6p news on Wednesday and 8a news on Sunday, which is when the Addicted MI segments air. WWMT would do "its best" to air close to when Addicted Michigan segment airs, but it would definitely be during one of the news breaks.

6p News: (Audience 18+ = 30.8k)

8a News Sunday (Audience 18+ = 15.2k)

11 weeks on Sunday + 12 weeks on Wednesday

- TBD – Creation of Spot – TS produced with "local" face or Station which may increase fee.

July – Dec., 2020+

Mercy Health Partners:

- Expand the campaign to 90 physician, pediatrician and Urgent Care locations within the Mercy Health footprint (aligns with LRE footprint with the exception of Allegan County).
- Extend the campaign beyond the "back to school" window – keep materials displayed as long as possible/display quality remains intact
- Extend TS collateral materials to include 11x 17 posters (display on backs of exam doors) table tents for use in lobbies/common areas, and tear-off pads for exam rooms– like a "prescription-style" 4.25 x 5.5" or 4" x 8" note pad for physician/staff to give to parents. TOTAL ACCESS OF 700 EXAM ROOMS ESTIMATED!!
- Publicly demonstrate its endorsement of campaign by extending Mercy Health & Health Project/Mercy Health Community Project logos on collateral materials
- Use Mercy Health's printer/rates for maximum efficiency/savings, and distribution costs

- Invite LRE member to its June, 2020 Practice Manager meeting to preview materials, share partnership, overview of campaign
- Include a “letter of instruction” from LRE/Mercy (SPR to develop) in the mailings to all 90 offices, with a link to a digital tool box of materials as well.
- Share public/media relations opportunities that bring awareness to hospital’s embracement of campaign (SPR to develop and facilitate)
- SPR will design all materials, facilitate approvals with LRE & Mercy Health, and include

August:

Channel 9/10 News: TBD

Work collaboratively to develop a Public Service Announcement for this market

Other Considerations Given Flexibility of 2020 Plan:

Second GeoFencing Campaign \$5,000.00 – Fall, 2020

Account Management and Deployment of all activities, details, updates: