

Lens on Atlanta
Public Square Launch
Communication Plan

Revised July 15, 2009

Public Broadcasting Atlanta

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Overall Goal

Establish visibility for Lens on Atlanta; increase awareness of and community support for Lens with key audiences.

Key Audiences

- Community members – residents of Atlanta and the surrounding suburban counties
- Elected officials / government
- Metro Atlanta businesses and institutions
- Local media – including traditional media and new media (bloggers)
- PBA employees
- PBA members and other supporters

Communications Objectives

1. Identify unique differentiator(s) for Lens on Atlanta; create a brand identity for Lens.
2. Generate interest in and excitement for Lens on Atlanta.
3. Drive target audiences online to participate in the Public Square phase of Lens on Atlanta.

Communications Strategies

1. Execute a media outreach program that garners coverage for Lens in Metro Atlanta traditional and new media (e.g., blogs) outlets.
2. Engage PBA employees, members and other supporters as evangelists for Lens.
3. Leverage Lens strategic partners and community ambassadors to generate interest in Lens.

Communications Tactics

Messaging

- Develop Lens on Atlanta Master Narrative and supporting documentation to include elevator pitch, stump speech and FAQ/Q&A documents

Spokespeople

- Identify Lens on Atlanta spokespeople and ensure they are familiar with and comfortable using master narrative messaging

Employee Engagement

- Plan and host a series of PBA employee focus group sessions
- Use sessions to engage employees as Lens evangelists
- Use employee feedback to refine messaging and approach as needed
- Host follow up Open House

Media Outreach

- Create a comprehensive master media list that includes local print, TV and radio outlets as well as new media outlets, including relevant local Atlanta blogs. Media list will be all-inclusive of the metro area (including surrounding counties).
- Use tiered media outreach program to engage media for soft and hard launches
- Inform the media and general public via press release, local distribution, Atlanta Daybook.
- Offer media interviews with Milton Clipper, Jeannie Ericson and/or John Weatherford.
- Any CPB involvement? Can we offer statement/interviews with CPB CEO? (Atlanta as pilot for a national program – ask Milton)
- Use community ambassadors as tie-in to generate local media support. For example, using a Gwinnett resident community ambassador as a hook for the Gwinnett Daily Post.

Soft Launch Communications

- Promote soft launch using “Tell 10” campaign, online communications and media outreach
 - i. Tell 10 Campaign: Use the initial base of Lens users (PBA employees, Options database members, PBA board members, Lens Cast, and Lens Strategic and Supporting Partners) to promote a viral email message to jump-start the launch of Lens/Public Square.
 - ii. Online Communications: Use Twitter, Facebook and LinkedIn to promote Lens. (Will be discussed in 7/16 meeting with Sherry Heil)
 - iii. Media Outreach: contact select media week of August 3 to inform them of soft launch, invite them to test the site and provide their feedback
 - iv. Bloggers: Identify Top 20 Atlanta blogs, start pulling in their content to Lens via RSS feed, along with email to them from a Lens staffer
 - v. Community Conversations: Lens will piggyback with Lens Strategic and Supporting Partners during their monthly or quarterly meetings to inform meeting attendees of Lens, its value to the community and how to use the tool.
 - vi. Partner Promotions: Lens partner websites will include a brief description about Lens to inform site visitors about Lens. In addition, partner homepages will host a link to the Lens/Public Square home page. Partners will also promote Lens via their e-newsletters.
 - Partner List to date:
 - Atlanta Education Fund e-newsblast database
 - Atlanta Development authority newsletter database
 - Atlanta Regional Commission e-newsletter database
 - Metro Atlanta Arts & Culture Coalition database
 - Beltline database
 - Georgia Center for Non-Profits database
 - Center for Civil & Human Rights database

- vii. NPU Leader Email: send an email announcing soft launch to all neighborhood planning unit (NPU) leaders. Reach out to Cathy Richards, NPU H Chair, to see if email can come from her.

PSA Campaign

- Develop a series of public services announcements (PSAs) to promote Lens
 - i. Identify PSA talent for TV and radio PSAs (ideas include Andrew Young, John Lemley, Denis O’Hare, Lois Reitzes, Dave Barasoain, Steve Goss)
 - ii. Develop scripts for PSAs, record/film using in-house resources and/or Fuzebox studios
 - iii. Broadcast PSAs on WABE 90.1, PBA 30 and other local stations willing to accept PSAs (TBD).

Communications Collateral

- Develop “welcome” message video for Lens homepage, to feature Milton Clipper and Lens staffers – to be filmed at Fuzebox studios
 - i. Use Use PBS “My Source” creative framework to create snippets of Lens team members on why Lens is their source for _____ (community connections, civic engagement, discourse, etc.).
- Post video PSAs on Lens on a rotating basis
- Based on success stories/results once Lens is live, record an additional series of “My Source” user testimonials from actual Lens members.

Hard Launch Event – Date TBD

Once Lens is populated with enough content/activity to warrant a hard launch push, a launch event will be held.

- Finalize date and venue
- Plan and host launch event
- Invite media via media advisory
- Ask PBA board members for suggestions on community leaders/public officials to invite to event
- Use email invitation, Facebook, Twitter and posting on Lens to invite community
- Target audiences include media (traditional and new media), PBA employees, board members, members and other supporters, strategic partners, community ambassadors and community members
- Have computers available at launch event so attendees can sign up for Lens/create their Public Square profiles. These should be spread out around the venue with community ambassadors/Lens staffers stationed to help people sign up, give a tutorial, etc.
- Possible theme: “Put your Lens on Atlanta” from a rooftop venue, such as the Atlanta Chamber of Commerce rooftop or STATS downtown rooftop; have a telescope so attendees can turn their lens on the Atlanta skyline – pricing and availability TBD

Budget

Estimate of Communications Costs to Promote Public Square

Tell 10 Campaign - \$ 200 (to design and create viral email, based on an estimated four hours worth of work to design)

Invitation Email for Launch Event - \$200

Lens Launch Event – \$5,000

Production of PSAs – use in-house resources

Timeline

	Estimated Start	Target End
Messaging/Spokespeople		
Develop Messaging		
Develop tag line	7/01/09	7/10/09
Develop Lens Boilerplate	6/17/09	6/29/09
Develop master narrative	6/17/09	7/10/09
Develop supporting materials – elevator pitch, stump speech, Q&A	7/06/09	7/10/09
Review with PBA team	6/29/09	7/17/09
Review with Andrew Feiler	7/13/09	7/20/09
Determine spokesperson strategy		
Determine list of potential spokespersons and potential PSA talent Milton Clipper? Andrew Young? Steve Goss? Denis O’Hare? John Lemley?	6/22/09	7/17/09
Work on acquiring spokesperson if other than PBA	7/01/09	ongoing
Employee Engagement		
Develop email announcing employee focus groups	6/25/09	6/30/09
Host employee focus groups	7/7/09	7/15/09
Send follow up communication from John W. with results of focus groups; invite employees to Open House	7/15/09	7/20/09
Hold Lens Open House for employees	7/23/09	7/23/09
Online Campaign		
Twitter Promotion		
General info Twittering	3/01/09	6/30/09
Generate excitement twittering	7/01/09	7/19/09
Drive traffic twittering	7/20/09	ongoing
Facebook		

	Estimated Start	Target End
Update Facebook with general info	6/01/09	6/30/09
Add as many friends as possible	6/01/09	6/30/09
Generate excitement with details	7/01/09	7/19/09
Drive traffic with details	7/20/09	On-going
Post events, details, update FB page	8/03/09	On-going
LinkedIn		
Create LinkedIn Profile for Lens		
Add as many colleagues as possible	6/01/09	6/30/09
Generate excitement with details	7/01/09	7/19/09
Drive Traffic with details	7/20/09	On-going
Post events, details, update page	8/03/09	On-going
Professional Bloggers		
Identify bloggers to notify/educate	6/01/09	7/17/09
Establish meetings (person, cyber)	6/08/09	7/24/09
Attend Social Media Club meeting (date already targeted)	7/16/09	7/16/09
Tell 10 campaign		
Craft the e-mail	7/13/09	7/20/09
Set up Technical / Test	7/20/09	7/22/09
Send Tell 10 e-mail – site must be live, target Aug 3	8/03/09	8/03/09
e-mail campaign		
Design / Storyboard e-mail	7/06/09	7/13/09
Draft text	7/06/09	7/09/09
Refine design with Patrick's input	7/13/09	7/20/09
Acquire list of e-mails from partners and other sources	7/06/09	7/13/09
Create e-mail	7/20/09	7/24/09
Edit / tweak e-mail	7/27/09	7/31/09
Send e-mail communication	8/03/09	8/03/09
Partner Promotions		
Refine Partner Introduction Email	7/02/09	7/06/09

	Estimated Start	Target End
Create standard Partner Messaging – home page brief & detailed	6/25/09	7/03/09
Review with Partners	7/06/09	7/17/09
Partner posts to site	7/20/09	7/20/09
PSA Campaign		
PSA spots –		
Rough out script/ storyboard	7/15/09	7/24/09
Review & update with PBA staff input	7/27/09	7/31/09
Create spots	8/3/09	8/21/09
Post production for spot	8/24/09	8/28/09
Run PSAs	TBD – at hard launch?	October?
Create Intro Video for Lens		
Develop intro video for Milton to be posted on Lens, include “My Source” testimonials from Lens team	6/29/09	7/31/09
Media Outreach		
Soft Launch Outreach		
Start pulling in blogger content via RSS feed for Top 20 bloggers, email from Lens staffer to blogger	7/27/09	8/3/09
Contact Top 20 bloggers to invite them to test site for soft launch	8/3/09	8/3/09
Invite additional bloggers to test site	8/3/09	8/7/09
Invite select traditional media to test site for soft launch	8/3/09	8/3/09
Media Advisory		
Draft Media Advisory announcing launch event	8/3/09	8/7/09
Review internally	8/10/09	8/14/09
Send out Media Advisory	8/17/09	8/17/09
Press Release		
Draft Press Release	7/20/09	7/22/09
Review internally	7/23/09	7/27/09
Send out press release	8/26/09	8/26/09
In person campaign		

	Estimated Start	Target End
Speaking engagements		
Identify possible speaking engagements	6/01/09	7/15/09
Contact organizations for potential speaking slots & schedule	6/15/09	8/31/09
Go through speaker training	7/01/09	7/31/09
Prepare standard lens presentation	7/01/09	7/31/09
Begin speaking series	8/03/09	12/31/09
Post presentation by Milton on AFN	8/15/09	8/15/09
Review with PBA Staff	7/27/09	7/28/09
Review with Edelman	7/29/09	7/31/09
Work with Strategic partners on announcement / their part	7/24/09	7/31/09
Hold Press Conference	8/03/09	8/03/09
Community Conversations		
Identify locations for conversations (~10)	7/01/09	7/31/09
Contact locations and set up schedule	8/01/09	9/30/09
Develop Presentation	8/01/09	8/21/09
Do presentation circuit	8/03/09	12/31/09
Launch Event – Date TBD		
Press Conference		
Identify event location, secure location	TBD	TBD
Arrange technical requirements for event (computers to sign up Lens members)	TBD	TBD
Arrange catering	TBD	TBD
Develop list for Milton, John, Board friends to attend & contact	TBD	TBD
Prepare Media Advisory	TBD	TBD
Develop email invitation	TBD	TBD
Post event invitation to Twitter, FB, LinkedIn	TBD	TBD

Appendix A: Messaging Ideas

This section is a set of ideas captured.

Key Benefits, Differentiators to Consumer

- Content and resources that are regionally specific
- On-line networking facility to connect with people who can make a difference
- Tools to expand the reach of community gatherings
- Independent platform with community service mission

Messaging Ideas / Thoughts

“Lens - Community connections enabling collaboration that drives positive change”

“Lens – community connections that drive positive change in metro Atlanta”

“Lens – where things get done in metro Atlanta”

“Lens – where community networking happens”

“Lens – collaborating to improve the Atlanta Region”

“Lens – connecting the Atlanta community”

“Lens – collaborating with your Atlanta neighbors, institutions, and elected officials to make a difference”

“Lens – on-line networking to generate positive change for metro Atlanta”

“Lens – on-line networking to create positive change in your community”

“Lens – collaborate, connect, make change for our region”

“Lens – connect, collaborate, make a difference”

“Lens – connect to make a difference”

“Lens – providing the tools, resources, and connections to make a difference”

Lens on Atlanta ...Inform. Inspire. Enlighten.

Lens on Atlanta... Stimulating change, one person at a time.

Transform your viewpoint. Transform your Lens.

Lens on Atlanta... Connect. Collaborate. Change.

LENS – Focus on making a difference.

LENS – Focusing on a better community.

LENS – Focus. Connect. Collaborate