



## **PUBLIC RELATIONS CAMPAIGN**

Onondaga County Department of Emergency Management

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## EXECUTIVE SUMMARY

**Dear Commissioner Wears,**

Thank you for your work in keeping Onondaga County prepared for emergencies.

In the last few months, we at **Carousel | The Agency** have had the privilege of working with the Onondaga County Department of Emergency Management on opportunities to enhance its communications and public relations functions. We learned that OCDEM provides a wealth of FEMA resources and internal expertise that can help Onondaga County residents and community organizations to prepare and coordinate resources for emergency situations. The following campaign plan seeks to leverage these resources so that not only more people are aware of OCDEM, engaging with its information and prepared for emergencies, but that the most vulnerable people are also aware, engaged and prepared. We also lay out a plan for OCDEM to complete a feedback loop between itself and the Onondaga County Community.

We hope you agree that this public relations campaign is **clear, reasoned, actionable** and **important**.

**Sincerely,**

**Ethan, Rebecca, Caroline** and **Chris**



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## SITUATION ANALYSIS

### MISSION AND VISION STATEMENTS

According to its website, the Onondaga County Department of Emergency Management's (OCDEM) mission is to "partner with stakeholders to promote life safety and preservation of property through a progressive cycle of emergency and disaster preparedness, response, recovery and mitigation." OCDEM's organizational vision is to provide "A comprehensive, well-coordinated emergency response and recovery system that has the local capacity to effectively manage emergency situations and disasters."

### PROBLEM AND OPPORTUNITY STATEMENT

The principal communications problem for OCDEM is its inability to build and maintain a defined communication strategy with necessary feedback loops between the organization and its diverse publics. Internally, OCDEM's limited staffing and budgetary resources, non-localized information and reliance on outside organizations inhibits its present capability to sufficiently carry out such a two-way communication strategy. Externally, this lack of strategy hinders OCDEM's ability to gain awareness among end target publics in Onondaga County, which makes refugees, persons with disabilities, senior citizens and other vulnerable groups particularly difficult to reach. Even though it distributes valuable materials, OCDEM is currently unable to determine whether its publics are receiving, internalizing and acting upon the information it provides. This poses a problem for the organization as it is unable to optimize its citizen preparedness goals without hearing feedback from its publics about how the organization can best serve Onondaga County.

Carousel | The Agency will identify the key publics' media habits and develop personalized communication strategies that are actionable for OCDEM. Through Carousel | The Agency's findings, we, as client and consultant, will have the tools necessary to build mutually beneficial relationships with its citizens, particularly those who are senior, low-income or otherwise vulnerable.

## SWOT ANALYSIS

### STRENGTHS

- According to Elevate PR and Citrus Solutions, OCDEM maintains consistent branding, following the brand guidelines set out by the Federal Emergency Management Agency (FEMA). OCDEM's digital brand presence reveals the existence Google My Business and Facebook listings that are critical to search engine optimization and public information efforts in a mobile-driven world.
- OCDEM is an active expert in emergency management within Onondaga county. It's Handled PR noted, "[OCDEM] responds to 200 phone calls received annually with appropriate services."
- OCDEM exhibits a thorough understanding of its own environment. The organization operates within the scope of clearly defined mission and vision statements. Furthermore, OCDEM possesses a wealth of qualitative and quantitative data pertaining to its operating situation from last semester's public relations research reports.
- Historically, OCDEM has maintained excellent relationships with its service network, charities and community support services, broadening its overall reach and access to vulnerable populations.

### WEAKNESSES

- OCDEM operates under a limited budget that is funded 60-65 percent by the federal government, which leaves few discretionary funds to carry out an expensive communications strategy.
- Likewise, there are seven full-time employees that work for OCDEM. That said, there is no one employee who is designated to practice the communications role. Therefore, public relations efforts are typically not prioritized by the time-limited staff.
- Each research report stressed the necessity for consistent and informative communication channels between OCDEM and Onondaga County's "vulnerable populations," including (but not limited to) citizens with disabilities, seniors, non-English speakers and refugees. These groups are, however, highly diverse and can be difficult to identify or reach.

- Although FEMA brand guidelines are an asset to OCDEM in certain respects, OCDEM relies on generalized national info from FEMA, which is not specific to Onondaga County, its disasters or the concerns of its publics.

## OPPORTUNITIES

- OCDEM can apply for federal grants through proposals, like the “‘Homeland Security’ grants that fund for citizen preparedness activities,” totalling \$17,500. Additionally, the New York State Department of Homeland Security and Emergency Services offers a grant with a total contract value of about \$1.4 million dollars (J. Jones, personal communication, 2019).
- OCDEM, as an organization, could use extra staff members to alleviate the workload on the current full-time staff. Creating an internship program that selects from a nearby university, such as Syracuse University, Le Moyne College or Onondaga Community College, would provide OCDEM with more staff members while raising its community awareness among university students.
- OCDEM can connect with “vulnerable publics” by establishing relationships with local organizations, such as the National Federation of the Blind. In doing so, OCDEM can directly access hard-to-reach publics so it can uniquely prepare them for potential emergencies.
- In another effort to better understand how to communicate and reach “vulnerable publics,” OCDEM can create a training program centered around volunteerism from county constituents.

## THREATS

- Many people who live in Onondaga County are unaware of the various environmental problems that can affect them and are uneducated on safety procedures that they would need to take should certain situations arise. Even those who are aware may disregard the seriousness of OCDEM’s work due to complacency about the types of disasters native to this area.
- Onondaga County consists of a large population of non-English speaking and refugee citizens who may harbor distrust of government officials from prior experiences and avoid government-related practices. This dynamic could hinder OCDEM’s ability to reach out to these individuals and provide them with proper safety procedures.

- With a rise in climate change, weather and disaster patterns are becoming increasingly unpredictable. OCDEM needs to update their files and procedures to conform to the changing climate.
- Increasing poverty in Onondaga County could make it more difficult for people to afford or access various resources that are necessary in pertinent emergency situations.

## KEY PUBLICS

Our mission in “Key Publics” is to get to the bottom of those people with whom OCDEM maintains critical relationships, so that we – as the client and agency – can tailor our strategies for your unique challenges and maximize our campaign results. Our process looks like this:

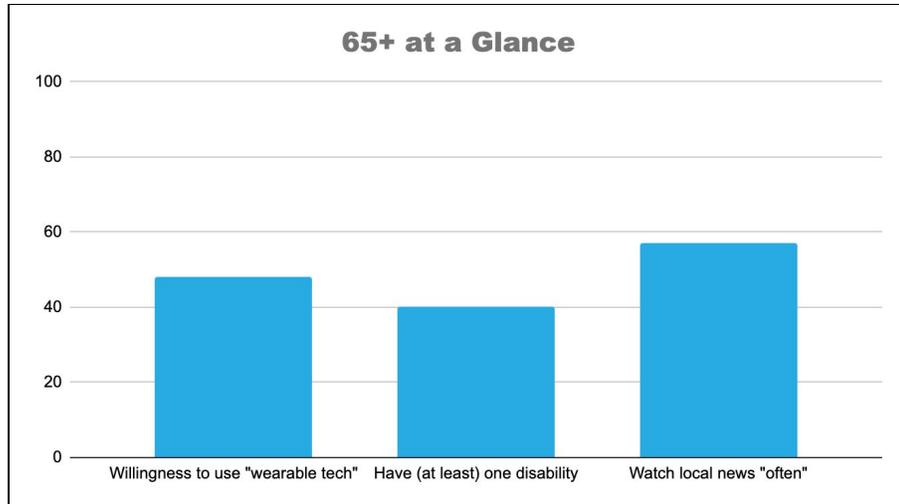
1. Who are your key publics? (“Demographics”)
2. What do they think? (“Psychographics”)
3. How do they communicate and consume information? (“Media Habits”)
4. Who do they really listen to? (“Influencers”)

Please note these are the key publics to our campaign and not a comprehensive list of all people that OCDEM interacts with.

## VULNERABLE POPULATIONS

### ELDERLY

- **Demographics**
  - Those over the age of 65
  - Annual household income around \$35,000
  - Nearly 40 percent have at least one disability
- **Psychographics**
  - Patient Bond released a 2017 market report that distinguished elders into five major psychographic segments: Balance Seekers (wellness-minded), Willful Endurers (spontaneous), Priority Jugglers (reactive and giving), Self Achievers (information seeking) and Direction Takers (routine-oriented).
  - Mobility, health and social connection cause differing levels of engagement and trust for new information between these segments.
- **Media Habit**
  - Pew: 57 percent of elders often watch local TV News.
  - Often communicate with family members via cellphone
  - Preferred social media platform is Facebook to stay in touch with old friends and family
  - Forbes notes the myth of “technophobia.” At 48 percent willingness, elderly Americans are more favorable to using wearable technology (Apple Watch, etc.) to track health and vitals than the under-65 population.



**- Influencers**

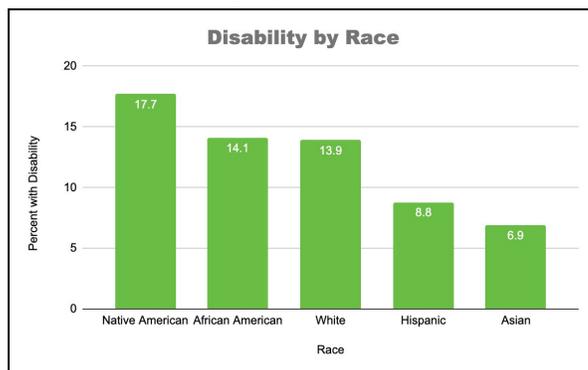
- Families are extremely important to elders, whether they require care or are actively involved in the lives of their grandchildren.
- Because of myriad health needs in old age, doctors and health professionals are both trusted and frequent influencers with their elderly patients.
- Because of routine viewership, local news anchors and government officials are routine gatekeepers of information to elders.

**PERSONS WITH DISABILITIES**

These are all persons with disabilities in Onondaga County (ages 18 and older). Information has to be tailored (screen readers, visual aids, closed captioning, etc.) for this group so all its members can access it as intended.

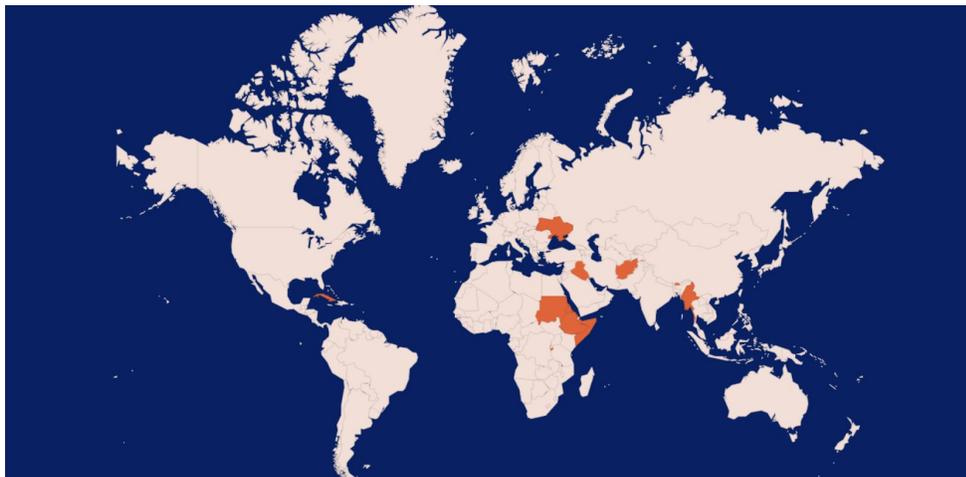
**- Demographics**

- 11.7 percent of Onondaga County’s population and 9.7 percent of the city of Syracuse’s population
- Native Americans (17.7 percent) are the most likely to report a disability; African-Americans = 14.1 percent; Whites = 13.9 percent; Hispanics = 8.8 percent; Asians = 6.9 percent
- Report median earnings of \$21,572
- 18.7 percent are employed



- **Psychographics**
  - Frustratingly to this population, cultural depictions of disability favor those who are (often unrealistically) highly active.
  - Frequently, persons of disability cite feeling taken advantage of.
  - Often visit and rely upon local social service organizations as social and resource networks
- **Media Habits**
  - Use computers, smartphones, home broadband internet and tablets 20 percent less than their counterparts
    - One-in-four have access to all four
    - Three times more likely to say they never go online and only 50 percent use the internet daily
    - 67 percent of those aged 18-64 own a computer versus 84 percent of those without a disability
  - found more easily through the radio and TV
  - Best way to reach them is to form a personal connection as they tend to feel like those around them use them when needed only to be neglected after the fact
- **Influencers**
  - High levels of trust and affection for those that provide support:
    - Family
    - Friends
    - Nonprofit organizations

## REFUGEES AND NONENGLISH SPEAKERS



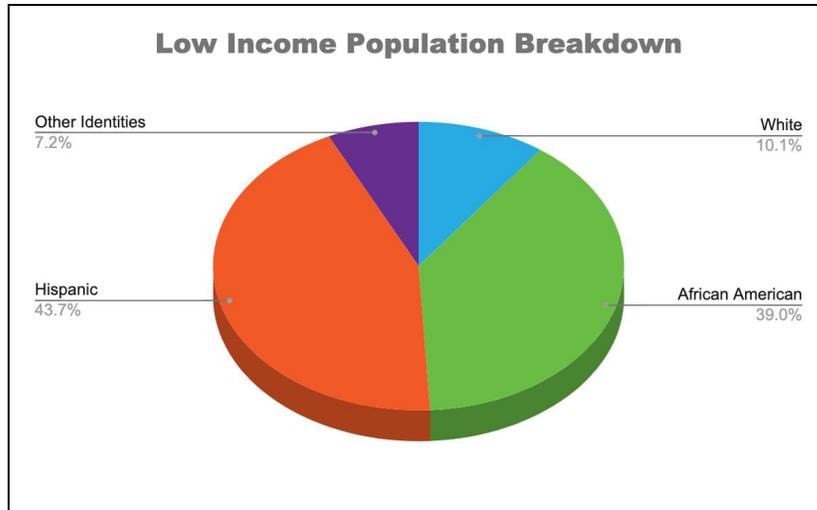
### Demographics

- Estimate of 12,000 refugees that have arrived in Onondaga County since 2000
- Refugees in Syracuse are from: Bhutan, Iraq, Syria, Burma, Afghanistan, Democratic Republic of Congo, Somalia, Eritrea, Ethiopia, Burundi, Sudan, Cuba, Ukraine, and elsewhere

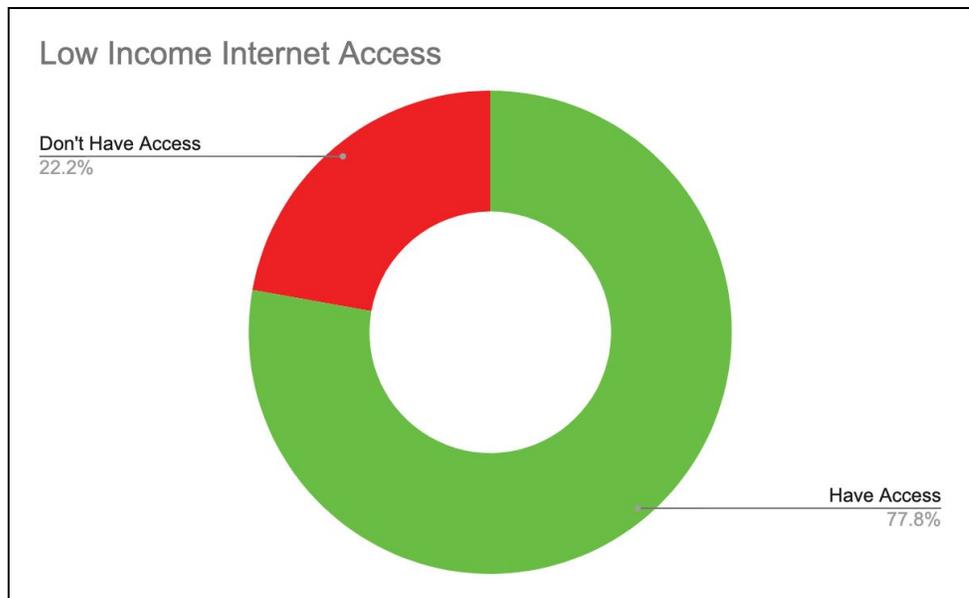
- Median income for refugees that resettled for less than five years is \$22,000
- Not proficient in English
  - Can enroll as a Limited English Proficient (LEP) student in Onondaga County
  - 2,800 enrolled → 86% in Syracuse City School District
- **Psychographics**
  - Two official refugee settlement agencies in Syracuse are Catholic Charities and Interfaith Works
    - Finance refugees for their first 30-90 days
    - Goes to rent, furnishings, food, clothing and costs of resettlement assistance
  - Can access Refugee Cash Assistance for the first eight months upon arrival, but money is a big concern
  - Tendency to distrust the government due to past experiences of conflict in the countries of their origin as well as need to seek safety and asylum
  - 10-40 percent have mental health issues and 5-15 percent have PTSD
- **Media Habits**
  - Lack of English proficiency, internet access and internet capable device access make it very difficult to reach this key public through social media or other online communication
  - Many are active within the refugee community and feel they are often taken advantage of similarly to persons with disabilities → forming a good relationship is key
  - Often trust people within their circle
- **Influencers**
  - Refugees are active within their communities but feel they are often taken advantage of → forming a good relationship is key.
  - Nonprofit or charitable religious figures
  - It is important to establish good relationships with prominent refugee community leaders so OCDEM can be trusted.

## LOW INCOME

- **Demographics**
  - Income less than \$30,000
  - Whites account for 10.1 percent of the population; African-Americans = 39 percent; Hispanics = 43.7 percent



- **Psychographics**
  - Money and access to day-to-day provisions are a constant concern for those in poverty.
- **Media Habits**
  - Only 77.8 percent of households have an internet subscription
  - Gaining access is vital as adults in this public are likely to prefer receiving information digitally
  - Less likely to be present on social media due to lower internet access rates



- **Influencers**
  - Because of economic vulnerability, low income publics are in closer contact with Nonprofits (religious and secular) as beneficiaries than the general population.

## **(APATHETIC) GENERAL POPULATION**

These residents of Onondaga County are either unmotivated to prepare for emergencies or already feel they have the resources and information necessary to properly prepare themselves

- **Demographics**
  - 43.9 percent of Onondaga County residents are between ages 18-65 (Census)
  - \$57,271 median household income is slightly above the national average (Census)
  - According to Census data, roughly three-quarters of the Onondaga County population (318,413) live in the suburban communities surrounding Syracuse
  - This public includes both genders and members of various races and ethnic backgrounds
  
- **Psychographics**
  - Members of this public typically are not concerned by emergencies unless they feel an extreme sense of imminent danger
  - It is difficult to encourage members of the public to engage with emergency preparedness materials because most of them feel like they already have the answer or do not need to be educated on the matter
  - Parents especially build their busy schedules around their children and are more routine-oriented
  
- **Media Habits**
  - Members of this public are active on multiple channels
    - Social Media
    - TV
    - Radio
    - Internet
  - Millennial adults and parents are internet natives
  - Can be easily targeted through platforms like Facebook and Twitter as they are most likely to be active on these channels
  - Many adults still tune into the local news, so using anchors and reporters to share important information would resonate
  
- **Influencers**
  - Local celebrities and well-known members of the community like Coach Boenheim or Coach Babers would be good influencers to reach this broad public.
  - Local businesses that are familiar and frequented by this population could be leveraged.
  - Weber Shandwick found that Millennial mothers are actually quite receptive to online product and service recommendations as a credible influence on purchasing.

## **THE COMMUNITY NONPROFIT VOLUNTEER**

In our client discussion and the existing research reports, the role of nonprofits in reaching vulnerable populations and canvassing information for OCDEM makes them, in one aspect, a vital ally (e.g. Red Cross, Access C.N.Y.).

- **Demographics**

- Age – nonprofit involvement skews far older than the population at large, especially at the board level. According to The Non Profit Times, 83.1 percent of nonprofit board members are 40-years or older.
- Gender – According to nonprofit Source, women volunteered with nonprofits at a higher rate (27.8 percent) when compared to men (21.8 percent) in 2018.
- Race – nonprofit involvement is significantly lower among minorities than the population at large.
- **Psychographics**
  - In a 2015 value function survey for Georgia Southern University, Amanda C. Bastien found that some of the most important motivations to volunteer were:
    - “I feel it is important to help others.”
    - “I feel compassion towards people in need.”
    - “volunteering allows me to gain a new perspective on things.”
    - “I can do something for a cause that is important to me.”
- **Media Habits**
  - Nonprofit Tech for Good aggregated 82 statistics that show nonprofits being highly active and reachable on social and digital media. Here are selected data points:
    1. Nonprofits sent an average of 59 email messages per subscriber in 2018 (M+R Benchmarks Report).
    2. For every share on social media, a peer-to-peer fundraising campaign raises an average of \$13USD (CrowdRise).
    3. 41% of NGOs have used Facebook to report live from a special event or to showcase their organization’s work (Global NGO Technology Report).
  - **Traditional media is central** with the forty-plus demographic. Generation X and older are predisposed to newspaper, TV and desktops for media consumption.
- **Influencers**
  - In 2018, the largest portion of all charitable giving went to religious causes: 29 percent, according to the National Philanthropic Trust. Given the predominant relationship between religion and charity in the United States, we can predict that **religious figures** have a significant influence on those involved in community nonprofits.
  - As noted in the Nonprofit for Good data points above, the **peer-to-peer** nature of social media plays an important role in the digital interfacing and efforts of nonprofits.

## THE RETAIL STORE MANAGER

These are critical decision makers at local businesses, such as Wegmans and Ace Hardware.

- Demographics
  - Median Income = \$24,890-\$65,300 per year
  - *Unable to find age, education and gender statistics*
- Psychographics
  - A 2017 study found that the retail store manager’s greatest concern was with product inventories (i.e. having too much or too little product on the shelves).
- Influencers

- Retail store managers are influenced by the expectations of their bosses or the store's owner. The expectations for financial success and the movement of inventory are a critical top-down influence on retail store managers.

## THE LOCAL JOURNALIST

These news anchors and journalists are critical gatekeepers and validators to many of the other publics for OCDEM's messages, tactics and brand.

- **Demographics**
  - Income: Mass communication and media studies average wage: \$70,369
  - Race: 54.9% of those who have earned degrees in mass communication and media studies are white, 18.8% are black/African American, 11.9% Hispanic/Latino
  - Gender: 63% of those who have earned degrees in mass communication and media studies are female
  - Age: Mass communication and media studies average age of 40
- **Psychographics:**
  - Duty to provide important news and information to the community they serve.
- **Media Habits:**
  - Due to newsroom cutbacks in the last decade, journalists, especially in small markets, are highly receptive to email pitching that includes content (photos) that ease the burden of capturing multimedia elements.
  - Constantly scanning other local news outlets and social media for leads and community events
- **Influencers**
  - Managing editors have story demands for journalists
  - Vocal community viewers (i.e. the ones who send letters to editors)

## CLIENT GOALS

### GOAL A

**The general public will be more aware of OCDEM's presence and mission in the community.**

*Rationale*– If the public is aware of OCDEM's presence and mission, it will be more likely to act according to its safety procedures and tell others in the community about them (task). This goal allows for a new level of respect in the community for OCDEM and its large role in public safety (reputation). This will also allow them to reach new publics and create relationships with more individuals in the community (relationship).

(publics: complacent residents, persons with disabilities, elderly, refugees, low income)

### GOAL B

**The Onondaga County general public will have a better understanding of the safety procedures that are to be carried out during common emergencies (house fires, contagious disease prevention, etc.).**

*Rationale*– It is Commissioner Wears' expressed philosophy that if someone can understand how to behave appropriately during basic emergencies, then he or she will be more likely to behave appropriately in other forms of emergency (task). Ultimately, despite cynicism over the efficacy of emergency information campaigns, OCDEM operates under the principle that incremental awareness is immensely beneficial as it allows the department to commit more time and resources towards its under-prepared and vulnerable publics (relationship). Underpinning this goal is a need

to cultivate respect among the public for the preparedness materials, training and messages that OCDEM provides (reputation).

**(publics: apathetic residents, persons with disabilities, elderly, refugees, low income)**

## **GOAL C**

**OCDEM will have a stronger media reach within both broad (complacent) and niche (vulnerable) publics.**

*Rationale*– [Please note that this encompasses traditional and digital channels.] In coordination with the goal to increase public awareness, it is necessary that OCDEM increases its ability to reach target publics through communication (task). In particular, our goal to bring more power to OCDEM’s media channels will help targeting a broader, complacent public and vulnerable publics, with their tailored media habits (relationship). With larger media leverage, OCDEM would likely find it easier to send messages with greater community authority (reputation).

**(Public: local media)**

## **GOAL D**

**OCDEM will receive feedback from their publics about its information consumption habits and current effectiveness, so in the future each public will better understand OCDEM’s reputation.**

*Rationale*– During the client meeting, Commissioner Wears mentioned that OCDEM had tried to implement some of the recommendations from last semester’s client reports, such as being more active on social media and reaching out to those vulnerable groups to establish a better personal

connection. While both of these elements will significantly improve OCDEM's outreach and visibility, it will not help what is perhaps the most important goal they have: does its information actually make people more prepared for emergencies? Without knowing the true impact of their information, OCDEM is unable to know if what they are currently doing works. This creates a high degree of uncertainty in the department even though OCDEM is excellent at distributing the materials because they are unaware of who those materials reach and what effect it will have on those people. This is why forming some feedback loop between those publics who receive information from OCDEM and OCDEM itself is crucial. With a feedback loop the department can understand the impact of its current approach and alter it based on data so it is even more effective (task and relationship).

## MESSAGES OVERVIEW

For our campaign we have crafted four unique messages that tie directly to the specific goals outlined for OCDEM, helping better communicate and interact with its wide range of publics.

### MESSAGE A

**OCDEM is a leader in emergency preparedness information and education, making us a valuable resource to our Onondaga County family**

#### *Relevant Goal*

- **The general public will be more aware of OCDEM’s presence and mission in the community**

*Rationale* – From experience interacting and working with the diverse publics of OCDEM firsthand, it is imperative that OCDEM is able to establish personal relationships with members of diverse publics. These publics are typically closed off to outside members either from previous distrust for government or a feeling of being used so those outside members can get what they want. By establishing personal relationships it will make these communities feel like they are a part of the OCDEM “family” thus increasing the likelihood of members within diverse publics to trust the information distributed by OCDEM. Additionally, a deeper bond between OCDEM and its vulnerable publics strengthens the OCDEM’s ability to create a feedback loop that helps determine the impact of the materials it distributes.

### MESSAGE B

**OCDEM serves Onondaga County’s emergency preparedness needs, helping to ensure that all individuals are able to handle emergencies in an appropriate and timely manner**

*Relevant Goal*

- **The Onondaga County general public will have a better understanding of the safety procedures that are to be carried out during common emergencies (house fires, contagious disease prevention, etc.).**

*Rationale-* This is especially targeted at the complacent public that has the means to be prepared for emergencies but hasn't yet been moved by the threat of emergency. These are middle-class and above families who are concerned with the well-being of their own kin. This message plays on the same fear, self-concern and reasoning of a home insurance sales pitch: a relatively small investment of time and money in the unfortunate case that a catastrophe occurred in your home or community.

## **MESSAGE C**

**OCDEM is able to tailor emergency preparedness education to its wide range of publics and distribute the information through a variety of media channels**

*Relevant Goal*

- **OCDEM will have a stronger media reach within both broad (complacent) and niche (vulnerable) publics.**

*Rationale-* Media outreach is one of the best ways to share information with a large group of publics. By properly utilizing all media outlets, OCDEM can spread information to the general public as well as niche publics who already receive information from these media sources.

## **MESSAGE D**

**OCDEM can maximize the effectiveness of its emergency preparedness information by familiarizing itself with its publics' habits and current levels of emergency preparedness knowledge**

*Relevant Goal*

- **OCDEM will receive feedback from its publics about their information consumption habits and current effectiveness, so in the future each public will better understand OCDEM's reputation.**

*Rationale-* The only way to fix what you're doing wrong is by knowing you're doing it wrong, and for OCDEM, that comes through feedback. Feedback is an essential element of any campaign as it allows the organization to improve their processes and see what they are already doing effectively.

## STRATEGIC & TACTICAL OVERVIEW

Our campaign will have OCDEM proactively positioned to meet its organizational goals. The following four strategies will fall into two strategic categories: action (i.e. **partnerships**) and communication (i.e. **social media**, **news generation**, **owned-digital**).

### STRATEGY ONE: PARTNER WITH LOCAL COMMUNITY-BASED AND BUSINESS ORGANIZATIONS

*Rationale:* We feel that leveraging the institutional credibility and charisma of existing organizations in Onondaga County is vital to capturing the attention of broad and narrow segments of the community toward OCDEM. While also reaching the general Onondaga County population, partnering with these local community-based and business organizations is of particular importance to distinct relationships with different vulnerable populations where media habits are less dependable and trust is rooted among their peers. As allies, these organizations are able to influence those with specific emergency needs such as: elders, refugees and non-english speakers, persons with disabilities and low income earners. In addition to influencing focused and broad publics, organizations and companies can allow OCDEM to directly monitor the impact of messaging among these target publics – completing a feedback loop.

### STRATEGY PLAN

**Goal A: The general public will be more aware of OCDEM's presence and mission in the community**

**Strategic Public:** Vulnerable Publics

**Tactic:**

1. Partner with RISE (Refugee and Immigrant Self-Empowerment) and SMNC (Syracuse Model Neighborhood Corporations) to distribute graphic-heavy, multi-language information materials about OCDEM and its mission relevant to low-income, elder, refugee and minority residents.

**Goal D: OCDEM will receive feedback from their publics about their information consumption habits and current effectiveness, so in the future each public will better understand OCDEM's reputation.**

**Strategic Public:** General Onondaga County Community

**Tactics:**

1. Build upon the existing partnership with vaccination and magnet giveaways at Wegmans to include a brief survey of the diverse employee participants that gauges public awareness of OCDEM and general emergency preparedness.
2. Distribute a survey link via Twitter and Facebook to assess familiarity within the community and overall effectiveness of OCDEM distributed materials among the public. Each individual who submits the survey receives a discount for a local hardware store to use on items needed for emergency supply kit which is intended to encourage those who are complacent to actively think about emergency preparedness.

**STRATEGY TWO: EXPAND OCDEM'S SOCIAL MEDIA CAPABILITIES AND OVERALL VISIBILITY**

*Rationale:* With the diverse range of media habits exhibited by Onondaga County citizens it is imperative that all of OCDEM's information is accessible no matter the individual and the social media platform he or she chooses. By ensuring stress-free ease of access to all of its materials, OCDEM is able to not only target more people but also offer them a more expansive suite of channels through which they can receive the information. The purpose behind this strategy is to rethink the way OCDEM uses social media emphasizing the intent behind the message it is distributing while also pairing this with traditional cable news segments and smartphone app notifications to expand the portfolio of methods OCDEM uses to distribute its information.

## STRATEGY PLAN

**Goal B: Onondaga County general public will have a better understanding of the safety procedures that are to be carried out during common emergencies (house fires, contagious disease prevention, etc.).**

**Strategic Public(s):** General Publics

**Tactics:**

1. Tweet and Facebook post weekly safety tips so followers are more informed and prepared for a variety of different circumstances.

**GOAL C: OCDEM will have a stronger media reach within both broad (complacent) and niche (vulnerable) publics.**

**Strategic Public(s):** General Publics

**Tactics:**

1. Create social media campaign on Facebook to inform the general public of OCDEM's presence and mission with the intent of generating followers
2. (Reiterated from Strategy One) OCDEM should promote a survey link via Twitter and Facebook to assess familiarity within the community and overall effectiveness of OCDEM distributed materials among the public. Each individual who submits the survey receives a discount on hardware items needed for emergency supply kit.

## **STRATEGY THREE: DEVELOP RELATIONSHIPS WITH LOCAL NEWS MEDIA TO ADD NEW DISTRIBUTION CHANNELS AND TO AMPLIFY OCDEM'S MESSAGING AND GENERAL EXPOSURE**

*Rationale:* There is tremendous quantitative and qualitative value for OCDEM in a communication strategy that will provide new newsworthy information to a sizeable area audience. The Onondaga County community recognizes the gatekeeping role of their news media who control the flow of significant, local, balanced and timely information to audiences.

Repeated publicity in the local news media will, in turn, increase the public credibility of OCDEM. News media also affords access to measurable data about exposure to OCDEM's media placements, which can inform the reach of earned media strategies. OCDEM's newsworthy information strategy must tie together tactics that address the informational interests of the public and news members.

## **STRATEGY PLAN**

**Goal B: Onondaga County general public will have a better understanding of the safety procedures that are to be carried out during common emergencies (house fires, contagious disease prevention, etc.).**

**Strategic Public(s):** Elderly Population

**Tactics:**

1. A brief recurring segment (Roughly 1-2 minutes) on the morning/nightly news where a local news anchor can inform community members of important safety tips/preparedness information related to relevant weather/local emergencies. This segment can be slated to occur bi-weekly but can easily be altered to run only as needed if there is not enough available content

**Strategic Public(s):** General Publics

**Tactics:**

1. Set-up push notifications through local news phone applications with regular tips, reminders and emergency messages.

**GOAL C: OCDEM will have a stronger media reach within both broad (complacent) and niche (vulnerable) publics.**

**Strategic Public(s):** General Onondaga County Community

**Tactics:**

1. Organize local cable news camera crews to visit the participating hardware store to talk about the preparedness kit discount promotion and plug the link to the survey. Similarly, pitch Syracuse.com and the Daily Orange (university

employees) to write articles for their websites that feature to promotion and survey link.

## **STRATEGY FOUR: OPTIMIZE THE CONSISTENCY AND USER EXPERIENCE OF OCDEM'S OWNED DIGITAL PORTFOLIO**

*Rationale:* In a sceptical digital era, OCDEM cannot just hope that its publics will trust it merely because of institutional authority. OCDEM must provide plausible reasons for its authority, which can be achieved through this transparency-driven digital asset strategy. By pursuing an online presence that is mobile-friendly, presentable and informational, OCDEM will be able to perform better with local keyword searches and provide a more easy user flow across regardless of device consumption (desktop/mobile). By populating higher on local searches and providing a more-navigable interface, OCDEM will be able to link people's unique problems with their wealth of case-relevant emergency information.

### **STRATEGY PLAN**

**Goal A: The general public will be more aware of OCDEM's presence and mission in the community**

**Strategic Public(s):** Vulnerable Publics

**Tactics:**

1. Update and modernize existing OCDEM website to suit all users (mobile, desktop, screen reader, etc.) in order to provide easy access to information across various mediums.
2. Claim, optimize and maintain OCDEM's Google My Business (Search Engine Optimization) listing with photos, links, accurate organization information and Google reviews.
3. Using existing contacts from utility companies, employees, county politicians, first-responders and community organizations, conduct an email campaign that asks recipients to review OCDEM on Google in a way that discusses their unique experiences with the department. This may also provide fresh feedback on OCDEM's effectiveness.

## OBJECTIVES AND EVALUATIVE MEASURES

### Goal A: The general public will be more aware of OCDEM's presence and mission in the community.

**Tactic A:** Partner with RISE and SMNC to strengthen ties with local, community-based organizations.

**Objective:** 20 people total (10% of people who receive the distributed infographic) will email OCDEM requesting more information about emergency preparedness within one month of distribution.

**Tactic B:** Update and modernize existing OCDEM website to suit all users (mobile, desktop, screen reader, etc.) in order to provide easy access to information across various mediums.

**Process Metrics:** Reduce period-over-period bounce rate by 25 percent, increase average session time by 100 percent and double average pages visited. The periods will be six months before website overhaul and six months after website overhaul.

**Tactic C:** Claim, optimize and maintain OCDEM's Google My Business (Search Engine Optimization) listing with photos, links, accurate organization information and Google reviews.

**Objective:** Double overall traffic and double the average sub-page visits to OCDEM's website six months after website optimization

**Tactic D:** Using existing contacts from utility companies, employees, county politicians, first-responders and community organizations, conduct an email campaign that asks recipients to review OCDEM on Google in a way that discusses its unique experiences with the department. This may also provide fresh feedback on OCDEM's effectiveness.

**Objective:** 50 percent of the people selected to review OCDEM on Google will participate within one month of sending the request

**Evaluative Measure for Overall Goal:** Increase the amount of individuals who interact with OCDEM on a regular basis by 20% within two months of launching the campaign

**Goal B: Onondaga County general public will have a better understanding of the safety procedures that are to be carried out during common emergencies (house fires, contagious disease prevention, etc.).**

**Tactic A:** Tweet and Facebook post weekly safety tips so followers are more informed and prepared for a variety of different circumstances.

**Objective:** 50 percent of those who view the weekly safety tip click through to receive more information about preparedness for that specific type of emergency one week after the tip is posted

**Tactic B:** A brief recurring segment (Roughly 1-2 minutes) on the morning/nightly news where a local news anchor can inform community members of important safety tips/preparedness information related to relevant weather/local emergencies.

**Objective:** One-third of OCDEM proposed media segments will be produced and aired during the morning and nightly news by December 2020

**Evaluative Measure for Overall Goal:** Increase the amount of individuals who interact with OCDEM on a regular basis by 20% within two months of launching the campaign

**GOAL C: OCDEM will have a stronger media reach within both broad (complacent) and niche (vulnerable) publics.**

**Tactic A:** Set-up push notifications through local news phone applications with regular tips, reminders and emergency messages.

**Objective:** One-third of people who receive OCDEM emergency-related notifications will enter the Syracuse.com application to learn more about how they can stay prepared for that specific emergency within 48 hours of the notification going live

**Tactic B:** Create a social media campaign on Facebook to inform the general public of OCDEM's presence and mission with the intent of generating followers

**Objective:** 20 percent more Facebook users will follow OCDEM by September 2020

**Tactic C:** Organize local cable news camera crews to visit the participating hardware store to talk about the preparedness kit discount promotion and plug the link to the survey. Similarly, pitch Syracuse.com and the Daily Orange (university employees) to write articles for its websites that feature to promotion and survey link.

**Objective:** 10 percent of survey submissions will report hearing about it via cable news or newspapers

**Evaluative Measure for Overall Goal:** Local journalists will produce stories or segments for 30% of OCDEM's pitches by March 2020

**GOAL D: OCDEM will receive feedback from their publics about their information consumption habits and current effectiveness, so in the future each public will better understand OCDEM's reputation.**

**Tactic A:** Build upon the existing partnership with vaccination and magnet giveaways at Wegmans to include a brief survey of participants that gauges public awareness of OCDEM and general emergency preparedness.

**Objective:** 100 Wegmans employees will volunteer to complete the survey at the end of this year's flu shot drive.

**Tactic B:** OCDEM should promote a survey link via Twitter and Facebook to assess familiarity within the community and overall effectiveness of OCDEM distributed materials among the

public. Each individual who submits the survey receives a discount on hardware items needed for emergency supply kit.

**Objective:** 50 percent of survey submission codes will be redeemed on preparedness kits

**Evaluative Measure for Overall Goal:** Increase feedback from the general public by 50% within six months of launching their campaign

## TIMELINE + BUDGET

### SECTION A: TIMELINE

To visualize the strategic implementation of your communications plan, we have developed timelines that will see tactical areas from concept through to evaluation and exhibit the parallel processes that will need to be coordinated. Below are Gantt charts for each tactical area, which are arranged chronologically by start date. Please be aware that different tactical areas will have different timelines.

#### TACTICAL AREA ONE: INFO SHEET DISTRIBUTION WITH LOCAL ORGANIZATIONS (JAN. 2020-APR. 2020)

Partner with RISE (Refugee and Immigrant Self-Empowerment) and SMNC (Syracuse Model Neighborhood Corporations) to distribute graphic-heavy, multi-language information sheet with a survey URL about OCDEM and its mission relevant to low-income, elder, refugee and minority residents.

<b>RISE/SMNC Partnerships</b>	January 2020	February 2020	March 2020	April 2020
<i>Contact (email + phone calls)</i>				
<i>Planning Distribution</i>				
<i>Final Meeting</i>				
<i>Print the Flyers</i>				
<i>Distribute</i>				
<i>Survey Link Goes Live</i>				
<i>Evaluate Survey Response</i>				

Partnering with unique organizations like RISE and SMNC to distribute information sheets relates to the strategy of partnering with local community-based organizations. Because these organizations already have an established relationship with niche publics, this tactic will help OCDEM to make them more aware of their mission and presence.

#### TACTICAL AREA TWO: VILLAGE ACE HARDWARE PREPAREDNESS SURVEY SALE (JAN. 2020-MAY 2020)

OCDEM should promote a survey link via Twitter and Facebook to assess familiarity within the community and overall effectiveness of OCDEM distributed materials among the public. Each individual who submits the survey receives a discount on hardware items needed for emergency supply kit.

<b>Village Ace Hardware Preparedness Sale</b>	January 2020	February 2020	March 2020	April 2020	May 2020
<i>Contact (email + phone call)</i>					
<i>Planning/Kit Setup</i>					
<i>Print Graphic for Store Display</i>					
<i>Build Event Media List</i>					
<i>Distribute Press Release (email/fax) to media list</i>					
<i>Survey Goes Live</i>					
<i>Ace Hosts Sale</i>					
<i>Media Check Ins</i>					
<i>Media Training for Dan Wears + Jennifer Jones</i>					
<i>Day of Event Press</i>					
<i>Coverage Monitoring</i>					

The survey sale also adheres to the strategy method of partnering with local organizations. Partnering with Village Ace Hardware in order to sell a discounted emergency supply kit will create incentive for the community to complete the survey, which will provide OCDEM with essential information about their effectiveness and familiarity. This feedback will help OCDEM understand their reputation among publics.

**TACTICAL AREA THREE: SEARCH ENGINE OPTIMIZATION AND GOOGLE REVIEW CAMPAIGN (JAN. 2020-MAR. 2020)**

Claim, optimize and maintain OCDEM’s Google My Business (Search Engine Optimization) listing with photos, links, accurate organization information and Google reviews. Conduct an email campaign that asks recipients to review OCDEM on Google in a way that discusses their unique experiences with the department. This may also provide fresh feedback on OCDEM’s effectiveness.

<b>Search Engine Optimization</b>	Jan 2020	Feb 2020	March 2020
<i>Initial Search Ranking Report</i>			
<i>Claim Google Listing</i>			
<i>Correct Information</i>			
<i>Add 20 Photos</i>			
<i>Weekly Review Requests to Contacts</i>			
<i>Weekly Search Ranking Check Ins</i>			

Establishing search engine optimization and creating a google review campaign adhere directly to improving the user experience of OCDEM’s owned digital portfolio. This tactic will allow OCDEM’s publics to become more aware of their presence and mission by making it easier for individuals to quickly and efficiently learn information about their who they are and about their reputation within the community.

#### **TACTICAL AREA FOUR: MOBILE RESPONSIVE WEBSITE (JAN. 2020–MAY 2020)**

Update existing OCDEM website to suit all users (mobile, desktop, screen reader, etc.) in order to provide easy access to information across various mediums.

<b>Mobile Responsive Website</b>	Jan 2020	Feb 2020	March 2020	April 2020	May 2020
<i>Send project specifications to developer</i>					
<i>Development</i>					
<i>Testing Mobile Website</i>					
<i>Implementation</i>					

Creating a mobile-responsive website is also essential to optimize the consistency and user experience of OCDEM’s digital owned portfolio. OCDEM’s website must be available on mobile platforms in order for their publics to access it easily. By facilitating easy access to the website, OCDEM can help their publics become more aware of their presence and mission.

#### **TACTICAL AREA FIVE: PUSH NOTIFICATIONS WITH SYRACUSE.COM (JAN 2020–WEEKLY)**

Set-up push notifications through local news phone applications with regular tips, reminders and emergency messages.

<b>Push Notifications</b>	Monday	Tuesday	Wed.	Thursday	Friday
<i>Contact Syracuse.com</i>	Jan 2020				
<i>Meeting to Formalize Project</i>	Jan 2020				
<i>Weekly Scanning for Potential Emergencies</i>					
<i>Weekly Pitch to Syracuse.com</i>					
<i>Push Notification Goes Live</i>					
<i>Monitor for Push Notification</i>					
<i>Follow Up for Analytics on Push</i>					
<i>Record Analytics</i>					

Setting up push notifications with Syracuse.com allows OCDEM to develop a relationship with a local news media outlet. Through this tactic, OCDEM will gain valuable exposure to expand and amplify their messaging. The information transmitted through the notifications will help the general public become more aware of emergency safety procedures.

**TACTICAL AREA SIX: TWITTER/FACEBOOK FOLLOWER CAMPAIGN (JAN. 2020-WEEKLY)**

Create social media campaign on Facebook to inform the general public of OCDEM’s presence and mission with the intent of generating followers.

<b>Social Media Followers Campaign</b>	Monday	Tuesday	Wed.	Thursday	Friday
<i>Determine Weekly Ad Spend</i>					
<i>Develop Weekly Call to Action Post (Twitter + Facebook)</i>					
<i>Posts Go Live (Twitter + Facebook)</i>					
<i>Implement Ad Spend</i>					
<i>Evaluate individual posts/platform analytics</i>					
<i>Evaluate individual posts/Followings</i>					

<i>Record KPIs in Google Sheet</i>					
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Implementing a follower campaign on Twitter and Facebook will allow OCDEM to expand their social media capabilities and overall visibility. By generating followers on these platforms, OCDEM can strengthen its media reach among the general public and use social media as a tool to relay its messages on a broad level.

**TACTICAL AREA SEVEN: PREPAREDNESS TIPS ON SOCIAL MEDIA (JAN. 2020-WEEKLY)**

Tweet and Facebook post weekly safety tips so followers are more informed and prepared for a variety of different circumstances.

<b>Social Media Tips</b>	Monday	Tuesday	Wed.	Thursday	Friday
<i>Crafting Tips</i>					
<i>Posting on Social</i>					
<i>Evaluate individual posts/platform analytics</i>					
<i>Record KPIs in Google Sheet</i>					

Posting safety tips on Facebook and Twitter will also contribute to expanding OCDEM’s social media capabilities. By consistently sharing weekly preparedness tips on these platforms, Onondaga county citizens will become accustomed to receiving information through this mechanism. This will in turn help the general public have a better understanding of emergency procedures.

**TACTICAL AREA EIGHT: PREPAREDNESS TIPS SEGMENTS ON TV NEWS (JAN. 2020-WEEKLY)**

A brief recurring segment (Roughly 1-2 minutes) on the morning/nightly news where a local news anchor can inform community members of important safety tips/preparedness information related to relevant weather/local emergencies.

<b>Recurring TV News Tip Segments</b>	Monday	Tuesday	Wed.	Thursday	Friday
<i>Weekly Scanning for Potential</i>					

<i>Emergencies</i>					
<i>Weekly Pitches to Networks</i>					
<i>Monitor for Tips Segment</i>					
<i>Record Coverage with Links</i>					

Broadcasting recurrent segments related to emergency preparedness on local news gives OCDEM the ability to develop a relationship with local news media in order to amplify their messages. As a traditional news outlet, TV news will help OCDEM to reach niche publics like the elderly population in Onondaga County. Through viewership of these segments, this public will gain a better understanding of important emergency procedures.

### TACTICAL AREA NINE: WEGMANS RELATIONSHIP + SURVEY (AUGUST 2020–JAN 2021)

Build upon the existing partnership with vaccination and magnet giveaways at Wegmans to include a brief survey of the diverse employee participants that gauges public awareness of OCDEM and general emergency preparedness.

<b>Wegmans Partnership</b>	August 2020	Sept. 2020	October 2020	Nov. 2020	Dec. 2020	January 2021
<i>Planning (next year)</i>						
<i>Print 250 Surveys</i>						
<i>Distribute Surveys to Wegmans</i>						
<i>Evaluate survey responses</i>						

By conducting vaccination and magnet giveaways at Wegmans, the general Onondaga County community will become more aware of OCDEM’s presence and mission. The survey will allow OCDEM to receive feedback from the community about their effectiveness in serving them.

## SECTION B: BUDGET

To actualize the costs of strategic implementation, we organized the same tactical areas that require budgeting from the prior timeline section by order of priority. We will briefly explain our prioritization, expense the overall cost of each tactical area, expense the individual line items and provide analysis to the value of each item.

## 1. TWITTER/FACEBOOK FOLLOWER CAMPAIGN

**Prioritization** OCDEM's social media accounts offer the most effective, direct and controlled media to share important preparedness information. These expenses will enhance OCDEM's media reach due to the exposure that platforms like Facebook and Twitter provide.

**Overall Cost:** \$850

Social Media Campaign	
Ad Spending - Facebook	\$250
Ad Spending - Twitter	\$100
Unpaid Intern	\$500 (\$250 transportation stipend \$250 misc. training costs)

**Ad Spending - Facebook:** this component will allow OCDEM to spend some amounts of money to make its posts become ads which can reach a larger and more targeted audience

**Ad Spending - Twitter:** similarly to the ad spending on Facebook, ad spending on Twitter gives OCDEM the ability to push its social posts to a wide and more specific audience

**Unpaid Intern:** with a very limited staff it can be difficult for OCDEM to add new roles or tasks to current employees workloads. An unpaid intern could help OCDEM manage its social media accounts, monitor platform analytics and report key findings to Dan Wears about the success of the campaign amongst other more trivial tasks that the core employees do not have the time for.

**Analysis** OCDEM will encourage emergency preparedness practices to all that engage with the campaign. Improved media reach will allow OCDEM to spread this important information to more Onondaga County citizens, therefore making more of the general public informed.

## 2. VILLAGE ACE HARDWARE PREPAREDNESS SURVEY SALE

**Prioritization** With minimal upfront costs, we expect that a robust emergency preparedness kit sales promotion at the Ace Hardware in Fayetteville will allow OCDEM to cultivate public feedback, gain earned media visibility and put preparedness into practice among the Onondaga County public.

**Overall Cost: \$199**

<b>Ace Hardware Discount Promo</b>	
<i>Discount Coverage for 10 Kits</i>	<b>\$110</b>
<i>Banner In-Store Display Graphic</i>	<b>\$89</b>

<b>Prices of Kit</b>	
<i>Ace Bucket</i>	\$5
<i>Fuse Backup Cell Phone Charger</i>	\$15
<i>Swiss Army</i>	\$15
<i>Battery Lantern</i>	\$10
<i>First-Aid Kit</i>	\$10
<i>Total Kit Cost</i>	\$55
<i>Discounted (20%) Kit Cost</i>	\$44
<b>Discount Value</b>	<b>\$11</b>

**Discount Coverage to Store:** the purpose of the discount coverage is to have OCDEM start off on the right foot in its new partnership with Ace Hardware. Covering the lost revenue as a result of the promotional discount shows that OCDEM is willing to meet in Ace Hardware somewhere in the middle and is a generous offer on top of the additional business OCDEM is providing Ace Hardware through the event.

**Banner for Kit Display:** with potential media and cameras on site for the launch of this promotion, it would be beneficial for OCDEM’s name to be present in the footage and pictures used on news broadcasts and posted on social media to increase visibility and recognition in the community

*Analysis The Hardware Preparedness Survey Sale is the element of the campaign that warrants direct action in emergency preparedness measures on behalf of OCDEM’s publics. By successfully establishing this promotion, more members of Onondaga County will have preparedness items in their home and will be better equipped when an emergency does strike.*

### **3. MOBILE RESPONSIVE WEBSITE**

**Prioritization** Although being RFPed by the county, adding mobile responsivity will be a high-priority investment in the quality of OCDEM’s existing website information and

*preparedness materials for a mobile-first world. We feel it necessary, for now, to still cost the project for sense of scope.*

**Overall Cost:** \$2000

**Mobile Responsive Development:** In addition to the value of mobile responsiveness, the web developer(s) who will edit the existing website to display on all screens will immediately bring operational value to OCDEM by streamlining redundancies and inefficiencies in the website. We conservatively predict that the more 24-page website can be optimized to 18 pages or less.

*Analysis* Developing a slightly simplified, mobile responsive website will facilitate easier access to OCDEM's information. It will also allow more Onondaga County citizens to access the website, regardless of their preferred medium (phone, computer, etc.). This way, people seeking information from OCDEM's website can exhibit less effort on their part to retrieve the information they need.

#### **4. INFO SHEET DISTRIBUTION WITH LOCAL ORGANIZATIONS**

**Prioritization** To augment tactics that target general county residents, it's important to then contribute resources to vulnerable publics. By providing RISE and SMNC with graphic-forward preparedness one sheeters, OCDEM can efficiently distribute the time and budget costs of communicating to difficult to reach low-income, refugee, disabled and elder publics.

**Overall Cost:** \$138 (Estimated color printing costs = 200 units @ \$0.69 per unit)

**Printing Costs:** Because media habits are less dependable with these groups, investing in more traditional and physical methods of information-sharing will be most effective in making these publics aware of OCDEM's mission. Deferring distribution to the partner organizations will eliminate the need to expense mailing costs.

*Analysis* This element of the budget is where OCDEM can reach its vulnerable publics. A huge part of their mission is helping these niche groups take emergency preparedness measures, and these local organizations can help to get information across to them.

#### **5. WEGMANS RELATIONSHIP + SURVEY**

**Prioritization** In order to accurately reach the general population OCDEM needs to collect information from individuals who participate in everyday activities such as grocery shopping. By setting up a table at Wegmans, OCDEM will be able to hand out

*surveys and collect feedback that will be analyzed to create a more effective system of reaching its general target audience.*

**Overall Cost:** \$105 (*Estimated color printing costs = 250 units @ \$0.42 per unit*)

**Printing Survey Costs:** Feedback is one of the most effective ways to discover flaws and implement improved systems. By having a physical survey that OCDEM hands out, they can reduce participant barriers to ensure that the public is receiving and answering the questions accurately, so OCDEM can make the most informed changes and reforms. By handing them out in Wegmans, the mailing cost is eliminated as well.

***Analysis** Further developing their relationship with Wegman's will effectively help OCDEM reach the general public in Onondaga County. The survey is essential because this is how OCDEM can begin fostering a feedback loop, so they can understand how best to serve the general public's needs.*

## **6. RECURRING PREPAREDNESS TIP SEGMENT ON LOCAL TV NEWS**

***Prioritization** An effective way to reach a broad and varied population is to incorporate the information you want to spread into their everyday activities. By creating segments on local news channels that the elderly population already watches every day, OCDEM can effectively distribute their information and knowledge.*

**Overall Cost:** \$200

**Discretionary Local Journalist Ingratiation Expenses:** Because of its gatekeeper role, investing in long term media relationships will be most effective in reaching end audiences. The costs here will be discretionary and entail small ingratiating efforts, such as getting coffee or sandwiches with local media members to nourish lasting, personal relationships that streamline media pitching.

***Analysis** Incorporating traditional media outlets like TV into the campaign is necessary to reach OCDEM's elderly publics. This public does not typically engage in more modern media habits, therefore targeting them through TV news is likely the best method to reach them. OCDEM can also provide relevant and timely information through this outlet.*

## BUDGET ESTIMATE = \$3492

*While we understand efforts to limit spending, we highly advise that OCDEM consider all of the relatively modest line items in our budget. Our communications plan is the product of iterative, integrated collaboration. The complete implementation of various social media initiatives, mixed with the traditional media practices will allow OCDEM to reach all of their niche target audiences while still disseminating information to the general public.*

<b>Tactic</b>	<b>Cost</b>	<b>Total Cost</b>
<b>New Partnerships</b>		\$138
<i>Printing Costs (200 @ \$0.69 per)</i>	\$138	
<b>Wegmans Partnership</b>		\$105
<i>Printing Costs (250 @ \$0.42 per)</i>	\$105	
<b>Social Media Campaign</b>		\$850
<i>Ad Spending - Facebook</i>	\$250	
<i>Ad Spending - Twitter</i>	\$100	
<i>Unpaid Intern</i>	\$500	
<b>News Segments</b>		\$200
<i>Local Journalist Ingratiation Expenses</i>	\$200	
<b>Ace Hardware Discount Promo</b>		\$199
<i>Discount Coverage for 10 Kits</i>	\$110	
<i>Banner In-Store Display Graphic</i>	\$89	
<b>Update OCDEM Website</b>		
<i>Mobile Responsive Development</i>	\$2,000	
	<b>TOTAL</b>	\$3,492

## Overall Timeline

<b>First Quarter Timeline</b>	January	February	March
<i>Contact RISE/SMNC to establish partnerships</i>			
<i>Plan distribution of materials for RISE/SMNC</i>			
<i>Contact Village Ace Hardware about preparedness sale</i>			
<i>Plan the organization and set up of Village Ace Hardware emergency kit</i>			
<i>Print the graphic for Village Ace Hardware display</i>			
<i>Build event media list for Village Ace Hardware sale</i>			
<i>Distribute press releases to hardware sale media list</i>			
<i>Send specifications about mobile website project to developer</i>			
<i>Development of mobile responsive website</i>			
<i>Contact Syracuse.com about setting up push notifications</i>			
<i>Meeting with Syracuse.com to formalize push notifications project</i>			
<i>Conduct initial search ranking report for SEO</i>			
<i>Claim Google Listing on Google My Business</i>			
<i>Update Google My Business listing with correct information and 20 photos</i>			
<b>Second Quarter Timeline</b>	April	May	June
<i>Evaluate response for RISE/SMNC surveys</i>			
<i>Distribute press releases to hardware sale media list</i>			
<i>Survey link for hardware sale discount goes live</i>			
<i>Village Ace Hardware hosts sale on kit</i>			
<i>Day of event press for Village Ace Hardware sale</i>			
<i>Conduct testing for mobile responsive website</i>			
<i>Implementation of mobile responsive website</i>			
<b>Third Quarter Timeline</b>	July	August	September
<i>Plan Wegmans vaccination/magnet giveaway and survey</i>			
<b>Fourth Quarter Timeline</b>	October	November	December
<i>Plan Wegmans vaccination/magnet giveaway and survey</i>			
<i>Print 250 surveys for Wegmans giveaway</i>			

<i>Distribute surveys to Wegmans</i>			
<i>(evaluate Wegmans survey responses in Jan 2021)</i>			

## TACTICAL APPENDICES

### **GOAL A TACTICS: The general public will be more aware of OCDEM's presence and mission in the community.**

#### **1. Partner with RISE and SMNC to strengthen ties with local, community-based organizations.**

*Rationale* → We feel that leveraging the institutional credibility and charisma of existing organizations in Onondaga County is vital to capturing the attention of broad and narrow segments of the community toward OCDEM. Partnering with these organizations is of particular importance to distinct relationships with different vulnerable populations where media habits are less dependable and trust is rooted among their peers. Specific organizations are able to influence those with specific emergency needs, such as elders, refugees and non-english speakers, persons with disabilities and low income earners.

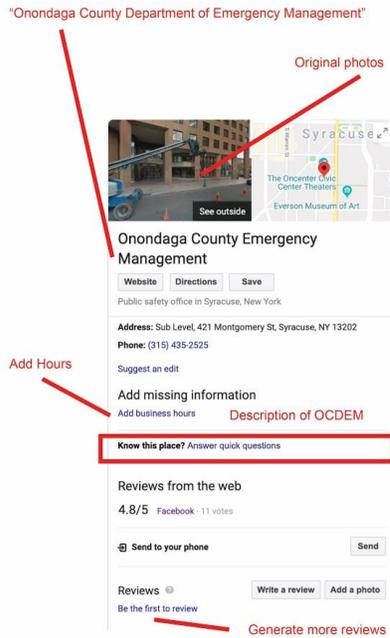
#### **2. Update and modernize existing OCDEM website to suit all users (mobile, desktop, screen reader, etc.).**

*Rationale* → It's extremely alarming that OCDEM's website is not mobile friendly. With the diverse media habits of the Onondaga County population, it's vital that the website's vital information can be properly accessed on any platform. For example, people with disabilities are unlikely to have access to a smartphone, tablet and computer, so all platforms must be optimized.

#### **3. Claim, optimize and maintain OCDEM's Google My Business (Search Engine Optimization) listing with photos, links, accurate organization information and Google reviews.**

*Rationale* → Akin to our comments on the mobile-friendly website, it's necessary that OCDEM optimize its Google listing with accurate information. Building out OCDEM's Google listing will increase its SEO performance with local emergency keywords and allow users on any device to find necessary information about the department. SEO ranking is of particular importance to persons with disabilities who have cross-device media habits, non-English speaking residents who need clear presentation of information and low-income individuals who have limited digital time to search for information.

*Enhancements*



**GOAL B TACTICS: The Onondaga County general public will have a better understanding of the safety procedures that are to be carried out during common emergencies (house fires, contagious disease prevention, etc.).**

- 1. Tweet and Facebook post weekly safety tips so followers are more informed and prepared for a variety of different circumstances.**

*Rationale* → Creating daily/weekly safety tips will keep the general population informed and engaged with OCDEM. These individuals will be consistently reminded of the OCDEM’s importance and will encourage them to follow safety procedures

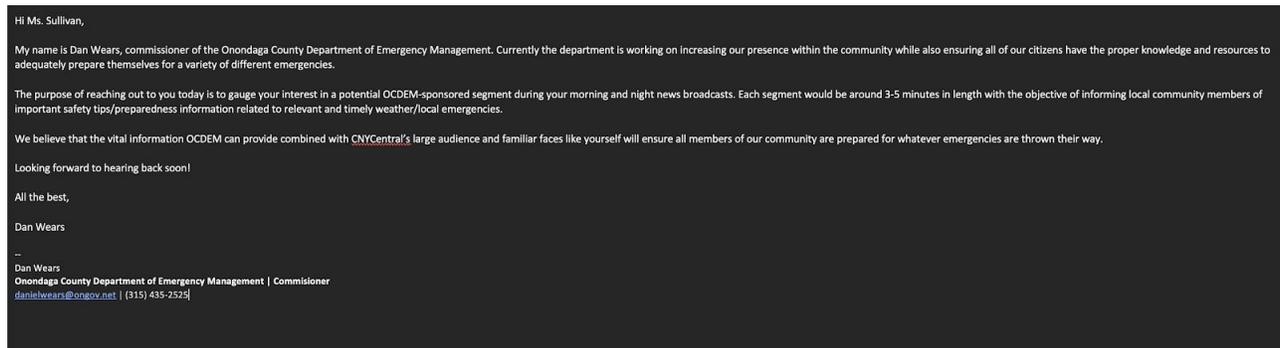
*Sample Tweet:*



**2. A brief recurring segment (Roughly 1-2 minutes) on the morning/nightly news where a local news anchor can inform community members of important safety tips/preparedness information related to relevant weather/local emergencies**

Rationale → This targets the elderly population as they tend to watch the news right when they wake up and before they go to sleep. By implementing a short segment about OCDEM and their procedures, this vulnerable public can be informed during their daily routines, making them more likely to follow the procedures as they aren't going out of their way to receive the information. We would advise against using Dan and Jenny in the media because most Onondaga County citizens would not recognize their faces since they are not often in front of the camera. Instead we would rely on important influencers for our targeted publics to carry the messages.

*Sample media pitch*



**3. Set-up push notifications through local news phone applications with regular tips, reminders and emergency messages.**

Rationale → The purpose behind this tactic is to integrate emergency preparedness into as many members of the local community's daily routine as possible. By forming a partnership with media outlets like Syracuse.com and CNYCentral, OCDEM is able to send push notifications to each users' phone with important information. This is effective because the average member of the general population is not going to go out of their way to receive emergency preparedness information so to increase the likelihood of that same person receiving the information OCDEM can integrate it within one of their favorite apps

*Example Notification Copy:*

EMERGENCY WARNING: Snow Storm. Make sure you have your safety kits ready and check the app for more details on how to prepare

**GOAL C TACTICS: OCDEM will have a stronger media reach within both broad (complacent) and niche (vulnerable) publics.**

**1. Create social media campaign on Facebook to inform the general public of OCDEM's presence and mission with the intent of generating followers**

Rationale → With most of their publics active on Facebook, it would be wise for OCDEM to create a mini campaign to inform those who may not be aware of their presence what OCDEM's mission is and why they are an important resource. The primary goal of this campaign would be to generate an increase of followers and presence within the Onondaga County community.

*Sample Call to Action Post:*



**Onondaga County Department of Emergency Management**



Yesterday at 4:45am · 🌐

Emergencies are never planned. Make sure that you and your family are properly prepared for those times when an emergency does strike.

Follow our Facebook page for regular updates on ways that you can be prepared.



👍 32 Likes

4 Comments 15 Shares

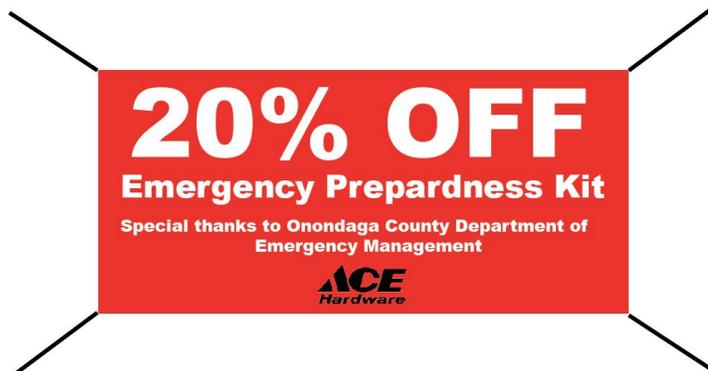
👍 Like

➦ Share

[View more 16 Comments](#)

**2. Organize media coverage for the Ace Hardware + OCDEM discount promotion**

*Rationale* → With local cable news camera crews present at the hardware store during the promotion, they will be able to talk about the preparedness kit discount promotion and plug the link to the survey. Similarly, OCDEM will pitch Syracuse.com and the Daily Orange (university employees) to write articles for their respective websites that feature details about the promotion, information about OCDEM and the link to the survey.



**GOAL D TACTICS: OCDEM will receive feedback from their publics about their information consumption habits and current effectiveness, so in the future each public will better understand OCDEM's reputation.**

- 1. Build upon the existing partnership with vaccination and magnet giveaways at Wegmans to include a brief survey of participants that gauges public awareness of OCDEM and general emergency preparedness.**

*Rationale* → The difficulty with a feedback loop is to generate an accurate sample of OCDEM's diverse publics. As alluded to in the Blades of Glory Research Report, Wegmans employees provide a strong sample of Onondaga County residents because of the variance in demographics, incomes, psychographics and media habits among a single store's workforce. Given that the employees are captive, we feel that a simple three question survey will have a high participation rate. This survey would address current awareness of OCDEM, existing personal preparedness behavior and desire for more information on emergencies.

- *Survey Questions Draft*

Are you aware of the Onondaga County Department of Emergency Management? (yes/no)

Do you currently have an emergency plan if a fire occurred in your residence? (yes/no)

Would you be interested in engaging with more information from OCDEM about emergency preparedness in the community? (yes/no)

-If yes, please provide your email address, so that we can stay in touch:

- 2. OCDEM should promote a survey link via Twitter and Facebook to assess familiarity within the community and overall effectiveness of OCDEM distributed materials among the public. Each individual who submits the survey receives a discount on hardware items needed for emergency supply kit.**

*Rationale* – This would be a marketing partnership with a local or national hardware store that incentivizes survey completion and preparedness purchasing. Our target public on this survey is the middle-class and above suburban family with disposable income who doesn't yet provide feedback to OCDEM. As noted, this survey campaign will also incentivize participants to purchase from a set of discounted items that are vital to emergency preparedness.

*Sample Survey*

Are you aware of the Onondaga County Department of Emergency Management? (yes/no)

Do you currently have an emergency plan if a fire occurred in your residence? (yes/no)

Would you be interested in engaging with more information from OCDEM about emergency preparedness in the community? (yes/no)

If yes, please provide your email address, so that we can stay in touch:

Age:

Gender:

Race:

Level of Income:

“Thank you for completing our survey! Use the code “OCDEM44” on select Ace Hardware items for exclusive discounts.”

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