

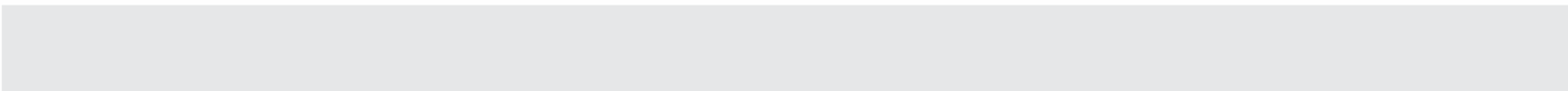


NCR EMERGENCY PREPAREDNESS CAMPAIGN

Campaign Overview

April 13, 2005

Campaign Philosophy

- **Research-Based**
 - **Complements Local Efforts**
 - **Evergreen Elements**
 - **Integrated**
 - **Surround, Interrupt and Motivate**
 - **Emotional and Rational**
 - **Connect, Engage, Educate**
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A Four-Phased Approach

	Research	Advertising	Community Outreach and Training	Public Relations
Phase One	<ul style="list-style-type: none"> •Define Preparedness •Focus Groups •Baseline Survey •Employer Survey 	<ul style="list-style-type: none"> •Advertising Message Development •Media Buy Development 	<ul style="list-style-type: none"> •In-Depth Interviews •Community Profiles •Review National Emergency Best Practices •Review NCR Preparedness Activities •Coordinated Data Collection and Information Management System 	<ul style="list-style-type: none"> •Materials Audit •Message and Tag Line Development •Celebrity Spokespeople •Media Relations Preparation
Phase Two	<ul style="list-style-type: none"> •Message Refinement •Ad Testing 	<ul style="list-style-type: none"> •Create the Campaign •Finalize Media Buy 	<ul style="list-style-type: none"> •Create Training Curriculum •Initial Schedule of Training Opportunities and Events •Identify and Enroll Trainers •Develop Strategic Partnerships 	<ul style="list-style-type: none"> •Finalize Message Track •Final Campaign Plan •Establish Toll-Free Number •Materials Development
Phase Three	NA	<ul style="list-style-type: none"> •Limited Advertising in the Field •Continued Creative Development 	<ul style="list-style-type: none"> •Train the Trainers •Recruit Community Volunteer Trainers •Distribution of Campaign Materials 	<ul style="list-style-type: none"> •Media Relations Rollout •Support Local Events as Appropriate
Phase Four	NA	<ul style="list-style-type: none"> •Field Bulk of Advertising 	<ul style="list-style-type: none"> •Leverage National Preparedness Month Activities •Community Volunteer Trainers Train Individuals in Community •Further Distribution of Campaign Materials 	<ul style="list-style-type: none"> •Leverage National Preparedness Month •Special Events •Maintaining Momentum

Phase One: Spotlight on Research

Research

- Define Preparedness
- Focus Groups
- Baseline Survey
- Conduct Employer Survey

Advertising

- Advertising Message Development
- Media Buy Development

Community Outreach and Training

- In-Depth Interviews
- Review NCR Preparedness Activities
- Best Practices Review
- Jurisdictional Profiles
- Data Collection, Assessment, Management

Public Relations

- Materials Audit
- Messages and Tag Line Development
- Celebrity Spokespeople
- Media Relations Preparation

Phase One: Spotlight on Research

- **Listen**
 - To You (NCR Stakeholders)
 - To the Public
 - To Business
- **Define Preparedness**
 - Measure Level of Preparedness
- **Understand the Environment**
 - How Important is this Issue?
 - What Actions have Residents Taken?
 - Who are the Key Audiences?
 - What are the Messages that Work?
- **Motivate**
 - Develop and Test Messages Most Likely to Reach NCR Residents

Phase Two: Spotlight on Advertising

Research

- Message Refinement
- Ad Testing

Advertising

- Create the Campaign
 - Develop Message
 - Develop Advertising Concepts
- Finalize Media Buy
 - Leverage buy for PSA Support

Community Outreach and Training

- Create Training Curriculum
- Schedule of Training Opportunities and Events
- Identify and Enroll Core Trainers
- Develop Strategic Partnerships

Public Relations

- Finalize Message Track
- Final Campaign Plan
- Establish Toll-Free Number
- Materials Development

Phase Two: Spotlight on Advertising

- **Research is Key**
 - Review Materials Developed to Date
 - Message and Concept Development
 - Final TV and Radio Buy
 - Test Final Message Themes
- **Buy Air Time Early**
 - Flexible Commitment
 - Maximum Leverage
- **Community Outreach Support in Summer**
 - Initial Message Testing in Field
 - Boost Participation at Training Events
- **Bulk of Advertising Runs in September**
 - Final Adjustments to Media Buy
 - Maximize Awareness at Critical Juncture

Phase Three: Spotlight on Community Outreach

Research	Advertising
NA	<ul style="list-style-type: none">• Limited Advertising in the Field• Continued Creative Development
Community Outreach and Training	Public Relations
<ul style="list-style-type: none">• Train the Trainers• Recruit Community Volunteer Trainers• Distribution of Campaign Materials	<ul style="list-style-type: none">• Media Relations Rollout• Support Local Events as Appropriate

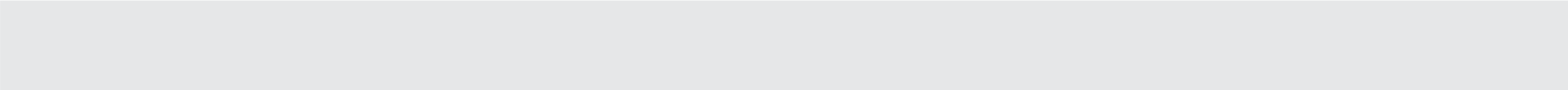
Phase Three: Spotlight on Community Outreach

- **Utilizing Results of Research**
 - Determine Targets
 - Materials
- **Building Upon Existing Citizen Corps and Local Outreach Efforts**
- **Reaching Diverse Communities**
- **Enhancing Training and Outreach with Community Profiles**
- **Multiplying Effectiveness with Train the Trainers**

Phase Four: Spotlight on Public Relations

Research	Advertising
NA	<ul style="list-style-type: none">• Field Bulk of Advertising<ul style="list-style-type: none">- Television and Radio- Transit- Print- Internet
Community Outreach and Training	Public Relations
<ul style="list-style-type: none">• Leverage National Preparedness Month Activities• Community Volunteer Trainers Train Individuals in Communities• Further Distribution of Campaign Materials	<ul style="list-style-type: none">• Leverage National Preparedness Month• Special Events• Maintain Momentum

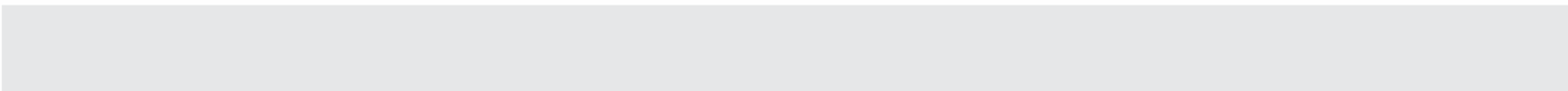
Phase Four: Spotlight on Public Relations

- **Leverage National Preparedness Month**
 - Call to Action
 - Tie in with Planned Activities
 - **Special Events**
 - Complement Local Efforts
 - Fall Festivals
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Phase Four: Spotlight on Public Relations

- **Media**
 - Op-eds, Bylined Articles
 - Spokespersons, Story Bank
 - Coverage of Events
- **Maintain Momentum**
 - Surround and Interrupt
 - Provoke Response
 - Materials Blitz
 - Trainers in the Field

Campaign Success Assessment Report

- **Field Final Survey**
 - **After-Action Summary**
 - **Report Best Practices**
 - **Programmatic Shelf-Life**
 - **Recommendations for Going Forward**
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Thank You

