

WorkSafeMT Public Relations Plan: June 2010 – June 2011

Client: WorkSafeMT
Date: August 19, 2010

In Review

- The below plan is an outline of public relations tactics and strategies to maximize WorkSafeMT's media exposure from June 2010 through June 2011. In addition to the specific items listed below, PartnersCreative will continue to track and report all earned media to the client.

Plan

- **Media Campaign PR (June – August 2010)**
 - Write and distribute press release in conjunction with the launched media campaign.
 - Find a spokesperson, who can share his/her personal work-injury story and build on the emotional stories told in the campaign.
 - Schedule interviews with individual spokesperson and WorkSafeMT spokesperson focusing on personal stories as well as summer/warm-weather workplace safety.
- **Video Series (June – October 2010)** – This timeline is flexible, based on when the other videos are completed.
 - Write and distribute press release on Simms video. Target Montana media as well as workplace safety trade publications and websites. (June 2010)
 - Write and distribute press releases on second and third videos being shot this summer. (August 2010 and October 2010 respectively)
- **Montana WorkSafe Commitment Month & SafetyFestMT in Missoula (November-December 2010)**
 - Write and distribute press release and media alert for SafetyFestMT in conjunction with WorkSafe Commitment Month.
 - During SafetyFestMT, organize and coordinate press conference with Missoula media.
- **Legislative Session Education (January – April 2011)**
 - Announce research study results from September, which will ideally show an improvement in workplace safety awareness, with a press conference in Helena. Prepare press release and media alert for Helena media and invite legislators.
 - Prepare a brochure/handout for legislators, outlining research study results, WorkSafeMT accomplishments and continued workplace safety challenges in the state.
 - Host luncheon in Capitol Building Rotunda, March 28.
- **Stay at Work/Return to Work (May - June 2011)**
 - Write and distribute press release on the “Stay at Work/Return to Work” program, encouraging businesses to examine and strengthen their existing SAW/RTW program or develop and implement an evidence-based SAW/RTW program.
 - Schedule interviews with WorkSafeMT spokesperson and business owners and managers explaining the importance of having a SAW/RTW program.