

Gulf States Shipbuilders Consortium Public Relations Program

Prepared By



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PROGRAM OVERVIEW

The PR program presented on the following pages uses media relations and grassroots tactics to increase public awareness of the *Shipbuilding Career Initiative* – designed to attract, develop and retain a robust labor force for the shipbuilding industry in Louisiana, Mississippi and Alabama.

The PR program will be executed using a regional approach, engaging specific partners in appropriate local markets and regions.

We will highlight the fact that there is an alternative to college and low hourly jobs, which is often hidden from high school graduates, among other key audiences. The alternative is a highly-compensated, skill-based career in shipbuilding.

TARGET AUDIENCES

Primary:

- High school students
- Under-employed / under-valued workers in various industries
- Community college students
- Vocational and technical school students
- Transitioning military
- Hispanic Community

Intermediary:

- Administrators / guidance counselors at high schools, community colleges and vocational schools
- Parents of students
- News media
- Economic development organizations
- Elected officials
- Current and past shipbuilding employees

TARGET COUNTIES/PARISHES

Louisiana

- Orleans/Jefferson
- East Baton Rouge
- Terrebonne
- Lafourche
- Lafayette

Mississippi

- Hancock
- Harrison
- Jackson

Alabama

- Mobile
- Baldwin

PROGRAM GOALS

Strategic:

- Introduce the recruitment initiative to the local communities in a manner that excites our target audiences
- Educate key audiences so that the workforce initiative resonates throughout local communities
- Incite prospective job applicants to call the 1-800# and visit the GSSC website
- Empower potential job applicants

Tactical:

- Generate news coverage with local and trade media
- Secure speaking opportunities for GSSC partners throughout our target community segments
- Recruit advocates throughout local communities
- Participate in community events

PROGRAM STRATEGIES

- Demonstrate the importance of the workforce initiative to the region (importance of the industry to the region's vitality and growth)
- Instill ownership of the initiative among local shipbuilding leaders and workers
- Position shipbuilding as an industry with great opportunities and as an “alternative” (to college, other blue collar jobs) with a lucrative and rewarding career path
- Clearly communicate the initiative's successes (individuals, companies, industry) over its six month duration – inform the public and our target audiences that the effort is working so they continue to offer support

PROGRAM TACTICS: Media Relations

Initially, target local print, TV and radio news outlets in target cities to announce the campaign to all audiences. Once we initiate the program, we will use the media to disseminate tailored messaging designed to motivate specific target audiences to act. Tactics include:

- Announcement news release
- Additional news releases to announce events, specific initiatives, success stories, etc.
- Media advisories to offer GSSC and its partners as resources for stories on relevant news topics
- TV and radio interviews with GSSC representatives and partners
- Tailored story pitches to promote specific campaign and industry elements

PROGRAM TACTICS: Community Relations

Integrating the campaign throughout the local communities along the Gulf Coast is essential. Community relations will most likely play the largest role in the public relations campaign. Among our community relations tactics:

- Speaking engagements by GSSC partners at high schools, community colleges, vocational and technical colleges, churches and other community-based organizations
- Event participation throughout the local communities e.g. booth at high school fair or basketball game
- 3rd party endorsements by community leaders and influencers such as pastors, coaches and guidance counselors – facilitate by scheduling one-on-one meetings with GSSC partners

HOW WE WORK TOGETHER

- Bond PR's mission in serving GSSC is to create relationships and dialogues with our intermediary audiences that result in them advocating a career path in the shipbuilding industry
- Because the campaign is across three states, we anticipate working directly with each partner, presenting opportunities to speak before candidates, to participate in events and to be quoted / featured in news stories about workforce development
- In each state, we will work with partners in a rotation capacity to ensure everyone receives an equal amount of exposure, under the GSSC umbrella
- By operating in such a capacity, and by Bond PR acting as GSSC's strategic partner, we are confident we will accomplish our mission of helping to build a viable workforce for the shipbuilding industry

PROGRAM FLOW

