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2014 Red Shoe Party Public Relations Plan February 3, 2014 Prepared by Tove Wright, CASA Nashville

SITUATION ANALYSIS: CASA Nashville is hosting its 15th annual Red Shoe Party on April 12, 2014 at Rocketown. *The Red Shoe Party, held during National Child Abuse Prevention Month*, is CASA's largest fundraiser of the year and helps raise approximately 30 percent of the organization's budget. Donations help to continue recruiting, training and supervising the volunteers who advocate for the best interests of children who come to the attention of Davidson County court system due to abuse or neglect. The Red Shoe Party continues to grow in its success each year, through the hard work of the co-chairs, event committee, CASA board, CASA volunteers, and the many partners of the organization. We, CASA Nashville, submit the following communications plan to further its support, with the goal of generating even more coverage in 2014.

OBJECTIVE: Generate awareness and media coverage of the 2014 Red Shoe Party through media relations in the Nashville market to increase ROI for sponsors and maximize ticket sales and auction donations.

STRATEGY: Target local media, including newspaper and print reporters, columnists, talk shows, TV, and radio, to promote the event, CASA programs and National Child Abuse Prevention Month.

TACTICS:

JANUARY 2014 Save the Date postcards go out January. Paula, Trudy, Patience and McQuiddy work on the details

FEBRUARY 2014 Invitations go out Mid-February. Paula, Trudy, Patience and McQuiddy work on the details

STUART WEITZMAN red shoe store event media outreach February 25. Christie Wilson secured SW Reception RSP committee attendees to shop for red shoes for the event.

Media plan

- will create a tentative plan to outline all media relations and other communications efforts.
- **First media relations meeting**
 - February
- **Media list**
 - A media list for the Nashville market will be created for all upcoming media pitches and outreach.

- Note long lead times for monthly publications.
- Ongoing updates will be made.
- **Media relations**
 - Pitches aim to promote the event, CASA programs, National Child Abuse Prevention Month, and the Red Shoe Theme and the reason behind it. Keep the Red Shoe Theme throughout every communications effort.
 - Will target monthly publications this month in order to make April publication deadlines (*Nashville, Nashville Lifestyles*, etc.)
 - will report back to CASA Board Marketing Committee and co-chairs with updates on a regular basis; Trudy weekly Sponsorship updates, Brittany weekly auction updates.
 - will coordinate all traditional media outreach efforts with CASA Board Marketing Committee, to maintain consistency in messaging/timing with social media efforts.
 - Calendar listing.
 - Draft and distribute to online calendars, newsletters and print publications.
 - interview
 - Jane and/or co-chairs being interviewed Feb or March on tv and radio

Sponsor Outreach

Program

- Compile logos and ads from 2014 sponsors into last year's template for event program.
- Update last year's template with 2014 design and text drafted by RSP committee.

MARCH 2014

- **Media relations**
 - Media relations efforts will continue with ongoing pitches and follow-up.
 - will report back to Marketing Committee and co-chairs with updates on a regular basis.
 - will coordinate all traditional media outreach efforts with Marketing Committee to maintain consistency in messaging/timing with social media efforts.
 - News release.
 - Draft and distribute to TV, radio, and online and print publications. Distribute news release at the first of the month, to coordinate with the timing of the invitation mailing (set for March 1 as of now).
 - Op-Ed article.
 - Draft and pitch a guest column by Jane or CASA volunteer one or two weeks before event. A column from a volunteer could incorporate the message of "There's no place like home" and the mission of CASA.
 - Radio outreach.
 - Pitch interview to WPLN with CASA staff and/or volunteer to discuss CASA programs and RSP event with tie-in to National Child Abuse Prevention Month
 - Trade publication pitches
 - Send all event communications to legal trade publications (online and print) in the Nashville area, such as *TBA Today*.
- **Program**
 - Finalize all program text and design. Work with RSP Committee to send to print.

APRIL 2014

- **Media relations**
 - Media relations efforts will continue with ongoing pitches and follow-up.
 - will report back to Marketing Committee and co-chairs with updates on a regular basis.
 - will coordinate all traditional media outreach efforts with Marketing Committee to maintain consistency in messaging/timing with social media efforts.

- Send out a media advisory to print publications and TV outlets to secure coverage at this event.
- Secure a photographer to staff this event to take photos that can be used to send to media following the event to secure follow-up coverage of the event.
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- Talk show pitches.
 - Pitch event co-chairs and/or Jane and/or CASA volunteer to local TV programs.
 - *Tennessee Mornings* (FOX)
 - *Talk of the Town* (Ch. 5)
 - *Plus Side of Nashville, Morning Line, Open Line* (Ch. 5 +)
 - *More at Midday* (Ch. 4)
 - *Better Nashville* (Ch. 4)
- Media advisory.
 - An advisory will be sent to TV stations and select print publications announcing the event to secure night-of coverage.
- **Event logistics**
 - will provide feedback on script, run-of-show and other event logistics as needed.
 - will develop slideshow of sponsor logos, photos and CASA information to play on flat-screen TVs at the event.
 - will work with the committee and coordinate with Trudy to gather the information needed to develop the slideshow.
- **Red Shoe Party**
 - April 12 at Rocketown.
 - will staff and be available to work with the committee, photographer and media.
- **Event photos and cutlines**
 - will work with CASA and/or photographer to secure disk of photos.
 - will draft photos and cutlines and work with CASA to identify and confirm names.
 - will distribute to media within two weeks of the event.
 - will send photo CDs to honorees.
- **Media wrap-up**
 - will distribute a media clip report.

MEDIA PITCHES

The following media outlets will be targeted and sent appropriate information and pitches as news develops.

WKRN-ABC

WSMV-NBC

WZTV-Fox 17

WTVF-CBS

WPLN-NPR

Tennessee Radio Network

92q Wendell Wilcox

Lightning 100 FM

The Beat 101.1 Cathy Sewell

The Game 102.5 Jeff Kolb

102.1 The Light Damon King

102.9 The Buzz

Online calendars and blogs (*Cool People Care, Metromix, Now Playing Nashville, wannado, americantowns, WPLN Happenings etc.*)

The Tennessean

The Nashville City Paper

GCA Publishing Company Inc.

Westview/Nashville Ledger

The Observer

Out and About

Nashville Business Journal

Nashville Parent

Nashville Post

Nashville Pride

Tennessee Tribune

Nfocus Magazine

Nashville Scene

Nashville Lifestyles

Nashville Parent

FiftyForward

Business Tennessee

TBA Today

Vanderbilt Lawyer

Tennessee Bar Journal

Tennessee Tribune

CABLEzap