



Silver Sunday: 7th October 2012

Celebrating Older People

Outline Public Relations Plan
Discussion Document

Silver Sunday: Key Objectives

To combat loneliness.

To enable a series of community-based and led events throughout the UK that reach out to older people and offer a day of fun for older people, their families and friends.

In order to celebrate the contribution older people have made to our society and thank them – they made us who we are.

And to raise awareness of the challenges and opportunities faced by the aging in an aging society.

Key PR Success Factors

- An identifiable brand:
 - Identity
 - Strap line Rallying Cry
- Tightly defined messages, what are we asking for?
- An effective media launch
- Reaching the Big Brother audience, not simply the Westminster Village
- Adding to the discussion (new information)
- Strategic partners
 - Age UK
 - SAGA
 - In the broadcast and print media (BBC = Public Broadcaster) (Mail on Sunday?)
 - Commercially
 - From celebrities: Joanna Lumley, Esther Rantzen, Joan Bakewell,
 - Terry Wogan, Michael Parkinson, Des Lynam.
- Support of enabling stakeholders/event creators
 - In national and local government
 - From appropriate charities
 - From youth national sports and membership organisations
- Extensive Silver Sunday media (weekend 7th October, 2012)
- Effective local spokespeople
- Press releases/factsheets/Q&As
- A great website and digital strategy
- That the events are themselves well run, well attended, inclusive and enjoyable

Branding

The basis for all enabling materials

- For the events themselves
- For public relations

Effective brands have two elements:

- The identity
- Eye-catching colour scheme

The strap line:

- Defining the call to action

Process:

- Workshop (best if facilitated)
- Production

Media Launch

Media Blitz:

- Pre-Briefing of national newspapers
- Kick-off event: older persons celebrity photo call at Westminster
- Followed by a press conference
- Big Brother “sofa” audience media initiative:
 - GMTV
 - Independent Radio News
 - BBC Breakfast
 - Sky News

Key Issues:

- Spokesperson
- Endorsees
- Timing
- Expectation management

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Adding to the Discussion

The first annual Silver Sunday Survey (YouGov)

- An in-depth survey of attitudes towards older people, the contributions they make, and the challenges they face
- Offering new insight and information that adds to the discussion
- And serves as an effective “hook” for our media and public relations efforts

SAGA

- A dominant/respected brand in the older people sector
- Reaching over 650,000 older people through its monthly Magazine
- Encouraging online discussion/participation through SagaZone Silver Sunday, in association with SAGA?
(CF met Emma Soames in June 2008)
- Possible partnership elements:
 - Access to membership for the YouGov survey
 - Identification/publication of appropriate testimonials
 - Life in the old dog yet
 - But not everyone is so lucky
- Competition sponsor – national older persons tombola (SAGA Holidays)
- Media coverage

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BBC

- Public service broadcast partner
- Advantage:
 - Media reach – television, radio and online, national and regional
- Possible partnership elements:
 - BBC Breakfast
 - The Archers, etc. (Silver Sunday storyline)
 - Blue Peter fund-raising competition
 - Radio Five Live phone-in topic
 - Strictly Silver Sunday
 - The Apprentice (Silver Sunday Special for older people)

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Sunday Telegraph, Express or Mail on Sunday

- National print media partner
- Advantage: Circulation and campaigning posture
- The Silver Sunday campaign:
 - News coverage
 - Specialist features:
 - Housing
 - Health
 - Work
- Mail on Silver Sunday Special (7th October) – Banner Change
- Silver Sunday fund-raising campaign

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Stakeholder Briefing/Supporters

- National government and opposition
 - Party leaders and MPs
- Local government
 - Council leaders and Local Government Association
- National Pensioners Congress
- National youth organisations
 - Guides and Scouts, Youth Service
- National Association of Head Teachers
- Military
- National charities
 - National Trust
- Local voluntary organisations
 - W1
 - Rotary and Lions Clubs
- Sports Organisations
 - Sports England
 - Football Association and Premier League

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Digital

An outstanding website:

- With search engine optimisation
- Linked to all key media outlets, campaigning organisations, Think Tanks and governmental resources
- Ability to donate/merchandise
- Practical Advice
- Downloadable resource packs/press packs for Silver Sunday events
- Silver Sunday Events Register/Guide with contact details for local press
- Celebrity podcasts (messages of support)
- Testimonials and voxpops

Event Enabling Essentials

Silver Sunday branded promotional literature

Event ideas and templates:

- Sunday lunch
- Fashion show
- Tai chi in the park
- Concert/theatre
- Ballroom dancing
- Ramble
- Open garden
- Open house

Template Press Packs

- Key facts
- Background information
- Press release
- Q&As

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Issues for Discussion

Leadership and coordination

Committee Membership

Resources:

- Large programme of work, limited time, scope of ambition

Next Steps

Agreement on priorities and work plan elements

Development of detailed plan with timeline

Meeting schedule

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