

Canadian Alliance of British Pensioners

Communications Tactics and Work Plan

November 26, 2010

Goal: Build membership in CABP through a media relations, partnership and social media campaign that raises awareness of the frozen pension issue and the availability of partial pensions to those formerly ineligible due to recent changes in UK legislation.

Tactics: The following tactics are recommended.

1. Develop core media material:

- Backgrounder on the frozen pension issue
- Backgrounder on the new availability of British Pensions
- Develop key messages for pension issue
- Fact sheet on British Pensioners living in Canada
- Pensioner stories and available interviewees in multiple markets across the country
- Develop key messages for new availability of British Pensions

2. Medals campaign:

- December 17th a book will be presented at 10 Downing street of British Pensioners living abroad who served in the British armed forces but are now suffering hardship because of their financial situation.
 - Coordinate with Champolion on their plans for Canadian media in UK
 - Get media material and customize it for Canadian market
 - Build media distribution list
 - Identify Canadians featured in the book (that are in Canada on December 17th) and arrange interviews for them in Canada on the 17th.

3. Public Service Announcement (PSA) Campaign for new availability of British Pensions:

- Develop PSAs
- Build distribution list for the PSAs

- Include community bulletin boards in local media, online video outlets, blogs, print radio and television
- Identify other lists to distribute PSA including: sports associations appealing to Brits (rugby, soccer, cricket); pubs; social media sites including Coronation Street Canada, British beer/scotch, other popular British brands, British Importers, British One-of-a-Kind Show, etc.
 - Customize PSA to suit outlet if possible – e.g. name a Coronation Street character and say “ if they XX moved to Canada they’d be eligible for a British when they’re 65...” or for the frozen pension issue “if XX lived in Canada their pension would be frozen ... and they’d be getting \$XX instead of the XX they’d be getting if they moved to France. That’s not fair.”

4. Regularized media relations:

- Develop a calendar of key dates for natural coverage opportunities
- Build lists of media that have covered CABP issues before
- Build broader media lists in key markets
- Develop monthly media releases
 - Begin with two base releases – frozen pensions, new availability of pension
 - Frozen pension story will have stats and be customizable with local/regional pensioner story
 - Other ideas
 - financial story – “Are you tapping all your available income?”
 - support for other groups with frozen pensions
 - conduct research to identify
 - identify high profile British Pensioners living in Canada and/or their children (e.g. Mike Myers) to seek endorsements

5. Social Media campaign:

- Populate facebook fanpage with key information (Enterprise Canada needs to become joint Admins on that page)
- Build fanbase support
 - Include facebook page on all releases

- Include facebook page on PSA campaign
- Use PSA campaign to drive traffic to fanpage to build fans
- Following key fanpages of British brands identified above, gather intelligence on opportunities to deliver messages and deliver messages
- Follow key journalists on twitter and deliver messages about the issue when appropriate
- Explore mirroring facebook campaign on twitter

6. Build Partnerships:

- Research other organizations with affiliations to British Pensioners living abroad.
 - Build and prioritize list establish contact to explore partnership opportunities

Proposed Work Plan

TACTIC	WHO	COMPLETION DATE
Develop core media material		
▪ Develop backgrounder on the frozen pension issue	OEB	Dec 3
▪ Develop fact sheet on British Pensioners living in Canada	OEB	Dec 3
▪ Develop key messages for pension issue	OEB	Dec 3
▪ Develop backgrounder on the new availability of British Pensions	OEB	Jan 7
▪ Identify pensioner stories and available interviewees in multiple markets across the country	CABP/OEB	Jan 7
▪ Develop key messages for new availability of British Pensions	OEB	Jan 7
Medals campaign - December 17th a book presentation at 10 Downing street		
▪ Secure copy of publication	CABP/OEB	Week of Nov 29
▪ Coordinate with Champolion on their plans for Canadian media in UK; get copies of media material	CABP/OEB	Week of Nov 29

TACTIC	WHO	COMPLETION DATE
<ul style="list-style-type: none"> ▪ Identify Canadians featured in the book that are in Canada on December 17th and available for media interviews 	CABP	asap
<ul style="list-style-type: none"> ▪ Conference call and prep interviewees 	OEB	Dec 13 - 15
<ul style="list-style-type: none"> ▪ Develop or customize media material and for Canadian market 	OEB	Dec 10
<ul style="list-style-type: none"> ▪ Build media distribution list 	OEB	Dec 15
<ul style="list-style-type: none"> ▪ Distribute media release 	OEB	Dec. 17
<ul style="list-style-type: none"> ▪ Arrange interviews for available Canadians on the 17th. 	OEB/CABP	Dec. 17 – Dec 21
Public Service Announcement (PSA) Campaign for new availability of British Pensions		
<ul style="list-style-type: none"> ▪ Develop PSAs 	OEB	Jan. 14
<ul style="list-style-type: none"> ▪ Build distribution list for the PSAs 	OEB	Jan 28
<ul style="list-style-type: none"> ▪ Identify other lists to distribute PSA including: sports associations appealing to Brits (rugby, soccer, cricket); pubs; social media sites including Coronation Street Canada, British beer/scotch, other popular British brands, British Import wholesalers, British One-of-a-Kind Show, etc. 	OEB/CABP	Jan. 28
<ul style="list-style-type: none"> • Customize PSA to suit outlet if possible 	OEB	Feb. 4
<ul style="list-style-type: none"> • Distribute and follow-up PSAs 	OEB	Feb 11
Regularized media relations		
<ul style="list-style-type: none"> ▪ Develop a calendar a key dates for natural coverage opportunities 	OEB/CABP	Jan. 7
<ul style="list-style-type: none"> ▪ Build broader media lists in key markets 	OEB	ongoing
<ul style="list-style-type: none"> ▪ Develop and distribute monthly media releases 	OEB	ongoing
<ul style="list-style-type: none"> • PSA campaign release 	OEB	Feb 18
<ul style="list-style-type: none"> • Frozen pension story will have stats and be customizable with local/regional pensioner story 	OEB/CABP	Mar 18

TACTIC	WHO	COMPLETION DATE
<ul style="list-style-type: none"> ▪ Other ideas <ul style="list-style-type: none"> • financial story – “Are you tapping all your available income?” • conduct research to identify other groups with frozen pensions • identify high profile British Pensioners living in Canada and/or their children (e.g. Mike Myers) to seek endorsements 	OEB/CABP	ongoing
Social Media campaign		
<ul style="list-style-type: none"> ▪ Populate facebook fanpage with key information 	OEB	Dec 15
<ul style="list-style-type: none"> ▪ Build fan base support <ul style="list-style-type: none"> • Include facebook page on all releases • Include facebook page on PSA campaign 	OEB	ongoing
<ul style="list-style-type: none"> • Email to membership list 	CABP/OEB	
<ul style="list-style-type: none"> ▪ Following key fanpages of British brands identified above, gather intelligence on opportunities to deliver messages and deliver messages 	OEB	ongoing
<ul style="list-style-type: none"> ▪ Explore use of Twitter 	OEB	Dec 15
<ul style="list-style-type: none"> ▪ Follow key journalists on twitter and deliver messages about the issue when appropriate 	OEB	ongoing
Build Partnerships		
<ul style="list-style-type: none"> ▪ Research other organizations with affiliations to British Pensioners living abroad. 	OEB	Jan 28
<ul style="list-style-type: none"> ▪ Build and prioritize list and establish contact to explore partnership opportunities 	OEB	ongoing