

Families First Community Advisory Board

Quarterly Meeting

Public Consulting Group

08.01.2024

Publicity Events Updates

Deliverable A.11

- At such time as the State may direct in writing, the Contractor shall organize, schedule, and carry out at least five (5) publicity events to educate the public about the Tennessee Opportunity Pilot Program. The information distributed in these publicity events and the means by which the Contractor distributes the information is subject to the State's prior written approval. Upon Contractor's completion of, and the State's acceptance of, at least five (5) publicity events...

- This section of our contract was met with opposition by the Grantees, due to the perceived extensive workload it would create for them, elaborate coordination, and time-consuming nature of holding these types of events.
- Because of this pushback, PCG developed an “Alternative Plan” that we presented to the State in May and was subsequently approved in late June. This plan was well thought out, and all the Grantee’s are very excited about it.

Deliverables

Each Grantee will receive 3 professionally shot and edited videos along with corresponding content pieces to support each video.

These deliverables will be used by the Grantees (and the State), to amplify the value each organization brings to their region's community under the TOPI grant.

- 03** VIDEOS
- 01** PRESS RELEASE
- 15** FACEBOOK POSTS
- 04** LINKEDIN POSTS
- 04** BLOG POSTS
- 05** EMAILS

video **DELIVERABLES**

2-minute Grantee Video

90-second Partner Video

90-second Success Story Video



THREE

High-quality videos

video **STYLE**

Interview style videos with B-roll, enhanced visual graphics and background music.



video FRAMEWORK

2-MINUTE GRANTEE VIDEO

THIS VIDEO WILL FEATURE:

1. Grantee Director, CEO or other appropriate, knowledgeable and skilled interviewer
2. A secondary appropriate, knowledgeable and skilled interviewer from the organization.

90-SECOND SUCCESS STORY

THIS VIDEO WILL HIGHLIGHT EITHER:

1. A participant success story that will shine a light on support, resources and outcomes.
2. A data-driven metric or goal reached. For example, number of participants enrolled from inception to time of recording, specific goals set and met, etc.

90-SECOND PARTNER VIDEO

THIS VIDEO WILL FEATURE EITHER:

1. One partner representative, **or**
2. Two partner representatives, **or**
3. One partner representative engaging in a "fireside" chat with a CEO-level Grantee representative.

*When possible, we will highlight appropriate TOPI Sectors.

interview **TALKING POINTS** prep

Each Grantee has been provided with interview prep tips, talking points, prompts and questions that are general to the TOPI program and also specific questions that relate to their organization and offerings under the TOPI grant.



tips for a **SMOOTH INTERVIEW**

Each Grantee has also been provided with a comprehensive “interview tip sheet” coupled with support from Plan B’s team regarding interview preparation, location selection, on-camera directions and day of filming guidance.



Content AMPLIFICATION

Each Grantee will be provided corresponding branded content to distribute and amplify their new videos across their social channels.



1 Press Release



15 Facebook Posts



4 LinkedIn Posts



5 Emails



4 Blog Posts

ALL FILMING DATES ARE CONFIRMED!

MIDDLE TENNESSEE:

EMPOWER UC: August 21 and 22

OUR CHANCE TN: August 21 and 22

FCS: August 22 and 23

EAST TENNESSEE:

STRONG: September 3 and 4

UNITED WAY: September 5 and 6

WEST TENNESSEE:

AFIRM: September 10 and 11

GROWWTH: September 11 and 12



Grantee FEEDBACK

All one-on-one kick-off meetings have now been completed, and each Grantee has relayed their overwhelming gratitude and excitement about this project.

We are looking forward to filming dates, editing, and the creation of content, **BUT MOSTLY, we are happy that the Grantees are happy and that they will have professional content to enhance each of their respective programs.**



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15 Facebook Posts



4 LinkedIn Posts



5 Emails



4 Blog Posts

Thank You! QUESTIONS?

Feel free to ask questions now or you can
email/call us anytime.

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