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
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
• 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)
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
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
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
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