

“Are You OK With Y2K?” Campaign Case Study

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The Four Step PR Process

- Research -- Situation Analysis
 - “What’s happening now?”
- Planning & Programming -- Strategy
 - “What should we do and say and why?”
- Action -- Implementation
 - “How and when do we do and say it?”
- Evaluation -- Assessment
 - “How did we do?”

Background

- Client: Missouri Office Of Information Technology & Governor's Y2K Council
- Today's Date: March 1, 1999
- Project Partners Include:
 - Mid-America Manufacturing Technology Center (MAMTC)
 - The Jerome Group
 - O'Connor & Partners Public Relations

Situation Analysis

- Missouri began assessing the Y2K Readiness of the State systems in 1996.
- During 1998 the Y2K issue began to gain worldwide interest and fear of possible Y2K disasters and panic were prevalent.
- The Governor's Y2K Council recognized that their role extended beyond remediation of State systems to assisting all entities (focusing on small business) within Missouri to be prepared.
- The original approved budget for the entire outreach program was not to exceed \$950,000 - only 17 cents per Missourian.

Situation Analysis

- Prior to contracting for PR support the State developed the following materials:
 - Y2K Assessment Workbook & seminar
 - More than 1 million general public brochures
 - Brochures for target audiences
 - Poster
 - Request for information displays

Step One: Research

- What is happening now?
- What is the source of concern?
- Where is the problem?
- When is it a problem?
- Who is involved or affected?
- How are they involved or affected?
- Why is this a concern?
- What opportunities have we missed in the past?
- What research do you recommend?

Step One: Informal Research

- What efforts are already underway in other states and organizations?
 - Many states using scare tactics to deliver message, but not offering solutions.
- Personal contacts – what are fellow business people doing to prepare?
- Field reports – what is being done to prepare in Missouri?

Step One: Formal Research

- Are Missourian's preparing for Y2K?
 - Telephone survey relayed that small businesses and small governmental entities were ignoring the need to assess their Y2K capabilities and wouldn't be prepared.
- Media content analysis

Step Two: Planning/Audience

- Who is our target audience?

Step Two: Planning/Audience

- Small to Mid-Size Businesses
- Healthcare & Social Service Providers
- Transportation
- Communications & Utilities
- Retailers & Wholesalers
- Manufacturers
- Agribusiness
- Message:
 - Act now to assess your Y2K readiness

Step Two: Planning/Audience

- **Governmental Entities**
 - **Municipal**
 - **Local**
 - **County**
- **Message:**
 - **Act now to assess your Y2K readiness**

