

# SJR(2)-01-07(p.1) Annex A

## HEES PR Plan 2007

### The Brief:

- Provide a realistic and achievable PR plan to raise the profile of HEES in Wales
- Create greater media awareness of HEES
- Support ongoing marketing campaigns

### Timeline:

Implement plan during first quarter of 2007 – and ongoing.

Key Messages	Key actions
0. Press release - Good news for cold homes this winter in Wales thanks to HEES.	1. Eaga Wales welcomes Welsh Assembly's decision to provide emergency heating under HEES. 2. From now until March emergency heating will be provided 3. Cost of emergency cover will not affect eligibility to full grant.
4. Benefits Entitlement Checks – don't miss out 5. Eaga works closely with AMs to deliver help to constituents	6. Will offer standard release with newsworthy facts and figures for AMs to issue from their own offices. 7. Get case studies from previous BECs
8. Eaga to meet local journalists. 9. HEES has got it covered - South, Mid and North Wales.	10. arrange lunch meetings 11. Have press releases and case studies ready. 12. Try and have relevant case studies/releases
13. Eaga to check sponsorship opportunities with local press titles – Eaga at the heart of local communities	14. Consider sponsoring an award category – i.e. business in the community. These awards generate repeat PR opportunities. 15. Consider entering local awards – or getting someone to nominate us.

<p>16. Support Marketing campaigns 17. Eaga working in partnership to tackle fuel poverty</p>	<p>18. There are 30,000 Motabilty members in Wales and they qualify for HEES. 19. Eaga to speak with Motability PR and suggest drafting a joint release. 20. Draft joint release with regional Fire Rescue Services. Eaga can install smoke alarms. .</p>
<p>21. Radio broadcasts – HEES delivering warmer homes in Wales</p>	<p>22. Consider using EMR Media to place broadcast news stories/clips with local radio stations. 23. EMR have good forward feature lists from all radio stations – and they help drive editorial news content by producing topical news features which they then sell to the radio stations.</p>

### **General Pr Targets – Qtr 1 2007:**

- 6 HEES press releases issued in QTR 1 (2 Per Month)
- Coverage in 10 or more regional titles
- Radio coverage at 3 stations or more
- Meetings with 4 journalists in QTR 1