



Georgia Power

Behind the Switch: Communication Plan

Overview – *Behind the Switch* is Georgia Power Media Relations’ social-driven external campaign featuring five different videos highlighting the importance of a diverse generation mix to keeping reliability high and prices low for customers. Key Audiences include (internal) employees, (external) customers. Each video will be no longer than 2 minutes, simple editing with lower thirds and transitions. Press release videos weekly starting in January. Video shooting and editing can be staggered to align with release schedule.

Corporate Communication Contacts

(Program Lead) Craig Bell- Media Relations Rep
Jacob Hawkins- PR Manager
Lori Kasserman - Shared Services Manager
Jill Fonville – Internal Communications Manager
Milena Melnikova - Corporate Communication, Social Media
Marcus Washington - Corporate Communication, Social Media
Andy Huff - Corporate Communication, Video team lead
Julie Budnik - Corporate Communication, Producer

Timeline

- Week of September 21 – Coordinate with stakeholders, develop detailed schedule, shot list, messaging, news release, etc.
- Week of October 23 – Begin shooting videos
- **Plant McDonough-Atkinson** Oct. 23rd 12 – 3:00 p.m. (shot, logged, holding for editing. Need to book dates for Standup re-shoot)
 - Interviewee: Jalpa Patel Engineering & Compliance Mgr
- **Morgan Falls** Oct 24th 10 – 1:00pm (Rough Cut delivered. Final edition EOD 12-15-17)
 - Interviewee: Eldon Watts, Hydro Plant Support
- **Plant Scherer** November 1st 10:30 – 1:30 p.m. (Rough Cut delivered. Final edition EOD 12-15-17)
 - Interviewee: Johnny Howze, Plant Manager
- **Plant Hatch** TBD
 - Interviewee: TBD
- **Fort Benning** Dec. 13th 10:30am 1pm (Shot needs logging)
 - William Houser
- Week of TBD – Campaign launch w/ first video. Includes press release, Citizen Online and social.
- Week of TBD – McDonough Fossil & Gas Video. Includes press release, Citizen Online and social.
- Week of TBD – Scherer Coal Video Release. Includes press release, Citizen Online and social.
- Week of TBD – Hatch Nuclear Release. Includes press release, Citizen Online and social.
- Week of TBD – Morgan Falls Hydro Release. Includes press release, Citizen Online and social.

Episode Status and expected completion date

- **BTS Episode #1 Plant McDonough-Atkinson** Natural Gas
 - Episode one is shot, logged, holding for editing. Editing for episode will began Monday 12/18/17. Standups for the episode need to be shot. **Deadline for rough cut of episode 12/21/17.**
- **BTS Episode #2 Morgan Falls** Hydro
 - Rough cut for episode delivered 12/8/17. Comments received. Graphics package needs completing. **Deadline for final edition minus graphics package EOD 12-15-17.**
- **BTS Episode #3 Plant Scherer** Coal
 - Rough cut for episode delivered 12/8/17. Comments received. Graphics package needs completing. **Deadline for final edition minus graphics package EOD 12-15-17.**
- **BTS Episode #4 Fort Benning** Solar
 - Episode #4 is shot, needs logging, holding for editing. Editing for episode will began Monday 12/18/17. Standups for the episode need to be shot. **Deadline for rough cut of episode 12/21/17**
- **BTS Episode #5 Plant Hatch** Nuclear
 - **Shoot for episode #5 scheduled for Tuesday 12/19/17. Deadline for rough cut of episode 1/5/18**

BTS Graphics

Infographics are close to completion. **Deadline for graphics finals (open, transitions, infographics) 12/21/17**

Theme & Style

Georgia Power takes you behind the scenes for a special look at what it takes to keep your lights on every day. Casual MOS with broll cut in/infographic elements (approx. 3 or 4 per show) to illustrate points
Tech: Option 1: <https://bcove.video/2isgZhy>

Gear: Option 2: <https://bcove.video/2ip15Wv>

Triangles: Option 3: <https://bcove.video/2hSpgqY> (**preferred option**)

Sample Questions

- How long has the plant been in service and how many people are employed here?
- What type of power plant is this; how do you generate electricity?
- How many homes could this plant power at peak production?
- What are some of the jobs at this plant?
- Why is this type of plant important as part of a diverse generation mix? Pros/Cons
- What is a cool fact about this plant?
- What is the most interesting thing about this plant?
- What is the best thing about working here at the plant?
- How many home and businesses does this plant power?
- What separates this power plant from the rest?
- Why did you choose to work for Georgia Power?
- Tell me what you love about your coworkers?
- What do you want other young people to know about Georgia Power and the plant?

Cost

Talent: Craig Bell and interview subject identified by Craig

Length: 2 minutes

Prepro: 35 hours	\$3,010
Shoot: 32 hours x 2 crew	\$5,440
Edit: 10 hours x 5 show	\$4,250
Social Media	\$5,000
Total estimated cost	\$17,700

Note: Travel costs not included in above estimate. Paid upon completion of shoots and editing. No later than December 15th.

Project Team & Roles

- Craig Bell – Host. Develop standard 5 questions for each site and conduct interview. Draft news release. Working with the social team, identify plant managers and vet interviewees.
- Milena Melnikova/Marcus Washington – Social promotion, post videos, etc.
- Jill Fonville Internal– Develop Citizen Online stories and other internal comms.
- Video Lead Craig Bell – Shoot and edit videos, etc.

Potential Media Outreach Pitch

- Atlanta market TV & newspaper digital teams (paid placement possible)
- Macon market TV & newspaper digital teams
- Augusta market TV & newspaper digital teams
- Savannah market TV & newspaper digital teams
- Black Enterprise S.T.E.M.
- Georgia Magazine
- Electric Energy Online
- T&D World
- Electric Light & Power
- Utility Online
- Diversity Inc
- Diversity Plus
- Energy Wire

Communication Checklist (Check All Needed)

<input checked="" type="checkbox"/>	News Release/Media Advisory
<input type="checkbox"/>	Proactive Media Outreach for In-Person/Phone Interviews
<input type="checkbox"/>	Messaging/Q&A
<input checked="" type="checkbox"/>	Citizen Online Story
<input type="checkbox"/>	Bill Messaging (Insert, Electric Living, Bill Envelope)
<input type="checkbox"/>	3 Things You Need to Know
<input checked="" type="checkbox"/>	Signage
<input checked="" type="checkbox"/>	Photo or Video
<input checked="" type="checkbox"/>	Graphics or Infographics (Digital or Print)
<input checked="" type="checkbox"/>	Social Media
<input type="checkbox"/>	Advertising (TV, Radio, Newspaper/Magazine)
<input type="checkbox"/>	Digital Banner Ads
<input checked="" type="checkbox"/>	Website (Internal: Citizen Online, etc)
<input checked="" type="checkbox"/>	Website (External: GPC.com)
<input type="checkbox"/>	Email Marketing
<input checked="" type="checkbox"/>	Collateral (Flyer, Poster)
<input checked="" type="checkbox"/>	Other: TV Monitor

Social Media

Behind the switch. Paid Social Media

Total recommended budget for content boosting: **5K** for Facebook, Instagram, Twitter and Youtube

Facebook & Instagram		
Boosting video (5)	\$500/ per video. Total \$2.5K Targeting: Lookalike audience (people who engaged with us within last 365 days) & generic GA 18 – 65 y.o.	Facebook: Impressions: 15K – 21K per video Video views: 4K – 7K per video Instagram: Impressions: 700 – 900 per video
Twitter		
Promoting videos (5)	\$300/ per video. Total \$1.5K Targeting: generic GA 18 – 65 y.o. & interest targeting (engineering, tech, news)	Impressions: 6K – 8K per video Video views: 1.5K – 3K per video
Youtube		
Promoting videos (5)	\$200/ per video. Total \$1K Targeting: generic GA 18 – 65 y.o. & interest targeting (engineering, tech, Nuclear, education)	Video views: tbd. (test & learn)