

# Minnesota LECET

## *2002 Communications Plan*

Prepared by



January 23, 2002

### INTRODUCTION

Himle Horner is proud to have the opportunity to continue working with Minnesota LECET. Over the past year and a half, together, we have been successful at achieving several public relations objectives including developing a solid communications infrastructure, building a recognizable brand and enhancing the reputation of skilled construction laborers. Public relations activities have included radio advertising, sponsorships, media relations and direct communication with key audiences.

Although progress has been made, there are many untapped opportunities to help Minnesota LECET further enhance its positioning among key audiences and reach its public relations potential. We recommend that Minnesota LECET continue building on the strategies that have evolved over the past two years, with an eye toward new opportunities that complement the core program. Consistency is important because it builds recognition and creates efficiencies that, with limited budget dollars available, help to maximize available resources.

The following communications plan is based on Minnesota LECET's 2002 budget.

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### COMMUNICATIONS GOALS

- 1. Help Build Market Share for Skilled Construction Laborers and Union Contractors.**  
Communicate the benefits of union contractors versus non-union contractors to complement Minnesota LECET's efforts in generating business opportunities for union contractors and job opportunities for LIUNA members.
- 2. Enhance the Reputation of Skilled Laborers.**  
Enhance the public image of Laborers as a skilled construction craft.
- 3. Assist in the Recruitment of Skilled Laborers.**  
Communicate the value and opportunities the Laborers students, apprentices, owners, engineers and contractors through training and continued skill building.
- 4. Drive Greater Participation in Minnesota Laborers Training Center by Contractors and Laborers.**  
Communicate the outstanding facilities and training available for improving individual skills and worker on-the-job safety.

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## **STRATEGIES**

- Continue building an identifiable and consistent brand identity.
- Maintain and enhance communications network to reach key audiences including owners, contractors, architects, LIUNA members, high school guidance counselors, media, legislators and opinion leaders and continue to identify opportunities to communicate with them.
- Work closely with Laborers' locals to communicate within their community.
- Develop internal and external communications vehicles and opportunities to reach audiences with key messages.
- Utilize proactive media relations to build awareness and value of Skilled Construction Laborers and Union Contractors among key audiences.
- Leverage peer-to-peer communications opportunities.

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## **TARGET AUDIENCES**

### ***Priority A:***

- Owners/Developers of construction projects
- Union contractors
- Current LIUNA members
- Potential LIUNA members
- Public policy makers
- Opinion leaders
- High school guidance counselors, trade schools, and vo-tech system

### ***Priority B:***

- Spouses of employees
- General public
- Architects
- Real estate developers
- Other union leadership

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## **KEY MESSAGES**

- The Laborers trade is a "skilled" construction craft.
- Union contractors and Skilled Construction Laborers are trained, dependable, productive and complete high quality projects on time with a good safety record.
- The Minnesota Laborers Training Center provides Laborers the opportunity to improve skills for future job advancement and provides contractors with better skilled workers.
- Skilled Construction Laborer is a good career with good pay and excellent benefits.
- Minnesota LECET is synonymous with partnership; partnership between management and Laborers; partnership with local communities; partnership to provide better opportunities for skills, safety and training.

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**TACTICAL PLAN**

The following tactical work plan reflects activities recommended by Himle Horner that fit within the guidelines of Minnesota LECET's 2002 budget. Also included are four tactical options that Himle Horner believes could complement the communications plan recommended. These additional tactics have not been accounted for in the 2002 budget.

TACTIC	DETAILS	TIMING
<b><u>Counsel/Strategy</u></b> <b><i>(Himle Horner)</i></b> <i>Provide Strategic Public Relations Counsel and Support in Implementing Programs</i>	A. <b>Provide Public Relations Counsel</b>	Ongoing
	B. <b>Participate in Meetings/Strategy Development</b>	
	C. <b>Provide Staff Support for Program Implementation and Management</b>	
<b><u>Sponsorships</u></b>	A. <b>Boys' and Girls' State High School Hockey Tournament</b> <i>Package includes:</i> <ul style="list-style-type: none"><li>⇒ Dasherboard: in front of team bench and penalty box</li><li>⇒ 3 Public address announcement per game</li><li>⇒ 1-full page/4-color ad in both the MSHSL girls' and boys' program</li><li>⇒ 1-full page/4-color ad in MSHSL 2002-2003 desktop calendar</li><li>⇒ Access to select game tickets</li><li>⇒ Banner advertisements on MSHSL Web site during tournament</li></ul>	Girls: February 21-23, 2002 <i>State Fair Coliseum</i>  Boys: March 6-9, 2002 <i>Xcel Energy Center</i>
	B. <b>WMNN Construction Maps</b> <i>Package includes:</i> <ul style="list-style-type: none"><li>⇒ 50,000 maps for distribution</li><li>⇒ Distribution plan for maps</li><li>⇒ Use of "Skilled Construction Laborer" logo</li><li>⇒ Identification on map of Laborers locals/Training Center</li><li>⇒ Listing/contact info for Laborers' Locals</li><li>⇒ Profile of Laborers, apprenticeship, LECET</li></ul>	May 2002

TACTIC	DETAILS	TIMING
<u>Advertising</u>	<p><b>A. State Tournament</b></p> <ul style="list-style-type: none"> <li>⇒ Identify key communities among boys and girls participants</li> <li>⇒ Place congratulatory ad in local newspapers</li> <li>⇒ Ads would be consistent for each community and the state tournament programs</li> </ul> <p><b>B. Congratulatory Ads</b></p> <ul style="list-style-type: none"> <li>⇒ Design/place ad in local newspapers</li> <li>⇒ Connect locals and contractors to projects in their community</li> <li>⇒ Ideas would come from LECET board, locals and LECET staff</li> </ul> <p><b>C. Radio Advertising</b></p> <ul style="list-style-type: none"> <li>⇒ Contract with Minnesota Broadcasters Association only</li> <li>⇒ 180 commercial radio stations statewide</li> <li>⇒ Continue with Tom Barnard radio spots</li> </ul>	<p>February/March 2002</p> <p>Ongoing</p> <p>March-November 2002</p>
<u>Grassroots Communication</u>	<p><b>A. Member Newsletter</b></p> <ul style="list-style-type: none"> <li>⇒ Work with LECET to create editorial calendar for quarterly newsletter</li> <li>⇒ Assist with drafting copy</li> </ul> <p><b>B. Presentations to Locals</b></p> <ul style="list-style-type: none"> <li>⇒ Continue visits to locals to present members with overview of public relations activities. Goal is to visit each local once by end of 2002.</li> <li>⇒ Seek feedback and input for improvement</li> </ul> <p><b>C. Mailings to Key Contacts Database (Qty: 5,000)</b></p> <ul style="list-style-type: none"> <li>⇒ Manage/update database</li> <li>⇒ Review/edit case studies/create new ones</li> <li>⇒ Monthly mailing to include news clips, announcements and other information</li> </ul> <p><b>D. Web Site</b></p> <ul style="list-style-type: none"> <li>⇒ Continue evolving Web site</li> </ul> <p><i>Costs for Web site hosting/other vendor fees not included in HHI budget</i></p>	<p>Ongoing</p> <p>Ongoing</p> <p>Bi-Monthly</p> <p>Ongoing</p>

TACTIC	DETAILS	TIMING
<b><u>Media Relations</u></b>	<b>A. Radio Actualities</b> ⇒ Radio actualities are “audio news releases” that radio stations frequently incorporate into local news. ⇒ Create/distribute a minimum of three radio actualities statewide.	<b>Memorial Day/Labor Day and topic/date to be determined</b>
	<b>B. Build Relationship with Media</b> ⇒ Schedule visits with <i>Star Tribune, Pioneer Press, Twin Cities Business Monthly</i> and other influential media who have yet to visit the Training Center. ⇒ Coordinate visits between Greater Minn. newspapers and locals ⇒ Identify and pitch story opportunities to media which may include labor papers, Minn. Real Estate Journal, Minn. Architecture, specialty media and newsletters around specific projects. ⇒ Assist LECET with media issues/opportunities that may arise	<b>Ongoing</b>

TACTIC	DETAILS	TIMING
<b><u>Unfunded Tactics</u></b> <i>The following tactical ideas would complement Minnesota LECET's PR activities, but are not included in the current plan/budget.</i>	<b>A. Billboards</b> ⇒ Post billboard messages near major traffic areas in key communities. Message may focus on branding or recruitment.	<b>TBD</b>
	<b>B. AJ Indoor</b> ⇒ Advertising in public restrooms. Could target specific communities with messages on recruitment or tie into branding campaign.	<b>TBD</b>
	<b>C. Cable Television</b> ⇒ Can target specific communities/regions with ads in Greater Minnesota to support recruitment, branding, locals or projects	<b>TBD</b>
	<b>D. External Newsletter</b> ⇒ Simple newsletter targeted to “external” audiences less familiar with Minnesota LECET and the construction industry.	<b>TBD</b>

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## 2002 COMMUNICATIONS BUDGET

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### SPONSORSHIPS

Minnesota Girls' and Boys' State Hockey Tournament	\$17,000
WMNN Construction Maps	\$13,000
Map Distribution	\$ 2,000

### ADVERTISING

State tourney program/newspaper ads	\$ 3,000
Production	\$ 1,000
Local project "congratulations" ads	\$ 4,000
Production	\$ 2,000
Radio advertising	\$27,000

*Ads would run from March 1, 2002-November 30, 2002*

### GRASSROOTS COMMUNICATION

Monthly mailings/case studies	\$ 5,000
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*Cost for production only. Mailing and postage costs are not included.*

### MEDIA RELATIONS

Radio Actualities	\$ 3,000
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*Anticipates three actualities in 2002*

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<b>Recommended Project Costs</b>	<b>\$77,000</b>
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### HIMLE HORNER MARK-UP

The above costs do not include Himle Horner mark-up. When Himle Horner contracts with a vendor on behalf of clients, we will add a mark-up of 17.65 percent to the vendor's bill. By doing this, clients can take advantage of Himle Horner's relationships with vendors, often avoiding set-up charges or other account initiation fees. Minnesota LECET reserves the right to directly contract with the vendor, foregoing Himle Horner's mark-up.

As part of our service Himle Horner carefully tracks vendor costs to assure that they are in line with vendor estimates and to identify billing errors or inappropriate or unauthorized charges. Himle Horner also will assure that vendors are paid in a timely manner, that the work performed is delivered in a satisfactory manner and that costs are consistent with industry standards. Himle Horner will provide our clients with the convenience and cost-savings of a single invoice for all work performed on a project.