



Public Relations Plan

LEEP

Introduction:

The Leadership and Environmental Education Program (LEEP) was created in partnership with the Mobile County Public School System as a targeted environmental education curriculum that follows the Alabama Course of Study as well as science, technology, engineering, and math (STEM) objectives. This program will span 3-5 years and will enable the students of Florence Howard Elementary School and Calloway-Smith Middle School to further develop critical thinking and problem solving skills as well as form a sense of community with Mobile Gas.

On October 10, 2010, Mobile Gas voluntarily agreed to clean up the site of a former Manufactured Gas Plant (MGP), located on a 9.2 acre property at the corner of Dr. Martin Luther King, Jr. Avenue and Broad Street. The site was owned and operated from 1836-1933 by Mobile Gas Works, the preceding owner of Mobile Gas Service Corporation. Under this voluntary clean-up program, the Alabama Department of Environmental Management is working closely with Mobile Gas in assessing the environmental risk, cleaning up the old MGP site, and planning remediation. As part of this process, Mobile Gas agreed to donate \$50,000 dollars toward creating LEEP. This donation will be distributed to Florence Howard Elementary School and Calloway-Smith Middle School because their locations are in the vicinity of the MGP property, and the students in attendance live in the surrounding area.

Mobile Gas will use several mediums to promote LEEP to the Mobile community. By promoting LEEP, the Mobile community will be informed about the positive impact the program will have on Florence Howard Elementary School and Calloway-Smith Middle School. This will reinforce Mobile Gas as an active member of the Mobile community that cares about education, leadership development, career-readiness, and the environment. Publicizing the fulfillment of a promise made by Mobile Gas to the community will assist in rebuilding Mobile Gas' positive image that may have been damaged by the abandoned MGP site.

Goals:

- Interest the media in LEEP in order to successfully promote the program and Mobile Gas to the Mobile community
- Communicate to the media LEEP's ability to provide a targeted environmental curriculum that promotes career readiness
- Publicize the fulfillment of a promise made by Mobile Gas to the community
- Teach students at Calloway-Smith Middle School and Florence Howard Elementary School about career-readiness, STEM, and leadership development
- Create more partnerships between businesses and the Mobile County Public School System

Benefits:

- Inform the Mobile community about the positive impact LEEP will have on Florence Howard Elementary School and Calloway-Smith Middle School
- Reinforce Mobile Gas as an active member of the community
- Assist in rebuilding Mobile Gas' positive image.
- Students will gain knowledge in STEM
- A positive and hopefully long lasting partnership will be formed between Mobile Gas and the Mobile County Public School System

Risks:

- By not publicizing LEEP, members of the Mobile community may believe that Mobile Gas has failed in their promise to provide an education component as a result of the MGP site
- Not promoting LEEP may also resurface negative opinions of the MGP site and Mobile Gas

Target Audience:

Tier 1:

- The media
 - Television
 - Print
 - Radio

- 106.5 Talk FM-Sean Sullivan Show
 - WDLT/WBLX- Carmen Brown
- Social Media
- Websites
 - www.mcpss.com
 - www.mobile-gas.com
- Mobile community
 - Teachers, students, and parents at Calloway-Smith and Florence Howard
 - Parents of children in Mobile County Public Schools
 - Mobile Gas customers
 - Mobile community in general
- Stakeholders
 - MGP Advisory councils
 - Technical advisory council
 - Community advisory council

Tier 2:

- Mobile County Public School System
- Mobile Gas employees
- Sempra U.S. Gas and Power corporate office

Tier 3:

- Business Contacts
 - Mobile Gas business contacts
 - Mobile County Public School System business contacts

Key Messages:

- Mobile Gas has been a community partner and good corporate citizen since 1836
- We will provide an update on the conditions of the MGP site closer to the beginning of the program
- Mobile Gas believes in the importance of education and has partnered with the Mobile County Public School System
- LEEP promotes career readiness, STEM and leadership development, skills that are strongly emphasized by the Mobile County Public School System
- LEEP is a targeted environmental curriculum

- Mobile Gas cares about the environment, and the health and safety of the Mobile community

Communication Tools:

- Various media outlets
 - Television
 - Print
 - Social Media
 - MCPSS and Mobile Gas websites
- Face-to-face events
 - Check presentation
 - Teacher workshop.

Action Plan:

In August 2014, Mobile Gas will begin LEEP with Florence Howard Elementary School and Calloway-Smith Middle School. Mobile Gas is working with the Mobile County Public School System to promote the program in a way that is beneficial to both MCPSS and Mobile Gas. Through the use of several mediums (social media, print media, websites, radio, and television media), the Mobile community will be made aware of the positive impact LEEP will have on both schools

Schedule:

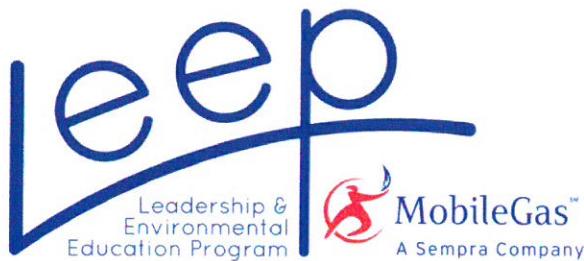
Month of 2014	Action Items	Who	Deadline
July	1. Draft press releases and facts sheets about LEEP and the current conditions of MGP site <ul style="list-style-type: none"> • Get quotes from Mobile Gas President and MCPSS Superintendent 	Mary Bryant Fleming Kesshia Davis	TBD
	2. Meet with Environmental Studies Center to set itinerary for teacher workshop	Mary Bryant Fleming Kesshia Davis	July 15, 2014

		Environmental Studies Center staff	
	<p>3. Full day workshop with Florence Howard teachers at Mobile Gas: Provide breakfast and lunch and give tour</p> <ul style="list-style-type: none"> • Schedule photographer from Mobile County Public School System • Create schedule for company tour 	Mary Bryant Fleming Kesshia Davis Florence Howard Teachers MCPSS representatives SERM representatives McFadden Engineering representatives Phyllis Wingard	July 31, 2014
	<p>4. Post pictures of the workshop on Mobile Gas' Facebook and twitter page and share with MCPSS</p>	Mary Bryant Fleming Kesshia Davis	July 31, 2014
August	<p>1. Discuss LEEP on "Homeroom" TV show</p> <ul style="list-style-type: none"> • Comcast channel 15/ATT Uverse channel 99 • Teacher or Mobile Gas representative to speak on show • Have small group of Calloway Smith students assist in filming- possible field trip to studio 	Kesshia Davis Nancy Peirce Florence Howard teachers and students	August, TBD
	<p>2. Post pictures of "Homeroom" on Mobile Gas' Facebook and twitter page and share with MCPSS</p>	Kesshia Davis	August, TBD
	<p>3. Check presentation done in conjunction with a LEEP lesson</p> <ul style="list-style-type: none"> • Involve local news media 	Mobile Gas representatives Florence Howard students and teachers	August, TBD
	<p>4. Post pictures of check</p>	Kesshia Davis	August, TBD

	presentation and LEEP lesson on Mobile Gas' Facebook and twitter page and share with MCPSS		
5. Release news releases	Kesshia Davis	August 18, 2014	

Evaluation:

How successfully were Mobile Gas and LEEP promoted to the media and the Mobile Community? This success can be evaluated by measuring the number of likes and shares on the Facebook posts, the amount of local news channels that pick up stories as well as monitoring the positive and negative feedback from the media stories generated from this program.



LEEP Teacher Workshop

July 31, 2014

7:00 am – 3:30 pm

Objective:

Full day workshop at Mobile Gas with the 3rd – 5th grade teachers of Florence Howard Elementary School to introduce the LEEP curriculum and activities, along with supplemental presentations from Mobile Gas partners.

Attendees:

Total: 35. Florence Howard Elementary Teachers (16), MCPSS photographer (Quinten Howard), MCPSS Marketing & Education Supervisor Rena Phillips, MCPSS Superintendent Martha Peak, Mobile Gas President Mike Fine, Environmental Studies Center staff (5), Mobile Gas General Counsel Edgar Downing, Mobile Gas Director of Engineering Peter Keegan, McFadden Engineering (Brad Newton and Elizabeth Bolton), Corporate Environmental Risk Management (Terry Williams), Keep Mobile Beautiful (Phyllis Wingard), and Mobile Gas Community Relations Interns (2), Mobile Gas Volunteers (2).

Schedule of Events:

7:00 am – 7:30 am	Set Up – Mobile Gas Auditorium
	<ul style="list-style-type: none">• Continental Breakfast (food and beverages)• Other room set up details (tables, chairs, sign-in table, name tags, “swag” on tables)• Have LEEP Logo projected on screen
7:30 am – 8:00 am	Guests arrive to Mobile Gas, sign in, breakfast/pre-event assessment
8:00 am – 8:15 am	Welcome <ul style="list-style-type: none">• Mobile Gas President Mike Fine

	<ul style="list-style-type: none"> • MCPSS Superintendent Martha Peak
8:15 am – 8:30 am	Brief History of Mobile Gas (PowerPoint Presentation) <ul style="list-style-type: none"> • Mobile Gas General Counsel Edgar Downing
8:30 am – 8:45 am	Mobile Gas Manufactured Gas Plant (MGP) <ul style="list-style-type: none"> • Mobile Gas Director of Engineering Peter Keegan
8:45 am – 9:00 am	Introduction to LEEP <ul style="list-style-type: none"> • MCPSS Environmental Studies Center Director Desiree Bishop
9:00-10:00 am	Rotating Tours of Mobile Gas (3 groups) – Interns will escort guests to each area (each tour is 20 minutes) <ul style="list-style-type: none"> • Radio Room <ul style="list-style-type: none"> ○ Kelly Weaver • Meter Shop <ul style="list-style-type: none"> ○ Mark Miller • Call Center <ul style="list-style-type: none"> ○ Aree Kirksey
10:15 am – 10:35/11:00 am	Environmental Sampling (indoor/outdoor activity) <ul style="list-style-type: none"> • C.E.R.M - Terry Williams
11:00 am – 11:40 am	Core Sampling cupcake activity <ul style="list-style-type: none"> • Environmental Studies Center
11:40 am - Noon	Keep Mobile Beautiful <ul style="list-style-type: none"> • Phyllis Wingard
12:00 pm – 12:45 pm	Lunch – Mobile Gas Auditorium <ul style="list-style-type: none"> • Zoë's
12:45 pm – 1:05 pm	Environmental Science & Engineering Practices Related to MGP Site Investigation <ul style="list-style-type: none"> • McFadden Engineering-Brad Newton & Elizabeth Ruland
1:05 pm – 3:00 pm	Grade Level Activities (3 group) – teachers break off into groups of their grade level <ul style="list-style-type: none"> • Environmental Studies Center
3:00 pm	End of event/ post-event assessment
3:30 pm	Clean up/deliver materials to Florence Howard Elementary

Detailed Logistics:

I. Event Locations:

- a. Parking at Mobile Gas – front parking lot near the auditorium
- b. Workshop in auditorium
- c. Tour of Mobile Gas

II. General Clean-up of immediate site

- a. Tuesday, July 29th: Perform general sweep of area to remove any debris

III. Arrange Volunteers for:

- a. Parking control
- b. Sign-in
- c. Tours
- d. Clean up
- e. Bringing LEEP materials to Mobile Gas/taking LEEP materials to Florence Howard

IV. Nametags:

- a. Make nametags
- b. Pens/Sharpies at check in tables with extra blank nametags and holders

V. Giveaways

- a. Coordinate giveaways
 - Tumblers
 - Pens/Notepads
 - Ads from marketing
 - McFadden Engineering pens/koozies
- b. Arrange at event

VI. Signage

- a. Make directional event and parking signs
- b. Make “Check-in” signs
- c. Rotating PowerPoint with LEEP, Mobile Gas, Florence Howard, McFadden Engineering, MCPSS, and C.E.R.M logos

VII. Communicate Appropriate Attire

- a. Business Casual (teachers could be videotaped and pictures posted on social media)
- b. Interns wear blue volunteer t-shirt

VIII. Security

- a. Coordinate with Mobile Gas security about guests parking and entering the building

IX. Equipment

- a. Soundboard and other AV equipment
- b. Podium
- c. Tables for catering staging.
- d. Tables and chairs for grade specific activities
 - 3 round tables
- e. Chairs by stage
 - 35
- f. Tables for LEEP materials

X. Event Set up and Catering Services

- a. Continental Breakfast
 - Sam's muffins, coffee, orange juice, and fruit
- b. Lunch
 - Zoë's
- c. Set up tables for catering
- d. Get names of catering staff accessing the site for security list

XI. Videographer/Photographer

- a. Confirm Photographer from MCPSS
 - Quinten Howard
- b. Assign Mobile Gas photographer (Kesshia Davis and Mary Bryant Fleming will take pictures)

XII. Media Relations

- a. MCPSS photographer/video for MCPSS VNR

XIII. Tour of Mobile Gas

- a. Size of tour
 - Three groups of 5 or 6
- b. Who's talking:
 - Radio room:
 - Monitor calls and route trucks
 - Show route maps
 - Kelly Weaver
 - Meter Shop:
 - They are responsible for the natural gas brought in and adding the odorant
 - Most of their work is field work but meters in the meter room could be shown

- Mark Miller
- Call Center:
 - Takes all calls from customers
 - Show the board that depicts all calls happening
 - Aree Kirksey



LEEP Teacher Workshop

July 31, 2014

7:30 am – 3:00 pm

Schedule of Events:

- | | |
|-------------------|---|
| 7:30 am – 8:00 am | Registration & Continental Breakfast |
| 8:00 am – 8:05 am | Mobile Gas Safety Guidelines <ul style="list-style-type: none">• Mobile Gas Safety & Technical Training Manager
Chris Wiley |
| 8:05 am – 8:15 am | Welcome from Mobile Gas & Mobile County Public School System (MCPSS) <ul style="list-style-type: none">• Mobile Gas President Mike Fine• MCPSS Superintendent Martha Peek |
| 8:15 am – 8:30 am | Brief History of Mobile Gas <ul style="list-style-type: none">• Mobile Gas General Counsel Edgar Downing |
| 8:30 am – 8:45 am | Mobile Gas Manufactured Gas Plant (MGP) <ul style="list-style-type: none">• Mobile Gas Director of Engineering Peter Keegan |
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Desiree Bishop |
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1:05 pm – 3:00 pm	Grade Level Activities (3 groups) – teachers break off into groups of their grade level inside the auditorium <ul style="list-style-type: none"> ● Environmental Studies Center
3:00 pm	End of event/ post-event assessment

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Appendix:

Mobile County Public School System:

Name:	Title:	Contact:
Ms. Michelle Manzy	Principal Florence Howard Elementary School	975 Dr. MLK Jr. Avenue Mobile, AL 36603 251-221-1406
Mrs. D. H. Walton	Principal Calloway Smith Middle School	350 N. Lawrence School Mobile, AL 36603 251-221-2042
Mr. Derrick Robinson	Assistant Principle Calloway Middle School	350 N. Lawrence School Mobile, AL 36603 251-221-2042
Ms. Nancy Peirce	MCPSS Public Relations Supervisor Host of "Homeroom" TV Show	nancypierce@mcpss.com
Mr. Quintin Howard	MCPSS Videographer	251-221-4007
Mrs. Rena Philips	MCPSS Supervisor of Marketing and Educational Partnerships	251-221-6288
Mrs. Martha L. Peek	MCPSS Superintendent	251-221-4394

Environmental Studies Center:

Ms. Desiree Bishop	Director	6101 Girby Road Mobile, AL 36693 251-221-5003
Mrs. Anita Salinas	Resource Teacher	6101 Girby Road Mobile, AL 36693 251-221-5000 ext: 8
Mr. Troy Latham	Resource Teacher	6101 Girby Road Mobile, AL 36693 251-221-5000 ext: 7
Mrs. Tracy Delcambre	Resource Teacher	6101 Girby Road Mobile, AL 36693 251-221-5000 ext: 6
Mrs. Susan Clement	Biologist/Animal Rehab Supervisor	6101 Girby Road Mobile, AL 36693 251-221-5000 ext: 4

Media:

Name:	Contact:
WKRG	555 Broadcast Dr. Mobile, AL 36606 251-479-5555
Fox 10	1501 Satchel Paige Dr, Mobile, AL 36606 251-434-1010
Al.com/Press Register	MobileNews@al.com

Other:

Mrs. Phyllis Wyngard	Outreach Coordinator, Keep Mobile Beautiful	1451 Government Street, Mobile, AL 36604 251-402-7940
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