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Johnsonville - Celebrating the Life of RF Stayer

Project Overview:

After an engagement with Johnsonville Sausage to refine and further develop their crisis communications response plan, gaskinpr was called upon when the company's found, RF Stayer, passed away. gaskinpr immediately activate the well planed response, organizing all the efforts surrounding the funeral, internal life celebration, obituary, media materials and media relations efforts.

Project Outcomes:

CRISIS COMMUNICATIONS PLAN ACTIVATION

- Wrote obituary and distributed to media outlets, internal membership email list and utilized in all funeral preparations
- Managed all media communications
- Coordinated a strong internal newsletter article featuring quotes about the founder from current employees
- Appointed Administrative Assistants and the Alta Resources calling center with crisis response statements
- Provided outline of celebration event to commemorate the moment for the members of Johnsonville

MEDIA COVERAGE

- Secured more than 1.1 million media impressions and more than \$50 thousand of ad value in television and radio coverage.
- Garnered more than 20 million media impressions through print media
- Secured more than 85 key print media hits, which were a combination of national newspapers, national trades and local newspapers, creating the perfect mix of audience permeation.
- Secured coverage from the Associated Press, which spreads through local papers around the country, creating countless numbers of media hits.
- Secured coverage in key national and international print media with highlights including: Inc. Magazine, USA Today, New York Times, LA Times and Chicago Tribune.
- Secured coverage in Inc. Magazine December issue featuring "innovators who passed in 2007."
- Worked with key national trades to guarantee a clear and precise communication about the passing of RF Stayer and the affect it would have on the company.
- Secured four articles in the Sheboygan Press, and negotiated an unprecedented re-run article correction based on mistake by the newspaper.