

TACTICAL OUTLINE

Listen to me! Stories of the Unnoticed.

Description: 'Listen To Me!' exposes the true narratives of underrepresented persons and connects them with the youth of downtown Boston. Saint Anthony Shrine will provide stories of overlooked individuals, recorded with their consent and anonymized to protect their privacy and safety. Each story is between two and five minutes in length and is categorized according to unhomed experience, LGBTQ+, mental health, and inspiring stories with specifics and insights. There should be 15 total stories. Stories will be played through speakers placed on the Parkman Bandstand, located on the eastern side of Boston Common, which has large capacity and facilitates sound transmission. The audio of stories will be uploaded online, accessible on the website of St. Anthony Shrine. QR codes are created and displayed in the Boston Common at each entryway to the Bandstand. The QR codes will link to St. Anthony Shrine's linktree which will include the Instagram and Facebook accounts, the event information page, the Shrine's official website and a link to a page with overlooked individual stories. This event aims to raise public awareness for overlooked individuals, as well as convey the message that Saint Anthony Shrine is dedicated to serving these individuals in a safe, calming, confidential and private environment.

When: Friday, Dec. 6
RAIN DATE: Monday, Dec. 7
4 p.m. - 7 p.m.
Father Tom is present to talk to press for one hour between 5 p.m. - 6 p.m.
Maryanne is present to talk to press for one hour between 6 p.m. - 7 p.m.

Where: Parkman Bandstand, Boston Common, 115 Boylston St, Boston

Who: Primary Target Audience:
- Boston community, young people, students (Gen Z, Millennials)
- Media: endemic media (specific not known yet)
Secondary Audience: the crowd of passersby

How: Each hour we will have 8 - 10 different stories at approximately five minutes a piece. The stories will consist of three topics: mental health, LGBTQ+ and stories of the unhomed. The 12 different stories will take up a total of one hour and will be repeated at the top of the hour.
The stories will be delivered through speakers purchased or rented at and/ or near the Parkman Bandstand with the visual of a banner displaying the title of the event: "Listen to me! Stories of the Unnoticed." along with St. Anthony Shrine's branding and style.

Media List:

- Create a media list of 50-100 contacts within Local Boston and Endemic Media
- Local Media
 - TV
 - CBS Boston
 - WCVB-TV
 - NBC Boston
 - Boston 25 News
 - New England Cable News
 - The Boston Channel ABC
 - Radio
 - NPR
 - WBUR
 - WGBH
 - Internet
 - Boston.com
 - EDGE Media Network
 - Boston Herald
 - Boston Magazine
 - The Boston Channel ABC
 - Print
 - Boston Herald
 - The Berkeley Beacon
 - The Rainbow Times
 - Boston Globe
 - Boston Magazine
- Endemic Media include media covering topics of mental health, LGBTQ+ and stories of unhomed.

Tactical Writing Pieces:

- Press Advisory: Listen To Me! Stories of the Unnoticed.
 - As soon as possible after confirmation.
- Media Pitch (to send a few days after advisory or press release)
 - TV pitch
 - Radio pitch
 - Internet pitch
 - Print pitch
- Press Release: Listen To Me! Stories of the Unnoticed.
 - 7–10 days before Nov. 15, first week of November.
 - Post event press release to be released no later than 7 days post event.
- Press Alert: In case the event gets canceled and location changes.
- Email Newsletter: To be sent out by the Shrine to their email list.
 - Announcement Newsletter out 1–2 weeks out.
 - Features in the newsletter about the people who decided to share their stories

- Within the week of the event.
- Flier: Contains all of the main information about the sound installation and its purpose, to be passed out at the event.
 - TA: Local Boston Media; media attending the event

Social Media Strategy:

- Website: All of the event information will be posted on the website’s main page as well as the schedule of events on the website.
- Facebook/Instagram/Twitter: A social media calendar will be created to plan the frequency of posts and content. Social media posts, stories, and fliers will be created in accompaniment of the calendar. All social media content has to be different, but consistent.
- Graphics: graphics will be created with a consistent color scheme and theme that represents St. Anthony Shrine and the event.

Permissions:

- City of Boston - approval of event - submit an application online by Oct. 20.
- Parks and Recreation Department – approval of location - submit an application online by Oct. 15.
 - Reached out to: Lou Chianca
 - <https://docs.google.com/spreadsheets/d/1jR0bCbG3J7Ro-bcU4nL1iIwbcX9XHxRSINepTrkwfr8/edit#gid=0>

Budget:

Item	Company	Qty	Cost
Bluetooth Speakers	TBD	5	\$75-150
Locking Mechanisms	Emerson Print and Copy	5	\$11-18
Parks Department Permit	City of Boston, Parks and Recreation	1	\$0
City of Boston Fire Department Permit (for generators, amplified sound, etc.)	City of Boston	1	\$0
Visual Boards	VistaPrint	5	\$150

Appendix

Long-term plan: The gathered stories of overlooked individuals are handed over to an artist for a public art installation. This installation can look like a room of phones hanging from every surface, and the audience can pick up any phone they want and listen to the audio recording of their choice. Each phone will have a different audio recording, so each audience member can choose which phones to listen to and how long to listen to the recording.