

COVALENT LOGIC

CRISIS COMMUNICATIONS AND REACTIVE PUBLIC RELATIONS





Covalent Logic

STAFFORD WOOD
Founder

In 2005, in the aftermath of Hurricane Katrina, Louisiana Governor Kathleen Blanco's Communications Director called Stafford Wood to work in the press office and handle digital communications for the state. Due to this catastrophic storm, the governor knew her state would require a seasoned and steady hand to work with Louisiana government officials to coordinate crucial communications.

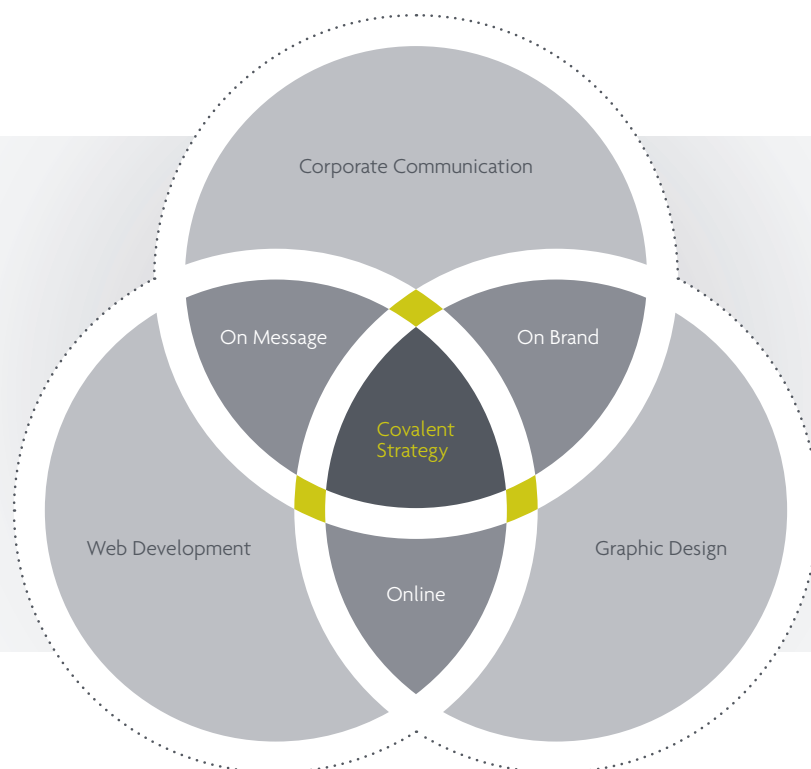
Out of that chaos and uncertainty, Covalent Logic was born as Stafford assembled an award-winning, industry-leading team to build our integrated communications firm and serve a diverse group of clients over the last fifteen years. With in-house developers, designers, copywriters, content creators, marketing planners, video production directors and even on-screen talent, no firm is so uniquely qualified to launch a crisis communications campaign.

For many, this crisis we face today has definitively interrupted business as usual. But for Covalent, it hasn't meant slowing down. We have made a concerted effort to be reactive, responsive and resilient to help our clients adapt to this new environment.

Adaptability is a critical skill. Things change in the blink of an eye. And as problem solvers we are prepared to adapt and change with them. Our recent assistance in turning around a multi-media campaign for Louisiana Governor John Bel Edwards' Stay at Home Order within a matter of hours is proof of that.

Serious times require serious people. And for providing real boots-on-the-ground expertise in emergency management and crisis communications, few creative agencies can touch Covalent Logic. Over the last fifteen years, we have partnered with three Louisiana governors, cabinet secretaries, corporate CEOs and organizations of every size and scope. We have been instrumental in managing internal and external communications through crises that included natural disasters (Hurricane Katrina, the 2010 eruptions of Eyjafjallajökull volcano in Iceland), manmade disasters (Deepwater Horizon Oil Spill, Bayou Corne Sink Hole), financial and data breaches on a global scale, organizational offenses and malfeasance, rumor-based scandals, substantial economic downturns, and even terrorist attacks, active shooters and the Arab Spring.

We are grateful for the opportunity to serve the government and its citizens by providing expert consultation and cohesive communication. And we are confident when we say that right now, as important decisions must be made, Covalent Logic is the right team to have on your side.





Crisis Communications

LOUISIANA OFFICE OF THE GOVERNOR CORONAVIRUS WEB PAGE

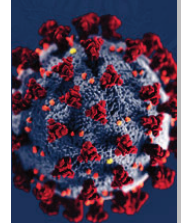
During the COVID-19 global pandemic, it became crucial that Louisiana's governor have the ability to share organized, curated news from Louisiana state agencies. After Stafford Wood made a recommendation to the Governor's Office, Covalent Logic created a website to house information from state agencies with relevant updated COVID-19 details and guidance. Covalent Logic began design work on March 23, 2020 and launched the site on April 2, 2020.

The coronavirus.la.gov site needed to be mobile-friendly, easy to read and have low overhead, meaning it was quick to load. The site pulls from several state content management systems managed by Covalent Logic and consists of sections for the Governor's Office, the Louisiana Department of Health, the Louisiana Department of Children and Family Services, the Louisiana Department of Wildlife and Fisheries, the Louisiana Department of Environmental Quality and additional resources. While the site is geared toward all Louisianians, a targeted ad campaign gave the 10 parishes with the highest COVID-19 death rates more impressions. The website receives heavy traffic, fed in part by the governor's daily press briefings, a Google ad campaign and statewide text messages including the site URL.



URGENT
Message from
GOVERNOR
JOHN BEL EDWARDS

STAY
at
HOME.
Stop the Spread.
Spread the word.



Stay Informed

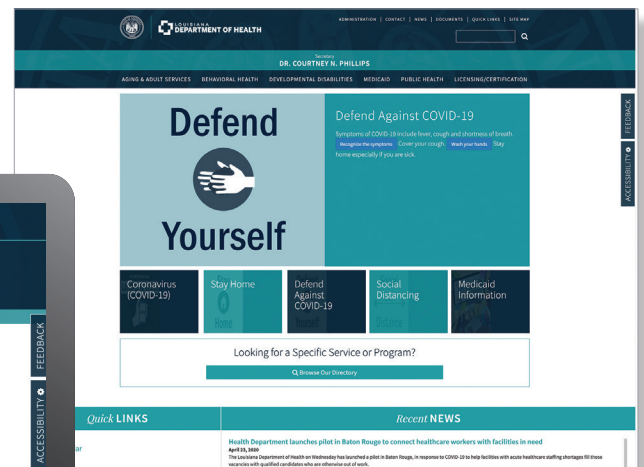
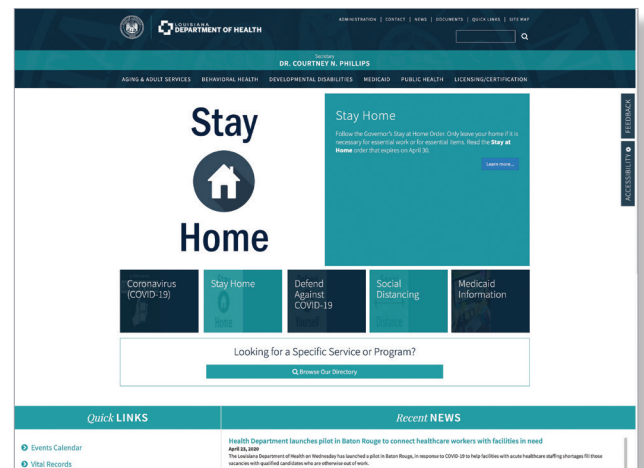
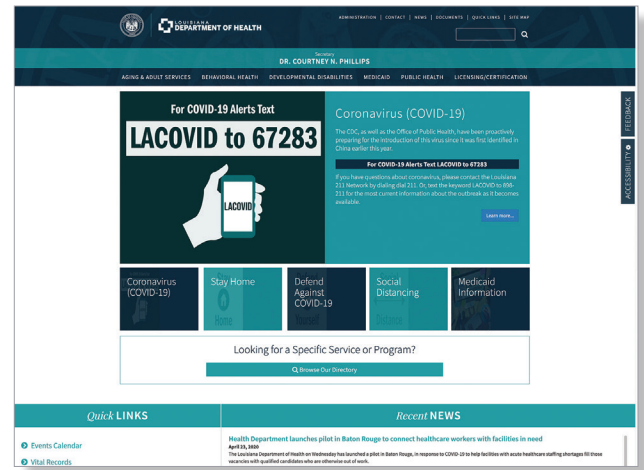


Crisis Communications

LOUISIANA DEPARTMENT OF HEALTH WEBSITE

As a current website client, the Louisiana Department of Health reached out to Covalent Logic to create a web page on its site to share COVID-19 information. This page is the main conduit for COVID-19 health data, including cases, deaths, demographics, underlying health issues, resources and guidance for the public.

Covalent Logic created and launched the page in less than two days, with a go-live date of March 12, 2020. Since the page launched, it has received **11.3 million page views**. The multi-faceted page pulls data from multiple sources. Page updates occur at noon each day, driving traffic to the site from local and national media, health care providers and Louisianians looking for the latest information. Also, the governor's website pulls content from and directs traffic to the page. Covalent Logic has maintained the page daily, improving visuals and working on the backend to support consistent loading times for the large amount of visual content.





Crisis Communications

CELEBRITY DEATH AT A HILTON HOTEL

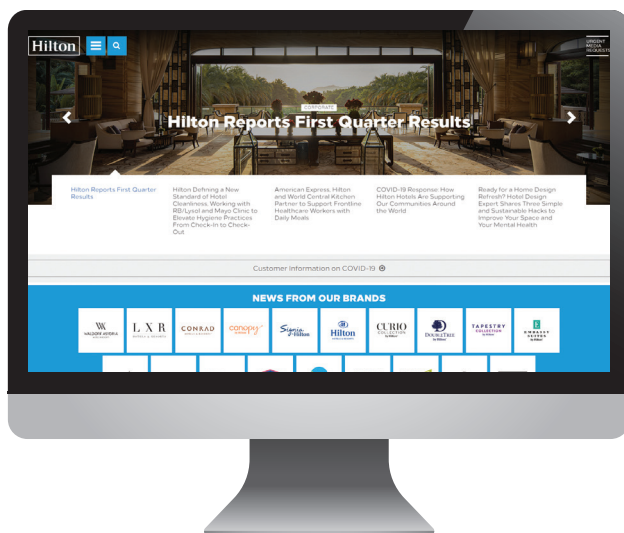
Covalent Logic has helped Hilton weather many unique crises over a twelve-year partnership. Because of our proactive planning and investment in its communications infrastructure, Hilton is well equipped for nimble responsiveness to any type of crisis, not least of which is the COVID closure of many hotels and resorts and subsequent gradual openings across the globe.

But few crises could have generated the intense media interest and bred the rampant rumor and speculation of a celebrity death on property. In 2012, Covalent Logic managed an unwieldy press and kept the Hilton name out of the news. As media congregated on site, Covalent directed them to hospitable accommodations—air conditioning, respite from the weather, Wi-Fi and light refreshments—in a bland, unbranded hotel conference room. We drafted an announcement to all hotel guests asking them not to share the name of the property for safety reasons. As a result, the story remained about the deceased and did not mention the Hilton property. On social media, there was barely a mention of the property name or the Hilton brand.

Underpinning all crisis work for Hilton are our award-winning Hilton Newsroom and our internal communications channel, Hilton NOW, which provide an excellent infrastructure for communicating any message, externally or internally.

Covalent Logic envisioned and built newsroom.hilton.com to provide releases, statements, fact sheets, downloadable photos and b-roll and executive bios for both the enterprise and each of its eighteen brands. The site has rich asset sharing capabilities, outbound email alerts and integrated social media pulls. It bridges the divide between earned (media coverage), owned (content created by Covalent and Hilton staff) and paid media (commercials and brand videos for consumer marketing), providing a balance of each.

Hilton NOW is the company's internal communications channel, wholly built and enhanced by Covalent Logic over the last ten years. The channel provides news to owners, corporate team members and property-level hotel team members that is published according to a weekly cadence or provided in real-time alerts for critical communications. Content can be targeted by user type, brand, role on property, region of the world and franchise status. This provides highly targeted, relevant content to each of the **100,000 users** with active profiles. Each user receives news that is custom-tailored to what he needs to know to do his specific job.



Hilton

CHANNEL PERFORMANCE:

- *Hilton Online Newsroom averages 207,000 pageviews by 95,000 users each month. Users average 2 minutes, 34 seconds on news pages*
- *4,448 assets posted to the Newsroom by Covalent in 2019*
- *relaunch of consolidated Hilton Online Newsroom won a 2019 Southern Public Relations Federation Lantern Award*
- *the NOW Channel hosts 8,681 corporate users, 13,012 owners and 105,160 hotel team members at 5,872 properties worldwide*
- *2,770 articles published by Covalent to the NOW Channel in 2019*
- *relaunch of enhanced Hilton NOW Channel won a 2019 Southern Public Relations Federation Lantern Award*

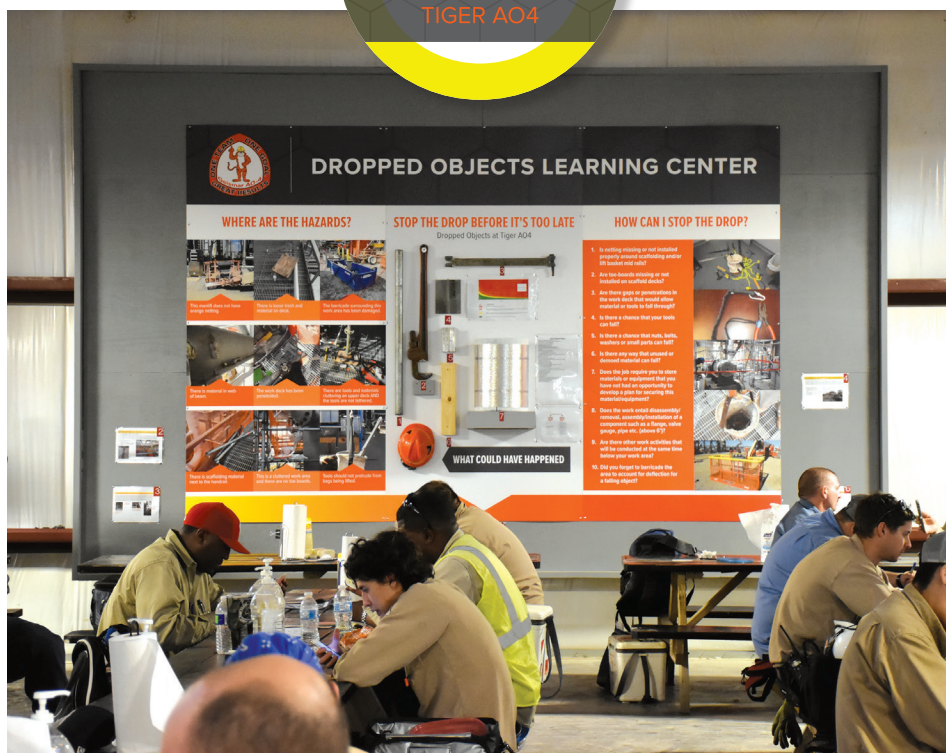


Crisis Communications

SHELL CHEMICALS GEISMAR SAFETY COMMUNICATIONS

Shell Chemicals Geismar hired Covalent Logic to develop strategic communications at its AO4 unit construction project. The completed unit increased the site's production of alpha olefins, an ethylene product that makes household items, and made **Shell Geismar the largest alpha olefin producer in the world**. The number one hazard for the construction project was objects dropping from heights above 6 feet. During a two month time period the project had an alarming amount of dropped objects, some rather large in size.

Our goal was to identify hazards and “stop the drop.” We decided a large visual in the lunchroom and corresponding communications would be the best method to get our message across to the project craft workers. The Dropped Objects sign included actual items dropped at the project. This, along with a training on dropped objects prevention, drove home the message. After the sign was installed, over **1,500 workers** completed the walk through. The project then went four out of five weeks without a single dropped object. Not only did this campaign go on to win several communications awards, but it was the sea change that was needed in safety at the construction site.



CAMPAIGN RESULTS

- *reduced amount of dropped objects at construction site*
- *over 1,500 workers received dropped objects training*
- *campaign received 2019 PRAL Red Stick Award, Collateral Material*
- *campaign received 2019 SPRF Award of Merit*



Crisis Communications

100 BLACK MEN 25TH ANNIVERSARY PUBLIC RELATIONS CAMPAIGN

Established in 1993, 100 Black Men of Metro Baton Rouge has been a small volunteer group impacting dozens of African American youth each year through mentorship, education and scholarships. With a new executive director hired in 2018, 100 Black Men wanted to increase awareness of the activities of its chapter, reposition the organization as a community-unifying, non-profit organization and celebrate its 25th Anniversary that was less than 30 days away.

For the 100 Black Men of Metro Baton Rouge 25th Anniversary announcement, we interviewed club members and the current board members, four of whom were founders. The new executive director is the son of the much beloved initial chairman of the board, who died a few years ago. As such, we decided this would be a personal and professional event to pay tribute to the “Father of 100 Black Men of Baton Rouge,” as well as his son.

In less than three weeks, we needed to coordinate a social event with refreshments and guests, a press conference with speakers and dignitaries, as well as an anniversary logo and signage.

The headquarters of 100 Black Men is across the street from the Triple S, where Alton Sterling was shot by policemen in the summer of 2018, in a case that drew national attention. We planned the event very carefully to influence the media to see this as a bright spot in an otherwise tragic neighborhood.

Drafting an elegant speech for the executive director was essential. With several other eloquent speakers in front of him, talking about his father, we feared the younger Godfrey could be lost in the lore of the man who founded the organization. Inspiration for the speech came in the comparison with *The Lion King*. This Mufasa/Simba metaphor ended up bringing tears to everyone’s eyes as they imagined the young Lion King taking over 100 Black Men.

More than 100 people attended the event, so applause was loud and frequent. The mayor’s speech was extremely positive, and she committed to continued funding for the group’s programs. Politicians including the district attorney, school board, state representatives, state senators and others were in attendance.

Press Coverage

- Fox44 included it as the main story on its website.
- WAFB (CBS-Affiliate) and WBRZ (ABC-Affiliate) stayed after the press conference interviewing influencers and board members.
- Social columns and publications also covered the event with *City Social Magazine*, *InRegister* and *The Advocate*.
- The social reporter for *The Advocate* followed up to write a feature on the executive director for the front page of the Life Section on Father’s Day Sunday. This one placement offered an incredible amount of exposure for the organization with dozens of phone calls in the week after for volunteers and member sign-ups.

100

BLACK MEN
OF METRO BATON ROUGE, LTD.



CAMPAIGN DELIVERABLES

- launch campaign within a 3 week turnaround
- 25th Anniversary logo
- 25th Anniversary signage
- social event planning
- press conference planning
- multi-tiered invite strategy including phone, email and social media



Crisis Communications

MOVEBR PUBLIC RELATIONS CAMPAIGN

In September 2019, East Baton Rouge Parish launched the MOVEBR program, a 10-year project that will be the **largest transportation infrastructure initiative in the history of the city**. The mayor-president's office hired Covalent Logic to create and disseminate information about the program to Baton Rouge residents, local contractors and small business owners.

Covalent Logic found that for residents, there was a need to communicate the value of the program in their lives as well as to inform them if, when and where construction would be taking place. Additionally, there was a need to encourage small business owners and contractors to learn more about the MOVEBR program and encourage them to apply to work on MOVEBR projects.

The goals for the MOVEBR program include:

- encouraging Baton Rouge residents to learn more about MOVEBR and how it affects their lives
- showing transparency regarding the tax money spent on the program
- encouraging small business owners and contractors to apply to work on MOVEBR projects

Covalent Logic began work on the MOVEBR website in August 2019. Form submission functionality was implemented into the website in September, which coincided with Covalent Logic's launch of the website and social media channels for the MOVEBR Kickoff Event on September 23.

The mayor-president requested a website with a modern design, and program engineers urged the importance of disseminating technical information in an accessible manner. Covalent Logic designed a website with simple, modern navigation that provided access to any document within three clicks, including documents listing proposed MOVEBR projects and estimates for the tax money to be spent on each project. The website was also developed with a consistent identity to promote engagement and increase readability.

Emails included concise summaries of MOVEBR information with links to direct users to more in-depth coverage of the topics. Social media accounts were created with the goal of reaching local business owners, contractors and residents with information about the program, including news about workshops targeted toward local small business owners and contractors. In addition, geofence advertising technology was utilized to deliver MOVEBR program information to Baton Rouge residents. A NextDoor account is planned once MOVEBR construction projects begin in order to inform residents near areas that will be affected.

Results

- Since the implementation of the program communications plan, workshop RSVP form submissions have shown near-continuous growth.
- Pageviews and website sessions showed an upward trajectory.
- A total of **509 individuals** signed up to receive communications about MOVEBR via the online form. Of those individuals, 83 identified as business owners.



CAMPAIGN GOALS

- *encourage residents to learn more*
- *show transparency in tax money spending*
- *encourage small business owners and contractors to apply*
- *launch of website designed to promote engagement and increase readability*
- *launch of social media channels*
- *email distribution of relevant information*



Services

PUBLIC RELATIONS PLANNING

While our team specializes in nimble reaction to complex, evolving scenarios, planning for probable crises in advance ensures a faster, more cohesive, pre-approved response to any situation that arises.

Covalent Logic will conduct an in-depth situational assessment and audience analysis to help you craft appropriate messages for each stakeholder and nuanced situation. We will plan your synchronization with municipal or organizational Emergency Operations Center(s) and organize your Public Information Officer roles according to the National Incident Management System so you can deploy a capable team on short notice. You will leave this process with a playbook to follow, as well as pre-drafted, templated communications, like media statements, tweets and constituent emails, for a variety of possible crisis scenarios.

PUBLIC RELATIONS REACTIVE COMMUNICATION

Our team can quickly and eagerly deploy to lead you in person or long-distance when a high-stakes situation arises that threatens to put your reputation, constituent trust and organization's future on the line. We'll guide you through crafting your message to each audience and outlining a timeline for deploying each communication for greatest impact. We'll help you determine if you need a press conference or media staging areas, and we'll organize and execute these for you. We'll help you credential media and develop scheduled routes or tours of desirable, but precarious, locations for photos or b-roll video. We'll manage your social media accounts when user comments get spicy.

This phase is unique and the tactics vary with the situation, but we'll be reactive, responsive and resilient boots on the ground for you. We'll guide you to adapt quickly and effectively. We'll have your back and hold your hand.

COMMUNITY RESPONSE ACTIVATION COMMUNICATION

Covalent Logic will develop a campaign to show how you listened and instituted changes to improve the organization after your crisis. Typically deployed 6-12 months after a major incident, this campaign is tailored to the situation and community. It will include creative conceiving and design, messaging development and community engagement. You will leave this process with a fully-fleshed publication and a channel for unveiling it. We'll help you create meaningful organizational change that not only restores what the crisis threatened but leaves your organization better than we found it.

Comments, Questions, Conversation:

Stafford Wood | 512.883.9191 | stafford@covalentlogic.com

Margo Jolet | 202.505.8812 | margo@covalentlogic.com



Baton Rouge, LA | Austin, TX | Washington, DC



Covalent Logic is certified as a women's business enterprise through the Women's Business Enterprise National Council.

We celebrate the commitment to diversity embraced by your organization and promise that choosing Covalent will add diversity to your supply chain and enrich your corporate culture (even the men who work here agree).