**Conference Call: June 26, 2013**

**Boldt’s involvement with rebuilding Plaza Towers Elementary**

As the construction company on this “sacred ground”, Boldt will not be the primary source of information, but they will be approached by media and will certainly be a part of the conversation. This could result in positive national conversation around Boldt brand.

Boldt has expressed concern in wanting to avoid appearing opportunistic and to show respect of the situation and handle with sensitivity.

The media knows Boldt will be the construction company to rebuild Plaza Towers. They have approached Boldt’s community relations team with some questions. More will follow.

**Anticipated press questions:**

What is the timeline of the construction?

Will there be a memorial built?

What precautions are being take to fortify the school to prevent future disasters? (Gov. Fallin and others have discussed storm shelters)

How will Boldt and Timberlake Construction work together on the effort of rebuilding the two elementary schools that were destroyed?

**Communication with Moore School District is first priority**

Make sure Boldt messaging compliments the information school district is providing. That said, Moore does not have permanent public relations team (that we know of) and may appreciate public relations resources. May not recognize this opportunity for everything it can be. Moore Public Schools has yet to announce the construction project.

Conversation with Moore Public Schools needs to become priority to discuss how we will handle the national attention on a strategic communications forefront.

**This is an opportunity to remember and reflect, but also to move forward and rebuild.**

Boldt is an important part of this narrative: a respectful, humble and capable company that is tasked with a building project that will be symbolic and encouraging to the community and the nation.

**Actions**

* Boldt approaches school district with strategic communications options.
  + Approach the topic by mentioning that we have rec’d a few inquiries from media, and that we believe the story is going to have a national oppounity.
  + Clarify our awareness of sensitivity.
  + We want to move conversation toward hope for the future and be unified in messaging.

After this conversation — and taking it into consideration — decide how to structure Boldt’s PR strategy.

**Potential storylines to develop**

* Boldt, sponsors, participates in or helps to organize a remembrance service as an alternative to a traditional “groundbreaking” ceremony.
* Construction workers wear lapel pins, or other article to signify awareness, respect
* Hans Architects, the same who designed the Oklahoma City Memorial, will design the memorial at Plaza Towers

Keep in mind

Timberlake Construction Company-

Rebuilding Briarwood Elementary. We may coordinate with them on PR at some point down the road.