

JOUR 523 Group Project Fall 2009

The Client: The Lawrence Arts Center

According to its Web site (www.lawrenceartscenter.com), the mission of the Lawrence Arts Center is to “enrich individuals and the community by nurturing love of the arts through education, exploration and expression.” The Center has a rich history and continues to be an important part of the Lawrence community. LAC released the following statement about its organization: “The Lawrence Arts Center was founded 35 years ago by Lawrence community members who wanted to foster a love of the arts in Lawrence and surrounding communities. Over the years, the Lawrence Arts Center has grown to serve 200,000 people annually in five areas: Visual Arts Education, Dance, Drama, Gallery Exhibition and an Arts-based preschool.”

To meet the needs of our client, student teams will be classified in this manner:

Red Teams- These teams will be asked to develop a public relations plan designed to increase awareness about the participation of LAC classes among adults in the Lawrence community. The current misconception is that the LAC is a glorified daycare and has little to offer adults; in fact, 60% of LAC’s art student population is adults. Another task of this group will be to educate the public about the funding stream for the Center. Currently there is a misconception that it is fully funded by the city of Lawrence (budget \$2500).

Blue Teams- These teams will be asked to develop a public relations plan designed to increase awareness of the inclusive nature of the LAC. The misconception now is that the Center is elitist and caters to the wealthy. In addition, these teams will work on a plan to publicize the affordable pricing of classes and programs offered by the center (budget \$2500).

Goals and Objectives Draft

Each group is required to submit a draft of its goals and strategies at the start of class on **Monday, November 16**. The format of the document is simple:

Goal 1: To raise funds necessary for the establishment of the Ryan Gray Playground for All Children.

Objective 1: Publicize the need for public donations.

Objective 2: Create fund-raising opportunities.

Goal 2: To increase public awareness of the challenges faced by persons with disabilities.

Objective 1: (repeat above format)

Objective 2: (repeat above format)

You are required to submit only your group's goals and objectives for review. Please do not include your group's tactics. (Those could change based on that review.)

The grade for the goals and strategy draft will be determined as follows:

Appropriateness of the goals	20 points
Appropriateness of the objectives	20 points
Spelling/grammar/clarity	10 points

The language used in creating the goals and objectives should follow the guidelines discussed in class and in your textbook. The format of this draft is left to the group's discretion. In addition to content and compliance with language requirements, the draft will be graded for grammar, spelling and clarity of thought. Late papers will result in a substantial reduction of grade.

The Written Presentation

Each group is required to submit **two copies** of its report at the start of class on **Monday, November 30**. The report should be double spaced. The report must be on standard 8 ½" X 11" sheets. Each page, except the title page, should be numbered. Reports that fail to follow these specific format requirements will be penalized. The group may find that its planning grids are useful in the completion of this assignment. On behalf of its client, each group will develop a public relations plan. The structure of the plan is as follows:

- 1 **A title page** -- It should include the name of the client, the date, the class (JOUR 523), the names of each group member **and their signatures**.
- 2 **A table of contents**
- 3 **A one page executive summary** -- It summarizes the essence of the challenge facing your client, the goals you have identified, the proposed budget and your plan.
- 4 **A situation analysis** -- The three-to-five page statement provides context for the project. Simply put, this is a brief statement of the environment in which the client is operating and why it is necessary for action to be taken at this time. Briefly state who the client is, the

nature of the issue(s) confronting the client and what the client hopes to achieve through the application of public relations. Include any other information that you feel will give context to the project and your recommendations. *Note: This is the part of the project where you will benefit from the information gathered for the research memos.*

- 5 **A list of target audiences/stakeholders** and a brief rationale for identifying them as such.
- 6 **Goals, objectives and tactics.**
- 7 **Sources of information** -- A list of source of information used in compiling the report.

Note: *Because this is not a class in media buying, we have simplified your budget calculations for the use of advertising tactics. Please use the attached rate card. It is loosely based on real numbers. However, it is a lot less complicated than trying to figure a real rate card.*

The plan is worth 150 points or 15 percent of each student's total grade in this class. In addition to content and compliance with format requirements, reports will be graded for grammar, spelling and clarity of thought. Late reports will result in a substantial reduction of grade.

The grade for the written presentation will be determined as follows:

Executive summary	20 points
Situation Analysis	25 points
Target Audiences/Stakeholders	25 points
Goals, objectives and tactics	50 points
Sources of information	5 points
<u>Spelling/grammar/clarity/format</u>	<u>25 points</u>
TOTAL POINTS	150 points

In-Class Presentation

Each group will be required to make a presentation of their communications plan to the class. Groups Blue 1, Blue 3, Blue 5, Red 2, Red 4 and Red 6 present on **Monday, November 30**. Groups Blue 2, Blue 4, Red 1, Red 3 and Red 5 present on **Wednesday, December 2**. Each presentation should be no less than five and no more than 10 minutes in length. The premise of these presentations is that each group represents a public relations agency. The presentations should be directed toward your client. The presentation should include the following elements:

- 1 A situation analysis
- 2 A brief description of the audiences your plan will target

- 3 Your goals, objectives and tactics
- 4 The cost of your plan

Since the presentation is considered a part of the group's grade, the number of persons involved in the presentation will be left to the discretion of the group. As few as one person and as many as the entire group may present each client's case. The grade will be based on the quality of the presentation, not on the quantity of the presents.

The grade for the in-class presentation will be determined as follows:

Situation Analysis	10 points
Target Audiences/Stakeholders	5 points
Goals, objectives and tactics	20 points
Budget	5 points
Quality of Presentation	10 points
<u>TOTAL POINTS</u>	<u>50 points</u>

Groups may use the document camera in our classroom or computer-generated PowerPoint to enhance their presentation. Please check the PowerPoint Protocols attached to this assignment. Presentations that go less than five minutes and more than 10 minutes will be penalized.

Presentation Tips

While your written report is prepared for the eye, your presentation should be written for the ear. In other words, don't just read from the written report. Using the same information, make your presentation different.

When making your presentation, focus on the "lion." Find the person(s) you most wish to influence – in this case, the client – and direct your comments toward him and/or her.

Watch your body language. Maintain good eye contact. Avoid "happy feet."

Only the presenters should be "on stage." If your part of the presentation is complete, step to the side. Don't become a distraction.

Visual aids enhance presentations. However, misspelled words can ruin your credibility.

Confidential Evaluations

In addition to the group project, each member of the group will submit **two individual confidential evaluations**. The first will be due **Monday, November 16**, the same time the goals/objectives draft is submitted. The second is due **Monday, November 30**, the same time as the group-planning document. As is the case with all other class work, this evaluation should be typed. Do not submit handwritten evaluations. Failure to submit a confidential evaluation will adversely affect the student's professionalism/participation/attendance grade. **No late evaluations will be accepted.**

Here's how to complete the evaluation: Assume that your group has been given a performance bonus enough to give \$1000 every member of your group. (In other words, if there are four people in your group, the group shares a \$4000 bonus.) Tell me how you would divide the money among the group members. Does everyone merit the same bonus, or do some deserve more than others? Explain your rationale. Each will be handled confidentially.

In ideal circumstances, every member of the group should get the same amount of money. However, you should award additional money to those whose effort you feel was above and beyond what is reasonably expected in a group project. You should also reduce monetary awards to those you feel did not meet group expectations.

Performance Adjustment

In ideal circumstances, every member of the group will get the same grade. However, I reserve the right to substantially increase or decrease grades based upon each individual's performance in completion of this assignment. Please refer to information about group projects and academic misconduct contained in the course syllabus.

Management of Group Affairs

Experience has shown that good group organization – not the number of group meetings – is the key to successful completion of this assignment.

- Take this project seriously.

- Don't assume anything. If you don't know, ask.

- Delegate responsibility among the group membership.

- Establish internal deadlines and meet them.

- Someone other than the typist should edit the report.

It is important that every student contribute to his or her group's effort. Students are encouraged to meet privately with me if any problems should develop.

Sample Format Goals, Objectives and Tactics

Goal #1 – To raise funds necessary for the establishment of the Ryan Gray Playground for All Children.

Objective #1 – Publicize the need for public donations.

Tactic #1 - Conduct news conference kicking off fund-raising drive.

Target audience: Kansas City, Lawrence and Topeka area news organizations.

Time: Mid-February 2010

Brief Description: Organization leaders will conduct a news conference at the Hillcrest Elementary school, site of the proposed Playground for All Children. The purpose of the news conference will be to announce the kickoff of the spring fund-raising drive, to provide an overview of plans for the Playground and to update the public on the current status of fund-raising efforts.

Benefits: Target audiences can be reached at relatively low cost. Client gains the benefit of a third-party endorsement.

Risks: The organization will have no control over the content that is printed or broadcast.

Budget: \$200 (40 media kits @ \$5/media kit)

Evaluation Measure: Attendance at news conference and subsequent news coverage.

Tactic #2 – Distribute posted to merchants (repeat above format).

Objective -- Create fund raising opportunities.

Tactic #1 – Conduct telephone campaign.

Goal #2 -- To increase public awareness of the challenges faced by persons with disabilities. (Repeat above format)