

Planning Grid Grade Sheet

Name:

Group: Red 3

Restated goal from assignment	5/5
Publics	10/10
Stakes	10/10
Messages	10/10
Media	10/10
Spelling/grammar/clarity	5/5
Total	50/50

Comments: Restated goal from assignment (1). Good use of publics and stakes represent both LAC and publics you listed. Used some parallel language between stake and message but could be fine tuned. Good sources of media.

J523
10/28/09

50
50

Planning Grid – Lawrence Arts Center

✓ Goal: To increase awareness of the Lawrence Arts Center and its programming.

Public	Stake	Message	Media
✓ LAC Employees	They want their salaries to increase.	Increased awareness of LAC programs will lead to increased enrollment so your salary will increase.	Email
✓ Media	The media wants to report stories that the Lawrence public would be interested in.	Cover LAC and its programs because it interests the local audience.	Media Kit
✓ LAC Donors	They want the arts centers to be top of mind in the Lawrence community, so the center they support has a good reputation and generates other income.	Increased awareness of LAC and its programs will make LAC top of mind to potential customers, which will benefit the center fiscally and support a good reputation.	Direct mail letters.
✓ Lawrence Arts Professors	They want their students to have more experience in his or her specific field of the arts; dance, theater, etc.	Increase awareness of LAC programs to students so they will gain knowledge of places they can practice and further their arts skills.	Email from arts professors to students.
✓ Lawrence Adults (focus on 25-40)	They want help differentiating the various arts centers and arts programs in Lawrence.	Increased awareness of LAC programs will help you understand the benefits of LAC's rounded arts program.	<i>Lawrence Journal World</i> to inform of an open house information fair at LAC.