JOUR 523 Group Project
Spring 2009

The Client: The Same Client

According to its Web site, the mission of the Dole Institute of Politics is “to promote political and civic involvement, especially among young people, encourage civil discussion on important issues, emphasize that politics is an honorable profession, and provide opportunities for all to interact with political leaders, practitioners and writers.” To accomplish this mission, the bi-partisan DIOP provides a wide range of programming throughout the year. This includes the presentation of the prestigious Dole Leadership Prize in the fall - last fall’s recipient was former President George H. W. Bush - and the Dole Lecture in the spring, presented in 2008 to former NBC News anchor Tom Brokaw. Other programming includes the Presidential Lecture Series in February, Study Groups each semester conducted by leading political practitioners, and a monthly informal program for students known as Pizza and Politics.

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

> **Crimson Teams –** These teams will be asked to develop public relations plans designed to increase faculty and student awareness and participation in DIOP programs. They will also be asked to develop publicity plans for the promotion of the Dole Leadership Prize and Lecture that occur every fall (budget $2,500) and the Study Groups that occur every spring and fall semester (budget $2,000).
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> **Blue Teams –** These teams will be asked to develop public relations plans designed to increase faculty and student awareness and participation in DIOP programs. They will also be asked to develop publicity plans for the promotion of the annual Dole Lecture that occurs every spring (budget $2,500) and the Presidential Lecture Series that occurs every February ($2,500).

Step One: Goals and Objectives Draft

Each group is required to submit a draft of its goals and strategies at the start of class on **Thursday, April 9.** The format of the document is simple:

Goal 1: To be or not to be, that is the question

> Objective 1: Paul said mother made that man bleed.
>
> Objective 2: Paul said mother made that man bleed

Goal 2: To be or not to be, that is the question

Objective 1: Paul said mother made that man bleed

Objective 2: Paul said mother made that man bleed

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.

Step Two: The Written Presentation

Each group is required to submit **two copies** of its report to at the start of class on **Thursday, April 23**. The report should be double spaced, although 1.5 line spacing is acceptable. The report must be on standard 8 1/2" X 11" sheets. Each page, except the title page, should be numbered. Reports that fail to follow these 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 summaries the essence of the challenge facing your client, the goals you have identified, the proposed budget and your plan.

4 **A situation analysis** -- This 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**. (See "Format Requirements")

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
Spelling/grammar/clarity/format	25 points
TOTAL POINTS	150 points

Step Three – In-Class Presentations

Each group will be required to make a presentation of their communications plan to the class. Groups A, B. C, G, H and I present on **Thursday, April 28.** Groups D, E, F, J and K present on **Tuesday, April 28**. 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 presenters.

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

Situational analysis	10 points
Target audiences	5 points
Goals, objectives, and tactics	20 points
Budget	5 points
Quality of presentation	10 points
TOTAL POINTS	50 points

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.

Step Four -- Confidential Evaluations

In addition to these two assignments, each member of the group will submit **two individual confidential evaluations**. The first will be due **Thursday, April 9**, the same time the goals/strategies draft is submitted. The second is due **Thursday, April 23**, 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 $1,000 to every member of your group. (In other words, if there are four people in your group, the group shares a $4,000 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 memorandum 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 on the Research Memo. However, we reserve the right to substantially increase or reduce 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 the successful completion of this assignment. Some tips:

- Take this project seriously. Your professors will.
- Do not 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 one of your professors 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 1992

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) *Note: There are no room-rental charges because the facility use fee has been waived by the Douglas County Board of Education.*

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

Tactic #2 - Distribute posters to merchants (repeat above format)

Objective #2 - Create fund-raising opportunities.

Tactic #1 - Conduct telephone campaign (repeat above format)

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

Lawrence Advertising Rate Estimates

Updated January 14, 2005

These estimates are *loosely* based on local advertising rates. In most cases, the rates have been rounded to simplify calculations. The limited purpose of this rate card is to provide reality-based budget calculations to the group assignment in JOUR 523 -- Principles of Public Relations. These rates are applicable for that assignment only and should not be used in connection with assignments in other classes. *Please note that -- as a general rule – if you have purchased advertising in one medium, your announcement is ineligible for consideration as a public service announcement in other media. Pay for one, you have to pay for all.*

Newspapers

(Based on full-circulation open rates)

	Daily (Monday-Saturday)	**Sunday**
Lawrence Journal-World		
1/4 page	$450	$500
1/2 page	$900	$1,000
Full page	$1,800	$2,000
8-page insert*	$1,500	$1,700
Ad on paper's web site**	$750	n/a
Kansas City Star		
1/4 page	$3,000	$4,000
1/2 page	$6,000	$8,000
Full page	$12,000	$16,000
8-page insert*	$20,000	$28,000
Ad on paper's web site**	$5,000	n/a
University Daily Kansan		
1/4 page	$250	n/a
1/2 page	$500	n/a
Full page	$1000	n/a
8-page insert*	$1000	n/a
Ad on paper's web site**	$500	n/a

Radio

KLWN (News, sports, adult contemporary)***	30-second spot ROS:	$50
KLZR (Album rock)***	30-second spot ROS:	$50

Cable Television

Sunflower Cablevision***	30-second spot ROS	$100

Billboard (high traffic/Lawrence area)

Lamar Outdoor Advertising	per month	$500

* Includes printing costs
** Monthly rate for banner ad
*** Includes production costs. Reflects one spot on one channel. You need to indicate your cable channel choice (not over-the-air stations).

Protocols for using PowerPoint in the JOUR 523 client presentation

These protocols are based on logistical necessity and 18 years of coaching Campaigns presentations. It will be much easier on everyone if you read and follow these guidelines.

1. Please remember that your presentation is to be "no less than five minutes and no longer than 10 minutes." The purpose of a PowerPoint presentation is to complement the speakers. It should not distract from the presentation. While it will be appropriate to use "builds" and "transitions" within slides, groups should avoid the use of transitions, builds, sounds and other special effects that distract from the presentation.

2. The PowerPoint files of groups presenting on Thursday, April 23, must be in Professor Guth's possession by 11:59 p.m. Wednesday, April 22. The PowerPoint files of groups presenting on Tuesday, April 28, must be in Professor Guth's possession by 11:59 p.m. Monday, April 27.

3. Consistent with the guidelines in point 2, groups may e-mail their PowerPoint files at dguth@ku.edu. However, because of university server restrictions and spam filters, it is possible that your e-mail may not come through to Professor Guth's mailbox. If Professor Guth does not acknowledge your e-mail in a timely manner, it is the group's responsibility to verify receipt of the file.

4. Consistent with the guidelines in point 2, groups also have the option of leaving PowerPoint files on CD-ROMs in his mailbox in the Dean's Office, 200 Stauffer-Flint. Students may also bring files to Professor Guth's office on USB "thumb drives." If you plan to come to his office, call in advance to make certain he is there.

5. Please use standard fonts. A decade of experience has shown that presentations prepared on one computer often look different on another. It is suggested that you use either Helvetica, Times, Arial, Century Schoolbook, Courier or Palatino fonts.

6. It is recommended that one person within the group be designated to manage the PowerPoint slides during the presentation. Speakers should not operate the computer – they need to focus on what they are saying.

7. A final reminder: Don't make the mistake of spending more time designing your PowerPoint than you do on preparing the planning document. Your grade may suffer from such a decision.

If you have any questions, please feel free to ask. We want you to do your best!