

**PUR 4800: BATEMAN TEAM CAMPAIGNS – Section 2331**  
**2017-2018 UF Bateman Team Syllabus Schedule – Spring 2018**

Wednesday (3:00 to 6:00 pm)  
 WEIMER 2008 and /or BATEMAN STUDIO

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**Office Hours:** Wednesday – 1:00 pm to 3:00 pm  
 Thursday – 2:00 pm to 4:00 pm  
 or by pre-scheduled appointment

**BATEMAN TEAM CAMPAIGNS SCHEDULE**  
**1 December 2017 through 15 May 2018**

**(Subject to Discussion and to Change at Advisers’ Discretion)**

Generally, meetings will be dedicated to discussion and clarification of the status of the campaign project. **Attending every meeting is mandatory** and will enable each of you to meet your responsibilities as a member of the team and to contribute to ALL portions of the project. The team will meet regularly. The following dates and discussion topics are a good faith attempt at providing a **tentative** schedule but note that they are subject to discussion and modification.

| <b>Week</b>                 | <b>Date</b>                                   | <b>Focus</b>                     | <b>Assignment:<br/>Prior to Meetings</b>  |
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| December: Weeks 1 through 5 | December 6 to 27<br><br><i>Semester Break</i> | Weekly Updates:<br>Campaign Plan | <u>Review/Finalize Primary Research Written Report</u><br><u>Review Project Brief</u><br><u>Design/Order t-shirts</u><br><u>Prepare Situation Analysis</u><br><u>Finalize Campaign Theme and Concepts</u><br><u>Finalize Goals, Objectives, Target Audiences, Strategies, Tactics, Budget, Timeline, and Evaluation Metrics</u><br><u>Confirm all Collaborating Partners and Organizations</u><br><u>Determine/Assign Specific Team Responsibilities</u><br><u>Finalize Work/Event Schedule</u><br><u>Finalize Theme</u><br><u>Identify/Place Hold Dates for all Event Facilities</u> |

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| Week 1 | January 3<br><br><i>Spring Semester 2018 Begins (8 January)</i> | Campaign Plan Details: Materials, Games and Awards, Ambassadors   | <u><i>Confirm Relationship between Research and the Campaign Plan</i></u><br><u><i>Design/Create/Schedule all Seminar Sessions</i></u><br><u><i>Review/Finalize Campaign Budget/In-kind Contributions</i></u><br><u><i>Secure all in-kind Contributions for Competitive Game Awards</i></u><br><u><i>Finalize Plan for all Traditional Media Angles and Contacts</i></u><br><u><i>Finalize copy for all Campaign Print Materials</i></u><br><u><i>Secure/Confirm Ambassadors</i></u> |
| Week 2 | January 10  | Campaign Plan Details: Materials, Graphic Design, Website         | <u><i>Finalize and Confirm all Events</i></u><br><u><i>Develop and Submit All Print, Broadcast, Website, Social Media/Blog Copy</i></u><br><u><i>Finalize Copy and Design for Website</i></u><br><u><i>Create all Interactive Games and Activities - Booth</i></u><br><u><i>Create and Schedule Training Session for Ambassadors</i></u><br><u><i>Complete Logo/Graphic Design</i></u>   |
| Week 3 | January 17  | Campaign Plan Details: Print, Broadcast, Website and Social Media | <u><i>Order Banner for Booth</i></u><br><u><i>Create all Traditional Media Materials</i></u><br><u><i>Create/Complete Dark Website</i></u><br><u><i>Create Campaign Talking Points</i></u><br><u><i>Prepare schedule and copy for All Social Media</i></u><br><u><i>Finalize/Complete Broadcast Concepts/Angles/Resources and Pitches</i></u><br><u><i>Initiate Traditional Media Contacts for Launch, et al</i></u><br><u><i>Initiate Print Media Contacts/Scheduling</i></u>       |

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| Week 4 | January 24                           | Campaign Plan Details:<br>Materials, Print,<br>Broadcast | <u>Prepare Copy and Complete Production for all Campaign Broadcast Purposes – PSAs, et al</u><br><u>Distribute produced PSAs to all Traditional Broadcast Outlets</u><br><u>Contact all Broadcast Media for On-air Interviews</u><br><u>Complete Graphic Design and Print all Campaign Teaser Material</u><br><u>Complete Graphic Design and Print all Campaign Materials</u><br><u>Determine Campaign Feedback Loops During Campaign</u><br><u>Train Ambassadors</u> |
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| Week 5 | January 31                           | Campaign Plan Details:<br>Teaser and Launch              | <u>Finalize and Confirm Launch Details on Campus</u><br><u>Review Campaign Budget/In-kind Contributions</u><br><u>Print All Campaign Materials</u>  |
| Week 6 | February 7                           | Campaign Plan Details:<br>Teaser and Launch              | <u>Confirm All Events in Community, Campus, et al</u><br><u>Confirm Booth</u><br><u>Secure Banner</u><br><u>Secure T-shirts</u><br><u>Complete Printing</u><br><u>Develop all Materials for Traditional Media and Determine/Seek Placements Assignments</u>   |
| Week 7 | February 14 – evening<br>February 15 | Campaign Plan Details:<br>Teaser and Launch              | <u>Confirm Volunteers/ Install Teaser Posters</u><br><u>Complete Printing</u><br><u>Stage Teaser Campaign</u><br><u>Website Countdown</u>   |

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|         | February 18 and<br>February 19 –<br>12:00 noon           | Campaign Plan<br>Implementation | <u>Confirm Volunteers/Remove<br/>Teaser Posters and Install<br/>Campaign Posters at all<br/>Locations</u><br><u>Materials Distribution in<br/>Community and Campus, et al</u><br><u>Campaign Launch – Events,<br/>Distribution of Materials</u><br><u>Implement Social Media<br/>Efforts</u><br><u>Website LIVE</u>  |
| Week 8  | February 21  | Campaign Plan<br>Implementation | <u>Confirm Print and Broadcast<br/>Media Contacts</u><br><u>Implement Social Media<br/>Efforts</u><br><u>Document Media Placements<br/>Stage Events in Community,<br/>Campus</u><br><u>Print and Distribute<br/>Materials</u><br><u>Document Media Placements</u>  |
| Week 9  | February 28  | Campaign Plan<br>Implementation | <u>Stage Events in Community</u><br><u>Implement/Follow-up Print<br/>and Broadcast Contacts</u><br><u>Implement Social Media<br/>Efforts</u><br><u>Document Media Placements<br/>in Community</u><br><u>Print and Distribute<br/>Materials in Community</u><br><u>Review All Photo<br/>Documentation to Determine<br/>What to Use in Book</u><br><u>Print Materials and Prepare<br/>Materials Packets for NYC</u><br><u>Begin to Write Book Sections</u> |
| Week 10 | March 7<br><br><i>Spring Break</i><br>3/3 Sat – 3/11 Sun | Campaign Plan<br>Implementation | <u>Stage Events in Community<br/>and On Campus</u><br><u>Implement Social Media<br/>Efforts</u><br><u>Document Media Placement</u><br><u>Distribute Materials</u><br><u>Conduct Evaluative Research</u>  |

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| Week 11 | March 14 | Campaign Documentation | <u>Analyze Evaluative Research</u><br><u>Write the Campaign Book Sections</u><br><u>Develop Graphic Design and Layout for Campaign Book</u><br><u>Outline Contents and Assemble All Items in Final Form for the Campaign Book Appendix</u><br><u>Conduct Evaluative Research</u> |
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| Week 12 | March 21 | Campaign Documentation | <u>Create Disc of All Traditional Non-Traditional and Other Media Efforts</u><br><u>Write and Edit Book Sections</u><br><u>Design and Print Dividers for Book</u><br><u>Draft Executive Summary for Book</u>   |
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| Week 13 | March 28 | Campaign Documentation | <u>Edit the Executive Summary for the Final Campaign Book</u><br><u>Edit the Book prior to Printing</u><br><u>Print and Bind the Book Sample</u><br><u>Review, Edit and Finalize the Book</u><br><u>Finalize Electronic Version of Book for New York</u>                         |
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| Week 14 | April 4  | Campaign Documentation | <u>Send Electronic Version of Book to New York:</u><br><u><b>DEADLINE</b> April 9 at PRSSA Headquarters NYC</u><br><u>Plan Recruitment of Bateman Team Members for 2018-2019</u>   |
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| Week 15 | April 11   | <u>Arrange All Class Visits for Recruitment</u><br><u>Visit Classes to Recruit Future Members of the Team</u><br><u>Secure Interest in Applying Forms from Public Relations Members who are Juniors</u>   |
| Week 16 | April 19   | <u>Visit Classes to Recruit Future Members of the Team</u><br><u>Secure Interest in Applying Forms from Public Relations Members who are Juniors</u><br><u>IF National Finalist: Script Presentation</u><br><u>Judges to select 3 finalists: April 22</u><br><u>National Finalists notified: April 23</u> |
| Week 17 | April 25<br>Spring Semester Ends<br>(Reading Days<br>April 26 and 27)<br>Graduation<br>(4 – 6 May - TBD) | <u>Organize Bateman Studio and All Materials</u><br><u>And Records</u><br><u>Prepare Materials for 2018-2019 Team</u><br><u>IF National Finalist: Finalize Script and</u><br><u>Stage/Block Presentation</u>  |
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|         | May 2<br>May 9<br>May 16   | <u>National Finals May TBD</u><br><u>IF National Finalist: Stage/Block/Rehearse</u><br><u>Presentation – Schedule to be Provided</u><br><u>NOTE: October 8 – Recognition of Winning Teams at</u><br><u>PRSSA National Conference Awards Ceremony in</u><br><u>Austin, Texas</u>                           |

**NOTE:** If the UF Bateman Team is selected as one of three national finalists to compete in Charleston, SC in May, preparations will begin in April as soon as notification is received from PRSSA headquarters.

**Guest Speakers.** You will be given notice when a speaker is confirmed so that you can prepare questions. The schedule may be adjusted accordingly in such an event.

**Meetings:** The UF 2017-2018 Bateman Team is expected to meet regularly outside the scheduled meetings with the Bateman Team Faculty and Professional Advisors. The team should determine a regular schedule for those meetings by 20 December 2017.

**Useful University of Florida Services:** Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness

Center. Please remember that asking for help is a sign of strength. In case of emergency, call 911.