

**PUR 4800: BATEMAN TEAM RESEARCH – Section 2331**  
**2013-2014 UF Bateman Team Schedule – Spring 2014**  
 Wednesday (3:00 to 5:00 pm)  
 WEIMER 2008

**Professor:** Deanna K.W. Pelfrey, APR, Fellow PRSA  
 2032 Weimer Hall – Second Floor  
 Phone: 352.392.3113  
 E-mail: [dpelfrey@jou.ufl.edu](mailto:dpelfrey@jou.ufl.edu)  
**Office Hours:** Tuesday – 2:00 pm to 4:00 pm  
 Wednesday – 1:00 pm to 3:00 pm  
 or by pre-scheduled appointment

**PUR 4932 – BATEMAN CAMPAIGNS SCHEDULE:**  
**1 December 2013 through 1 May 2014**

**(Subject to Discussion and to Change at Advisors' Discretion)**

Generally, meetings will be dedicated to discussion and clarification of the status of the campaign project and how it relates to research. However, this approach may vary. **Attending every meeting is mandatory** and will enable you to meet your responsibilities as a member of the team and to contribute to ALL portions of the project. The team will meet more often than the dates outlined below. The following dates and discussion topics are a good faith attempt at providing you with a **tentative** schedule but note that they are subject to review, discussion, and modification.

<b>Week</b>	<b>Date</b>	<b>Focus</b>	<b>Assignment:</b> <b>Prior to Meetings</b>
December: Weeks 1 through 4 January: Week 1	December 1 to January 4  <i>Semester Break</i>	Weekly Updates: Campaign Plan	<i>Review/Finalize Primary Research Written Report</i> <i>Review Project Brief</i> <i>Design/Order t-shirts</i> <i>Review ROPES and RACE</i> <i>Prepare Situation Analysis</i> <i>Finalize Campaign Theme and Concepts</i> <i>Finalize Goals, Objectives, Target Audiences, Strategies, Tactics, Budget, Timeline, and Evaluation</i> <i>Develop and Submit All Print, Broadcast, Website, Social Media Copy to Fiserv legal</i> <i>Confirm all Collaborating Partners and Organizations</i> <i>Determine/Assign Specific Team Responsibilities</i> <i>Finalize Work Schedule</i>

Week 2	January 5  <i>Spring Semester Begins (6 January)</i>	Campaign Plan Details: Materials, Games and Awards	<u><i>Confirm Relationship between Research and the Campaign Plan</i></u> <u><i>Create all Interactive Games and Activities</i></u> <u><i>Secure all in-kind Contributions for Competitive Game Awards</i></u>
Week 3	January 12	Campaign Plan Details: Materials, Graphic Design, Website	<u><i>Develop copy for all Campaign Print Materials</i></u> <u><i>Complete Graphic Design of all Campaign Teaser Materials</i></u> <u><i>Complete Graphic Design of all Campaign Materials</i></u> <u><i>Finalize Copy and Design for Website</i></u> <u><i>Create Dark Website</i></u>
Week 4	January 19	Campaign Plan Details: Broadcast and Social Media	<u><i>Create Campaign Mantras</i></u> <u><i>Prepare copy and Complete Production for all Campaign Broadcast Purposes – PSAs, etc.</i></u> <u><i>Create all Media Materials</i></u> <u><i>Prepare copy for Social Media, Blogs, etc.</i></u> <u><i>Develop Broadcast Concepts/Angles and Resources</i></u> <u><i>Make Media Contacts</i></u>
Week 5	January 26	Campaign Plan Details: Teaser and Launch	<u><i>Finalize and Confirm Launch Details in Schools, Community, and Campus</i></u> <u><i>Review Campaign Budget/In-kind Contributions</i></u> <u><i>Print All Campaign Materials</i></u>



Week 10	March 2  <i>Spring Break</i> <i>2/28 Fri – 3/9 Sun</i>	Campaign Documentation	<u>Analyze Evaluative Research</u>  <u>Write the Campaign Book Sections</u>  <u>Develop Graphic Design and Layout for Campaign Book</u>
Week 11	March 9	Campaign Documentation	<u>Outline Contents and Assemble All Items in Final Form for the Campaign Book Appendix</u> <u>Create Disc of All Traditional and Other Media Efforts</u> <u>Edit Book Sections</u> <u>Draft Executive Summary for Book</u>
Week 12	March 16	Campaign Documentation	<u>Finalize the Executive Summary for the Final Campaign Book</u> <u>Edit the Book prior to Final Printing</u>
Week 13	March 23	Campaign Documentation	<u>Print and Bind the Books for Shipment to New York</u>
Week 14	March 30		<u>Plan Recruitment of Bateman Team Members for 2014-2015</u>
Week 15	April 6		<u>Visit Classes to Recruit Future Members of the Team</u>
Week 16	April 13		<u>Secure Interest in Applying Forms from Public Relations Members who are Juniors</u>  <u>Naming of National finalists TBD</u>

Week 17	April 20 <i>Spring Semester Ends</i> <i>(23 April)</i>	<u><i>Organize Weimer 2020 and All Materials</i></u> <u><i>And Records</i></u>  <u><i>Prepare Materials for 2014-2015 Team</i></u>
Week 18	April 27  <i>Graduation</i> <i>(2 to 4 May)</i>	<u><i>National Finals in May TBD</i></u>

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

**Guest Speakers.** We may have guest speakers and/or tutorials to address relevant topics and share professional expertise. 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 2013-2014 Bateman Team is expected to meet regularly outside the scheduled meetings with the Bateman Team Faculty and Professional Advisers. The team should determine a regular schedule for those meetings. Please decide as soon as possible and inform the Faculty Adviser.