

PUR 4800: BATEMAN TEAM CAMPAIGNS – Section 2331
2014-2015 UF Bateman Team Syllabus Schedule – Spring 2015
 Wednesday (3:00 to 5:00 pm)
 WEIMER 2008

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 or by pre-scheduled appointment

BATEMAN TEAM CAMPAIGNS SCHEDULE
1 December 2014 through 1 May 2015

(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.

Week	Date	Focus	Assignment: Prior to Meetings
December: Weeks 1 through 4 January: Week 1	December 1 to January 3 <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/Blog Copy</i> <i>Confirm all Collaborating Partners and Organizations</i> <i>Determine/Assign Specific Team Responsibilities</i> <i>Finalize Work/Event Schedule</i>

Week 2	January 4 <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>Design/Create/Schedule all Financial Seminar Sessions</i></u> <u><i>Review/Finalize Campaign Budget/In-kind Contributions</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> <u><i>Make All Traditional Media Contacts</i></u> <u><i>Finalize copy for all Campaign Print Materials</i></u> <u><i>Complete Graphic Design and Print all Campaign Teaser Materials</i></u> <u><i>Finalize all Ambassadors</i></u> <u><i>Create and Schedule Training Session for Ambassadors</i></u> <u><i>Finalize and Confirm all Events</i></u>
Week 3	January 11	Campaign Plan Details: Materials, Graphic Design, Website	<u><i>Complete Graphic Design and Print all Campaign Materials</i></u> <u><i>Finalize Copy and Design for Website</i></u> <u><i>Create/Complete Dark Website</i></u> <u><i>Create Campaign Talking Points</i></u>
Week 4	January 18	Campaign Plan Details: Broadcast and Social Media	<u><i>Prepare Copy and Complete Production for all Campaign Broadcast Purposes – PSAs, et al; Distribute to Resources</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/Resources and Pitches</i></u> <u><i>Make Media Contacts for Launch, et al</i></u>

Week 5	January 25	Campaign Plan Details: Teaser and Launch	<u>Finalize and Confirm Launch Details in Community and on Campus</u> <u>Review Campaign Budget/In-kind Contributions</u> <u>Print All Campaign Materials</u> <u>Confirm Events in Schools, Community, Campus, et al</u>
Week 6	February 1 to 3	Campaign Plan Implementation: Teaser	<u>Stage Teaser Campaign – Materials Distribution in Schools, Community, and Campus, et al</u>
	February 4	Campaign Plan Implementation: Launch	<u>Campaign Launch – Events, Distribution of Materials</u> <u>Develop all Materials for Traditional Media and Determine/Seek Placements and Assignments</u>
Week 7	February 8	Campaign Plan Implementation	<u>Make Print and Broadcast Media Contacts</u> <u>Implement Social Media Efforts</u> <u>Document Media Placements</u> <u>Stage Events in Schools, Community, Campus</u> <u>Print and Distribute Materials</u>
Week 8	February 15	Campaign Plan Implementation	<u>Stage Events in Schools, Community, Campus</u> <u>Confirm Print and Broadcast Contacts</u> <u>Implement Social Media Efforts</u> <u>Document Media Placements</u> <u>Print and Distribute Materials</u>

Week 9	February 22	Campaign Plan Implementation	<u>Stage Events in Schools and Community</u> <u>Implement Social Media Efforts</u> <u>Document Media Placement</u> <u>Distribute Materials</u> <u>Conduct Evaluative Research</u>
Week 10	March 1 <i>Spring Break</i> <i>2/28 Fri – 3/8 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> <u>Outline Contents and Assemble All Items in Final Form for the Campaign Book Appendix</u>
Week 11	March 8	Campaign Documentation	<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 15	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 22	Campaign Documentation	<u>Print and Bind the Books for Shipment to New York:</u> <u>DEADLINE March 27 at PRSSA Headquarters NYC</u>

Week 14	March 29	<u>Plan Recruitment of Bateman Team Members for 2015-2016</u> <u>Arrange All Class Visits for Recruitment</u>
Week 15	April 5	<u>Visit Classes to Recruit Future Members of the Team</u>
Week 16	April 12	<u>Secure Interest in Applying Forms from Public Relations Members who are Juniors</u> <u>National Judging on April 11 and 12</u> <u>Naming of National finalists April 13</u>
Week 17	April 19 Spring Semester Ends (22 April)	<u>Organize Weimer 2020 and All Materials And Records</u> <u>Prepare Materials for 2015-2016 Team</u>
Week 18	April 26 Graduation (1 to 3 May)	<u>National Finals in May TBD</u> <u>NOTE: October 12 – Recognition of Winning Teams at PRSSA National Conference Awards Ceremony</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 2014-2015 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 at the start of the Spring 2015 semester and inform the Faculty Adviser.