**Professor:** Deanna K.W. Pelfrey, APR, Fellow PRSA  
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Phone: 352.392.3113  
E-mail: dpelfrey@jou.ufl.edu  
**Office Hours:** Wednesday – 1:00 pm to 3:00 pm  
Thursday – 2:00 pm to 4:00 pm  
or by pre-scheduled appointment

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**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.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Focus</th>
<th>Assignment: Prior to Meetings</th>
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</table>
| December: Weeks 1 through 4 | December 1 to January 3 | Weekly Updates: Campaign Plan | Review/Finalize Primary Research Written Report  
Review Project Brief  
Design/Order t-shirts  
Review ROPES and RACE  
Prepare Situation Analysis  
Finalize Campaign Theme and Concepts  
Finalize Goals, Objectives, Target Audiences, Strategies, Tactics, Budget, Timeline, and Evaluation  
Develop and Submit All Print, Broadcast, Website, Social Media/Blog Copy  
Confirm all Collaborating Partners and Organizations  
Determine/Assign Specific Team Responsibilities  
Finalize Work/Event Schedule |
| January: Week 1 | Semester Break | | |

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*Note:* The schedule is subject to discussion and may change at the discretion of the Advisers.
<table>
<thead>
<tr>
<th>Week 2</th>
<th>January 4</th>
<th>Spring Semester Begins (6 January)</th>
<th>Campaign Plan Details: Materials, Games and Awards</th>
<th>Confirm Relationship between Research and the Campaign Plan</th>
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<td>Design/Create/Schedule all Financial Seminar Sessions</td>
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<td>Review/Finalize Campaign Budget/In-kind Contributions</td>
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<td>Create all Interactive Games and Activities</td>
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<td>Secure all in-kind Contributions for Competitive Game Awards</td>
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<td>Make All Traditional Media Contacts</td>
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<td>Finalize copy for all Campaign Print Materials</td>
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<td>Complete Graphic Design and Print all Campaign Teaser Materials</td>
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<td>Finalize all Ambassadors</td>
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<td>Create and Schedule Training Session for Ambassadors</td>
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<td>Finalize and Confirm all Events</td>
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<tr>
<th>Week 3</th>
<th>January 11</th>
<th>Campaign Plan Details: Materials, Graphic Design, Website</th>
<th>Complete Graphic Design and Print all Campaign Materials</th>
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<td>Finalize Copy and Design for Website</td>
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<td>Create/Complete Dark Website</td>
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<td>Create Campaign Talking Points</td>
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<tr>
<th>Week 4</th>
<th>January 18</th>
<th>Campaign Plan Details: Broadcast and Social Media</th>
<th>Prepare Copy and Complete Production for all Campaign Broadcast Purposes – PSAs, et al; Distribute to Resources</th>
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<td>Create all Media Materials</td>
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<td>Prepare copy for Social Media, Blogs, etc.</td>
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<td>Develop Broadcast Concepts/Angles/Resources and Pitches</td>
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<td>Make Media Contacts for Launch, et al</td>
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<td>Week</td>
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<td>Task Details</td>
<td>Notes</td>
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<td>Week 5</td>
<td>January 25</td>
<td>Campaign Plan Details: Teaser and Launch</td>
<td>Finalize and Confirm Launch Details in Community and on Campus</td>
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<td>Review Campaign Budget/In-kind Contributions</td>
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<td>Print All Campaign Materials</td>
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<td>Confirm Events in Schools, Community, Campus, et al</td>
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<td>Week 6</td>
<td>February 1 to 3</td>
<td>Campaign Plan Implementation: Teaser</td>
<td>Stage Teaser Campaign – Materials Distribution in Schools, Community, and Campus, et al</td>
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<td>February 4</td>
<td>Campaign Plan Implementation: Launch</td>
<td>Campaign Launch – Events, Distribution of Materials</td>
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<td>Develop all Materials for Traditional Media and Determine/Seek Placements and Assignments</td>
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<td>Week 7</td>
<td>February 8</td>
<td>Campaign Plan Implementation</td>
<td>Make Print and Broadcast Media Contacts</td>
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<td>Implement Social Media Efforts</td>
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<td>Document Media Placements</td>
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<td>Stage Events in Schools, Community, Campus</td>
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<td>Print and Distribute Materials</td>
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<td>Week 8</td>
<td>February 15</td>
<td>Campaign Plan Implementation</td>
<td>Stage Events in Schools, Community, Campus</td>
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<td>Confirm Print and Broadcast Contacts</td>
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<td>Print and Distribute Materials</td>
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| Week 9 | February 22 | Campaign Plan Implementation | *Stage Events in Schools and Community*
|        |             |                             | *Implement Social Media Efforts*
|        |             |                             | *Document Media Placement*
|        |             |                             | *Distribute Materials*
|        |             |                             | *Conduct Evaluative Research* |
| Week 10 | March 1 | Campaign Documentation | *Analyze Evaluative Research*
|         | Spring Break |                        | *Write the Campaign Book Sections*
|         | 2/28 Fri – 3/8 Sun |                      | *Develop Graphic Design and Layout for Campaign Book*
|         |             |                      | *Outline Contents and Assemble All Items in Final Form for the Campaign Book Appendix* |
| Week 11 | March 8 | Campaign Documentation | *Create Disc of All Traditional and Other Media Efforts* |
|         |             |                          | *Edit Book Sections* |
|         |             |                          | *Draft Executive Summary for Book* |
| Week 12 | March 15 | Campaign Documentation | *Finalize the Executive Summary for the Final Campaign Book* |
|         |             |                          | *Edit the Book prior to Final Printing* |
| Week 13 | March 22 | Campaign Documentation | *Print and Bind the Books for Shipment to New York:*
|         |             |                          | **DEADLINE March 27 at PRSSA Headquarters NYC** |
### Week 14

**March 29**  
**Plan Recruitment of Bateman Team Members for 2015-2016**  
**Arrange All Class Visits for Recruitment**

### Week 15

**April 5**  
**Visit Classes to Recruit Future Members of the Team**

### Week 16

**April 12**  
**Secure Interest in Applying Forms from Public Relations Members who are Juniors**  
**National Judging on April 11 and 12**  
**Naming of National finalists April 13**

### Week 17

**April 19**  
**Spring Semester Ends (22 April)**  
**Organize Weimer 2020 and All Materials And Records**  
**Prepare Materials for 2015-2016 Team**

### Week 18

**April 26**  
**Graduation (1 to 3 May)**  
**National Finals in May TBD**  
**NOTE: October 12 – Recognition of Winning Teams at PRSSA National Conference Awards Ceremony**

**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.