

# **Public Relations Plan for First Fridays**

Hannah Presley Grisham

PRCM 2400-001: Fall Semester 2024

November 18, 2024

## **Table of Contents**

Title Page.....	1
Table of Contents.....	2
Project Description.....	3
Research Plan.....	3
Target Audience.....	3
Demographics.....	3
Psychographics.....	4
Goals.....	5
Key Messages.....	5
Objectives.....	5
Informational/Awareness.....	5
Attitude.....	5
Behavior.....	5
Strategies.....	5
Strategy 1.....	5
Strategy 2.....	6
Strategy 3.....	7
Tactics.....	5
Tactics: Strategy 1.....	6
Tactics: Strategy 2.....	6
Tactics: Strategy 3.....	7
Evaluations.....	7
Informational/Awareness.....	7
Attitude.....	8
Interview Questions.....	8
Behavior.....	8
Peer Review Part 1.....	9
Peer Review Part 2.....	14
Peer Review Part 3.....	18
Peer Review Part 4.....	22

### **Project Description**

The city of Auburn would like to create stronger ties among community members and students at the university. To work toward this initiative, members of the city's community events department are looking for ideas that would bring members of the community (families, young professionals, retirees, etc.) and university students together to celebrate a new series of downtown events – First Friday – which will be held on the first Friday of each month. What ideas do you have to engage your public while making your ideas stand out against similar events? How will you drive interest and increase attendance?

### **Research Plan**

I will be implementing qualitative research, by using interviews and focus groups to conduct research. For First Fridays, I am using qualitative research as opposed to quantitative, because I want to create a two way relationship and implement my target audience's thoughts into my planning. I am going to interview Auburn students, as I feel like interviewing them on campus can be casual, especially if I assure them that I am interviewing them so I can get ideas from them as I plan this event. It is best to interview Auburn students so I can get a gauge on what they enjoy doing, so I can implement their interests into this event. Additionally, I will be utilizing focus groups in my research process to hear suggestions from parents of the Auburn community on what events they enjoy, as well as their kid's interests. I feel like conducting a focus group, where about six to twelve adults of various ages that are Auburn residents come and give some feedback about what they would like to see at an event for themselves and their kids would be beneficial. It would help me get an idea of what adults and children enjoy. A focus group is the best research for this audience because I can learn more about what would make children, middle aged, and older individuals attend this event. I then plan to write all of the activities both of these groups mentioned. That way, I can see if there are similarities between both audiences, and note the differences. This will help me begin to brainstorm how I can choose activities that engage both audiences.

### **Target Audience**

My target audiences are Auburn University students and residents who live in the Auburn/Opelika area. Demographics is a type of data that describes objective characteristics such as: age, level of income, and educational level. Psychographic data describes psychological characteristics of a population by focusing on interests, attitudes and behaviors that people have. It is important to be aware of demographic and psychographic data with both of my target audiences, because I am trying to make First Fridays inclusive, and where people feel welcomed, no matter their race, education level, and attitudes they feel. I need to know as much details as I can about my audiences so I can better understand their backgrounds and interests.

### **Demographics**

Auburn University Students:

As of 2024, there are 34,145 students that attend Auburn University. I chose to include Auburn students enrollment demographics associated with race so I can be mindful of various ethnic groups as I am thinking through this project. I do not want to just focus on one specific

race, but different ones so that this event can be welcoming to multiple groups. The table below expresses the three largest racial groups that attend Auburn University. They are: white, African American, and Hispanic.

Auburn University Enrollment Demographics: Race

White	26,962
African American	1,628
Hispanics of any race	1,524

(Auburn University, "Demographics")

Residents of Auburn & Opelika:

As of 2022, there are 175,126 people who live in Auburn and Opelika. I included data about Auburn/Opelika residents' race for the same reason I listed above. I want to make this event as inclusive as possible, as residents would feel much more comfortable attending if they feel included. The table below represents the three largest racial groups in Auburn/Opelika. They are: white (Non-Hispanic), black or African American (Non-Hispanic), and Asian (Non-Hispanic).

Auburn/Opelika Resident's Population Demographic: Race

White (Non-Hispanic)	117,000
Black or African American (Non-Hispanic)	38,600
Asian (Non-Hispanic)	7,530

(Data USA, "Auburn, AL")

### Psychographics

Auburn University Students:

One of my goals with this event is to provide a positive experience for both students and residents. I want to know as much about what they are involved in, so I can get some ideas of what activities would allow them to have a positive experience. According to the Princeton Review, Auburn University was voted #1 for having the happiest students (*McNair, "Top 10 U.S."*). Auburn University has students involved in many different organizations. Some of the many organizations include: First Year Experience, Greek Life, and International Student Organization ("Auburn University Student Life"). At Auburn there are students involved with First Year Experience, where there are student recruiters. There are individuals in Greek Life, which is a way for students to make friendships with their sorority sisters and/or fraternity brothers. Additionally, there are many Auburn students involved with the International Student Organization, which allows students to network with students who are from different regions of the world. According to an article by Niche, Auburn was voted in the top 25 of colleges with the best student life in America. (*Sparks, "Auburn University Ranks No. 1"*).

Residents of Auburn & Opelika:

Since the town of Auburn is home to Auburn University, a large majority of the population are Auburn fans. While the majority are Auburn fans, it is important to note that there are residents that are not Auburn fans. Some might support Alabama, Georgia, and other universities. There are even some residents who might not pull for a team. Auburn residents and students are the main audience for events that Auburn has such as: Tiger Walk, the homecoming parade and sporting events. The reason for this is most likely because children and even older teens are most interested in parades, seeing Aubie, and seeing athletes they might look up to. Even older individuals enjoy attending football games and events with their families. It is important to note that there are most likely there are residents who have not attended an event associated with Auburn. Aside from the university perspective, Auburn residents can enjoy shopping in Tiger Town, or eating at the many restaurants in Auburn. There are a lot of parks, coffee shops, and libraries around the Auburn/Opelika area for all to enjoy.

### **Goals**

I have two goals that I am going to achieve with my plan:

- To strengthen community engagement by establishing a positive environment
- To create First Fridays to be community oriented where both students and residents feel included

### **Key Messages**

- *Rooted in community, rooted in Auburn*
- *Auburn Family, together as one!*

### **Objectives**

#### **Informational/Awareness**

- By January 2025, 40% of Auburn/Opelika residents and students will be informed of this community event and the details associated with it. They will know where the event is, what time it is, and activities associated with it.

#### **Attitude**

- I hope that 30% of Auburn students and 30% of Auburn/Opelika residents are willing to participate and be engaged when we reach out for feedback and suggestions two weeks prior to the event.

#### **Behavior**

- We hope that at least 100 students and 120 residents attend this event.

### **Strategy 1**

I want to leverage a social media account so residents and students are aware that this event exists, and details associated with it. In order to successfully tackle this strategy, we are implementing the agenda setting theory. The agenda setting theory is a theory that examines the relationship between the media and public opinion. This theory can help me understand the public perception and attitude toward the event, as well as highlight common trends or issues associated with the account. Since this is a new event, it is important to implement this to gauge

the public opinion on it. It is important that we know if they want to attend, or are excited because if not we might need to implement changes. By using this theory, we can analyze what to do if there are issues, and what to do to upkeep the public image of the event via social media.

### **Tactics for Strategy 1**

We will create an Instagram account to target Auburn students and young families. We will create a Facebook account which targets middle aged and older adults. I want to create a campaign kit that includes a specific logo, and colors to promote the event via Instagram. I feel as if this is necessary so when people see this logo, or colors associated with it, both audiences can remember what the event is. I want to create an infographic that we can post on our Instagram account that includes: where the event is, when it is, and activities associated with it. This is important as many students and adults rely on social media for information. By utilizing an infographic, they can find the information they need. We are going to follow local Auburn businesses, and university accounts to help our account gain publicity in the Auburn/Opelika area. We will write a press release announcing the event. This press release will be sent to the Auburn news station where it will be aired on television. This press release will inform those who are inactive on social media, which are most likely older adults, as they can watch it on their TVs and learn more about it.

### **Strategy 2**

I want to use direct outreach so the community is aware that we are using their input to plan First Fridays. For this strategy, it is best that we use the two-way symmetrical theory. This theory suggests that public relations should be a two-way communication, between the public and organization. This means we will engage in dialogue with the public to hear their opinions and concerns. It is important that we implement this strategy when using direct outreach. It is important to not only consider our ideas about creating the event, but hear students and residents ideas of what they want to see at the event, because they are the ones that are attending and taking time out of their day to come. Additionally, they may bring up ideas that I have not considered yet, but might be excellent ideas that will boost attendance. It is important for me to be open to the public's suggestions so I can create an event they love.

### **Tactics for Strategy 2**

If our followers reach out to us via Instagram DM or comments, we will respond in a timely manner and answer their concerns. This is important for us to do so the public knows that we desire and value their feedback. We will create a questionnaire poll on our Instagram and Facebook story, where we will ask if there are any questions that we need to answer. This poll will be anonymous as far as who asked the question, but we will answer the questions and post it back to our stories so if others have the same question, they will have an answer. For older individuals who might not know how to navigate stories, we will post it on both social media accounts under the regular content so it will be accessible to view. For those who are not on social media, or those who just have not seen our accounts yet, we will have a flier with a large QR code they can scan in various places such as on campus and in grocery stores, that people can scan to give suggestions. We will concourse about the event and maintain positive attitudes

as we do it. We will give out cookies, and on the cookie wrapper will be a QR code that professors, students, prospective students or anyone else can scan to learn more information about the event, and if they have any opinion on how to improve it, they can list them there. This gives people a way to be anonymous as they give their feedback. We will set up a camera and tripod on Toomer's Corner and ask people questions such as, "What is your idea of an event that you would attend?" We will craft a video of their responses. Toomer's Corner is a widely known area that a lot of professors, families, students, graduate students, alumni, and prospective students go by. Knowing this, we will get a lot of different feedback, but that will help us make First Fridays an event that engages the interests of our audiences.

### **Strategy 3**

To drive attendees for both audiences, students, and residents of the Auburn/Opelika area, it is important that they feel welcomed and feel as if they belong at First Fridays. I want this event to stand out as an event that is for everyone. I want people to feel comfortable, because when they feel welcomed at an event, they will be more likely to attend. First Fridays provide a way for the community to experience and engage in different cultures. It is a fun way for the small town of Auburn to showcase all of the cultures housed within the community. I do not want it to just be directed toward one specific group of individuals. To implement this strategy, I am using the social identity theory. This theory explains how people's sense of belonging to social groups influences their interactions with others, their thinking, and their commitment to group membership. I will use this strategy when I am creating various content and try my best to consider everyone based on age, gender, race, etc. I know that if I create this event to include multiple cultures, it will help not only to attend, but it will give them an opportunity to feel associated with groups they are comfortable to, or identify with. It will help create a more inclusive environment that makes everyone feel included. The more people that feel included, the more people will want to attend and have fun at this event.

### **Tactics for Strategy 3**

We want to reach out to local businesses, student organizations, and various cultural organizations associated with the university and ask if they would want to set up a vendor on Samford Lawn. We want to do this and include all of these publics so the community can find something they are interested in. We are going to reach out to food trucks to be the event that has a variety of food categories such as: American, Japanese, Gyro, and Mexican food. That way, we have a wide variety of options for Americans, Mexicans, etc. I will hire a company to set up cornhole, ring toss, and other games on Samford lawn to keep college students and even kids entertained. I will reach out to the Aubie committee and see if Aubie can attend. Aubie is a fan favorite among students, kids, alumni, and parents. Everyone can take pictures with him!

### **Evaluations**

#### **Informational/Awareness**

I will evaluate my information/awareness objective by using website analytics, a quantitative approach. I will use this to track how many people see our content and how much they engage with it. We will organize the analytics for our Facebook and Instagram account by

using an excel spreadsheet to keep the data. By having our information organized we can analyze and see trends in the data. We can see what social media they are looking at to find information. This will help us see how many people are seeing our posts, and it will give us an estimate to how many people know the event exists and how we can better promote First Fridays. We will know that this evaluation is successful if we have around 200 people exposed to our content on both Instagram and Facebook at the end of each week.

### **Attitude**

I will evaluate my attitude objective by using focus groups, a qualitative method. I will organize two focus groups, one with Auburn residents and the other with students. I will gather around eight residents and eight students in each focus group. I am going to use these focus groups to gauge how the community is to gauge their thoughts and see if they have any ideas. After both of these focus groups, I am going to do a sentiment analysis where I can gather and characterize the most common attitudes about this event. This will help me know how they are feeling, their concerns, and their feelings overall about First Fridays. I will know that this was successful if we have 60% of the audience give us helpful feedback composed of some improvements and strengths associated with First Fridays. Check out some interview questions I want to ask both of the focus groups I conduct.

### **Interview Questions**

I have several questions I want to ask both residents and students.

1. On a scale of 1 to 10, how likely would you be to attend the event?
2. What do you think would make this event worth your time? Why?
3. What kinds of activities would you like to see at this event?
4. Where do you think you would most likely hear about an event like this? (word of mouth, social media, etc.)
5. What changes or additions to this event would make you feel more excited about attending?
6. Do you have any other suggestions on how we could improve this event?

### **Behavior**

In order to evaluate my behavior objective, I am using a survey, which is a quantitative evaluation method. I will send out a survey to gauge how many attendees are planning on coming and not coming. This survey will ask, "Are you planning on attending this event?" The answer choices will be: "Yes, maybe, and no." I will put QR codes around campus downtown, in Opelika, and at local grocery stores that will take people directly to the survey. I will measure this by creating a google doc and listing the numbers of attendees to keep up with how many are expected to come. We will know we are successful if we have at least half of the community fill out this survey.

*Sydney Ashlock reviewing for Hannah Grisham*  
*Peer Review Protocol*

As you read your classmate's rough draft, please look at it carefully to determine if all the elements necessary for the PR Plan are included. In addition, you will be asked to evaluate your classmate's work and to provide feedback. Please be sure to give your classmate helpful and thoughtful feedback so that your classmate can develop a better project.

Part 1: Research, Publics, Goals, and Key Messages

**Research**

*Describe*

After reading the research section of the PR Plan rough draft, review the writing for the following items and place an x next to any items you believe are missing.

Does the research section include the following elements: (**Place an x next to any missing items.**)

- The types and methods of research your peer would like to implement
- An explanation of why your peer selected the types and methods of research he/she did
- An explanation of why your peers believe this research approach is the best one to take.
- This section is a paragraph, 4- to 7-sentences in length.

*Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The research section clearly names the types and methods of research your peer would like to implement.

1                      2                      3                      4                      5                      NA

The research section clearly explains why your peer selected the types and methods of research he/she did.

1                      2                      3                      4                      5                      NA

The research section clearly explains why your peer believes this research approach is the best one to take.

1                      2                      3                      4                      5                      NA

I would nominate my peer's work as an example of excellent work to be shared with the class.

1                      2                      3                      4                      5                      NA

*Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the research section of the PR Plan project?

I think you could improve on emphasizing why these tactics are the best options to take. You did so well laying them out specifically, I think you could add more explaining why they are the most effective. Maybe you could compare qualitative to quantitative and show how qualitative is more fitting for this case.

What has your classmate done especially well with the research section of the PR Plan project?

You did a great job including specific tactics like the focus groups and explaining how qualitative research will be most beneficial in this scenario. I loved how you emphasized that getting suggestions from the community is a central part of the plan. I also think it was smart and practical to include the sentence at the end explaining how, throughout the process you can analyze and narrow down what tactics work and what tactics didn't. It shows your flexibility and ability to evaluate the situation and the ways you are working.

### Public

#### *Describe*

After reading the description of the public, review the writing for the following items and place an x next to any items you believe are missing.

Does the strategy include the following elements: **(Place an x next to any missing items.)**

- Names a target public
- Includes at least four relevant demographics about the target public
- Includes at least three different pieces of important psychographic information about the target public
- The public description is 1- to 2-paragraphs in length or is presented as a chart
- Includes citations for demographic and psychographic data
  - \*maybe include a direct link to where you got the information

#### *Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The description of the public clearly names a public.

1                    2                    3                    4                    5                    NA

The description of the public includes at least four relevant demographics about the target public.

1                    2                    3                    4                    5                    NA

The description of the public includes at least three different pieces of important psychographic information about the target public.

1                    2                    3                    4                    5                    NA

The description of the public includes citations for the demographic and psychographic data.

1                    2                    3                    4                    5                    NA

I would nominate my peer's work as an example of excellent work to be shared with the class.

1                    2                    3                    4                    5                    NA

*Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the description of the target public?

The only thing I would say here is add what the demographics and psychographics have to do with your overarching goals. You could explain why these facts about your publics will help you and why they are important to know.

What has your classmate done especially well with the description of the target public?

You did a fantastic job of explaining the psychographics and the involvement of both your publics. I love the way you set it up. It is easy to compare the two publics since the charts discuss the same information for the two publics which is helpful! You did a really good job explaining the lifestyles of the two publics which will be helpful to know for growing their community!

### Goals

*Describe*

Do the two goals include the following elements: **(Place an x next to any missing items.)**

- Is general and not specific
- Begins with the word "to"
- Is a phrase

*Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The goal is general and not specific.

1                    2                    3                    4                    5                    NA

The goal begins with the word "to".

1                    2                    3                    4                    5                    NA

The goal is a phrase.

1                    2                    3                    4                    5                    NA

I would nominate my peer's work as an example of excellent work to be shared with the class.

1                    2                    3                    4                    5                    NA

*Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the goals section of the PR Plan project?

Not much! The only thing I would say is if you wanted to add something to the second goal about who you want to feel included (maybe that's the Auburn community).

What has your classmate done especially well with the goals section of the PR Plan project?

I love these goals for this scenario. You did a beautiful job of capturing what these events are supposed to be about. You focused on the community which is the main thing!! :)

### Key Message

#### *Describe*

Do the key messages include the following elements: (**Place an x next to any missing items.**)

- Is simple enough to be remembered
- Is something that will resonate with the target public
- Is creative
- Is unique
- Is a phrase or sentence

#### *Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The key messages are simple enough to be remembered.

1                    2                    3                    4                    5                    NA

The key messages are something that will resonate with the target public.

1                    2                    3                    4                    5                    NA

The key messages are creative.

1                    2                    3                    4                    5                    NA

The key messages are unique.

1                    2                    3                    4                    5                    NA

I would nominate my peer's work as an example of excellent work to be shared with the class.

1                    2                    3                    4                    5                    NA

#### *Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the key messages section of the PR Plan project?

These are so good. The only thing I would maybe say is think about the word Future in the last one. It doesn't roll of the tounge like the other two quite as much but I still think it is very cute.

What has your classmate done especially well with the key messages section of the PR Plan project?

These are so so good!!! I think they have that family and community feel to them that encapsulates these events. I also feel that they are memorable so people can easily recall these and think of of the whole Auburn community.

Proud of you always H!

- S

*Peer Review Protocol*

As you read your classmate's rough draft, please look at it carefully to determine if all the elements necessary for the PR Plan are included. In addition, you will be asked to evaluate your classmate's work and to provide feedback. Please be sure to give your classmate helpful and thoughtful feedback so that your classmate can develop a better project.

## Part 2: Objectives

**Informational/Awareness Objective***Describe*

Does the Informational/Awareness Objective include the following elements: **(Place an x next to any missing items.)**

- Is focused on information or awareness about your peer's client or your peer's campaign or program
- Is specific
- Is measurable
- Is attainable
- Is relevant
- Is time bound

*Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The informational/awareness objective is focused on my peer's client or my peer's campaign or program.

1	2	3	4	5	NA
---	---	---	---	---	----

The informational/awareness objective is specific.

1	2	3	4	5	NA
---	---	---	---	---	----

The informational/awareness objective is measurable.

1	2	3	4	5	NA
---	---	---	---	---	----

The informational/awareness objective is attainable.

1	2	3	4	5	NA
---	---	---	---	---	----

The informational/awareness objective is relevant.

1	2	3	4	5	NA
---	---	---	---	---	----

The informational/awareness objective is time bound.

1	2	3	4	5	NA
---	---	---	---	---	----

I would nominate my peer's work as an example of excellent work to be shared with the class.

1	2	3	4	5	NA
---	---	---	---	---	----

*Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the informational/awareness objective?

Consider providing more context on how the 20% awareness will be measured—what methods will be used to gauge this?

What has your classmate done especially well with the informational/awareness objective?

You have effectively set a clear and measurable awareness goal that is directly tied to your community event. Great job on ensuring the objective aligns well with your overall goals!

### Attitude Objective

*Describe*

Does the Attitude Objective include the following elements: (Place an x next to any missing items.)

- Is focused on increasing, decreasing, or maintaining the attitudes, perceptions, or beliefs your peer's target public has about your peer's client or your peer's campaign or program
- Is specific
- Is measurable
- Is attainable
- Is relevant
- Is time bound

*Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The attitude objective is focused on increasing, decreasing, or maintaining the attitudes, perceptions, or beliefs my peer's target public has about my peer's client or my peer's campaign or program.

1            2            3            4            5            NA

The attitude objective is specific.

1            2            3            4            5            NA

The attitude objective is measurable.

1            2            3            4            5            NA

The attitude objective is attainable.

1            2            3            4            5            NA

The attitude objective is relevant.

1            2            3            4            5            NA

The attitude objective is time bound.

1            2            3            4            5            NA

I would nominate my peer's work as an example of excellent work to be shared with the class.

1            2            3            4            5            NA

*Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the attitude objective?

Clarify how you plan to assess excitement levels during the interviews—what criteria will you use to gauge their enthusiasm?

What has your classmate done especially well with the attitude objective?

You have identified an important aspect of engagement by focusing on students' excitement. This emotional connection can significantly enhance the event's success!

### Behavior Objective

#### *Describe*

Does the Behavior Objective include the following elements: (**Place an x next to any missing items.**)

- Is focused on your peer's target public should do
- Is specific
- Is measurable
- Is attainable
- Is relevant
- Is time bound

#### *Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The behavior objective is focused on what my peer's target public should do.

1            2            3            4            5            NA

The behavior objective is specific.

1            2            3            4            5            NA

The behavior objective is measurable.

1            2            3            4            5            NA

The behavior objective is attainable.

1            2            3            4            5            NA

The behavior objective is relevant.

1            2            3            4            5            NA

The behavior objective is time bound.

1            2            3            4            5            NA

I would nominate my peer's work as an example of excellent work to be shared with the class.

1            2            3            4            5            NA

#### *Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the behavior objective?

You might want to include a follow-up mechanism for attendees post-event to further understand engagement and gather insights for future events.

What has your classmate done especially well with the behavior objective?

Your behavior objectives are well defined and align perfectly with the desired outcomes of the event. This level of detail will help ensure a strong turnout!

Great job sweet Hannah! I will see you Monday! <3

*Peer Review Protocol – Hannah Grisham*

As you read your classmate's rough draft, please look at it carefully to determine if all the elements necessary for the PR Plan are included. In addition, you will be asked to evaluate your classmate's work and to provide feedback. Please be sure to give your classmate helpful and thoughtful feedback so that your classmate can develop a better project.

Part 3: Strategies and Tactics**Strategy 1***Describe*

Does the strategy include the following elements: **(Place an x next to any missing items.)**

- A theory is named.
- A brief explanation of how the theory works.
- A brief explanation of how the theory would be implemented in the project.
- Strategy 1 is about a paragraph, 4 to 7 sentences in length.

*Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

Strategy 1 clearly names a theory.

1                      2                      3                      4                      **5**                      NA

Strategy 1 clearly explains how the theory works.

1                      2                      3                      4                      **5**                      NA

Strategy 1 clearly explains how the theory would be implemented in the project.

1                      2                      3                      4                      **5**                      NA

I would nominate my peer's work as an example of excellent work to be shared with the class.

1                      2                      3                      4                      **5**                      NA

*Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve strategy 1 of the PR Plan project?

N/A

What has your classmate done especially well with strategy 1 of the PR Plan project?

[Explaining the point of the strategy and theory, and why its important](#)

**Strategy 2 + 3***Describe*

Does the strategy include the following elements: **(Place an x next to any missing items.)**

- A theory or best practice is named.
- A brief explanation of how the theory or best practice works.
- A brief explanation of how the theory or best practice would be implemented in the project.
- Strategy 2 is about a paragraph, 4 to 7 sentences in length.

### *Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

Strategy 2 clearly names a theory or best practice.

1                      2                      3                      4                      **5**                      NA

Strategy 2 clearly explains how the theory or best practice works.

1                      2                      3                      4                      **5**                      NA

Strategy 2 clearly explains how the theory or best practice would be implemented in the project.

1                      2                      3                      4                      **5**                      NA

I would nominate my peer's work as an example of excellent work to be shared with the class.

1                      2                      3                      4                      **5**                      NA

### *Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve strategy 2 of the PR Plan project?

[For strategy two, are there specific events you are trying to drive attendance for](#)

What has your classmate done especially well with strategy 2 of the PR Plan project?

[Mentioning the communication theory in strategy two helps give a specific and direct plan for this strategy, similar to strategy three with the social identity theory](#)

### **Tactic Section 1**

#### *Describe*

Does Tactic Section 1 include the following elements: **(Place an x next to any missing items.)**

- Includes 3 to 5 tactics
- Connects to strategy 1 and supports it
- Each tactic is varied
- Each tactic is creative;
- Include a 1- to 2-sentence description of each tactic and how it will be implemented.
- Is a substantial paragraph containing 6 to 10 sentences.

### *Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

Tactic section 1 connects to strategy 1 and supports it.

1                    2                    3                    4                    **5**                    NA

Each tactic listed in tactic section 1 is varied.

1                    2                    3                    4                    **5**                    NA

Each tactic listed in tactic section 1 is creative.

1                    2                    3                    4                    **5**                    NA

Each tactic includes a 1- to 2-sentence description which also explains how the tactic will be implemented.

1                    2                    3                    4                    **5**                    NA

Tactic section 1 is a substantial paragraph containing 6 to 10 sentences.

1                    2                    3                    **4**                    5                    NA

I would nominate my peer's work as an example of excellent work to be shared with the class.

1                    2                    3                    4                    **5**                    NA

### *Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve tactic section 1 of the PR Plan project?

*Adding another sentence or a little more description on the implementation and reason for each tactic, but overall really good!*

What has your classmate done especially well with tactic section 1 of the PR Plan project?

*Each tactic is creative and fits well with the strategy*

### **Tactic Section 2 + 3**

#### *Describe*

Does Tactic Section 2 include the following elements: **(Place an x next to any missing items.)**

- Includes 3 to 5 tactics
- Connects to strategy 2 and supports it
- Each tactic is varied
- Each tactic is creative
- Include a 1- to 2-sentence description of each tactic and how it will be implemented
- Is a substantial paragraph containing 6 to 10 sentences

#### *Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

Tactic section 2 connects to strategy 2 and supports it.

1                    2                    3                    4                    **5**                    NA

Each tactic listed in tactic section 2 is varied.

1	2	3	4	5	NA
---	---	---	---	---	----

Each tactic listed in tactic section 2 is creative.

1	2	3	4	5	NA
---	---	---	---	---	----

Each tactic includes a 1- to 2-sentence description which also explains how the tactic will be implemented.

1	2	3	4	5	NA
---	---	---	---	---	----

Tactic section 2 has a substantial paragraph containing 6 to 10 sentences.

1	2	3	4	5	NA
---	---	---	---	---	----

I would nominate my peer's work as an example of excellent work to be shared with the class.

1	2	3	4	5	NA
---	---	---	---	---	----

### *Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve tactic section 2 of the PR Plan project?

Same as tactic 1

What has your classmate done especially well with tactic section 2 of the PR Plan project?

Same as tactic section 1, tactics are well thought out and support the strategies well

*Peer Review Protocol* - **Reviewer:** Breanna Black **Peer Reviewing:** Hannah Grisham

As you read your classmate's rough draft, please look at it carefully to determine if all the elements necessary for the PR Plan are included. In addition, you will be asked to evaluate your classmate's work and to provide feedback. Please be sure to give your classmate helpful and thoughtful feedback so that your classmate can develop a better project.

#### Part 4: Evaluation

##### **Informational/Awareness Evaluation**

###### *Describe*

Does the informational/awareness evaluation include the following elements: **(Place an x next to any missing items.)**

- Measure the stated informational/awareness objective
- Is an appropriate way to measure the stated informational/awareness objective
- Is different from the evaluation methods used to measure the attitude and behavior objectives
- Contains enough description to demonstrate that your peer understands the proper use of evaluation

###### *Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The evaluation for the informational/awareness objective measures the objective.

1                    2                    3                    4                    5                    NA

The evaluation for the informational/awareness objective is an appropriate way to measure the stated objective.

1                    2                    3                    4                    5                    NA

The evaluation for the informational/awareness objective is different from the evaluation methods used for the attitude and behavior objectives.

1                    2                    3                    4                    5                    NA

The evaluation for the informational/awareness objective contains enough description to demonstrate to me that my peer understands the proper use of evaluation.

1                    2                    3                    4                    5                    NA

I would nominate my peer's work as an example of excellent work to be shared with the class.

1                    2                    3                    4                    5                    NA

###### *Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the informational/awareness objective evaluation for the PR Plan project? **You explained really well what steps you would take to meet your objectives! I don't have any suggestions as to how to improve anything.**

What has your classmate done especially well with the informational/awareness objective evaluation for the PR Plan project? **One thing that really stuck out to me was when you mentioned exactly how you would know if you became successful in meeting this objective. It shows that you have a clear plan and idea of what you expect to achieve from this process. Good work! Everything else was worded amazingly.**

### Attitude Evaluation

#### *Describe*

Does the attitude objective evaluation include the following elements: **(Place an x next to any missing items.)**

- Measure the stated attitude objective
- Is an appropriate way to measure the stated attitude objective
- Is different from the evaluation methods used to measure the informational/awareness and behavior objectives
- Contains enough description to demonstrate that your peer understands the proper use of evaluation

#### *Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The evaluation for the attitude objective measures the objective.

1            2            3            4            **5**            NA

The evaluation for the attitude objective is an appropriate way to measure the stated objective.

1            2            3            4            **5**            NA

The evaluation for the attitude objective is different from the evaluation methods used for the informational/awareness and behavior objectives.

1            2            3            4            **5**            NA

The evaluation for the attitude objective contains enough description to demonstrate to me that my peer understands the proper use of evaluation.

1            2            3            4            **5**            NA

I would nominate my peer's work as an example of excellent work to be shared with the class.

1            2            3            4            **5**            NA

#### *Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the attitude objective evaluation for the PR Plan project? **Everything that was stated was said and worded well! There is nothing that I would suggest changing.**

What has your classmate done especially well with the attitude objective evaluation for the PR Plan project? **Loved how you went into detail when talking about your focus group and how you'd go about obtaining that data. I think that the survey questions were very thorough and relevant to your objective. Great job!**

### Behavior Evaluation

#### *Describe*

Does the behavior objective include the following elements: **(Place an x next to any missing items.)**

- Measure the stated behavior objective
- Is an appropriate way to measure the stated behavior objective
- Is different from the evaluation methods used to measure the informational/awareness and attitude objectives
- Contains enough description to demonstrate that your peer understands the proper use of evaluation

#### *Evaluate*

Using a scale of 1-5 (where one means you strongly disagree and 5 means you strongly agree), please rate your classmate's work indicating your agreement with the statements below.

The evaluation for the behavior objective measures the objective.

1                    2                    3                    4                    **5**                    NA

The evaluation for the behavior objective is an appropriate way to measure the stated objective.

1                    2                    3                    4                    **5**                    NA

The evaluation for the behavior objective is different from the evaluation methods used for the informational/awareness and attitude objectives.

1                    2                    3                    4                    **5**                    NA

The evaluation for the behavior objective contains enough description to demonstrate to me that my peer understands the proper use of evaluation.

1                    2                    3                    4                    **5**                    NA

I would nominate my peer's work as an example of excellent work to be shared with the class.

1                    2                    3                    4                    **5**                    NA

#### *Suggest*

Now thinking about your classmate's work, please make some suggestions for improvement and also share some words of encouragement. Your comments should be about 2-to 5-sentences in length for each question.

What could your classmate do to improve the behavior objective evaluation for the PR Plan project? **If I had to suggest anything, it might be to extend your description on what the survey will specifically ask. Otherwise, excellent job!**

What has your classmate done especially well with the behavior objective evaluation for the PR Plan project? **Putting how you will measure your data is smart! You did a great job of explaining your evaluation method.**