Students’ Names, first and last, spelled correctly, with major and year of graduation.

Please repeat each question before you answer it! Put the question in bold.

PART I -- MIDTERM

1. Your PR Firm’s Name
2. Your Team’s Client
3. How much contact have you had with your client so far? Name? Contact information.
4. Have you taken any pictures? Please attach.
5. How does your campaign reflect the characteristics of a legitimate PR campaign? (Discuss how your campaign exemplifies free choice, mutual benefit and a multidisciplinary approach.)
6. Persuasive campaigns are used to either resolve problems or take advantage of opportunities. Discuss which one of these uses you have chosen and why.
7. What type of persuasive campaign are you launching and why? (Political, commercial, reputation, educational or social action.)
8. How do you plan to address the four generalizations about persuasion and opinion change that Hovland, Janis and Kelley explained in their 1953 book “Communication and Persuasion?” (See page 5.)
9. What tactics do you plan to employ in each of the four stages of human decision making (according to Prochaska and DiClemente)? What messages will you use to influence them at each of these stages: pre-contemplation, contemplation, action and maintenance?
10. Choose at least two mass communication theories and at least two theories from psychology and education and describe in detail how you would apply each of them in your campaign.

PART II – FINAL – One final document addressing each area, a poster to depict your work and a presentation.

1. Develop a title page for your PR campaign proposal.
2. Create an executive summary that briefly, in one page, describes the problem or opportunity, identifies the targeted publics, lists primary tactics for addressing the situation, and includes a budget summary. (DO THIS LAST!)
3. Create a situation analysis that accurately and fairly describes the current situation in such a way that action seems advisable.
4. Create a concise statement of purpose announcing that the proposal presents a plan to address the described situation.
5. Create a plan that specifies your goals, objectives, strategies and tactics.
6. In a table or chart, list and describe the publics that the plan targets, the key messages for each public and channels of communication you will use to reach each public.
7. State your campaign theme.
8. Create a budget.
9. Create a timetable for the implementation of your plan. What will you do when?
10. What evaluative measures will you use to evaluate your plan?
11. What supporting documents will you use? Proof of research, flyers, brochures, screen shots of tactics, photos … the possibilities are endless!