

**Creating Public Media Campaigns MPPR-706-01
Tuesday 5:30 PM – 7:30 PM, Location: Clarendon 250
Georgetown University School of Continuing Studies
Public Relations & Corporate Communications
Spring 2009 Semester, January 19, 2009 – April 27, 2010**

Adjunct Professor Jeff Bieber

Contact:

Telephone: 703-998-2802, jbieber@weta.com

Supporting Staff

Denise Keys, Associate Dean: dak36@georgetown.edu, 202-687-8897

Jennifer Gilman, Deputy Director, Center for Social Impact Communications

Jog3@georgetown.edu, 202-687-4662

Barrinton Baynes, New Media Specialist, Gelardin New Media Center

Bb286@georgetown.edu, 202-687-1894, 37th & O Streets, NW, Washington, DC

Guest Specialists:

Mary Stewart, Vice President, Communications, WETA

Layla Masri, President, Bean Creative, Funktional Web Design

Possible Guests:

Chuck Husak, Creative Director, August, Lang and Husak, Advertising

Leslie A. Bradshaw, Communications Manager, New Media Strategies

Creative Property Rights:

By enrolling in this course, you grant the University permission to have your work, created in conjunction with this course, copied and distributed (in print, electronic, and/or any digital medium) and to incorporate your work, in whole or in part, into derivative works for educational, research, archival, promotional, and other purposes consistent with the mission of American University. The work you produce will also remain as part of the social change campaign developed in conjunction with this course.

Course Description:

An intensive, hands-on production course designed to research, develop and produce a public media campaign around a pressing social issue. All media tools will be explored and utilized (to the best of the student's abilities) in order to communicate and interact with the target group. Teams will be formed to produce video, digital media, traditional and new public engagement and communications strategies. The course will depend on the student's skills, passion, professionalism and experience.

Objectives:

TBD

Required Textbooks:

Social Marketing: Influencing Behaviors for Good by Philip Kotler and Nancy R. Lee (Third Edition), Sage Publications. 2008.

Suggested Resources:

Directing the Documentary, 3rd edition
By Michael Rabiger

Basic Betacam Camerawork, 3rd Edition
By Peter Ward

Avid Editing: A guide for Beginning and Intermediate Users
By Juan A. Suarez

Books Available at: On-line

Grading:

Class Participation & Team Presentations – 25%

Field Work and Presentations – 25%

Papers – 25%

Final Project – 25%

Course Requirements:

All assignments are due at the beginning of class. Readings, film viewings, and site visits should be completed prior to your arrival in class. When working in groups, you are responsible for contributing equally to the assignment and you must fulfill your role within the group. Please be respectful of ideas and differences between group members. If shooting, you are required to reserve equipment well in advance of your shooting date. You must examine the equipment before leaving check out to ensure that equipment is in working order, that all pieces that you need are in the case(s) and that you have batteries and back up batteries. If you are having any difficulty during the week accessing equipment or managing editing software, it is your responsibility to communicate your needs and questions to the appropriate facility manager or to the professor or Teaching Assistant.

Class Schedule:

Jan. 19th: Week One

Segment I:

1. Class Introductions

Class Project: To study and implement a Public Service Media Campaign

Over the Course of 14 Weeks, we will plan, develop, and implement a public service media campaign on environmental issues. We will use PBS programming scheduled for the 20th Anniversary of Earth Day as the broadcast driver of our campaign.

HAND-OUT:

Fortieth Anniversary of Earth Day: April 18 – 22, 2010.

The centerpiece of PBS' Earth Day 2010 content is:

EARTH DAYS: (Presented by American Experience).
<http://www.earthdaysmovie.com/>

FOOD, INC. (presented by P.O.V.)
<http://www.foodincmovie.com/>

DIRT! THE MOVIE (presented by Independent Lens)
<http://www.dirtthemovie.org/>

NATURE "Frogs: The Thin Green Line" (repeat)
<http://www.pbs.org/wnet/nature/episodes/frogs-the-thin-green-line/introduction/4763/>

NOVA and FRONTLINE each may also present a new program with an environmental theme or repeat one of the many green-themed programs these series have in inventory already (NOVA "Car of the Future," "Saved by the Sun," etc.; Frontline "Heat," etc.)

Segment II:

BACKGROUND

WHAT IS PUBLIC SERVICE MEDIA?

Today, Public Broadcasting Programs are the driver in building awareness around issues. Combined with public engagement and communications strategies, public broadcasting or public media is designed to raise awareness around issues and drive tune-in *to the broadcast*.

Segment Three:

Sample PBS series

Review: America at a Crossroads

- Screen Trailer reel
- Screen Outreach DVD

- Show the website
- Share communications strategy (Power Point from DKC)
 - Paid Advertising
 - Earned Media
 - Communications Events
- Station relations strategy

Segment Four: Present breakdown of class groups, review description of each group and discuss student's role in each group

The class will utilize **Fortieth Anniversary of Earth Day: April 18 – 22, 2010.** to create our own public awareness campaign.

Components of a Public Media Campaign:

- Video: Often considered the driver of campaigns:
 - Feature Film (Festivals, Theaters, Broadcast, Webcast)
 - Promos – on-air, website, social networking sites, events
 - PSA's – on-air, web, social networking, events
 - Trailer – on-air, website, social networking sites, events
- Communications Campaign: Traditional and Non-Traditional
 - Paid Media Campaign: Ads in print, television, web, radio
 - Earned Media Campaign: Reviews, op-ed pieces, news articles)
 - Partnerships
 - Public Promotional Forums
- Public Engagement Campaign
 - Grass roots: Build partnerships with non-profits associated with the issue
 - Partnerships with PBS stations
 - Generate forums, workshops to raise awareness (integrated with website)
 - Education partnerships in schools
- Website: Building Community; Additional Interactive Educational Materials
 - Video streaming of films, promos, trailers (with Video Team)
 - Outtakes
 - Lesson plans for different ages
 - Other films
 - Content and Links to partner websites
 - Vehicle for building community:
 - Blogs, Chatrooms, etc. (with Communications Team)
 - Videos Diaries, Video stories
 - Story Share – people sharing experiences
 - Social Media:
 - Facebook, YouTube, Myspace, Flickr, etc.

STUDENTS DECIDE WHICH TEAM TO PARTICIPATE IN

- Video (all students will receive basic overview/tutorial of video production)
- Digital Media (all students will receive basic overview/tutorial for building a website)
- Communications
- Public Engagement

Segment Five:

Assignment

- Screen Food, Inc. from PBS campaign
- Read Kotler, Chapters 2 and 3. Write Brief paper using pointers from chapters to frame a paper with films:
 - What are the major issues each film tackles?
 - What should the focus of our campaign be?
 - Identify SWOT
 - Identify potential partners for our campaign

Jan. 26th

Segment I: Review and Discuss Assignment

Chapter 2, steps 1-6 and Chapter 3, steps 1-15, to review major issues from each film What are the major issues the film tackles?

Screen Excerpt from Food, Inc. and discuss assignment filling in Chart Below

FILM: Major Issues /Purpose Statement & Focus/ Target Groups/ SWOT

Food, Inc.

Segment II:

Review: An Inconvenient Truth: Example of a social marketing campaign.

- Screen excerpt from An Inconvenient Truth
- Kotler: Chapter 7, Pages 136 – 138: Review
- **Hand-out Notes on Outreach, Promotion, Action and Advocacy of An Inconvenient Truth from American Univ.**

Segment III:

Review components and functions of each team (Hand-Out/Powerpoint)

- Video
- Communications
- Web/Digital Media

- Public Engagement/Outreach

Segment IV:

Communications Strategy:

- **Review: Power point America at a Crossroads**
- **Review: Power point: The War**
- **Hand-out Press releases for The War and Crossroads**
- **Discuss Earned Media: Reviews, Articles, Op-Ed pieces**
- **Discuss Paid Media**

Segment V:

- **Assignment: Kotler Chapters 4 & 5:**
 - Research the Focus Issue.
 - Explore development of meaningful partnerships to help with our campaign.
 - Conduct Primary Research
 - **Write a paper: Focus and Ideas for your team. No more than four pages.**
 - Additional Extra Credit: Tipping Point by Malcolm Gladwell, Chapter 3, page 89, “The Stickiness Factor.” (COPY AND HAND-OUT)
 - **NEXT WEEK: MEET AT MEDIA CENTER FOR A VIDEO TUTORIAL AND LESSON IN VIDEO PRODUCTION**

Feb. 2nd - Tutorial for video equipment at Media Center

Meet at the Gelardin New Media Center at Georgetown University Library (37th & O Streets) for a Video Tutorial: cameras, audio, lighting; editing.

Tutorial by Barrinton Baines in basic Video (2-hours)

- Camera
- Audio
- Lighting
- Editing

Assignment:

- Assignment: Read Kotler: Chapters 6 & 7: Selecting Target Markets; Setting Objectives and Goals. Each team member to write Short paper on Target market, setting objectives and goals (one-two pages. Can use bullet points)

Feb. 9th

Segment I: Developing Video Promos

What are Promos? Screen Sample Promos.

Screen: Anatomy of a Pandemic

- Excerpt from Program
- Promos

Discuss sample PSA or Promo for Food, Inc:

Script Format

- Issues?
- Develop concept from issues
- Choose appropriate format:
 - Short :15, :30, 1:00 PSAs
 - :15 or :30 advertisements or promos
 - Long form documentary
 - Studio discussion
 - Show examples of Promos. Use Pandemic as an example:
 - Trailer, Program, Promo

DISTRIBUTION:

- Target Audience?
- Choose appropriate distribution:
 - Television
 - Broadcast (PBS, commercial)
 - Cable (Nat. Geo, Discovery)
 - On-campus distribution?
 - Internet
 - Social Media sites: Facebook, My Space, Twitter
 - YouTube
 - Partner sites
 - PDA's
 - Podcasting
 - Forum
 -
- Assignment: Write a promo script for our chosen film. Will vote on best scripts next week
 - Script (could include storyboards).
- **Segment II: Discuss: Chapters 4&5/6&7/ & Class Assignment:**
 - **Kotler Chapters 4 & 5:**
 - Research the Focus Issue.
 - Explore development of meaningful partnerships to help with our campaign.
 - Conduct Primary Research

- **Kotler: Chapters 6 & 7**
 - Selecting Target Markets; Setting Objectives and Goals. Each team member to write Short paper on Target market, setting objectives and goals (one-two pages. Can use bullet points) Assignments: Kotler Chapters 7: **Select Target Audiences (Video Team**
 - Describe the primary target audiences for your program/campaign in terms of size, problem incidence and severity, and relevant variables, including demographics, psychographics, geographics, behaviors, and/or stages of change
 - If you have additional important target audiences that you will need to influence as well, describe them here:

Segment III

- Each Team Meet to Review Components of campaign:
 - Video: Often considered the driver of campaigns:
 - Feature Film (Festivals, Theaters, Broadcast, Webcast)
 - Promos – on-air, website, social networking sites, events
 - PSA’s – on-air, web, social networking, events
 - Trailer – on-air, website, social networking sites, events
 - Communications Campaign: Traditional and Non-Traditional
 - Paid Media Campaign: Ads in print, television, web, radio
 - Earned Media Campaign: Reviews, op-ed pieces, news articles)
 - Partnerships
 - Public Promotional Forums
 - Public Engagement Campaign
 - Grass roots: Build partnerships with non-profits associated with the issue
 - Partnerships with PBS stations
 - Generate forums, workshops to raise awareness (integrated with website)
 - Education partnerships in schools
 - Website: Building Community; Additional Interactive Educational Materials
 - Video streaming of films, promos, trailers (with Video Team)
 - Outtakes
 - Lesson plans for different ages
 - Other films
 - Content and Links to partner websites
 - Vehicle for building community:
 - Blogs, Chatrooms, etc. (with Communications Team)
 - Videos Diaries, Video stories
 - Story Share – people sharing experiences
 - Social Media:
 - Facebook, YouTube, Myspace, Flickr, etc.
- Full team meeting: lock in target markets

Assignment: WRITE PAPER: Outline Behavior, Knowledge & Belief objectives based on chapters 8. Develop a Positioning Statement based on chapter 9.

- **Kotler: Chapter 8 Set Objectives and Goals**
 - C. Behavior Objective: What do you want to influence your target audience to do as a result of this campaign?
 - D. Knowledge Objective: Is there anything you need them to know, in order to act?
 - E. Belief Objective: Is there anything you need them to believe, in order to act?
- **Kotler: Chapter 9: DEVELOP A POSITIONING STATEMENT**

Feb. 16th

Segment I: Review & Discuss Assignment

- Team Meetings & Presentation for Video, Digital Media, Communications & Public Engagement Strategies:
 - **Select Target Audiences**
 - A. Describe the primary target audiences for your program/campaign in terms of size, problem incidence and severity, and relevant variables, including demographics, psychographics, geographics, behaviors, and/or stages of change:
 - B. If you have additional important target audiences that you will need to influence as well, describe them here:
 - **Set Objectives and Goals**
 - C. Behavior Objective: What do you want to influence your target audience to do as a result of this campaign?
 - D. Knowledge Objective: Is there anything you need them to know, in order to act?
 - E. Belief Objective: Is there anything you need them to believe, in order to act?
 - **Overcoming Barriers**
 - F. What behavior will they have to give up in order to perform the behavior?
 - G. Benefits?
 - H. Competition?

SEGMENT II: DEVELOPING A WEBSITE: GUEST SPEAKER: LAYLA MASRI, PRESIDENT, BEAN CREATIVE

- **INDIVIDUAL TEAM MEETINGS (IF TIME)**

- **Assignment:** Each team read a chapter: 10, 11, 12 & 13. Prepare a presentation to teach class about your “P.”
 - Chapter 10: Product (Video team)
 - Chapter 11: Price (Digital Media)
 - Chapter 12: Place (Public Engagement)
 - Chapter 13: Promotion (Communications Team)

Feb. 23

Segment I 60:00

- **Presentations:**
 - **Video Team – Chapter 10: Product**
 - **Digital Media – Chapter 11: Price**
 - **Public Engagement – Chapter 12: Place**
 - **Communications – Chapter 13: Promotion**

Segment II 45:00

Mentors meet with individual teams:

Mary Stewart, VP for Communications, WETA (Communications)

Layla Masri, Pres., Bean Creative (Digital Media)

_____ (Public Engagement/Outreach)

Bieber to meet with Video Team.

- **Team Meetings:** Discuss deliverables and timeline
 - Scripts and Concrete Plans for all components
 - Feedback from partners

Segment III 15:00

- **Integrated full team meeting:** Map out deliverables and goals on calendar (hand-out)

March – April: Production & Implementation

March 2nd

- Individual Team meetings
- Presentations by teams
- Full Team Meeting
 - Review Deliverables
 - Insure Compatibility with all components
- Assignment

March 9th: Spring Break

March 16th

- Team Presentations and Critique of Material
- Partners Critique Material
- Review Calendar and Deliverables
- Assignment

March 23rd

- Screen rough cuts of field work
- Share digital media cuts
- Drafts for Communication Campaign
- Drafts for Public Engagement Campaign
- Critique by Professionals

March 30th

- Full Team Meeting
- Review video
- Review Digital media
- Review Communications and public engagement campaign
- Critique by Professionals
- Kotler: Review

April 6th

- Complete field work
- Edit all video productions
- Finish digital media components
- Finish all components of Communications & public engagement campaign

April 13th

- Complete Editing
- Complete Final Materials for full Campaign
- Team Meeting
- Presentations
- Screening

April 20th

- Implement Campaign
- Team Meeting
- Presentations

- Screening

April 27

- Implement Campaign
- Team Meeting
- Presentations
- Screening
- Evaluation
- Wrap