

PR TOOL KIT FOR VENOM PRO'Z



Venom PRO'z



LEGACY FOUNDATION

**HBCU CULTURE
LEGACY
FOUNDATION**

Contact: [NAME] – Venom PROs

FOR IMMEDIATE RELEASE

Phone:

Email: [EMAIL]

Venom PROs

By Jack Kasting

Tallahassee, FL – Gear up HBCU’S, something big is coming! The HBCU Legacy Foundation presents the HBCU Culture Battle of the Bands Tour. Bands from HBCU’s in the east are coming together to have a Battle of the bands, as well as local high school talent making appearances.

This event is the first of its kind and includes six different HBCU bands competing against one another. Florida A&M University, Fort Valley State University, Norfolk State University, Kentucky State University, Fayetteville State University, and Albany State University are all competing in this one-of-a-kind event.

The Battle of the bands will take place on November 5th in Charlotte, North Carolina, at the American Legion at 1218 Armory Drive. Purchase of one ticket includes admission to the Battle of The Bands event plus admission to the Homecoming Fan-fest, which runs from 10 AM – 3PM. Doors open for Battle of the Bands at 2:30 PM, and the show starts at 4:00 PM.

Brought to you by sponsors Amazon, Publix and Hibbett Sports, the battle of the bands is sure to be an event like no other. For media access to the event, contact Info@kingdomplug.com. For ticket purchase and any additional information about the event, please visit hbcuculture.com



LEGACY FOUNDATION



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FOR IMMEDIATE RELEASE

Contact-: Tiffany DeLong – Venom PRoz

Phone: 850-519-4964

Email: tiffany1.delong@famu.edu

Launch Historic Battle of the Bands Tour

By Tiffany DeLong

CHARLOTTE, NC – The HBCU Culture Legacy Foundation proudly presents the highly-anticipated HBCU Culture Battle of the Bands Tour, scheduled to make its debut on November 5, 2023, at the American Legion Memorial Stadium in Charlotte, NC. This first of its kind event promises an unforgettable experience that brings together the rich cultural heritage and musical excellence of historically black colleges and universities.

The HBCU Culture Tour will take place at the American Legion Memorial Stadium, located at 1218 Armory Drive, Charlotte, NC, 28204, on November 5, 2023. Tickets to this exceptional event will include admission to the BATTLE of The Bands and the Homecoming FAN-FEST, ensuring a day full of entertainment and cultural celebration. The Fan Fest (10am-3pm) will feature a College & Career Fair, Small Business Village, Food Trucks, and live performances from bands including Johnson C. Smith University Marching Band and Claflin University Pep Band.

This historic Battle of the Bands Tour will feature performances by six esteemed HBCUs: Florida A&M University, Fort Valley State University, Norfolk State University, Kentucky State University, Fayetteville State University, and Albany State University. Gates open at 2:30pm and the show starts at 4pm.

The HBCU Culture Tour is made possible through the generous support of major sponsors, including Amazon, Publix, Hibbett Sports, Kingdom Plug, and Ludwig – Musser. Their contributions play a crucial role in bringing this cultural celebration to life. Proceeds from this event will go towards the foundation's 2023 \$10 Million funding goal to provide more resources to HBCU institutions.

Join us on November 5, 2023, at the American Legion Memorial Stadium for an unforgettable cultural celebration, where the heart and soul of HBCU traditions will come alive through music,

dance, and camaraderie. Don't miss your chance to witness history in the making at the HBCU Culture Tour, presented by the HBCU Culture Legacy Foundation.

For ticket details, donations, or to become a sponsor, please visit hbcuculture.com.

For media inquiries and event access, please contact info@kingdomplug.com.

About HBCU Culture Legacy Foundation: In 2018, the HBCU Culture Legacy Foundation was founded by Frank Johnson and his wife, La Keisha Johnson. The foundation has awarded \$2.5 million in scholarships and educational opportunities to over 6,000 students. Frank Johnson's inspiration for starting the foundation came from his own college dropout experience when he couldn't afford tuition due to his father's illness. This personal journey drove his mission to support HBCU students facing financial challenges.

La Keisha Johnson's HBCU journey began in 2004 when she attended Johnson C. Smith University in Charlotte, NC. During her time there, she captained the Blue Satin Dance Team in the marching band, known as the International Institution of Sound. Mrs. Johnson, hailing from Richmond, VA, recognized the importance of extending a helping hand and opening doors for the next generation.

Together, Mr. and Mrs. Johnson have worked tirelessly to highlight the significance of HBCU culture. Through initiatives like the HBCU Culture Battle of the Bands Tour, they aim to inspire and uplift the next generation while honoring the legacy of these esteemed institutions.



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Student Media Contact List:

- **DEAN'S OFFICE**

Dean- Mira Lowe

Email: mira.lowe@famuedu

Associate Dean - Felicia Mcghee

Email: felicia.mcgheehilt@famuedu

Director: William Jiles

Email: william.jiles@famuedu

Secretary- Artency Jean

Email: artency.jean@famuedu

Jean Genevieve

Email: genevieve.jean@famuedu

- **FAMUAN**

ADDRESS: Famuan adviser Doug Blackburn – Florida A&M University School of Journalism – 510 Orr Drive, Room 3115, Tallahassee, FL 32307

PHONE: 850-412-5385

EMAIL ADDRESS: douglas.blackburn@famuedu

- **FAMU-TV 20**

Professor Toussaint

venise.toussaint@famuedu

Professor Thomas

edward.thomas@famuedu

ADDRESS: 510 Orr Drive

Florida A&M University
Tallahassee, FL 32307
Office: (850) 412-5426
Fax: (850) 599-3086

- J-SCHOOL JOURNALS

Director: Professor Kenneth Jones
Email: kenneth.jones@famu.edu
For more information: SJGCMEDIA.com or call (850)-599-3379.

- COMMUNICATIONS DEPARTMENT

FAMU Lee Hall Suite 200
1601 S.Martin Luther King Jr. Blvd.
Tallahassee Fl, 32307
P:(850) 599-3413
F: (850) 561-2626
E:communications@famu.edu

- J-SCHOOL FACULTY

Artency Jean
SJGC LLC Liaison
artency.jean@famu.edu
(850) 412-7566

- PRSSA (FAMU CHAPTER)-

Dr.Huang
hsuan.huang@famu.edu

Managing Editor:
Brandi Roman
brandi1.roman@famu.edu

- NABJ-

Terrance Ward

Address

510 Orr Drive
Suite 3056
Florida A&M University
Tallahassee, FL 32307

Contact

(850) 599-3083
wanm@fam.u.edu

Address

510 Orr Drive
Suite 3056
Florida A&M University
Tallahassee, FL 32307

Contact

(850) 599-3083
wanm@fam.u.edu

- **U-DESIGN- Anosh Gill**

anosh.gill@fam.u.edu

- **Music Fraternities**

ogsinfonia@gmail.com

KKPsi: dikkpsi@gmail.com



Results

As a result of the marketing and public relations services provided by Venom PRO'z, the HBCU Culture Legacy Foundation hosted a successful press conference. The event gained media coverage from student media outlets. Newsworthy and concise, a post-event press release was published by one of Venom PRO'z members, Tiffany Delong. Timely and efficiently, by using public relations strategies such as researching, planning, and effectively communicating with clients, Venom PRO'z gained profound respect from students and professors of Florida A&M University. By exceeding the client's expectations, Venom PRO'z gained recognition as a student-led public relations agency. Mrs. Johnson said in her testimonial, "Frank and I don't have the words to express our gratitude for the awesome job your students have done during today's press conference. Not only was everything well prepared, we felt truly welcomed and as first time visitors to the beautiful campus of FAMU, it is an experience Frank and I will never forget." Overall, Venom PRO'z gained valuable writing, communication, event planning, and media relations skills, which are necessary skills needed to be successful in the field of public relations.

HBCU CULTURE LEGACY

"Frank and I don't have the words to express our gratitude for the awesome job your students have done during today's press conference. Not only was everything well prepared, we felt truly welcomed and as first time visitors to the beautiful campus of FAMU, it is an experience Frank and I will never forget."

-Mrs. Johnson



LEGACY FOUNDATION

Situation Analysis

HBCU Culture Legacy Foundation is a non-profit organization that provides funding for HBCU institutions and students. Their mission is to support and provide adequate resources for college-aged students. They accomplish this by hosting national Battle of the Band tours.

The Battle of the Bands tour is a dynamic and culturally significant event - that showcases the musical talents of marching bands from various HBCUs. With this being the first time the Florida A&M University's Marching 100 participates, this case study will explore a comprehensive promotional strategy for the tour to maximize awareness, engagement, and attendance from FAMU Rattlers.

Planning

Once Venom PRO'z met with the founder and co-founder, Mr. and Mrs. Johnson, of HBCU Culture Legacy Foundation, the team immediately started to assemble a media kit. The media kit consisted of two versions of a press release, a student-led press conference, a fact sheet, and email invite templates for participants. The press conference was essential in getting the message out because this was the first time FAMU'S Marching 100 participated in the Battle of the Bands tour.

Research

The Venom PRO'z team initiated the case study process by immersing themselves in the HBCU Culture Legacy Foundation. We first met with the founder and co-founder, Frank and LaKeisha Johnson over Zoom, where they broke down their background, the organization's mission, values, and historical background. From there, thorough research of HBCU Culture's social media platforms and website was conducted to further understand the tone and style employed by the client. Relevant information obtained included: the foundation has awarded \$2.5 million in scholarships and educational opportunities to over 6,000 students. Frank Johnson's inspiration for starting the foundation came from his own college dropout experience when he couldn't afford tuition due to his father's illness. La Keisha Johnson's HBCU journey began in 2004 when she attended Johnson C. Smith University in Charlotte, NC. During her time there, she captained the Blue Satin Dance Team in the marching band.

Subsequently, the team focused on the specifics of the Battle of the Band tour. This involved a detailed exploration of the entire show, encompassing sponsors, attendees, ticket pricing, venue location, city context, and the participants in the event. Relevant information found: this historic Battle of the Bands Tour will feature performances by six esteemed HBCUs: Florida A&M University, Fort Valley State University, Norfolk State University, Kentucky State University, Fayetteville State University, and Albany State University. The event will take place on November 5, 2023 at the American Legion Memorial Stadium in Charlotte, North Carolina.

Execution: In less than 36 hours, against all odds, on Oct. 19, 2023, Venom PRO'z held the student-led press conference for the HBCU Culture Legacy Foundation. Geared up and ready to go, the team scored The Art Gallery on the second floor of FAMU's SJGC program as the venue for the press conference. With the press conference being less than a week from FAMU's homecoming, the team wanted to ensure alumni and professors had the chance to partake in the press conference. Therefore, the team set up a Zoom board that allowed Rattlers from all over to chime in and participate in the press conference. Gaining hands-on experience, from setting up the venue to moderating the press conference, the entire event was student-led.



Florida Department of Highway Safety and Motor Vehicles

<https://flteensafedriver.org/florida-teen-driver-fact-sheet-2022/>

Voiceover Talent:

Elijah Townsend-Avella

Cell: (302)- 740-0856

Case Study

Derrick Taylor, Kyla Brown, Tylar Watson, Emmani Henry

Introduction

The Venom PRo'z SJGC's student-run PR agency was approached by the Florida Department of Highway Safety and Motor Vehicles (FLHSMV) Communications Team. The Team was asked to present a video that showcase awareness of how teen or young drivers endanger themselves when driving and how they can prevent it from happening. The FLHSMV was looking for a video that they would be able to use on multiple social media platforms for example Twitter, Instagram, YouTube, and Facebook. The Venom PRo'z was informed that the video should showcase these six bullets' points.

- Use the talking points provided but have an individual message relevant to the school and the student body.
- Must be appropriate in clothing and speech (clothing must not include anything sexually explicit, no political references, no cursing, violent or graphic depictions).
- Be under or right at 1 minute.
- Have a reference to the school you are representing- We want the team to show their school pride!
- Send the script to our Communications team for approval by Tuesday, October 9th.
- Have the finished video sent to the Communications team by Thursday, October

Objective

The primary objective is to create awareness for the FLHSMV Communications Team. The Venom PRo'z would be provided with a notification if the team would participate in this endeavor by Friday, September 29th at 5 p.m. If the team do decide to participate, they would send talking points once we had indicated interest on Monday, October 2nd.



Commercial ads

COMMERCIAL SCRIPT

The campaign attempts to increase awareness of how young drivers put themselves at risk when operating a vehicle. This link will provide you with all the information that was present in the video to bring awareness.

The link : [Lively Homecoming Deadly Homegoing Venom Proz Script\(1\). pdf](#)



Target Audience

When we got the opportunity to participate with the (FLHSMV) our target audience was high school and college students. When the (FLHSMV) decided against our video. The venom Pro.z decided the video would be best for Florida A&M University students because homecoming was happening within week.

FEEDBACK FROM FLHSMV

“Good afternoon,

Molly forwarded me the script provided for the Teen Driver Safety Week video. We appreciate your interest in this project and the time it took for Venom Pro'z to develop the video's script and direction. After reviewing, our team had concerns with the depiction of teens engaging in impaired partying. While the talking points do cover impaired driving and what to do if you as a teen find yourself in that situation, we as an agency want to promote what the law states for underage individuals when it comes to consuming alcohol or tobacco. The statistic used was not one provided within the talking points and when considering the direction of the video, it may lead the audience to believe those numbers are purely impairment related.

Based on this feedback, if Venom Pro'z can provide an alternate video script and direction by the close of business tomorrow, we would still like to feature a video during Teen Driver Safety Week. Due to time constraints and if our team feels we are unable to approve a revised version of the script/direction, we will have to retract from this project.”

CONCLUSION

The Venom Pro'z SJGC's student-run PR agency have decided to present the video to Florida Agricultural and Mechanical University (FAMU) students. Even though the agency was informed that the video was not accepted by FLHSMV and was not able to be edit it within time before the next deadline. The team decided that it was best to submit the video to FAMU to bring awareness to college students /our peers about drunk driving especially with homecoming being within a week on the #1 HBCU.



COMMERCIAL SCRIPT

AGENCY NAME: Venom Pro'z

Client: FLHSVM

Address one: Deborah.thigpen@fam.u.

Script Title: Lively Homecoming

Deadly Homegoing

Mobile: 713.419.1012

Draft NO: 1

City, State: Tallahassee, FL

Date Submitted: Tues. 10/1//23

TRT: 30 sec, and 58 sec version

VIDEO: Teens at Homecoming event partying having a good time, Music is playing in the background, "We Like to Party"

Fade Up On: Students partying having a good time

Description of video; Teens continue partying at Homecoming event

Dialogue: Voice Over: Yes' it's homecoming time, and everyone knows: Song WE Like to Party

Music: We Like to Party,

Dialogue: Don't Turn a Lively Homecoming in a Deadly Homegoing

Detail: Screen fades from students partying, having a good time to a Grave yard with tombstones.

Screen shot of statistics: In Florida, teen drivers were involved in 84,052 crashes resulting in 350 fatalities and 1,935 serious injuries in 2020

Fade Out: Music fades to slogan: Don't Turn a Lively Homecoming in a Deadly Homegoing

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(this message is in support of impaired driving. While we never show anyone driving, the statistic divulge that too much partying may have a bad outcome.)

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Radio Script Edit:

It's homecoming, and everyone knows.

Music: We Like to Party,

True this is the time to enjoy yourself and everyone knows

Music: We Like to Party

Yes, it's homecoming, but don't turn a lively homecoming into a deadly home going.

Closing words:

Almost 2,000 college students between the ages of 18-24 die each year from unintentional alcohol related injuries including motor vehicle crashes.

College aged drivers are involved in almost 19% of drunk driving accidents.

Getting a DUI is one of the more costly mistakes a driver can make. A DUI violation can result in the loss of your driver's license, an increase of insurance rates by 71%, and even jail time. So please drive safely because it could cost your life or someone you love.

Don't turn a lively homecoming into a deadly home going.

The Writers Block



Venom PRO'z

THE WRITER'S BLOCK CASE STUDY

This is an ongoing case study for the SJGC Writer's Block. Venom Pro'z's new strategic solutions have generated significant performance improvement for the client so far and plans to continue to provide marketing, advertising, and strategic services to get the space up and running. By employing a comprehensive and targeted promotional strategy, the Writing Lab aims to become an integral part of the journalism department, empowering students to excel in their writing endeavors.

SITUATION ANALYSIS

To meet the primary objective to create awareness about the SJGC Writing Lab and encourage active participation among journalism students, we researched and pitched multiple names with corresponding branding strategies that will intrigue and invite the intended awareness and audience.

To achieve our goal of creating awareness, we collaborated with SJGC faculty to combine their wants with our strategic ideas.

"So far, I think the work has been fantastic in terms of the facility aesthetics and branding and I know that it is only going to get better."

William Jiles
SJGC Division Director



RESEARCH

Strengths

- Exclusive for Jschoot Students
- Offers in-person tutors & resources

Weaknesses

- Up & coming/ not known
- Other writing lab competitors
- appointment only
- Difficult to get go-ahead & funding

Opportunities

- can partner with Journalism orgs for use
- Allow walk-ins
- Branding & appealing space may draw targeted audience

Threats

- Competitors have better brand recognition
- Drawn out planning & execution

PLANNING

For this process, the team went down to the lab space accompanied by one of the clients and Venom PROz supervisor to get an understanding of how the space would be used. A brainstorming session began where multiple concepts for the lab were curated. The next day presentations commenced narrowing the concepts to "The Griot Corner" and "The Writer's Block". Splitting into two teams Venom Pr'oz prepared pitches for both branding concepts concerning the SJGC Writing Lab.

RECOMMENDATIONS

It is important to develop the brand; this can be achieved by creating brand materials such as brochures, posters, and a curated website with services, hours and staff profiles. It is also recommended that the Writer's Block has a social media presence with engaging content for visitors. Workshop and training sessions could show the benefits of the Writing Lab. To maintain student engagement, creating an incentive program for writing achievements, such as scholarships and publication opportunities would be beneficial. For extra advertisement, a launch event should be thrown for the Writer's Block, inviting all major journalism orgs and classes, as well as periodic promotional events. Press releases, published articles, and Multiplatform advertising (FAMU radio, Jschoot tv, social media) is highly advised. To constantly improve the services of the Writing Lab, there should be a feedback mechanism put into place where students can provide feedback on their experiences at the Writing Lab. The success of this will be determined by increased participation, positivity of feedback and improved writing skills demonstrated by students in their coursework and publications.

RESULTS

After drafting and presenting multiple branding options for the SJGC Writing Center and conducting a survey between the SJGC staff, the consensus of the group preferred "The Writer's Block" as the overall branding of the center. Venom Pro'z plans to continue assisting SJGC with the complete branding, marketing, and advertising of the Writer's Block.

THE WRITER'S BLOCK - 
THE GRIOT CORNER - 



Photo Credit: Derrick Taylor Jr

Fritzly Beaubrun

Sidney Berry

Lisa Bluntson

Kyla Brown

Tiffany Delong

Benjamin Edd

Emani Henry

John Kasting

Janautica Reddin

Derrick Taylor Jr

Deborah Thigpen

Tinisha Jones

Morgan Walton

Tylar Watson

