

## Visual 40: Activity 2.1: Public Awareness Campaign

**Instructions:** Develop 3 key messages for your organization, then develop 3 supporting points for each key message.

**Purpose:** To apply steps 1-4 of the strategic communication model to planning a public awareness campaign.

**Estimated Time:** 30 minutes



Activity

**Total Time for Activity:** 40 minutes (30 minutes individual work, 10 minutes debrief)

**Purpose of Activity:** The purpose of this activity is to provide participants with the tools and skills to plan a public awareness campaign. Participants will work individually to plan a public awareness campaign using steps 1-4 of the 8-step communication model.

**Instructions:**

- You have 30 minutes to complete the activity.
- This is an individual activity, but you may consult with members of your table group.
- Read the scenario. Refer back to steps 1-4 of the strategic communications model. (Visuals 2.6-2.9).
- Using the worksheet in your Student Manual, fill out steps one through four of the strategic communications plan.
- At the end we will have volunteers report out to the class (10 minutes).

**Scenario:**

Columbia State University (CSU) is a campus of 15,000 undergraduate and graduate students seeking degrees from the university's 19 different departments. CSU's main campus is located in Central City. Roughly one-third of the students live on campus in 13 dormitories and 15 Greek letter houses. The rest of the students are commuters who live in the Liberty County/Central City area. The university has a marine biology research station on the Columbia Bay (Gish Island).

CSU is a member of National Collegiate Athletic Association (NCAA) Division 1-A. The CSU Warhawks field teams in nine men's and women's sports. This year CSU will be hosting the NCAA basketball championship game against their perennial rival, the Wilmington State University Bulldogs. The field house will seat 20,000 and, in the past, has been sold out for championship games, especially against the WSU Bulldogs.



Note

Law enforcement intelligence suggests that student organizers are threatening to demonstrate to protest the use of animals for research in the biology department that is located in Young Hall. Recent protests have drawn crowds estimated at greater than 5,000 and it has been rumored that this protest may be held in the parking lot in front of the Phillips Field House prior to the game.

CSU is anticipating a capacity crowd of 20,000 fans for this championship game and wants to make certain that the crowd is managed safely and that there are no security issues that may endanger the fans or reflect poorly on the University. The mayor of Central City has asked all city departments to cooperate in planning for this event.

**Task:**

You are the Central City PIO. You have been tasked with developing a public awareness/public information campaign about the upcoming basketball game, aiming to avoid security issues leading up to, during, and after the game. Use the 8-step communication model to start planning your campaign. For this activity, you are only filling out steps one through four.