Strategic Public Relations Campaign for candidate

GEORGIA NIXON-RONEY

Submitted by: MaryAnna Anokam

November 13, 2011
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EXECUTIVE SUMMARY

The aim of this public relations campaign is to ultimately increase the votes of Georgia Nixon-Roney, in the 2011 Guilford County elections, more specifically the position of Jamestown Town Council. Nixon-Roney has a platform that consists of implementing education and building another middle school, revising the downtown business area to make it more appealing and accredited, and increasing the use of recycling in each home of every homeowner.

This plan is focused on raising awareness of Roney’s key message in order to raise her amount of votes that will secure her spot for the District 61 seat in Jamestown Town Council. This will be done by providing useful information and promoting the available services and resources provided by the candidate herself. This campaign serves to grab the attention of the candidate’s expected publics. Georgia Nixon-Roney’s audience is her potential voters, those who plan on participating their opinion in the 2011 elections. The Board members of Guilford County Schools are also apart of the audience to understand and implement her plan of the improvement of education in Jamestown. Lastly, according to Roney’s platform, homeowners would also be apart of her audience. She wants them to realize the importance of recycling and actually make it a habit in their own homes. All these audiences will be attracted by practices or tactics of social media, public service announcements, website, sponsorship dinner, and yard signs.

Since the objectives are the most significant distinction within the plan and there is only one goal, the campaign’s strategies and tactics will be subjective to the
objectives of the various publics. These strategies and tactics will be strictly geared toward these objectives.

A substantial portion of our budget will be allocated towards our traditional tactics. However, social networking sites such as Facebook and Twitter will be used to create awareness of the candidate and her key message. Evaluation methods such as before-and-after studies and judgment studies will be ongoing to help monitor campaign’s effectiveness.
## SWOT ANALYSIS

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
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<tbody>
<tr>
<td>• Background</td>
<td>• Poor communication</td>
</tr>
<tr>
<td>• Former seat in seeking position</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
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<tbody>
<tr>
<td>• Improvement in education</td>
<td>• Nine other competitors</td>
</tr>
<tr>
<td>• Decrease of pollution</td>
<td></td>
</tr>
<tr>
<td>• Better business areas</td>
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</table>
SITUATION ANALYSIS

The Situation

The Jamestown public education system needs improvement. Students’ test scores are decreasing and they are not being prepared for college. The business/downtown area of Jamestown needs to be revitalized. Also recycling needs to be made more conducive to the average homeowner. Georgia Nixon-Roney, former Jamestown Town Council member since 2007, is working to deal with these issues. She is running for the NC House of Representatives District 61 state house seat. Although Nixon’s judicial background is an advantage in this race, the odds of a runoff election have increased. Nixon is one of four people running for this position and needs to receive 40 percent of the votes to avoid the runoff to rule out the other three candidates in the running and receive one of the four spots in the Jamestown Town Council.

The Candidate

Georgia Nixon-Roney is a lifetime resident of Jamestown. She graduated from Ragsdale High School in 1983, NC State University in 1987 and Campbell University in 1990. She later worked as an assistant district attorney in Davidson County until 1995, when she opened her own Law Offices in High Point, NC. In 2007, Nixon was elected to the Jamestown town council and re-elected in 2009. Nixon currently serves as Mayor pro tem. She is board certified specialist in State and Federal Law and with that she has tried over 55 jury trials. Along with being nominated to serve on numerous boards, Nixon has been interpreting laws, statutes, and bills since 1990. Nixon-Roney is a wife to, Keith Roney and a mother of two girls.
The internal environment of Nixon’s profile is highly positive due to her education and law background. Nixon took major parts into serving the community in different ways. For her external environment, Georgia Nixon-Roney is greatly accredited. From her nominations on numerous boards and membership on town council, Nixon is viewed positively to the Jamestown community and House of Representatives, which is a benefit as a candidate in this election.

**Key Publics**

- *Potential voters*: individuals who are 18 and older and registered to vote in the Jamestown area. These people are needed to help increase the number of votes for Roney.

- *Board members of Guilford County Schools*: members in control of the school district

- *Homeowners*: people or families who own a home (house, apartment etc.)

The expectations for the potential voters are to understand the message that Nixon is delivering for her to meet or exceed the 40 percentile. The expectation for the board members of the Guilford County School district is to improve on the educational system of the city. The expectation of the homeowners is to agree and follow the ideas of recycling in their homes that Nixon has presented.
RECOMMENDATIONS

Goals and Objectives

The goal for Georgia Nixon-Roney is to win the election without having to go through a runoff with the other three candidates. Nixon wants to hold the district 61 seat in the House of Representatives.

1. Potential voters - The objective is to have an effect of the 2011 election; more specifically, to grasp the message of Nixon and express that in the high amount of votes for her by the date of elections, November 1, 2011.

2. Board members of Guilford County Schools - The objective is to have an effect on the improvement of Guilford county schools by the 2011-2012 school year.

3. Homeowners - The objective is to increase the amount of recycling in homes and increase the awareness of the importance of recycling

Response Strategies

Proactive Strategy

Potential voters

- Make voters aware of Nixon’s message to increase votes for the 2011 election of Jamestown Town Council

Homeowners

- Begin recycling in their homes

Reactive Strategy

Board members
- Agree and implement the ideas of Nixon-Roney’s improvement for education plan

Message Strategy

Verbal Communication

One point of view will be presented- Georgia Nixon-Roney is the right candidate for the District 61 position. Her background serves as an advantage to the race.

Tactics

<table>
<thead>
<tr>
<th>Public</th>
<th>Objective</th>
<th>Tactic</th>
</tr>
</thead>
</table>
| Potential Voters               | To have an effect of the 2011 election by November 1, 2011; more specifically, to grasp the message of Nixon and express that in the high amount of votes for her. | • Radio commercial (Public Service Announcement) - daily  
• Website  
• Social Media – 3times/per week  
• Yard Signs |
| Board members of Guilford County Schools | To have an effect on the improvement of Guilford county schools by the next academic school year. | • Sponsorship Dinner  
• Website |
| Homeowners                     | To increase the amount of recycling in homes and increase the awareness of the importance of recycling. | • Social Media  
• Website |
SCHEDULE

RADIO COMMERCIAL PUBLIC SERVICE ANNOUNCEMENT (single voice radio ad)

- Assign writer – Sept. 20
- Develop written voice-over – Sept. 22
- Finalize draft – Sept. 26
- Have candidate record voice-over – Sept. 26
- Call radio company for pricing – Sept. 16
- Decide on how long it will air – Sept. 19
- Place costs into budget – Sept. 19
- Deliver to radio station – Sept. 29

WEBSITE

- Assign designer – Aug. 22
- Develop web design and content – Aug. 25
- Preview website – Aug. 26
- Publish website – Aug. 29
- Advertise on social media account – August, September, October

SPONSORSHIP DINNER

- Research hotel ballrooms – Sept. 29
- Book hotel – Oct. 3
- Determine the invitees – Oct. 4
- Send out invitations – Oct. 5
- Count RSVP’s – Oct. 21
- Set up catering – Oct. 24
- Develop itinerary and agenda – Oct. 18
- Assign host – Oct. 17

SOCIAL MEDIA

- Go to twitter.com – Sept. 19
- Setup account – Sept. 19
- Develop content – Sept. 19
- Search and follow aggie student body – Sept. 21
- Make first post – Sept. 26
- Continue to post updates – Sept. 29 (throughout each week, twice per week)
YARD SIGNS

- Brainstorm artwork and content – Sept. 5
- Create design on [www.speedysignsusa.com](http://www.speedysignsusa.com) - Sept. 8
- Receive shipment – Sept. 15
- Discover Jamestown and Greensboro corners to place signs – Sept. 19
- Place signs on corners – Sept. 20
**BUDGET**

The following is the budget for the proposed tactics. These tactics can be modified – and even eliminated – to adhere to the candidate’s budgetary guidelines.

**Budget: $55,000**
**Money Spent: $7,945**

**Public Service Announcement** ................................. $1575
- Administrative Costs ........................................ $75
- **Hourly Rate: $25**
- # of hours: 3

Advertising Costs ................................................. $1500

**Website** ..................................................... $1625
- Administrative Costs ........................................ $125
- **Hourly Rate: $25**
- # of hours: 5

Design Costs ..................................................... $1500

**Sponsorship Dinner** .......................................... $4550
- Administrative Costs ........................................ $250
- **Hourly Rate: $25**
- # of hours: 10

Ballroom Costs ................................................... $1500

Catering Costs .................................................... $2500

Invitation Costs ................................................... $200

Host Costs .......................................................... $100

**Social Media** ................................................... $25
- Administrative Costs ........................................ $25
- **Hourly Rate: $25**
- # of hours: 1

**Yard Signs** .................................................... $170
Individual Campaign  MaryAnna Anokam

Administrative Costs ........................................ $50
Hourly Rate: $25
# of hours: 2

Artwork and Design Costs ....................................... $100

Shipment Costs ................................................ $20
**EVALUATION PLAN**

The Anokam Group will evaluate the communications campaign plan according to the following plans:

<table>
<thead>
<tr>
<th>Key Publics</th>
<th>Awareness Objectives</th>
<th>Measurement of Awareness Objectives</th>
<th>Acceptance Objectives</th>
<th>Measurement of Acceptance Objectives</th>
<th>Action Objectives</th>
<th>Measurement of Action Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential Voters</td>
<td>The objective is to have an effect of the 2011 election; more specifically, to grasp the message of Nixon.</td>
<td>The Anokam Group will measure awareness objectives by conducting before-and-after studies.</td>
<td>None</td>
<td>None</td>
<td>To have an increase on the amount of votes for her by the date of elections, November 1, 2011.</td>
<td>The Anokam Group will measure action objectives by conducting a judgmental assessment.</td>
</tr>
</tbody>
</table>

<p>| Board members of Guilford County Schools | None | None | To increase their positive attitudes toward the benefits of improving education within one academic school year | The Anokam Group will measure acceptance objectives by obtaining feedback from education board members, teachers, and parents in the form of the number of requests for additional information and surveys. | None | None |</p>
<table>
<thead>
<tr>
<th>Publics</th>
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<th>Measurement of Awareness Objectives</th>
<th>Acceptance Objectives</th>
<th>Measurement of Acceptance Objectives</th>
<th>Action Objectives</th>
<th>Measurement of Action Objectives</th>
</tr>
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<tbody>
<tr>
<td>Homeowners</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>The objective is to increase the amount of recycling in homes and increase the awareness of the importance of recycling</td>
<td>The Anokam Group will measure action objectives by obtaining information on attendance figures to informative events</td>
</tr>
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