

Campaigns Critique Assignment

Spring 2016

Due: In class, Wednesday, February 15, 2017

The purpose of this assignment is two-fold: to familiarize students with the organization, scope and depth of Strategic Communication Campaigns books and to develop a critical eye for evaluating the works of others. Individual assignments will be announced in class. Accompanying each plans book is that semester's client briefing. You should judge the plans book against the expectations laid out in the client briefing. There is no page or word limit – but remember that your professor prefers quality over quantity.

- **Evaluate the quality of the research.** Do you feel it was adequate? What was the quality of the analysis? Does it support the plan's recommended goals, objectives and tactics? (20 points)
- **Evaluate the plans targeting.** Are there any primary, intervening or special publics you feel should have been targeted but are not? (10 points)
- **Evaluate the strategic plan.** Are the goals appropriate and do they address the client's needs as indicated within the client briefing? Are the objectives properly expressed and are there other strategies you may have employed? Are the tactics appropriate and are there any that may have been overlooked? (30 points)
- **Evaluate the quality of messages delivered.** Review the communications section of the of the plans book – which contains advertisements, posters, scripts, letter, etc. Are they well written, properly edited and well designed? Is each element produced in a manner consistent with what you were taught in Message Development? Do the plan's collaterals deliver an appropriate, consistent and strategic message? NOTE: These digital versions of the plans books do not contain all of the collaterals that accompanied them, such as video, audio or large display items. Please base your judgments on only those items present in the digital version, including the scripts. (20 points)
- **Evaluate the overall appearance of the book.** Is it an attractive presentation? Did you find spelling, grammar or clarity problems? (20 points)

Here are the assigned plans books. You can find them in the "Your Campaign" folder on Blackboard.

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| 1 - Classic Kansas (S'07) | 8 - Kansas. Make Yourself at Home (F'11) |
| 2 - Johnson Co.'s Public Radio (S'07) | 9 - Find Your Own Space (F'11) |
| 3 - Explore Our Heritage (F'09) | 10 - Radio For You (S'12) |
| 4 - (Re)Discover Freedom (F' 09) | 11 - You Are KPR (S'12) |
| 5 - Picture Yourself in Our City (S'11) | 12 – Explore STEM (S'10) |
| 6 - Great Scott! (S'11) | 13 – Baldwin Because (F'15) |
| 7 - The Heartland of Opportunity (F'11) | 14 – Keep the Heart in the Heartland (S'16) |
| | 15 – Kansas for the Future (S'16) |

A final thought: These are all very good to excellent student plans books. There is much to be admired within them and don't be afraid to say so. However, none of them are perfect. Don't be shy in pointing out any flaws you may find. **The more specific you are in your reasons for giving praise or criticism, the better your grade.**