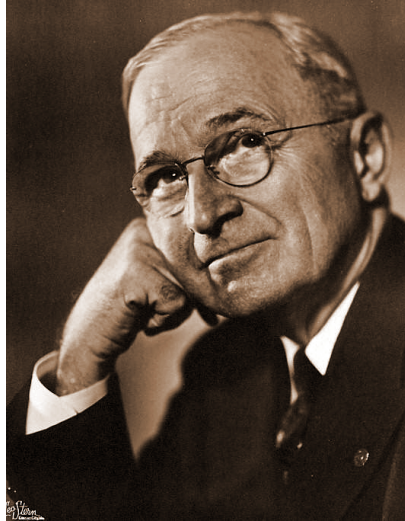


JOUR 640 Strategic Campaigns Client Briefing

Truman Library Institute

January 18, 2018



On its website (<http://www.trumanlibraryinstitute.org>), the Truman Library Institute describes itself as a “member-supported, nonprofit partner of the Harry S. Truman Library and Museum, one of 14 presidential libraries of the National Archives.” The website goes on to say, “Together with its federal partner, the Truman Library Institute draws on President Truman’s legacy to enrich the public understanding of history, the presidency and America’s unique form of government.” The Harry S. Truman Library & Museum is located at 500 W U.S. Highway 24 in Independence, Missouri. The offices of the TLI are located at 151 Troost Ave., Ste. 300 in Kansas City, Missouri.

The library and museum was established to preserve the papers, books, and other historical materials relating to former President Harry S. Truman. It was the first Presidential Library to be created under the provisions of the 1955 Presidential Libraries Act. According to library and museum’s website (<https://www.trumanlibrary.org>), “the building and Mr. Truman’s presidential papers were transferred to the government at a dedication ceremony held on July 6, 1957.”

Obviously, you will need to learn about President Truman. He became the 33rd President of the United States on April 12, 1945, upon the death of President Franklin Delano Roosevelt. At the time, the United States was midst of the Second World War. While the surrender of Germany would come in only a matter of weeks, the outcome of the war against Japan was uncertain. After the war, Truman had to deal with post-war economic strains, a growing call for civil rights among African-Americans, an international struggle against the forces of communism and the outbreak of war on the Korean peninsula. This point can’t be stressed enough: Success in this campaign requires an understanding of Harry Truman the president and Harry Truman the man. To give you a general overview of our 33rd President, I have posted a 10-minute segment on Truman from the History

Channel series “The Presidents” in the *Your Campaign* folder of the JOUR 640 Blackboard site.

In a November 2017 meeting, Executive Director Burden suggested the class develop strategic communication campaigns designed increase public visitation at the Museum and Library, generate ideas to help the Truman Foundation raise \$20 million for its capital renovations and generate ideas for the 75th anniversary of the Truman presidency starting in 2020. Other ideas that were discussed were promotion of the HST Museum’s educational programs such as the White House Decision Center and promotion of the library’s lectures, community events and symposia.

Burden will serve as your contact person: alex.burden@TrumanLibraryInstitute.org, telephone (816) 400-1215. You may also contact Lacey Helmig, TLI’s director of communications: lacey.helmig@TrumanLibraryInstitute.org; telephone (816) 400-1217. *Please note: Only one person in your group, the person designated as the group’s client liaison, is permitted to contact your client. We do not wish to overwhelm our client with an unrestricted number of inquiries.*

Your recommendations should be based on a “primary budget” that will be announced during the client’s first visit to our class on Tuesday, January 23. You are also encouraged to make additional recommendations based on an “expansion” budget, which will also be announced during the client’s first visit to our class. Expansion items are actions you recommend should additional money become available.

The client has graciously donated \$750 to cover the class’s expenses. The logistics for reimbursement will be discussed in class. Arrangements have been made for you to visit the museum free-of-charge.

As mentioned, client will visit our class on Tuesday, January 23. The client will return for an update on your progress on Thursday, March 29.

The final digital plans book and collaterals are due in Professor Guth’s office, 110 Stauffer-Flint Hall, by 5:00 p.m. Friday, April 20. Your PowerPoint and accompanying video and audio files are due in Professor Guth’s office by noon. Friday, April 27. You will present your group’s plan to the client at 7:00 a.m. on Thursday, May 3, at the Harry S. Truman Library and Museum in Independence, Missouri.