
2013-2014 Public Relations Plan



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Table of Contents

Executive Summary.....	Page 2
Client Research.....	Page 3
Situational Analysis.....	Page 4
Primary Research.....	Page 5
Publics.....	Page 10
Goal.....	Page 12
Objectives.....	Page 12
Strategies & Tactics.....	Page 13
Budget.....	Page 19
Timeline.....	Page 20
Evaluation.....	Page 23
Works Cited.....	Page 25
Appendix.....	Page 26

Executive Summary

The following is a public relations plan created by Mount Hope PR for Community Preparatory School in Providence, RI. The goal of this public relations plan is to market the mission of Community Preparatory School to a broader audience in order to attract individuals who have the means but not yet the inclination to support the school. Research was conducted on the school's current and past efforts to gain audiences, and a survey was given to Roger Williams University professors as well as Barrington, Warren, and Bristol residents. The target publics will include Rhode Island residents with children in the Bristol-Warren, Barrington, and East Greenwich school districts, as well as older residents with the means and willingness to donate. The objectives are as follows:

1. To increase exposure of information about Community Preparatory School to 10,000 Rhode Island residents from Warren, Barrington, Bristol, and East Greenwich by June 2014.
2. To increase awareness of Community Preparatory School in 1,000 Rhode Island residents from Warren, Barrington, Bristol, and East Greenwich by June 2014.
3. To have 300 Rhode Island residents from Warren, Barrington, Bristol, and East Greenwich demonstrate a positive attitude towards donating to Community Preparatory School by June 2014.
4. To have 300 Rhode Island residents attend at least one Community Preparatory School-hosted event by June 2014.

Strategies for executing and succeeding in these objectives will include media outreach, collateral material dissemination, and special events.

With a budget of \$5,000, expenses will amount to 4,821.86, leaving a total of \$178.14 for unforeseen circumstances. Implementation of the plan will begin in January 2014 and continue through June 2014.

Client Research

Community Preparatory School is a private, non-profit school located in Providence, RI that educates students in grades three through eight. Founded in 1984 by Dan Corley and Robert W. Hahn, Community Prep has grown from a school of 25 students to an independent middle school with over 150 culturally and economically diverse students. Its mission is “to challenge minority and low-income children of Rhode Island to succeed in college-preparatory high-school programs and to become community leaders.”

Community Prep gives motivated students in grades three through eight the opportunity to become independent and successful individuals. The teachers devote their time to help their students become leaders by building their confidence and teaching developmental skills that will further each student's career. Community Service is a part of the curriculum, giving meaning to the school's name.

Community Prep continues to tell stories of success as more students graduate. Of all Community Prep graduates, 97% have been accepted into college-preparatory high school programs, and 83% of college-age alumni are attending or have graduated from college.

Every student accepted to Community Prep is welcome regardless of their family's income or even ability to pay the tuition of \$14,000. Currently, 90% of the students receive financial aid of some size, which has caused a fiscal constraint. About 80% of the school's operating budget is funded through donations, meaning tuition only covers about 20% of costs.

Despite positive media coverage, the school's name recognition remains consistently low, and annual contributions are declining. Community Prep is in need of new audiences, and creative strategies and tactics must be pursued to achieve certain objectives.

Situational Analysis

The biggest issue that Community Preparatory School faces is the lack of donations, which is due to the lack of audiences. This is most likely the result of low media coverage, lackluster public events that are targeting the wrong population, and the basic lack of creative ideas in order to attract the right publics.

This year, Community Prep has had trouble meeting their scholarship fund needs of \$1.4 million. This fund is of great importance because 90% of the student body at the school receives financial aid, meaning only 10% pay full tuition. Though alumni, various businesses, and other sources donate money, the small amount of funds has left the school in search of strategies to help them obtain funds from new audiences. Mount Hope PR is here to assist in their search and execution.

After much research and creative thinking, Mount Hope PR has formulated a public relations plan in an effort to assist Community Prep in their mission to attract more attention, and therefore new donors. This public relations plan will need to be implemented in order to target the right publics and increase contributions for the future.

Primary Research

Primary research was conducted in the form of a survey and a media audit to assist in the selection of target publics and strategies. The survey was given to Roger Williams University professors (residents of local areas), as well as given in Barrington and Bristol on two separate days outside of popular grocery stores. The intention was to gather information on the various opinions concerning donating to private schools, particularly Community Preparatory School. The media audit involved researching Community Prep's media and donor outreach, such as press releases, event notices, newsletters, and donor/alumni emails.

Survey

In all, 44% of the surveys were taken by men, and 56% taken by women. Questions on the survey ranged from inclination to donate in general, to personal details about their children's education, to simple demographics. Concerning demographics, the largest number of respondents (28%) was between the ages of 46 and 55 (Figure 1).

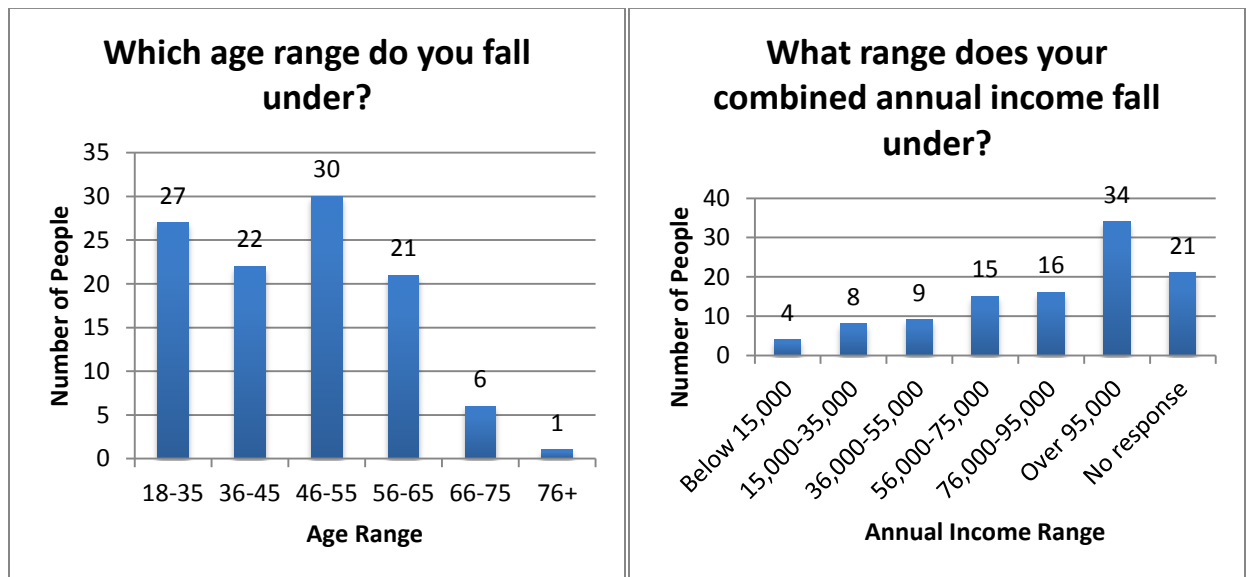


Figure 1

Figure 2

Also, most (32%) respondents' combined annual income is over \$95,000 (Figure 2), which most likely has to do with the fact that 63% of respondents have earned a Bachelor's degree or higher (Figure 3). Out of all respondents, 72% have children. When asked if they believe private schools offer a better education than public schools, 38% of respondents disagreed (Figure 4).

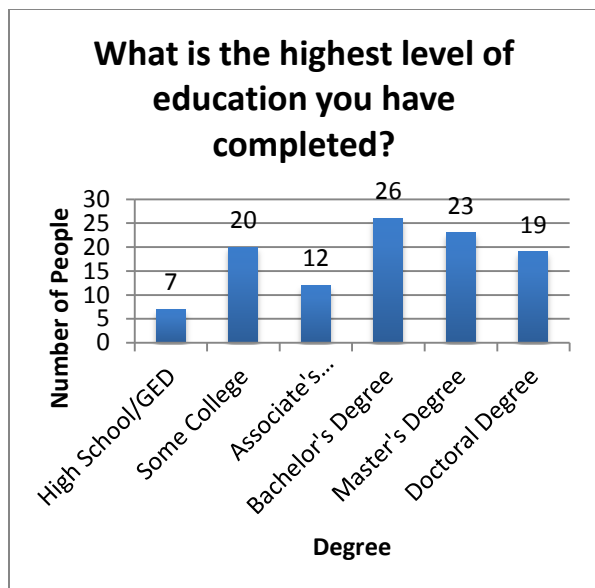


Figure 3

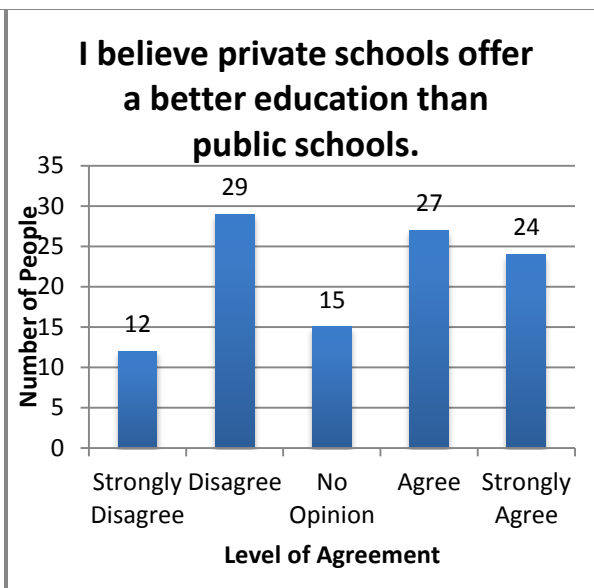


Figure 4

Questions strictly concerning donations had nothing but positive responses. Philanthropy usually leaves people feeling positive; that they're helping to make the world a better place. For this reason, it came as no surprise that 72% of respondents agreed that they would donate to non-profit schools/organizations (Figure 5), and that 93% of respondents said they would donate time or money to educational causes (Figure 6).

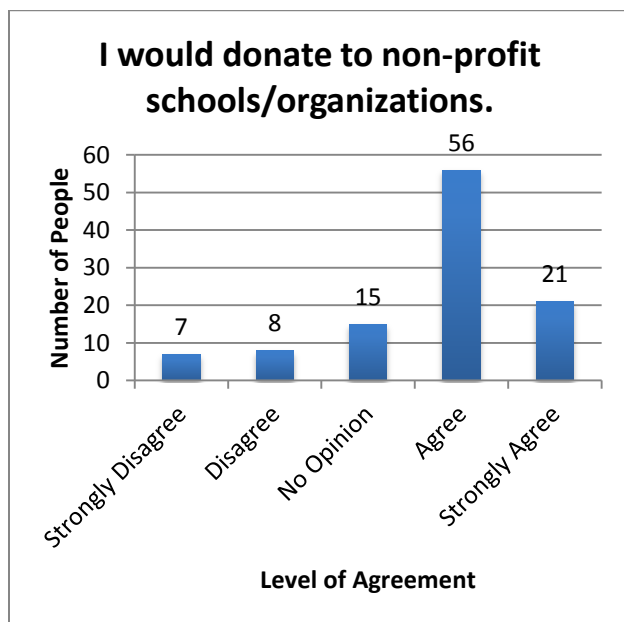


Figure 5

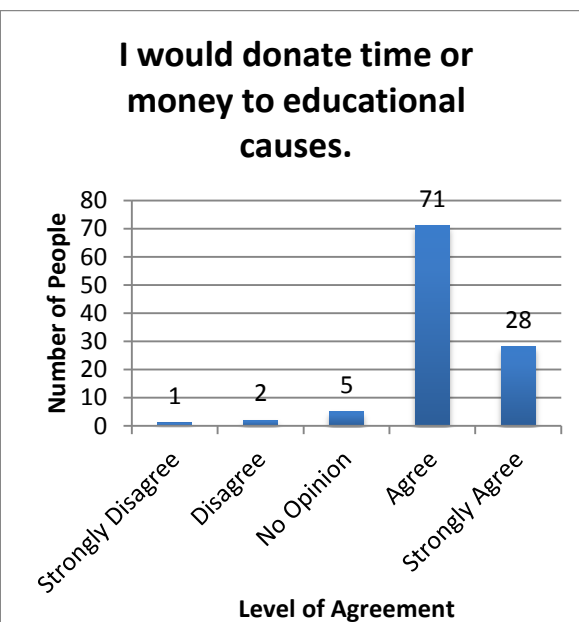
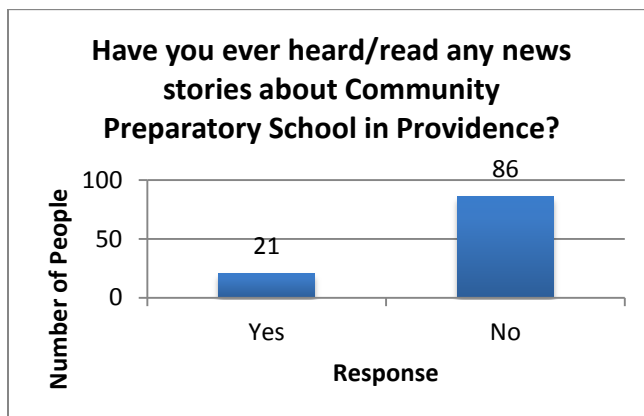


Figure 6

Narrowing the specifics further to question respondents about donating to a private school that educates inner city children, the result yielded a 51% “yes” response. However, we found that respondents mostly donated to a school because they either attended the school, or their children have/currently do; it had less to do with the fact that the respondent was simply a giving person.

Overall, the most skewed finding was that 80% of survey participants have not ever heard or read any news stories about Community Prep:



This comes as a surprise, because 60% of respondents use the Providence Journal as their main source for local news, and Community Prep has been mentioned in four articles so far in the Providence Journal in 2013 alone (Figure 7). Due to the lack of knowledge about the school, 70% of respondents claimed that they would need more literature about the school in order to convince them to donate to Community Prep (Figure 8).

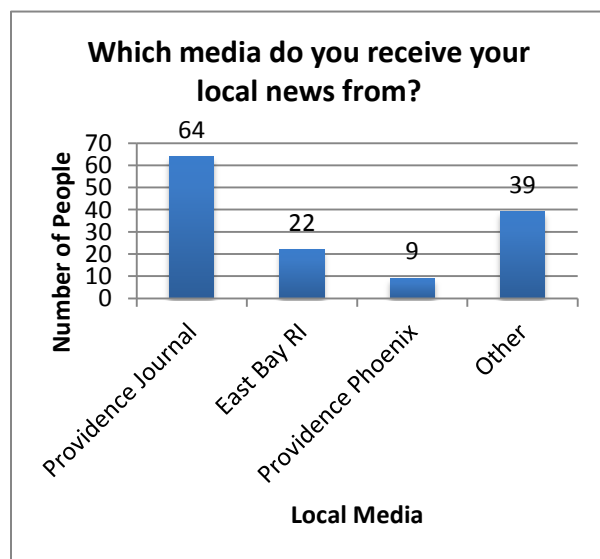


Figure 7

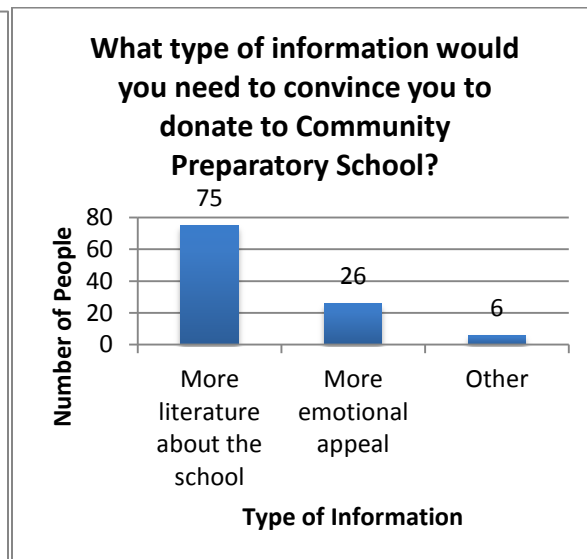


Figure 8

Media Audit

Researching how successful Community Prep's media outreach has been in the last five years or so, many findings suggested that Community Prep's outreach efforts have been subpar. For example, press releases have been rather sporadic, and there is absolutely no strategy in place for general outreach; advertisements are rare because of budgets. Community Prep has appeared recently in a few articles in local news such as the Providence Journal, Providence Business News, East Bay, and RI Monthly; there are less than five articles in each media about the school each year, and Providence Journal has had the most coverage of the school over the last ten years.

Community Prep sends out seasonal newsletters during fall, winter, spring, and summer of each year that promote recent activities in school, discuss recent events, profile important donors, and give updates on alumni's successes. These newsletters are sent out in the mail, and are also accessible on Community Prep's website. Each newsletter comes in one color, with black and white photographs, and has a readable and attractive layout. Email updates have similar information, but sometimes have embedded videos, and provide links to a site where donations can be made or tickets can be bought for future events.

Looking at donor outreach specifically, Community Prep has two different forms of communication when it comes to small donors vs. large donors. Those who donate \$5,000 or more each year gain a more personal relationship with the development team; they receive personal phone calls, are taken out to lunch, and are asked for advice. The lesser donors receive what are called "appeals," which are letters thanking them for their previous donations, and reminding them that donating again only furthers the students' successes; they are each signed by the head of the school, Dean Corley. Also, to gain donations before the start of each year, the school promotes the fact that it is a "year-end tax-deductible donation" in the emails they send out.

Conclusion

Based on the research, it was simply to come to the conclusion that, if a person can feel like their contributions lead to future successes for the school's students, then they will also feel more inclined to donate more than once. With this in mind, Community Prep has in fact succeeded at acquiring donations from past donors through their donor outreach efforts.

However, the problem is that donations are dwindling from current donors, which is why the school is searching for new audiences.

Through this research, it was found that people who live within affluent communities in Rhode Island, such as Barrington and Bristol, and have the drive and financial means to make a donation, will feel more inclined to donate to Community Preparatory School if they can receive more information about the school and its successes. Community Prep will need a means of attracting such donors through various strategies and continual media coverage. Though past and current media coverage is positive about the school, always describing the school's educational benefits and ability to cater to low-income families, it isn't frequent or interesting enough to catch people's attention.

Publics

Target Publics

Rhode Island residents with children in the Bristol-Warren, Barrington, and East Greenwich school districts, as well as older residents with the means and willingness to donate.

Raising awareness and sparking interest in a particular area can all depend on the audience being targeted. For this particular plan, it was found to be imperative that a certain portion of the Rhode Island population be targeted—one that could be given some form of connection to the cause, whether that be through event attendance or even a closer connection. These target publics also needed to include a portion of the population that was willing to donate time or money to an educational cause, and of course could afford to do so. With this in mind, the target publics for this public relations plan were narrowed down to residents of Bristol, Warren, Barrington, and East Greenwich who have children currently attending one of these school districts, or who have a connection to one of those communities and the ability and willingness to donate.

These target publics were chosen after research illustrated that these four RI cities/towns currently have public schools ranked among the top five public schools in the state (not including public charter schools) according to US News (“Best High Schools in RI”). In addition, research also showed that a portion of residents from a few of these towns—Barrington, Warren, and Bristol—would be willing to donate time and/or money to Community Prep after either simply receiving information on the school, or forming some sort of connection to it and its students.

In order to successfully reach these target publics, it is necessary to disseminate media outreach to the television and print news sources that these specific targets utilize most. Also, it is important to create public events that will interest them; those who have a relationship with their community, including the school district, will be more interested in an event that caters to the community, and to the families living there.

Demographics & Psychographics

Bristol

- Population: 22,881
- Median Age: 40.7
- Median income: \$57,200
- Upper-middle to wealthy class

- College educated with professional jobs
- Those without kids have expensive lifestyle habits
- Bristol-Warren School District

Warren

- Population: 10,505
- Median Age: 45.2
- Median Income: \$49,000
- Upper- and lower-middle class
- Some working class
- Others white-collar with college educations
- Bristol-Warren School District

Barrington:

- Population: 16,276
- Median Age: 45.2
- Median Income: \$82,800
- Upper-middle to wealthy class
- College educated with professional jobs
- Those without kids have expensive lifestyle habits
- Barrington School District

East Greenwich:

- Population: 18,593
- Median Age: 46.6
- Median Income: \$73,400
- Upper- to wealthy class
- College-educated professionals
- Take part in many expensive lifestyle habits
- East Greenwich School District

Goal

Our goal is to market the mission of Community Preparatory School to a broader audience in order to attract individuals who have the means but not yet the inclination to support the school.

Objectives

Informational Objective

To increase exposure of information about Community Preparatory School to 10,000 Rhode Island residents from Warren, Barrington, Bristol, and East Greenwich by June 2014.

Informational Objective

To increase awareness of Community Preparatory School in 1,000 Rhode Island residents from Warren, Barrington, Bristol, and East Greenwich by June 2014.

Attitudinal Objective

To have 300 Rhode Island residents from Warren, Barrington, Bristol, and East Greenwich demonstrate a positive attitude towards donating to Community Preparatory School by June 2014.

Behavioral Objective

To have 300 Rhode Island residents attend at least one Community Preparatory School-hosted event by June 2014.

Strategies & Tactics

Informational Objective

To increase exposure of information about Community Preparatory School to 10,000 Rhode Island residents from Warren, Barrington, Bristol, and East Greenwich by June 2014.

Strategy 1

Perform media outreach in order to receive media coverage and therefore gain exposure of Community Preparatory School.

Tactics

- Press Releases
- Public Service Announcements

Purpose

The utilization of free media outreach tactics will allow increased exposure of Community Prep's existence and mission through news media such as newspapers and television news. By reaching out to the media through Press Releases and Public Service Announcements, Community Prep can receive increased media coverage that will expose the public to information about the school as well as the events that are open to the public. Providing information on the Community Prep's mission, and the various tactics it uses to raise funds for scholarships, like through public events such as auctions and fundraisers, will generate positive media coverage as well. Press Releases for this public relations plan will include one for the "NBA Cares: Boston Celtics Play Ball at Community Preparatory School" event, "*Diary of a Wimpy Kid: Dog Days* Screening and Actor Meet & Greet" event, and the "*Friends* Producer, Kevin Bright, Film Seminar." PSAs will be sent out for the smaller, less engaging events such as the Winter Mug Fundraiser and the RISD Art Auction. Each of these events is outlined in full in the event checklists, which are located under Appendix II.

Informational Objective

To increase awareness of Community Preparatory School in 1,000 Rhode Island residents from Warren, Barrington, Bristol, and East Greenwich by June 2014.

Strategy 1

Disseminate collateral materials about upcoming events to increase awareness of Community Preparatory School.

Tactics

- Email Flyers
- Placed Advertisements

Purpose

By sending flyers through email to target publics (top RI school districts—Bristol-Warren, Barrington, and East Greenwich), Community Prep will have more direct communication with the public, all while saving money due to the fact that emails are cost-free. Having the school districts send the email flyers to their email lists will also allow the target publics to understand that the public events being held by Community Prep are directed at them, and cater to their children, meaning it will be a safe and academic environment. Placing classified advertisements in *The Providence Journal* will stand as another tactic to attract the public, and make them aware of upcoming events. Since *The Providence Journal* has a circulation of about 100,000, a large population will be reached. According to our research, 60% of respondents read *The Providence Journal*, making it the most viable option for message dissemination among print media in the area. These ads would be brief—only about 10 lines each, and run for three days—the three days before event tickets begin selling. Email flyers will be produced for the “NBA Cares: Boston Celtics Play Ball at Community Preparatory School” event, “*Diary of a Wimpy Kid: Dog Days* Screening and Actor Meet & Greet” event, and the “*Friends* Producer, Kevin Bright, Film Seminar” event. Advertisements would be placed for the “NBA Cares: Boston Celtics Play Ball at Community Preparatory School” and “*Diary of a Wimpy Kid: Dog Days* Screening and Actor Meet & Greet” events because their target publics aren’t as easily reached as college students.

Attitudinal Objective

To have 300 Rhode Island residents from Warren, Barrington, Bristol, and East Greenwich demonstrate a positive attitude towards donating to Community Preparatory School by June 2014.

Strategy 1

Hold public events that attract RI residents with children currently in one of the top RI public school districts (Bristol-Warren, Barrington, & East Greenwich).

Tactics

- NBA Cares: Boston Celtics Play Ball at Community Preparatory School
- *Diary of a Wimpy Kid: Dog Days* Screening and Actor Meet & Greet

Purpose

Holding events dedicated to fun activities that cater to local children, all while raising money for a good cause, will attract families who are looking to engage in public occasions where their children can socialize among their peers and take part in something extraordinary. Events directly associated to benefiting education will attract our target publics because they are vested in providing a good education for their own children, and would be willing to contribute to a fun event that in turn contributes to a less fortunate child's education. These events are described in full in the event press releases, which are located under Appendix III. They are also outlined in full in the event checklists, which are located under Appendix II.

Strategy 2

Hold public events that attract RI locals that have the time and money to participate in specialized events.

Tactic

- *Friends* Producer, Kevin Bright, Film Seminar

Purpose

This particular event would be directed at Roger Williams University and Rhode Island School of Design students—though they are not part of the target publics, they are a part of the local community, and have the time and willingness to take part in a specialized event. This event would especially attract film students from both schools, as it is a chance of a lifetime to work with such a successful producer/director. The fact that ticket sales contribute to Community Prep's scholarship fund is an added incentive—college students are also vested in education, and will appreciate contributing to an educational cause. This event is described in full in the event press release, which is located under Appendix III. The event is also outlined in full in the event checklists, which are located under Appendix II.

Strategy 3

Form a connection between these RI residents' children and those who attend Community Preparatory School.

Tactic

- “Scholar Buddies: Supporting Education, Advocating Friendship”

Purpose

Forming a connection between 6th grade Barrington Middle School students and 6th grade Community Prep students through a three hour visit full of fun team-building activities allows friendships to form that wouldn't otherwise be able to happen provides Barrington parents with a closer connection to Community Prep itself, drawing attention to the school and its mission, possibly increasing donations. Through our research, we found that a connection to the cause stimulates people to donate; respondents of our survey claimed to have donated to an educational institution before due to some association they had with the school. This event is outlined in full in the event checklists, which are located under Appendix II.

Strategy 3

Hold creative events that get Community Prep students involved in fundraising.

Tactics

- RISD Art Auction
- Winter Mug Fundraiser

Purpose

By showing donors that their contribution in turn gives them a personalized creation made by individual students at Community Prep forms a connection between them and individual students. Each creation is unique to that student, and will make donors feel strongly about their contribution, knowing it is going towards benefiting that one child's education. This also allows Community Prep students to use their creative skills to influence contributions to their own education. These events are outlined in full in the event checklists, which are located under Appendix II.

Strategy 4

- Simplify the message encouraging donations and appeal to self-interest.

Tactic

- “Backing Community: A Pay-By-Day Donation”

Purpose

The purpose of this particular campaign—an updated version of the already-existent “158 Club”—is to provide a simplified breakdown of donations that closely relates to a student’s individual education. By altering the title to “Backing Community: a Pay by Day Donation,” potential donors could gather a better idea of what the program entails. The clarity of this message allows for potential donors to recognize that this is a call to action. By changing the figures, we were able to come up with more concrete donation options:

- For \$90, you can pay for one day of school for a single student. Also,
- \$450 covers one week
- \$2,700 covers half of a trimester, and
- \$5,400 covers an entire trimester.

These figures are based on three 12-week trimesters, and 180 school days. The message would emphasize the fact that a donation of any size is helpful, illustrating that a donation of even \$12.50 could cover a student’s lunch cost for a week. By showing that they would be endorsing a single student, a potential donor could feel like they’re contribution is truly making a difference, leaving an emotional impact.

Behavioral Objective

To have 300 Rhode Island residents attend at least one Community Prep-hosted event by June 2014.

Strategy 1

Hold public events that attract RI residents within our target publics.

Tactics

- NBA Cares: Boston Celtics Play Ball at Community Preparatory School
- *Diary of a Wimpy Kid: Dog Days* Screening and Actor Meet & Greet
- *Friends* Producer, Kevin Bright, Film Seminar
- Winter Mug Fundraiser
- RISD Art Auction

Purpose

Holding public events such as fundraisers and auctions in personal and academic environments give attendees the opportunity to enjoy the event all while supporting Community Prep. Each event caters specifically to target publics, while the third (*Friends Producer*, Kevin Bright, Film Seminar) caters to RWU and RISD students, who—even though they’re not part of the target publics—do have the time and interest to take part in such an event. The fact that ticket sales support Community Prep’s scholarship fund is just another incentive. As for the rest of the events, showing that Community Prep is interested in providing other local students with enjoyable events will make the target publics aware of the school, attracting them to attend the event and contribute to the cause.

Strategy 2

Disseminate collateral materials regarding upcoming events.

Tactics

- Email Flyers
- Placed Advertisements

Purpose

Previously stated.

Strategy 3

Perform media outreach in order to receive media coverage of upcoming events.

Tactics

- Press Releases
- Public Service Announcements

Purpose

Previously stated.

Budget

The overall budget for this public relations plan is \$5,000.

Collateral Materials

- Email Flyers (Sent out to RI school district parent email lists) \$0
 - NBA Cares
 - *Diary of a Wimpy Kid* Marathon & Meet-and-Greet
- Email Flyers (Sent out to RWU & RISD student email lists) \$0
 - *Friends* Producer, Kevin Bright, Film Seminar

Media Outreach

- Press Releases \$0
- Public Service Announcements \$0

Special Events

- *Diary of a Wimpy Kid* Marathon
 - Labor (Trinity Repertory Company) \$2000.00
 - 5.5"x2" Event Tickets on 10 pt. cardstock gloss(300) from UPrinting.com \$38.05
 - 8.5"x11" Posters on 10 pt. cardstock gloss (250) from UPrinting.com \$118.62
 - 3-Day Advertisement in *The Providence Journal* \$237.05
- Winter Mug Fundraiser
 - Bisque Ceramic Mugs (168) from www.ceramicsuppliesnow.com \$406.85
 - Enamel Acrylic Paint (72 2oz bottles) from www.orientaltrading.com \$90.00
 - Swiss Miss Hot Chocolate (320 packets – 6 boxes) from Sam's Club \$35.16
 - Snowman Thank You Cards (160) from www.hallmark.com \$158.40
 - Various Sized Plain Paint Brushes (50) from www.orientaltrading.com \$14.00
- RISD Art Auction
 - Acrylic Paint (12 Pints) from orientaltrading.com \$42.00
 - Canvas (3 packs of 12 = 36) from Amazon seller Art Alternatives \$81.03
 - Various Sized Plain Paint Brushes (50) from www.orientaltrading.com \$14.00
- NBA Cares
 - 5.5"x2" Event Tickets on 10 pt. cardstock gloss (150) from UPrinting.com \$32.60
 - T-Shirts (20 youth S, M, L, XL + 5 adult S, M, L, XL = 100) \$909.00
 - 8.5"x11" Posters on 10 pt. cardstock gloss (150) from UPrinting.com \$72.95
 - 3-Day Advertisement in *The Providence Journal* \$215.03
- Scholar Buddies: Supporting Education, Advocating Friendship
 - First Student Charter Bus Rental (3 hours) \$279.69
- *Friends* Producer, Kevin Bright, Film Seminar
 - 5.5"x2" Event Tickets on 10 pt. cardstock gloss (200) from UPrinting.com \$34.51

Unforeseen Circumstances \$221.06

Total Campaign Cost \$5,000.00

Timeline

January 2014

- January 6
 - Ask RISD Public Engagement to find 20 RISD students interested in mentoring a Community Prep Student as community service
 - Order Bisque Ceramic Mugs, Enamel Acrylic Paint, Assorted Plain Paint Brushes, Swiss Miss hot chocolate, “Smiling Snowman” Thank You Cards for Winter Mug Fundraiser
- January 7
 - Send out Public Service Announcement to Media List TV Stations for Winter Mug Fundraiser
- January 10
 - Send email to Community Prep parents to find 20 Community Prep students most interested in painting with a RISD student
- January 13
 - Order “Awesome Acrylic Paint,” canvas panels, plain paintbrushes
 - Students begin painting mugs and sign Thank You Cards for the Winter Mug Fundraiser
- January 14
 - Students continue to work on Mug Project, sign Thank You Cards
- January 15
 - Students continue to work on Mug Project, sign Thank You Cards
- January 16
 - Students continue to work on Mug Project, sign Thank You Cards
- January 17
 - Students continue to work on Mug Project, sign Thank You Cards
 - Contact Kevin Bright to request his presence for *Friends* Film Seminar
- January 28
 - Send Public Service Announcement to Media List TV Stations for RISD Art Auction
- January 31
 - Winter Mug Fundraiser Event

February 2014

- February 3
 - Contact Roger Williams University and RISD to send out email flyer to students for Kevin Bright *Friends* Film Seminar
 - Order Event Tickets for Kevin Bright *Friends* Film Seminar
- February 4
 - Send Press Release to Media List for Kevin Bright *Friends* Film Seminar
- February 7
 - Request availability in CAS 157 for Kevin Bright *Friends* Film Seminar
- February 10

- Begin selling Kevin Bright Seminar event tickets
- February 15
 - RISD Art Auction Event
- February 28
 - Reserve optimal parking on RWU campus lots H, I, and J for Kevin Bright *Friends* Film Seminar
 - RISD Art Auction

March 2014

- March 1
 - Kevin Bright Film Seminar Event
- March 3
 - Contact Bob Capron for approval
 - Contact Trinity Rep for approval
 - Contact Target Public School Districts for *Diary of a Wimpy Kid* event
 - Order Event Tickets for *Diary of a Wimpy Kid* event
- March 4
 - Send press release to Media List for *Diary of a Wimpy Kid* event
- March 6
 - Order a Placed Advertisement in *The Providence Journal* for April 7th, 8th, and 9th
- March 10
 - Begin selling tickets for *Diary of a Wimpy Kid* event
- March 15
 - Contact Trinity Rep to confirm setup of screening equipment for *Diary of a Wimpy Kid* event
- March 17
 - Contact Media List for *Diary of a Wimpy Kid* event
- March 24

April 2014

- April 5
 - Send in a “Request an Appearance” form for Rajon Rondo, Jordon Crawford and Jeff Green
 - Send in a “Request an Item” form for Boston Celtics tickets, signed basketballs and signed jerseys for the silent auction
- April 12
 - *Diary of a Wimpy Kid* Marathon with Robert Capron Event
- April 14
 - Contact Target Public School Districts for NBA Cares
 - Contact Target Public School Districts for RISD Art Auction
- April 15
 - Order Event Tickets for NBA Cares
- April 17

- Order a Placed Advertisement in *The Providence Journal* for April 18th, 19th, and 20th
- April 19
 - Begin selling tickets for NBA Cares Event
 - Order T-shirts for NBA Cares
- April 22
 - Send out press release to Media List for NBA Cares
- April 23
 - Contact Media List to invite media presence
- April 28
 - Contact Barrington Middle School to find a teacher who is willing to bring his/her 6th grade class to Community Prep for fun team building activities for Scholar Buddies
- April 29
 - Send NBA Cares Press Release to Media List

May 2014

- May 2
 - Contact First Student school bus company to reserve bus for Scholar Buddies
- May 17
 - NBA Cares Event
- May 23
 - Contact First Student to confirm bus reservation

June 2014

- June 6
 - Students meet at Community Prep for Scholar Buddies Event

Evaluation

In order to measure the progress, or even success, of a public relations plan, there are various evaluation methods that need to be employed. These evaluation methods help to keep the plan on track, and allow for the client to address any unexpected issues and make adjustments as needed.

Informational Objective

To increase exposure of information about Community Preparatory School to 10,000 Rhode Island residents from Warren, Barrington, Bristol, and East Greenwich by June 2014.

Measurement of Message Exposure

A method of measuring message exposure is through media impressions. This stands for the number of people who may have been exposed to the message. Media impressions are counted according to the daily circulation of a newspaper, or the general viewership on a television station. For instance, if *The Providence Journal* has a daily circulation of 130,000, and an article has been written about Community Prep in this paper, then the media impression for that exposure would be 130,000.

Informational Objective

To increase awareness of Community Preparatory School in 1,000 Rhode Island residents from Warren, Barrington, Bristol, and East Greenwich by June 2014.

Measurement of Audience Awareness

One way to measure audience awareness would be to total the amount of requests Community Prep receives for more information about the school and their mission. This would mean that a person is fully aware of the schools existence, and wants to learn more. If people begin to call and request information, the number of calls should be tracked for measurement.

Another method would be to count the number of people attend public events held by Community Prep. Their attendance would mean that they've become aware of the school, and are interested in their activities.

Attitudinal Objective

To have 300 Rhode Island residents from Warren, Barrington, Bristol, and East Greenwich demonstrate a positive attitude towards donating to Community Prep by June 2014.

Measurement of Audience Attitude

The simplest way to measure audience attitude for this objective would be to keep track of incoming donations once media coverage and event attendance increase. An increase in donations would mean that the public understands the importance of donating in order to further a child's education at Community Prep.

Measuring event attendance can decipher how many people have formed positive attitudes towards Community Prep. The public's attendance at an event would mean that they have an understanding that all proceeds go to Community Prep's scholarship fund.

Behavioral Objective

To have 300 Rhode Island residents attend at least one Community Prep-hosted event by June 2014.

Measurement of Audience Action

Keeping track of how many people have attended Community Prep-hosted events over the course of the school year will measure audience action.

Works Cited

1. "Best High Schools in Rhode Island." *US News*. U.S.News & World Report, n.d. Web. 14 Oct. 2013.

Appendix

Appendix I.....	Page 27
Appendix II.....	Page 29
Appendix III.....	Page 35
Appendix IV.....	Page 38
Appendix V.....	Page 40
Appendix VI.....	Page 42
Appendix VII.....	Page 45
Appendix VIII.....	Page 46
Appendix IX.....	Page 47
Appendix X.....	Page 48
Appendix XI.....	Page 49
Appendix XII.....	Page 50
Appendix XIII.....	Page 51
Appendix XIV.....	Page 52

Appendix I: Survey

Please indicate your level of agreement to the following statements, on a scale of 'strongly agree' to 'strongly disagree':

	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
1. I believe private schools offer a better education than public schools.					
2. I would donate to non-profit schools/organizations.					
3. I would donate to a private school that educates inner city children.					
4. I support programs connecting schools in Rhode Island.					
5. I would donate time or money to educational causes.					

6. Have you ever donated to an educational institution before?

	Yes
	No

7. If you answered "yes" to question 6, why?

	I attended the school
	My child/children attend/attended the school
	I live in the school's community
	I'm simply a giving person who values education
	Other

8. If you have any children, do they or have they attended private schools?

	Yes
	No
	Not Applicable

9. Has your son or daughter ever participated in a "buddy" activity with students from another school?

	Yes
	No
	Not Applicable

10. If you have children in a school system, would you be interested in the school forming a buddy system with another local school, such as a "study friendship outreach" program? This would involve your student gaining social ties with a student from a local community; together, they will discuss what they've respectively learned in school, and maybe even learn something new from their discussions.

	Yes
	No
	Not Applicable

11. Which media do you receive your local news from?

	Providence Journal
	Easy Bay RI
	Providence Phoenix
	Other: _____

12. Have you ever heard/read any news stories about Community Preparatory School in Providence?

	Yes
	No

13. What type of information would you need to convince you to donate to Community Preparatory School?

	More literature about the school
	More emotional appeal
	Other: _____

14. If you chose "more literature about the school" for question 13, how would you wish to receive this information?

	Email
	Facebook
	Mail
	Other: _____

15. Which gender do you most associate with?

	Male
	Female

16. What age range do you fall under?

	18-35
	36-45
	46-55
	56-65
	66-75
	76+

17. What is the highest level of education you have completed?

	High School/GED
	Some College
	Associate's Degree
	Bachelor's Degree
	Master's Degree
	Doctoral Degree

18. What range does your combined annual income fall under?

	Below 15,000
	15,000-35,000
	36,000-55,000
	56,000-75,000
	76,000-95,000
	Over 95,000
	No Response

Appendix II: Event Checklists

Scholar Buddies: Supporting Education, Advocating Friendship

Event Description: Students in a 6th grade class from both Community Preparatory School and Barrington Middle School meet to form friendships and academic connections.

Date: June 6th, 2014

Time: 12p.m. to 2:30p.m.

- Contact First Student school bus company at (401) 245-1100 to reserve bus five weeks before event (May 2nd, 2014)
- Contact Barrington Middle School on April 28th, 2014 to find a teacher who is willing to bring his/her 6th grade class to Community Prep for fun team building activities
- Send permission slip home with Community Prep 6th grade students
 - Make a note that students should pack their own lunch that day
- Contact First Student to confirm bus reservation on May 23rd, 2014
- On June 6th, students will all meet at Community Prep at 12p.m.
- At 12:30, kids will be organized into two groups of mixed students to start games
 - Each activity should last for 20 to 30 minutes
 - Refer to Appendix for Team Building Activity names and instructions
- While one group plays the 20 Questions game, the other will play the Rhythm Game. Afterwards they will switch
- Between the four activities, there will be a 30 minute lunch break
- Once groups have played both games they will then combine into one large group again to play Four Corners and Chain Tag—Refer to Appendix V
 - After Chain tag is finished, kids will gather up their belongings and return to bus for ride home at 2:30p.m.

NBA Cares – Boston Celtics

Description: Boston Celtics players Rajon Rondo, Jordan Crawford and Jeff Green will be coming to Community Preparatory School in Providence, RI to raise funds for Community Prep’s Scholarship Fund.

Date: May 17, 2014

Time: 12p.m. to 3p.m.

- Send in a “Request an Appearance” form for Rajon Rondo, Jordan Crawford and Jeff Green at least 6 weeks prior to the event
 - Correspondence will be sent via e-mail no later than two weeks prior to the event
- Send in a “Request an Item” form for Boston Celtics tickets (2), signed basketballs (5), signed jerseys (5) for the silent auction, also no later than six weeks prior to the event
 - Both forms located at <http://www.nba.com/celtics/community/shamrock-foundation/donation-requests.html>
- Get permission from the Head of School at Community Prep, Dan Corley (401) 521-9696, dcorley@communityprep.org
- Send out press release (Refer to Appendix III) on April 22, 2014 to Media List (Refer to Appendix VI)
- Contact Target Public School Districts on April 14th, 2014 to send email flyer to email lists—Refer to Appendix XII
 - East Greenwich - (401) 398-1201
 - Barrington – (401) 245-5000
 - Bristol-Warren - (401) 253-4000
- Order 150 5.5”x2” Event Tickets on 10 pt. cardstock gloss from UPrinting.com at least three weeks before event (April 26th, 2014)
- On April 17th, 2014, order a Placed Advertisement in *The Providence Journal* for April 18th, 19th, and 20th—Refer to Appendix XIII
- Begin selling tickets—\$15 for kids, \$20 for adults—on April 19th, 2014
- Order 160 T-shirts from customink.com at least four weeks before event (April 19th, 2014)—Refer to Appendix VII
 - 30 youth S, M, L, XL
 - 10 adult S, M, L, XL
- Contact Media List on April 23rd, 2014 to invite media presence
- Make sure outdoor basketball court is clean and ready to use
- Have volunteers help set up tables in lunch room for silent auction
- Place auction items on table with one clipboard per item
 - Provide paper and pencil for attendees to scribe name, contact info, and monetary bid

Kevin Bright *Friends* Film Seminar

Description: Kevin Bright, assistant producer and director from the show *Friends* will be coming to Roger Williams University to teach students how to direct professionally and show some behind the scenes footage of the show.

Date: March 1, 2014

Time: 1p.m to 3p.m.

- Contact Kevin Bright to request his presence at least six weeks (January 17th, 2014) before event
 - kbright@brightsan.com
- Get permission from the Dean, Dr. Robert Eisinger, Dean Feinstein College of Arts and Sciences, (401)-254-3043, reisinger@rwu.edu
- Contact Roger Williams University and Rhode Island School of Design on February 3rd, 2014 to send out email flyer to students—Refer to Appendix XI
 - RWU Office of Public Affairs – (401) 254-3407
 - RISD Media Group – (401) 454-6108
- Order 200 5.5”x2” Event Tickets on 10 pt. cardstock gloss from UPrinting.com on February 3rd, 2014
- Send press release (Refer to Appendix III) to Media List on February 4th, 2014 (Refer to Appendix VI)
- Request availability in CAS 157 three weeks before event (February 7th, 2014)
- Begin selling event tickets on March 10th
- Reserve optimal parking on RWU campus lots H, I, and J one week before event (February 28th, 2014)

Diary of a Wimpy Kid Meet-and-Greet

Description: Providence native Robert Capron will host a film marathon and meet-and-greet at Trinity Repertory Company.

Date: April 12, 2014

Time: 6p.m. to 9p.m.

- Contact Robert Capron's manager, Bob Capron for approval at least six weeks (March 3rd, 2014) in advance at (401)-369-3325
- Contact Trinity Rep for approval of event on March 3rd, 2014 at (401)-351-4242
- Contact Trinity Rep to confirm setup of screening equipment four weeks (March 15th, 2014) in advance
- Contact Target Public School Districts on March 3rd, 2014 to send email flyer to email lists—Refer to Appendix X
 - East Greenwich - (401) 398-1201
 - Barrington – (401) 245-5000
 - Bristol-Warren - (401) 253-4000
- Order 300 5.5"x2" Event Tickets on 10 pt. cardstock gloss from UPrinting.com March 3rd, 2014
- Send press release (Refer to Appendix III) to Media List on March 4th, 2014 (Refer to Appendix VI)
- On March 6th, 2014, order a Placed Advertisement in *The Providence Journal* for April 7th, 8th, and 9th—Refer to Appendix XIII
- Begin selling event tickets on March 10th, 2014
- Contact Media List on March 17th, 2014 to invite media presence
- Order 250 8.5"x11" *Diary of a Wimpy Kid* signature posters on 10 pt. cardstock gloss from UPrinting.com on March 31st, 2014—Refer to Appendix IX
- Contact Robert Capron's manager, Bob Capron, once again to confirm his arrival on April 7th, 2014
- Set up table in front of stage for meet-and-greet on April 12th, 2014

RISD Art Auction

Event Description: The first 20 students to show interest in being mentored by a RISD student will produce a piece of art that will later be auctioned off in order to raise money for Community Prep's Scholarship Fund.

Date: February 15, 2014 & February 16, 2014

Time: Mentoring – February 15, 11a.m. to 1p.m., Auction – February 16, 12p.m. to 4p.m.

- Plan a meeting between Community Prep and RISD Public Engagement at (401) 454-6417
- Ask RISD Public Engagement to find 20 RISD students interested in mentoring a Community Prep Student as community service on January 6th, 2014
- Send email to Community Prep parents to find 20 Community Prep students most interested in painting with a RISD student on January 10th, 2014
- Once a list of students from both schools is generated, students should be paired
- Four weeks before the event (January 13th, 2014), order the following:
 - (1) “Awesome Acrylic Paint” from www.orientaltrading.com \$42.00
 - (36) 12x12 canvas panels from www.amazon.com via art alternatives \$81.03
 - (25) Plain Paintbrushes from www.orientaltrading.com \$7.00
- Organize with RISD as to which gallery could hold 100 people for the auction
- Send Public Service Announcement to Media List (Refer to Appendix VI) TV Stations on January 28th, 2014—Refer to Appendix IV

Winter Mug Fundraiser

Description: Community Preparatory School students will make winter-themed hot cocoa mugs during creative arts classes to sell during a two week-long fundraiser to contribute to the Community Prep Scholarship Fund.

Date: January 31, 2014

Time: January 31st, 2014 to February 14th, 2014

- Three weeks before event (January 6th, 2014) do the following:
 - Order 168 3.75" x 3.25" x 5" Bisque Ceramic Mugs from CeramicSuppliesNow.com
 - Order 72 2oz bottles of Enamel Acrylic Paint from www.orientaltrading.com
 - Order two (2) packs of Assorted Plain Paint Brushes from www.orientaltrading.com
 - Purchase six (6) boxes (60 count) of Swiss Miss hot chocolate from Sam's Club (320 packets)
 - Order 160 "Smiling Snowman" Thank You Cards with personalized message from www.hallmark.com--Refer to Appendix VIII
- Send out Public Service Announcement to Media List (Refer to Appendix VI) TV Stations on January 7th, 2014—Refer to Appendix IV
- Have students paint mugs in creative arts classes January 13th-20th
- Have each student sign their Thank You Card during creative arts classes January 13th-20th

Appendix III: Press Releases

FOR IMMEDIATE RELEASE

February 4, 2014



Contact: Joanne Rich
Associate Director of Development
Work: (401) 521-9697 ext. 1
Cell: (401) 497-6996
jrich@communityprep.org

***Friends* Producer, Kevin Bright, Teaches Film Seminar to College Students**

Providence, R.I. – Kevin Bright, assistant producer and director of more than 60 episodes of the famous television sitcom *Friends*, will teach a film seminar to local film students at Roger Williams University on February 10th, 2014. During the seminar, Bright will teach Roger Williams University and Rhode Island School of Design film students how to direct professionally, and show some behind-the-scenes footage of the show. Bright will discuss his process of producing *Friends* throughout the six seasons that he produced and directed the hit show. A Q&A will be held at the end of the session.

Tickets will go on sale to film students of Roger Williams University and Rhode Island School of Design on February 10th, 2014; tickets will cost \$45 per student. Please contact Assistant Director of Development, Joanne Rich, at (401) 521-9697 ext. 1 or jrich@communityprep.org to purchase tickets. Tickets are “will call”, and can be picked up at the event. The event will take place on March 3rd, 2014 at Roger Williams University’s Feinstein College of Arts and Sciences, Seminar Room 157. Max capacity for the event is 200 seats. Parking will be made available in lots J, H, I on campus.

[Insert quote here regarding event]

In 1993, Bright entered a partnership with Marta Kauffman and David Crane to form Bright/Kauffman/Crane Productions and began a development with Warner Bros. Television to produce the comedy series *Friends*. He also directed sixty episodes of the series, including the series finale.

Community Preparatory School, founded in 1984 by Dan Corley and Robert W. Hahn, is an independent middle school located in Providence, Rhode Island. Educating students in grades three through eight, Community Prep’s student body is mostly comprised of minority and low-income students, and 90% of the student body receives financial aid.

###

FOR IMMEDIATE RELEASE

March 4, 2014



Contact: Joanne Rich
Associate Director of Development
Work: (401) 521-9697 ext. 1
Cell: (401) 497-6996
jrich@communityprep.org

Community Prep At Trinity Rep Presents: *Diary Of A Wimpy Kid* Exclusive

Providence native Robert Capron will host a film marathon and meet-and-greet

Providence, R.I. -- Community Preparatory School is teaming up with Trinity Repertory Company again for a star-studded event. Actor Robert Capron, widely known for his role as Rowley Jefferson in the *Diary of a Wimpy Kid* films, will host a special fundraising event to benefit Community Prep's scholarship fund. This event will include viewing of all three films and a subsequent meet-and-greet at the Chase Theater in the Lederer Theater Center at 201 Washington Street in Providence on Saturday April 12th, 2014.

Growing up in Providence, Capron enrolled in an after-school drama program at Trinity Repertory Company at the age of eight, and soon earned his first role as Turkey Boy in Trinity Rep's production of *A Christmas Carol*. He later went on to play various other roles on stage, and eventually landed a role as the quirky best friend, Rowley Jefferson, in the highly anticipated film *Diary of a Wimpy Kid*. Capron, now 15, has starred in all three *Diary of a Wimpy Kid* films, and has also played major roles in *The Three Stooges*, *The Way Way Back*, and *Frankenweenie*. To show his support for his native city, Capron will host this event at Trinity Rep, and proceeds will go to Community Preparatory School to aid in student scholarship funds. Tickets for the event will be \$180 per adult (18+), and \$90 per child; ticket sales begin on March 10th, 2014.

[Insert quote here regarding event]

The *Diary of a Wimpy Kid* marathon and meet-and-greet event, hosted by actor Robert Capron, will take place in Providence, R.I. on April 12th, 2014 at Trinity Repertory Company, and all proceeds will go to Community Preparatory School to support student scholarships. Tickets sales begin on March 10th, 2014. Please contact Assistant Director of Development, Joanne Rich, at (401) 521-9697 ext. 1 or jrich@communityprep.org to purchase tickets. Tickets are "will call", and can be picked up at the event.

Community Preparatory School, founded in 1984 by Dan Corley and Robert W. Hahn, is an independent middle school located in Providence, Rhode Island. Educating students in grades three through eight, Community Prep's student body is mostly comprised of minority and low-income students, and 90% of the student body receives financial aid.

###

FOR IMMEDIATE RELEASE

April 29, 2014



Contact: Joanne Rich
Associate Director of Development
Work: (401) 521-9697 ext. 1
Cell: (401) 497-6996
jrich@communityprep.org

NBA Cares: Boston Celtics Play Ball At Community Preparatory School

Boston Celtics players come to Community Preparatory School for charity and fun

Providence, R.I. – On May 17th, 2014, Boston Celtics will come to Community Preparatory School in Providence, Rhode Island to play basketball with attending kids and hold a charity auction to raise funds for Community Preparatory School's Scholarship Fund. The event will take Community Prep's outdoor basketball court from 12 p.m. to 3 p.m., during which a silent auction will be held in the lunch room to auction off signed Boston Celtic items. The event will include meet and greets with the players.

Boston Celtics players Rajon Rondo, Jordan Crawford, and Jeff Green will be coming to Community Preparatory School in Providence, Rhode Island on May 17th, 2014 at 12 p.m. to play basketball with students until 3p.m., during which Boston Celtic items, including two (2) Boston Celtics tickets, five (5) signed basketballs, and three (3) signed jerseys, will be auctioned off during a silent auction. The event will take place at the schools outside basketball court and will transition inside the cafeteria for the silent auction. Ticket prices for the event will be \$15 for kids, \$20 for adults (18+), and will go on sale on April 19th, 2014; this excludes any money spent during the auction. Please contact Assistant Director of Development, Joanne Rich, at (401) 521-9697 ext. 1 or jrich@communityprep.org to purchase tickets. Tickets are "will call", and can be picked up at the event. All proceeds of the event, including the money raised by the auction, will go directly to Community Preparatory School's Scholarship Fund.

The Boston Celtics are an NBA Franchise located in Boston, Massachusetts and the team is an active participant in the NBA Cares program. The program requires teams to do community service within the team's market area—New England.

[Insert quote here regarding event]

Community Preparatory School, founded in 1984 by Dan Corley and Robert W. Hahn, is an independent middle school located in Providence, Rhode Island. Educating students in grades three through eight, Community Prep's student body is mostly comprised of minority and low-income students, and 90% of the student body receives financial aid.

###

Appendix IV: Public Service Announcements

Contact: Joanne Rich
Associate Director of Development
Work: (401) 521-9697 ext. 1
Cell: (401) 497-6996
jrich@communityprep.org

RISD Art Auction Television Public Service Announcement

Use: IMMEDIATELY

Time: 30 Seconds

Organization: Community Preparatory School

Title: Community Prep and RISD hold Art Auction

Visuals	Audio
<i>Visual: Title</i> <i>Transition to picture of Community Preparatory School Logo</i>	<i>Community Preparatory School located in Providence, Rhode Island.</i>
<i>Transition to picture of children in Community Prep classroom</i>	<i>Along with Rhode Island School of Design students, Community Prep students will hold an art auction.</i>
<i>Transition to picture of RISD</i>	<i>On February 15, 2014, students from both schools will create paintings together that will be auctioned off later that day.</i>

Contact: Joanne Rich
 Associate Director of Development
 Work: (401) 521-9697 ext. 1
 Cell: (401) 497-6996
 jrich@communityprep.org

Winter Mug Fundraiser Television Public Service Announcement

Use: IMMEDIATELY

Time: 30 Seconds

Organization: Community Preparatory School

Title: Winter Mug Fundraiser

Visuals

Audio

<i>Visual: Title</i> <i>Transition to picture of Community Preparatory School Logo</i>	<i>Community Preparatory School located in Providence, Rhode Island.</i>
<i>Transition to picture of children in Community Prep creative art classroom</i>	<i>Students will paint winter-themed hot coco mugs during creative arts classes to sell during a two-week fundraiser.</i>
<i>Transition to picture of Community Prep Students</i>	<i>From January 31st to February 14th, 2014, the hand-crafted mugs will be sold to contribute to the Community Prep Scholarship Fund.</i>

Appendix V: “Scholar Buddies” Team Building Activity Instructions

20 Questions Game Instructions:

1. Each participant takes a sticky note and secretly writes down a person, place or thing.
2. Gather your participants in a large circle
3. Have each student turn to the participant on his or her right and place the sticky note onto that person’s forehead. All participants will see the names stuck onto everyone else’s forehead except their own.
4. Select a person to start the game by asking the other players a “yes” or “no” question toward helping him or her figure out what word is on their forehead.
5. Continue asking other students questions until every person has guessed their word on their sticky note.

Rhythm Game Instructions:

1. All students get into a circle. One student steps out of the room so he or she can’t hear what is being discussed in the circle.
2. The teacher points to one student who will become the “leader.” Without speaking the leader will lead the rest of the children in a series of motions.
3. The leader begins an action such as snapping fingers, patting the tummy, or slapping knees, and everyone in the circle imitates the leader.
4. The guesser returns in the room and tries to figure out who the leader is with in three guesses. As the guesser looks around, the leader should change the action without being detected.
5. Continue playing until the leader is caught!

Four Corners Instructions:

1. Designate one child to stand in the middle of the room to be the “it” player.
2. Then designate the four corners of the room to either a number (1, 2, 3, 4) or a color (blue, red, yellow, green).
3. The children who are not it all go to a corner of their choice while the child in the middle counts to 10. When the child finishes counting to 10 he or she picks a corner of the room. All children in that corner are “out” and have to take their seats.
4. If the child counting picks a corner with no one in it they pick until the corner selected has children in it. Corners are picked until one child remains and then he or she picks the corners.

Chain Tag Instructions:

1. Start in a wide gym area.
2. Designate someone to be the “it” player and stand in the middle of the gym.
3. The rest of the children stand on one side of the gym. When the teacher says “go” the children run across to the other side and try not to get tagged by the “it” player. The “it” player will try to tag as many children as he or she can.
4. Any child that is tagged by the “it” player becomes a part of the chain. All players that are tagged hold hands with the “it” player and make a chain across the gym. The children who are at the other end of the gym will run back to the other side and try not to get tagged. This is repeated until one child is left then he or she is the “it” player.

Appendix VI: Media List

Newspapers

The Providence Journal

75 Fountain Street
Providence, RI 02902-0050

Publisher: Howard G. Sutton, Publisher, President and CEO

Telephone: (401) 277-7000 (dial 2 for newsroom)

Website: www.providencejournal.com

Email: news@providencejournal.com

Publishing's: Monday through Sunday mornings

Area: Rhode Island and Southern Massachusetts

Contacts at Providence Journal

- Karen Bordeleau- Executive Editor
 - Email: kbordele@providencejournal.com
 - Phone: (401) 277-7332
- Gina Macris- Community News- Community News Staff Writer
 - Email: gmacris@providencejournal.com
 - Phone: (401) 277- 7376
- Barbara Polichetti- Community News- Community News Reporter
 - Email: bpoliche@providencejournal.com
 - Phone: (401) 277-8065
- Julia Steiny- Education- Contributing Education Columnist
 - Email: juliasteiny@gmail.com
 - Phone: (410) 277-700 ext. 2
- Susan Areson- Education- Managing Editor
 - Email: sareson@providencejournal.com
 - Phone: (401) 277-7329
- Linda Borg- Education- Education Reporter
 - Email: lborg@providencejournal.com
 - Phone: (401) 277-7823
- Alex Kuffner- Community News- Staff Writer
 - Email: akuffner@providencejournal.com
 - Phone: (401) 277- 7457
- Richard Salit- Community News- Reporter
 - Email: rsalit@providencejournal.com
 - Phone: (401) 277- 7467

Newport Daily News

101 Malbone Road
Newport, RI 02840

Publisher: William Lucy

Phone: (401) 849-3300

Website: www.newportdailynews.com

Email: newsroom@NewportRI.com

Publishing's: Monday through Friday afternoon, Saturday Morning

Area: Newport, Portsmouth, Jamestown, Middletown, and Tiverton

Contacts at Newport Daily News

- Sheila Mullooney- Executive Editor
 - Email: Editor@NewportRI.com
 - Phone: (401) 380- 2351
- Sean Flynn- Community News- Community News Reporter

East Bay Newspapers

1 Bradford Street

Bristol, RI 02809

Publisher: East Bay Newspaper

Phone: (401) 253- 6000

Website: www.easybayri.com

Email: infor@eastbaynewspapers.com

Publishing's: Wednesday through Friday

Area: Barrington, Warren, Bristol, East Providence, Tiverton, Little Compton, and Portsmouth

Contacts at Bristol Phoenix

- Lisa Carro- General Manager
 - Email: lcarro@eastbaynewspapers.com
 - Phone: (401) 253-6000 ext. 139
- Eric Dickervitz- Community News- Community News Reporter
 - Email: edickervitz@eastbaynewspaper.com
 - Phone: (401) 253-6000 ext. 149
- Scott Pickering- Managing Editor-
 - Email: spickering@eastbaynewspapers.com
 - Phone: (401) 253- 6000 ext.115

Contacts at Barrington Times & Warren Times-Gazette

- Josh Pickerford- Editor
 - Email: jbickerford@eastbaynewspapers.com
 - Phone: (401) 245- 6000 ext. 108
- Matthew Hayes- Publisher- Community News
 - Email: mhayes@eastbaynewspapers.com
 - Phone: (401) 253- 6000 ext. 140
- Christy Nadalin
 - Email: enalalin@eastbaynewspapers.com
 - Phone: (401) 245-6000
- Scott Pickering- Managing Editor- Community News
 - Email: spickering@eastbaynewspapers.com
 - Phone: (401) 253- 6000 ext. 115

- Lynda Rego- Community News- Community News Reporter
 - Email: lreggo@eastbaynewspapers.com
 - Phone: (401) 245- 6000 ext. 16

Contacts at East Bay Newspapers- East Providence

- Matthew Hayes- Publisher- Community News
 - Email: mhayes@eastbaynewspapers.com
 - Phone: (401) 245- 6000 ext. 115
- Scott Pickering- Managing Editor- Community News
 - Email: spickering@eastbaynewspapers.com
 - Phone: (401) 253- 6000 ext. 115

The East Greenwich Pendulum

187 Main Street
Wakefield RI, 02879

Publisher: Southern Rhode Island Newspapers
Phone: (401) 789-9744
Website: <http://www.ricentral.com/>
Email: jboucher@ricentral.com
Area: Providence

Contacts at East Greenwich Pendulum

- James Bessette
 - Email: jbessette@ricentral.com

Television News Stations

WPRI 12/FOX Providence

25 Catamore Boulevard
East Providence, RI 02914

Contacts at WPRI 12 / FOX Providence

Phone: (401) 438- 7200
Newsroom: (401) 438- 3310
Website: www.wpri.com
Email: desk@wpri.com

ABC 6

10 Orms Street
Providence, RI 02904

Contacts at ABC 6

Phone: (401) 453- 8000
Website: www.abc6.com

- Chris Tzianabos- Vice President/ General Manager
 - Email: ctzianabos@abc6.com
 - Phone: (401) 453- 8000
- Dee DeQuattro- News Director
 - Email: ddequattro@abc6.com
 - Phone: (401) 453- 8044
- Nicole Moye- News Director
 - Email: nmoye@abc6.com
 - Phone: (401) 453- 8036
- Kelly Curtin- Producer
 - Email: kcurtin@abc6.com
 - Phone: (401) 453- 8000
- Jacqueline Palumbo
 - Email: jpalumbo@abc6.com
 - Phone: (401) 453- 8000

NBC 10

23 Kenney Drive
Cranston, RI 02920

Contacts at NBC 10

Phone: (401) 455- 9100

Email: news@wjar.com

Website: www.turnto10.com

Assignment Desk: (401) 455- 9105

Appendix VII: NBA Cares Shirts



Gildan Ultra Cotton T-shirt - White :: Screen Printing : 2 Color Front, 2 Color Back
Quantity: 100 (25 YS 25 YM 25 YL 25 YXL) :: \$9.09 each | \$909.00 total



Gildan Ultra Cotton T-shirt - White :: Screen Printing : 2 Color Front, 2 Color Back
Quantity: 100 (25 YS 25 YM 25 YL 25 YXL) :: \$9.09 each | \$909.00 total

All-Inclusive Price:

~~\$25.33 each | \$2,533.00 total~~

\$9.09 each | \$909.00 total

You Saved \$1,624.00 (64%)
with Volume Discount

FREE 2-week delivery by Mon, Dec 23

1-week rush by Mon, Dec 16 — Add 25%

Need it sooner? Ask for Super Rush.

Gildan Ultra Cotton T-shirt - White
Screen Printing: 2 Color Front, 2 Color Back
Quantity: 100 (20 YS 20 YM 20 YL 20 YXL 5 S 5
M 5 L 5 XL)

Appendix VIII: Winter Mug Fundraiser Thank You Cards



Community Preparatory
School Thanks You For
Your Contribution To The
Scholarship Fund




Thanks for making me
a jolly, Happy soul!


Sincerely,

Appendix IX: *Diary of a Wimpy Kid* Signature Poster



Appendix X: *Diary of a Wimpy Kid* Email Flyer

 TRINITY REPERTORY COMPANY
&
COMMUNITY PREPARATORY SCHOOL




Present...


Diary Of a Wimpy Kid

HOSTED BY:

Robert Capron



Showing



Plus Meet & Greet with Robert Capron

SATURDAY APRIL 12, 2014 AT 8P.M.

TO PURCHASE TICKETS
CONTACT JOANNE RICH
AT (401) 521-9697 EXT.1

CHILDREN \$90
ADULTS (18+) \$180

**CHASE THEATER - THE LEDERER THEATER CENTER
201 WASHINGTON STREET, PROVIDENCE, RI**

Appendix XI: Kevin Bright, *Friends* Producer, Film Seminar Email Flyer

COMMUNITY PREPARATORY SCHOOL

PRESENTS

A SPECIAL FILM SEMINAR
WITH KEVIN BRIGHT, PRODUCER OF "FRIENDS"
SATURDAY MARCH 3, 2014 AT 1P.M.



F • R I • E N D S


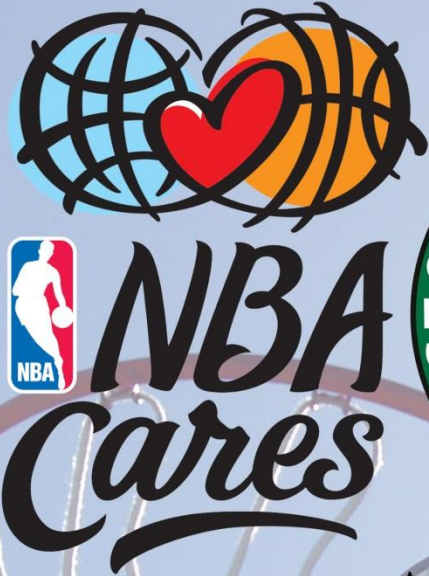
EVENT OPEN TO STUDENTS OF
ROGER WILLIAMS UNIVERSITY &
RHODE ISLAND SCHOOL OF DESIGN

TICKETS: \$45
TO PURCHASE TICKETS
CONTACT JOANNE RICH
AT (401) 521-9697 EXT.1


ROGER WILLIAMS UNIVERSITY'S
FEINSTEIN COLLEGE OF ARTS AND SCIENCES
SEMINAR ROOM 157

Appendix XII: NBA Cares – Boston Celtics Email Flyer

SATURDAY MAY 17, 2014



AT



Community
Preparatory
School


TO PURCHASE TICKETS
CONTACT JOANNE RICH
AT (401) 521-9697 EXT.1

CHILDREN \$15
ADULTS (18+) \$20

COMMUNITY PREPARATORY SCHOOL
OUTDOOR BASKETBALL COURT
126 SOMERSET STREET
PROVIDENCE, RHODE ISLAND

Appendix XIII: 3-Day Advertisement in *The Providence Journal*

Diary of a Wimpy Kid Screening Hosted by Robert Capron Ad

**Classified Ad Order**

Login

Please finish booking your ad and you will be given the opportunity to login.

Call: 401-277-7215
Customer Service Hours:
M-F, 8:30 AM - 5:00 PM

- FAQs
- Valid Abbreviations
 - Employment
 - General
 - Pets
 - Automotive
 - Real Estate
- Deadlines
- RI Counties/Towns

1
Select Category

2
Select Package

3
Build Ad

4
Review/Pay

Review Order

Your selected Ad Category is: Education Misc.

Ad Preview


Diary of a Wimpy Kid
Screening Hosted By Robert Capron, Saturday April 12, 2014 at 8p.m. Trinity Repertory's Chase Theater, 201 Washington Street, Providence, RI. To Purchase tickets, contact Joanne Rich at (401) 521-9697 ext. 1. All proceeds go to Community Preparatory School.

Ad Information
Run Schedule:

- 3 day(s) starting 12/12/2013 in Providence Journal
- 9 day(s) starting 12/12/2013 in Providence Journal Internet Products

Price: \$237.05

NBA Cares: Boston Celtics Play Ball at Community Preparatory School Ad

**Classified Ad Order**

Login

Please finish booking your ad and you will be given the opportunity to login.

Call: 401-277-7215
Customer Service Hours:
M-F, 8:30 AM - 5:00 PM

- FAQs
- Valid Abbreviations
 - Employment
 - General
 - Pets
 - Automotive
 - Real Estate
- Deadlines
- RI Counties/Towns

1
Select Category

2
Select Package

3
Build Ad

4
Review/Pay

Review Order

Your selected Ad Category is: Education Misc.

Ad Preview

NBA Cares: Boston Celtics
Play Ball at Community Preparatory School, Saturday May 17, 2014. To Purchase tickets contact Joanne Rich at (401) 521-9697 ext. 1. All proceeds go to Community Preparatory School, 126 Somerset St, Providence, RI.

Ad Information
Run Schedule:

- 3 day(s) starting 12/12/2013 in Providence Journal
- 9 day(s) starting 12/12/2013 in Providence Journal Internet Products

Price: \$215.03

Appendix XIV: Calendar

January 2014

		Wednesday	Thursday	Friday	Saturday	Sunday
	<i>New Years Eve</i>	1 <i>New Years Day</i>	2	3	4	5
6 Contact RISD Public Engagement Order Mugs, Paint, Paintbrushes, Swiss Miss, Thank You Cards	Send Out Mug Auction PSA	8	9	10 Send email to Community Prep parents for Art Auction	11	12
13 Order Paint, Canvas Panels, Paintbrushes Students start Winter Mug Project	14 Creative Arts Classes Paint Mugs	15 Creative Arts Classes Paint Mugs	16 Creative Arts Classes Paint Mugs	17 Contact Kevin Bright Creative Arts Classes Paint Mugs	18	19
20 <i>Martin Luther King Jr Day</i>	21	22	23	24	25	26
27	28 Send Out RISD Art Auction PSA	29	30	31 Winter Mug Fundraiser		

February 2014

					Saturday	Sunday
					1	2
3 Contact RWU & RISD Order Event Tickets for Kevin Bright Seminar	4 Send Out Kevin Bright Film Seminar Press Release	5	6	7 Request availability in CAS 157	8	9
10 Begin selling Kevin Bright Seminar Tickets	11	12	13	14	15 RISD Art Auction	16
17 President's Day Vacation	18 February Vacation	19 February Vacation	20 February Vacation	21 February Vacation	22	23
24	25	26	27	28 Reserve Parking at RWU		

March 2014

					Saturday	Sunday
					1 Kevin Bright Film Seminar @ RWU	2
3 Contact Bob Capron, Trinity Rep, & Target Public School Districts Order Robert Capron Event Tickets	4 Send Out Robert Capron Press Release	5	6 Order Providence Journal Ad	7	8	9
10 Begin Selling Robert Capron Tickets	11	12	13	14	15 Contact Trinity Rep to confirm setup	16
17 Contact Media List	18	19	20	21	22	23
24	25	26	27	28	29	30
31 Order <i>Diary of a Wimpy Kid</i> Posters						

April 2014

	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5 Send in request forms for an "appearance" and "item"	6
7 Confirm Robert Capron's arrival	8	9	10	11	12 <i>Diary of a Wimpy Kid</i> Showing	13
14 Contact Target Public School	15 Order event tickets for NBA Cares	16	17 Order Providence Journal Ad	18 Staff Development	19 Start selling NBA Cares tickets and order T-shirts	20
21 <i>Spring Vacation</i>	22 <i>Spring Vacation</i> Send out NBA Cares Press Release	23 <i>Spring Vacation</i> Contact Media List	24 <i>Spring Vacation</i>	25 <i>Spring Vacation</i>	26	27
28 Contact Barrington Middle School	29 Send Out NBA Cares Press Release	30				

May 2014

			Thursday	Friday	Saturday	Sunday
			1	2 Contact First Student School Bus Company	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17 NBA Cares Event	18
19	20	21	22	23 Confirm bus reservation with First Student	24	25
26 Memorial Day	27	28	29	30	31	

June 2014

						Sunday
						1
2	3	4	5	6 6 th grade scholar buddies meet	7	8
9	10	11	12	13 <i>Last day of school</i>	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						