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# Executive Summary

Ithaca, New York is an enchanting city with beautiful sights and a charming atmosphere all year round. As of right now, the citizens of New York State do not appreciate this gem of a city during the winter months; therefore, you, the Ithaca Convention and Visitor's Bureau, have created the *Winter Recess* event to bring Ithaca to the forefront of winter destinations in New York State through an appealing program for teachers.

In order to make this event a success, Schmeck PR recognizes the need to create discussion among teachers and buzz in the media. An aggressive media and Internet push will be necessary to accomplish this, along with cultivating sponsorships and creating value for the audience before, during and after the event. Specialized promotions, targeted incentives, and a carefully crafted timetable will serve to foster a feeling of goodwill for the initiative and bring teachers within driving distance to Ithaca for this event, and in the future.

With your direction, we proposed themes that can be applied to the event and formulated a PR agenda that will work to your benefit, creating enjoyment among your audience while filling hotel rooms, restaurants and stores. All of this crafted with the consideration that your group is a small but dedicated force.

We at Schmeck PR are grateful to have the opportunity to share our vision for managing the communications for this event with you, as well as the opportunity to demonstrate our sincere desire to make this event a success.



# Situation Analysis

## **Brief Description of Event**

*Winter Recess* is a weeklong celebration of public school teachers hosted by the citizens, businesses and educational leaders of Ithaca, New York. The event takes place during New York State public school winter break and offers teachers, school employees and their guests an opportunity to relax, refresh and renew in a community that truly values education. The event is a unique “teacher’s festival” and is in its inaugural year. Some of the events planned include snow sports, spa sessions, music concerts, winery tours, cooking clinics, workshops at Ithaca College and Cornell University, speakers, and the annual Ithaca Downtown Chili Cook-off among others.

## **Historical Insight to Ithaca**

Ithaca is a special city, and has had a compelling evolutionary history from an industrial hub to the center of the 20th century silent film industry. Varied cultures and peoples have been an integral part of the city’s heritage. Ithaca was voted “America’s Most Enlightened Town” in 1997 and is the North American seat for the 14<sup>th</sup> Dalai Lama. Home to Cornell University and Ithaca College, Ithaca has a strong understanding and appreciation for education.

In fact to an extent, education is what Ithaca is known for.

Cornell University was founded by Ezra Cornell in 1865. It was coeducational from its inception, which was extremely unusual at the time. Ezra Cornell also established a public library for the city. Ithaca College was founded as the Ithaca Conservatory of Music in 1892. The student population is very high, as almost 20,000 students are enrolled at Cornell, with an additional 6,300 students at Ithaca College. The Ithaca City School District, which encompasses Ithaca and the surrounding area, enrolls about 5,500 K-12 students in eight elementary schools, two middle schools, and Ithaca High School. There is also a large home schooling contingent in the Ithaca area. Ithaca is a major educational center in central New York.

(All information gathered from wikipedia.org)

## **Recent Media Coverage of Ithaca**

Looking through websites, Schmeck has found that the media has produced many articles on the city of Ithaca. The New York Times in particular has featured numerous articles on the conditions of Cornell and their teachings as well as the Ithaca and Cayuga Lake wineries. These articles have included retail properties, things to do in Ithaca and the state of the schools. The Ithaca Tourism Board website featured articles on the Sundae contest and the Darwin day. The articles featured include hotels, restaurants, spas and wine tours. Currently, there is one article regarding the *Winter Recess* event in the Ithaca Times.



### **Ithaca is COLD**

When perusing the streets of Ithaca, one often sees the classic t-shirts that claim "Ithaca is Gorges." It is not uncommon to see spoofs of those shirts that express "Ithaca is COLD!" There is no denying that winter weather in Ithaca, New York can be uncomfortable. However beautiful the winters in Ithaca can be, the extreme temperatures and snowfall often keep tourists away and hotel rooms unfilled. The *Winter Recess* event is in response to this drop in tourism during the winter season. You understand that Ithaca during the wintertime cannot compete on the same level with the beautiful sun and temperatures of, say, Florida, but we at Schmeck recognize that of all winter wonderlands, Ithaca has more than enough entertainment, beauty, and hot cocoa to keep anyone and everyone engaged and warm.

### **Trends in Winter Travel**

Increasingly people are choosing to vacation during the winter months. The overriding stimulus for winter travel, according to travel experts, seems to be the issue of costs and economic security. Simply, travel agents maintain that if costs are down, then consumers will more likely increase their travel plans. People are very price sensitive and savvy, often looking at ads for travel promotions. Today, there is a feeling of consumer confidence and having disposable income to spend on trips. Often times during the winter there are special discount travel opportunities. Even though there are discounts, travel costs have gone up overall, so as a result people may be more inclined to drive to vacation locations. This may be a positive factor for the *Winter Recess* program.

Other outside factors or events can influence vacation planning, however. Mr. Allen Rich, owner of one of the largest travel agencies in the United States, observed that "everything has a direct impact on the travel industry. Whatever affects the world, weather, political unrest, the stock market...[the travel business] feels it." For example, should there be a terrorist attack on the United States again; Americans might prefer not to leave the security of their home and families for a period of time. In fact, many are still afraid of terrorist activity and that lowers their chances of traveling.

### **Is the Idea of a Winter Program for Teachers New?**

While no specific program directed to teachers during the winter appears to exist, a brief internet search disclosed a few "educational vocational winter opportunities" for the public that teachers might choose to participate in during a winter break.

(Key phrase: adult winter educational vacations)

Examples of Learning Centered Vacations:

Maho Bay: "Join us on an island retreat at Maho Bay on the north shore of St. John in the U.S. Virgin Islands for another year of extraordinary learning vacations. This winter our outstanding faculty includes some of our most popular teachers who have been with us before, as well as some new faces. What's special about Omega's Maho Bay weeklong learning vacations is that we offer you the flexibility to plan your own time. Experience a welcoming community where you'll feel inspired, connected, and fulfilled. This year, you can choose from three weeks of learning



vacations, each one with a different combination of faculty and workshops.

<http://www.eomega.org/omega/travel/d3f934bda5cd2de787a63301f01393b9/>

TravelLearn - Learning Vacations for Adults Summer/Fall 2006 - Winter 2007: Some destinations include: Alaska, Belize, China, Cost Rica, Egypt, Greece, Ireland, Italy, Kenya, Morocco, Russia, Spain, Tanzania, and Turkey. Learning Vacations for Adults balance visits to “shouldn’t miss” sites with experiences not available on conventional tours. Examples are: California wine country cruise, Follow the Northwest Passage, Spend the summer in the Maritimes, Follow Lewis & Clark on their Historic Expedition <http://edoutreach.unlv.edu/catalog/travelearn.html>

Yellowstone Association Institute: This institute makes it easy for families to explore one of the nation's most popular national parks with summer and winter naturalist-led programs that include cold-weather sessions on wolves, honing outdoor skills, and snowshoeing. In summer, they focus on hiking, photography, and animal tracking. And there are also programs designed for those who want to cross-country-ski their way across the park. Over the course of the four-day program, parents can help their children earn a Junior Ranger badge. Lodging in park hotels, and some meals, are included. Rates for four days start at under \$605 in winter for adults and \$345 for kids. Call 307/344-2293 or access [yellowstoneassociation.org](http://yellowstoneassociation.org). To see what family and educational programs are offered elsewhere, link to the park you'd like to visit from the National Park Service Web site at [nps.gov](http://nps.gov).

Appalachian Mountain Club:The nation's oldest conservation and recreation organization has both winter and summer family workshops that are proven winners. Build snow shelters and learn how animals adapt to winter, try wilderness cooking in spring, or act out stories inspired by your outdoor experience. Give the kids a taste of the backcountry without lugging camping gear and food: Hike from one historic high-mountain hut to the next, where you will be served hearty meals, sleep on cots in rustic bunkhouses, and join junior naturalist activities. [outdoors.org](http://outdoors.org)

## Evaluation of Strengths, Weaknesses, Opportunities and Threats for

### *Winter Recess*

#### Strengths:

Clear purpose

- The *Winter Recess* weekend has a clear purpose to encourage teachers to visit Ithaca during the winter and engage in intellectual and social activities;
- To instill a positive attitude about Ithaca that the participants will take back home with them and this will encourage further tourism/conventions to Ithaca;
- To bring tourism and convention business to Ithaca during the peak winter months but slow tourist season.

Winter activities and festivals



Ithaca is uniquely well suited to combine the intellectual resources of Cornell and Ithaca College with majestic scenery;

- Outdoor facilities and opportunities will allow the participants the best of the indoors and outdoors;
- Winter activities (e.g., hockey, skiing, cross country), sports and cooking competitions.

#### Business connection

- Tourism/conventions bring more people to town who will be contributing to the local economy;
- Weekend stimulate the economy during a slow period by people eating in restaurants and shopping in stores;
- An opportunity to fill hotels that might otherwise be fairly empty.

#### Location

- Convenient for travel by car for people in New York State;
- Location makes it easy for a weekend trip;
- Cheaper than flying to Florida;
- Generally accessible by major highways until almost in the immediate area.

### Weaknesses:

#### Limited campaign

- Time period is very short in which to conduct an extensive media and public relations campaign to attract teachers this year;
- Limited financial resources to invest in advertising the event;
- Campaign restricted to New York area.

#### "Army of one" PR Staff

- Very limited PR staff to organize, write and produce PR campaign;
- Given limited time within which to conduct the PR campaign.

#### Weather

- Although positioning Ithaca as a lovely place to visit in winter is a good strategy, it might come back to haunt the program because no one can control the weather;
- Weather could be so bad that attendees cannot travel to Ithaca;
- Possible blizzard, bitter cold.
- People might become "stuck" in Ithaca longer than expected due to weather. Need to keep them occupied and happy.

#### Limited activities

- Ithaca is a confined area so limited social activities /facilities are available;
- Outdoor activities may become extremely limited if weather is very bad;
- Indoor facilities exist but may be in use by each college;



- No national theatre groups – only local theatre – limited movies.

#### Audience awareness

- Not as many people know about Ithaca as we would like.

#### Opportunities:

- Exists to attract teachers because two universities are located here;
- Opportunity to make this a place for “continuing education” combined with fun and relaxation;
- It has great potential as a goodwill story;
- Attendees have such a good time that they carry their feelings back home to spread the good feeling about Ithaca;
- Attendees can feel like they have been on a vacation without the hassle of “getting there.”

#### Threats:

Winter weather prevents people from coming

- Not enough interest;
- There might not be enough transportation alternatives if weather becomes bad during weekend for people to get around who do not want to drive their own cars;
- People could get stuck here for an extra day or two for weather reasons.

Other Vacation spots

- Despite the costs, warmer vacation spots such as Florida are still inviting for people tired of the cold;
- Better skiing destinations like Colorado are available.



# Research

In addition to the goal of obtaining a situational understanding of the event and the audience, our extensive research centered on the focus that you provided; to collect contact information on the schools and find ways to reach teachers.

**Survey:** In response to your concern about the distribution of the survey, we decided not to run it. We, however, still suggest that a survey be considered and have included a copy of the survey questions in the Supplement section of this proposal.

### **Contact Lists:**

Schmeck was able to obtain the following lists of contact information for you:

- New York State and Private Schools Contact Information by Administrator Phone/Address
- New York State Teacher Associations with Websites, Event Information, and Publications
- New York State Local Chapters of Teacher Associations
- Media Sources Contact Information

These lists are too lengthy to be included in the proposal; therefore, they have been delivered to you through email.



# Public Relations Plan

*Winter Recess* is a week long compilation of discounted lodging, dining, and a variety of fun and educational activities all in celebration of public school teachers. We hope to help you achieve your goal of bringing New York State teachers to the Ithaca *Winter Recess* through an effective Public Relations campaign. This campaign strives to draw mass media attention of the event and focus on various strategies in order to meet organizational objectives.



# Goal

**Directly From Client:**

To get 500 (or more) NYS K-12 teachers here Feb 17-24. Ideally, we'd like them to book 2-3 nights each. To succeed, we need to find ways to make this event a topic of conversation in every teachers lounge in NY.



# Objectives

- **Fill hotels to a higher capacity than we have done so in the past** – in the winter, Ithaca hotels suffer from lower occupancies because they struggle to fill rooms. This is one of the most important objectives
- **Paint Ithaca as a great place to vacation for people who are teachers** – the main audience we are trying to attract to come here is specifically teachers, and by projecting an image of Ithaca as a great vacation place for teachers to come to we hope to achieve this goal
- **Attempt to create a positive winter buzz for Ithaca** – try to turn the winter weather into something positive instead of negative and give the teachers fun activities they can do indoors and outdoors
- **Try to establish some sort of national coverage if possible** – while our target audience is New York teachers for the most part, national coverage can bring teachers from out of state or other tourists to Ithaca
- **Promote a sense of goodwill between Ithaca and its neighboring towns** – Give the image that Ithaca is very friendly and in touch with the needs of New York State by creating a special event for teachers
- **To make the program a success** – bring teachers and their families into Ithaca during this period and make sure they enjoy themselves
- **Make it an annual event** – make sure the event surpasses expectations so that people will be repeat visitors



# Target Audiences

The target audience of the "Ithaca Loves Teachers" *Winter Recess* is K-12 teachers and staff members in New York State, specifically in the upstate New York region, which is within closer driving distance than downstate and more accustomed to harsh winters. Media, such as newspapers, news programs, radio shows, teacher specific publications and high school media outlets, will be used to spread the word to teachers statewide.

We understand your desire to reach an audience that includes:

- 200-500 New York State teachers to travel to the city of Ithaca, during *Winter Recess*, not only as a relaxing, but also an educational experience.
- New York State residents looking to see a part of New York that is known for its beauty during the summer, but also is known for its winter recreation.
- Residents from various locations looking to have winter fun, as well as gain an educational experience in a city that is known for education.

Media relations will be a key part of the public relations program. We recommend targeting a variety of print, electronic and broadcast media leaving no stone unturned. Examples of the media categories and sample media outlets are as follows:

## **National Print Outlets**

*USA Today*

*The New York Times*

*Christian Science Monitor*

## **Print Media in New York State by Region**

### **Albany**

*Capital Region Weekly Newspaper Group*

*Spotlight Newspapers*

*Times Union*

### **Binghamton**

*Press & Sun Bulletin*

### **Cortland**

*Cortland Standard*



### **Ithaca**

*The Ithaca Journal*  
*Cornell Daily Sun*  
*Cornell Review*  
*Ithaca Times*

### **Middletown**

*The Times Herald Record*  
*Gannett* (Rockland and Westchester Counties)

### **New York City**

*Daily News*  
*New York Post*  
*New York Times*  
*Metro New York*  
*Staten Island Advance*

### **Long Island**

*Newsday*

### **Poughkeepsie**

*Poughkeepsie Journal*

### **Rochester**

*Rochester Democrat & Chronicle*

### **Syracuse**

*Eagle Newspapers*  
*Family Times*  
*The Post-Standard*

### **Oneonta**

*The Daily Star*

### **Major Broadcast Outlets in New York State Television and Radio**

#### **Albany**

*WBOE-FM 94.5 "The Bone"*  
*WABT-FM 104.5 "The Buzz"*  
*WKKF-FM 102.3 "Kiss FM"*  
*WTRY-FM 98.3 "Oldies 98"*  
[MSNBC WNYT](#) Cable  
Northeast Public Radio [WAMC](#) FM 90.3  
(News/Talk format) [WGY](#) AM 810  
News Channel 13 [WNYT](#) NBC 13  
CBS 6 [WRGB](#) CBS 6  
[WROW](#) AM 590  
News 10 [WTEN](#) ABC 10



### **Binghamton**

*WIYN-FM 94.7 "Oldies 100"*

*WLTB-FM 101.7 "Magic 1017"*

*Channel 34 News [MSNBC WIVT](#) Cable*

*Channel 34 News [WBGH](#) NBC 20*

*12 WBNG [WBNG](#) CBS 12*

### **Buffalo**

*WKBW-TV News 7 [MSNBC](#) cable*

*(News/talk format) [WBEN](#) AM 930*

*Public Radio [WBFO](#) FM 88.7*

*News 2 [WGRZ](#) NBC 2*

*WIVB 4 [WIVB](#) CBS 4*

*WKBW-TV News 7 [WKBW](#) ABC 7*

### **Elmira**

*News Channel 36 [WENY](#) ABC 36*

*WETM 18 [WETM](#) NBC 18*

*Regional News [WRNN](#) IND 62*

### **Ithaca/ Syracuse**

*WNTQ-FM 93.1 "93Q"*

*WYXL-FM 97.3 "Lite Rock 97.3"*

*WICB-FM 91.7 "92 WICB"*

*(News format) [WSYR](#) AM 570*

*CBS 5 [WTVH](#) CBS 5*

*WKTV-2 [WKTV](#) NBC 2*

*[WUTR](#) ABC 20*

*Troy*

*(Talk format) [WTBQ](#) AM 1110*

### **New York City**

*WABC-AM 770*

*WAXQ-FM 104.3 "Q104-3"*

*WHTZ-FM 100.3 "Z100"*

*WLTW-FM 106.7 "106.7 Lite FM"*

*WRKS-FM 98.7 "98.7 Kiss FM"*



*WNBC-TV* [MSNBC](#) *WNBC* Cable

*News 12* [News 12](#)

*NY1 News* [NY1](#) cable

ABC 7 [WABC](#) ABC 7

77 WABC [WABC](#) AM 770

(Talk format) [WCBS](#) AM 880

WCBS-TV [WCBS](#) CBS 2

(News format) [WINS](#) AM 1010

4HD [WNBC](#) NBC 4

FOX 5 [WNYW](#) FOX 5

(Talk format) [WOR](#) AM 710

CWII News [WPIX](#) WB 11

My 9 News (10 pm) [WWOR](#) MYTV 9

News 12 [MSNBC](#) [News 12](#) cable

News 12 [News 12](#) cable

#### **Poughkeepsie**

*WCZX-FM 97.7 "Mix 97"*

*WSPK-FM 104.7 "K104"*

#### **Rochester**

(Talk format) [WHAM](#) AM 1180

*News 10* [WHEC](#) NBC 10

13 *WHAM News* [WOKR](#) ABC 13

*WROC 8* [WROC](#) CBS 8

*FOX First at Ten* [WUHF](#) FOX 31

(Talk format) [WYSL](#) AM 1040

#### **Internet Media**

Blogs

Email

Listserves

Internet publications

Teacher websites

New York State teacher association websites



### **Teacher Association Publications**

*STANYS Newsletter* (Science Teacher Association of New York State)

*NYSATA News* (New York State Art Teacher Association Newsletter)

*Bits and Bytes*, (Business Teachers Association of New York State Newsletter)

The New York State English Council Publications

*New York Teacher* (New York State United Teachers)

*New York Parent Teacher* (Parent Teacher Association)

*Fast Facts* (Parent Teacher Association)

*Language Association Journal*

*New York State Association of Foreign Language Teachers News*

*The New York State Mathematics Teacher's Journal*

*NYSABE Newsletter* (New York State Association for Bilingual Education)

*IMPACT* (New York State Association for Supervision and Curriculum Development)

*In Transition* (New York State Media School Association)

*Idiom* (New York State Teachers of English to Speakers of Other Languages)

### **High School Publications**

After providing us with a list of 7,475 state and private school contacts, the Associate Executive Director for Communications of the School Administrators Association of New York State said that we should contact school districts in our target upstate New York area for their publications coordinator.



# Strategies for Success

- Involve Ithaca K-12 teachers in recruiting teachers
- Incorporate Ithaca and Cornell effectively as a resource for getting the word out
- Generate media attention in local media, school media, state media and national media
- Develop story angles around events that will draw media attention
- Use existing teacher networks to promote the event
- Create promotional materials that hit your target and get the message across
- Drive website hits
- Create incentives for teachers to come



## PR Tactics: Umbrella Theme

Mark Chaykin, Director of Field Operations of New York State United Teachers said, "My experience is that most teachers that are off 'president's week' will usually go south for the sun or north to ski. I think that you will have a difficult time attracting people to Ithaca in mid-February." With the cold weather, Ithaca is indeed a hard sale in the winter months, and it is obvious that most teachers have set up vacationing patterns. Therefore, an overarching theme will be crucial in creating a special place in the mind of the consumer, beyond sunny weather or skiing.

The title for your event is *Winter Recess*, with a slogan of "Ithaca Loves Teachers." Additionally, the concepts of "Relax, Refresh, and Renew" have been explicitly identified as important to your communication of the event to reach the target teacher audience.

You have done an excellent job in selecting an eclectic mix of events that represent Ithaca at its finest while directly appealing to the teacher market; we want your communications to reflect that.

At Schmeck agency we have created two ideas for your theme:

-Teachers, we're giving you the key to the city. Unlock your potential to relax, refresh, and renew. This concept of "the key to the city" really drives home the message that city-wide events, amenities, restaurants, and programs have teachers as the focus during this time period. It continues to reinforce sincere teacher appreciation. There can be many comparisons drawn between teachers and keys: teachers are the key to students' success, and open the door to learning opportunities to name a few. Teacher name tags for the event could take the shape of keys, the special element that gets them discounts on restaurants and entrance into events.

-Teachers at Play...Because Teachers Like Recess Too.

This theme is a bit more fun, playing off of the "Children at Play" signs. This relates directly to recess, and reversing the roles so that teachers now are the ones being catered to and getting a break. The visual imagery involved in this theme is altering traditional Children at Play signs to have figures doing some of the events listed on the itinerary. For example, there could be a sign with a figure listening to a musical performance, lying on a massage table with another figure massaging their back, etc. These signs could be placed on the outside of restaurants or in the vicinity of events to show that this is a place/event sponsored by Winter Recess.



# PR Tactics: Story Angles

A vital part of a PR campaign is press releases. The following story angles would be pitched before, during and after the campaign to broadcast media as a news alert and also to the travel, metro, and accent sections of newspapers.

## All About Teachers

- Stories based on the experiences of teachers who are attending/attended Winter Recess. A different teacher would be used for each area's media in order to localize the event.
- Teacher appreciation for all of their hard work and the feel good nature of an event in for their benefit.
- Teacher association award winners and how they will be honored at the *Winter Recess* event. This will be an opportunity for some accounts of exceptional teachers and to target the media in the area of the award winners.

## Winter Recess in Action

- Spend your days skiing or snowboarding at Greek Peak Mountain Resort! Located only 18 miles from the Winter Recess Location, Greek Peak Mountain resort is part of New York's famous Snow Belt. With a life of 50 years, Greek Peak is known for prime skiing and snowboarding terrain that can appeal suited to every ability and interest. Greek Peak's offers 32 trails of varied terrain, from glades and cruisers to steeper trails. Greek Peak is known for putting a smile on everyone's face while adding adventure to your visit. You can also enjoy Ithaca's winter wonderland by skiing or snowshoeing through a variety of upstate New York's Forests and Parks.
- Perhaps skating is more of an enticing activity. With three surrounding ice rinks Ithaca is prime for a quick pick-up hockey game, or some figure skating, or even beginning the process of ice skating. Ithaca offers three area rinks indoors and out in order to appeal to every skaters dream.
- Winter recess should be a time of rest and relaxations. With ten local spas, every teacher can pamper themselves from head to foot. Spas such as the August Moon Spa, and the Alta Spa both located centrally in the commons offer hair, nail, and full body services.



- If wine is a passion, come enjoy over 15 vineyards on the Cayuga Wine Trail. Each vineyard offers a specialized selection of both red and white wine ready for tasting. Varying from sparkling wine to hard cider the Cayuga Wine trail has more than enough options to satisfy any thirsty teacher.
- If bringing the kids is part of the plan, discover Ithaca inside and out through Ithaca's Discovery Trail. From atoms to artifacts, foxes to fossils, robins to rhododendrons, and sculpture to storytellers, Ithaca's Discovery Trail offers educational fun for everyone in the family! Take a peaceful walk or enjoy some hands-on research. The trail has sites located in areas that include Cayuga Lake, Cornell University, Ithaca College and downtown Ithaca. Truly a great way to get to know Ithaca a little better.

### Winter Recess and its Love for Art!

- Music is one of the fine offerings Ithaca, New York has. Ithaca can be described as a musical hub offering a range of music preformed by both locals and students. During Winter Recess blues musicians, Rani Arbo and Jerry Douglas will be serenading your ears with the sound of smooth blues. Not to mention "School of Rock," another musical option where teachers and there bands can play, sing, or just watch fellow educators perform at this entertaining festival. There will also be a Black History Month Concert at Ithaca College so every ear will be satisfied.
- If comedy is more your cup of tea Ithaca's Winter Recess ensures a laugh with the well known ventriloquist and stand-up comedian Jeff Dunham. With appearances on television shows including Jay Leno and Comedy Central, this well-known funny man will keep the whole family warm and laughing.
- Theater is also an important quality of Ithaca's Winter recess. During the time of your stay Ithaca College Theater is showing the opera, Handel's *Acis* and *Galatea*. If you are looking for a drama as opposed to an opera Cornell's theater is offering the show *Uncommon Women*. Ithaca's professional theater also offers to showcase local talent from residents and students in shows including; *The Odyssey*, and *My Mom Across America*.

### Ithaca's Winter Recess as an Educational Highlight

- Ithaca has so much education to offer, this is especially true with its well known, local Sciencenter. Ithaca's Sciencenter offers educational enjoyment for the whole family. With contemporary exhibits including a brand new infrared camera, and a recent addition to the amphibian habitat, Ithaca's Sciencenter has enough to keep just about anybody entertained.



- Maybe literature is more your thing... Come enjoy Louis Sachar, the award-winning author of over twenty fictional and educational books for children. Sachar will be talking about his life and books, especially the book *Holes* which won the National Book Award, the Newbery Medal and was recently made into a major motion picture.

### **Keep Warm With Chili!**

- With over 25 restaurants competing to claim the best chili cooking skills, warming up your winter is easy at Ithaca's 9<sup>th</sup> annual Chili Cooking Contest. Located in the commons it's easy to keep your winter recess warm, and your bellies full with great food including chili, and beer tasting. Chili related crafts and food booths are icing on the chili cake as Ithaca keeps it's chilly winters spicy hot!
- Perhaps adding some new items to your dull home menu sounds appealing? Learn to cook Cajun with Cornell Cajun cooking lessons. Winter can make us all a little blah, with some basic skills in cooking you can warm your hearts and bellies with some Cajun cuisine!



# PR Tactics: Promotions

An important aspect of your campaign will be promotions. We at Schmeck PR appreciate the crucial nature of effective promotions in generating attention for events.

***Reunite Over Recess:*** In order to draw teachers from all over the state into Ithaca, you mentioned that it would be critical to involve teachers from the Ithaca area in the recruitment effort. We have responded to this suggestion with a small campaign for local school teachers to get in touch with either their colleagues that they have not seen in years, or those they have befriended throughout the years through work or conferences. This will be accomplished by a strong presence in the local schools through flyers in teacher's boxes and in the teacher's lounge. Through our email campaign mentioned later, these teachers will be receiving an email invitation. However, Ithaca teachers not only will be receiving an invitation email, but another email in regards to this campaign.

***Cornell University and Ithaca College:*** It is apparent that Cornell and IC are forces within the city of Ithaca; therefore, an effort that excludes these institutions would be failing to take advantage of such excellent resources. Schmeck recommends that the PR departments of each institution be contacted in order to inform them that families will be attending the *Winter Recess* event and that it would be an exceptional opportunity for these families to tour the campuses for future plans. Tours of both campuses could be included on the calendar of events for the *Winter Recess*, and in turn, IC and Cornell would advertise these dates to their prospective students as special dates to visit.

***Spokespeople:*** There is nothing that can create a buzz like celebrity appearances or presentations at an event. Author **Louis Sachar**, of *Holes* and *Wayside School is Falling Down*, is scheduled to attend the event. No doubt this will be a pull for teachers, especially K-8, who often incorporate Sachar into their curriculum. During the event there should be opportunities not only for teachers to get their books signed, but have some sort of special paper for teachers to have signed for all of their students. As noted on the calendar of events for the *Winter Recess* you gave to us, there needs to be more speakers/spokespersons scheduled. Schmeck's suggestion is **Whoopi Goldberg**, as she has a house in nearby Trumansburg, and although she did not complete high school, she has communicated her respect and admiration for the power of teachers.

***Coupon on Website:*** The website, [www.ithacalovesteachers.com](http://www.ithacalovesteachers.com), is due to launch at the end of November. In order to drive hits to the website, it would be beneficial if we could reward teachers for navigating to it. Although there appears to be no local school supply store in Ithaca, we could work with Target of New York State for a gift certificate or promotion of a small sum posted on the site. Target has always supported education in their cause-related marketing and your event is directly in line with their educational theme.



**Raffle for Attending Teachers:** To draw teachers to the event, a \$100 American Express voucher should be raffled off to one of the attendees. This would be within budget and be substantial enough to generate excitement before, during and after the event. There are of course many variations on the raffle; you do not have to do the voucher. Instead, you could get coupons from stores or donated gifts. However at Schmeck we feel it is important to reward the teachers for coming to complete the idea that the event is a special gift to them.

**Teacher Association Awards:** On a yearly basis, the New York State teacher associations give out awards to exceptional teachers. Some of these awards are the *Fellows New Teacher Conference Award* (Science Teacher Association of New York State), *Not for Ourselves Alone: The Sandy Feldman Outstanding Leadership Award* (New York State United Teachers), and *The Ferdinand Di Bartolo NYS Distinguished Foreign Language Leadership Award* (New York State Association of Foreign Language Teachers). Before the event, we can specifically congratulate these winners on our site, and email them. During the event we can recognize them at one of the events and have their picture taken, and afterwards, with their permission, we can post these pictures on the site. This could also be a story angle or an event.

**Teachers at Play (Webcam):** During the event, it would draw hits to the site if other teachers could see teachers in Ithaca. A webcam could be placed at one of the major centers, perhaps a place where there is a check-in. Teachers watching at home or anywhere might find it too tempting not to look to see if their friends are on the camera.

**Ithaca Loves These Teachers, and so Does the Camera:** There could be a person who is unidentified, and his/her job is to go around to the events and be on the look out for teachers who look like they are really enjoying themselves. When he sees them, he will present his official CVB identification, take their picture for the website if they agree, and then give them a small gift certificate or gift provided by a sponsor.

**Where in Ithaca?:** After the event, there could be a page on the website that has parts of pictures of some events or places in Ithaca during the event. The teachers who attended can try to guess what the full pictures are of by sending in entries. The teacher who guesses the identity of all of the partial pictures wins one free night at the next *Winter Recess*.



## PR Tactics: Events

Planning to promote at certain key events is a common and effective tactic for PR campaigns. Keeping in mind that you have a small staff and limited time, we determined that it would be most affective and time efficient to focus your efforts on New York State teacher associations and unions. Furthermore, as wonderful as it would be to have a representative present from CVB, it is probably more realistic to plan on having simply a presence in promotional materials.

**Teacher Association Conferences:** Unfortunately, due to the timing of this request for proposal and the set date for the event, we have missed the opportunity to suggest that you get involved in the annual conferences of many associations. According to our research, these conferences typically occur between early October and early November. However, in the upcoming years, these could be powerful tools for promotion.

**New York State Association of Foreign Language Teachers Board of Regents Meeting (December 4-5, 2006):** A chance to reach a specific but large subset of the teacher category through the opinion leaders. Promotional materials could be sent in advance to be given out.

**New York State Association for Supervision & Curriculum Development Jay McTighe Two Day Institute (December 7-8, 2006, Latham):** This two day conference is open to members and non-members, so it will be an opportunity to reach the organization and beyond. Latham is roughly 3 hours away; most likely a promotional materials distribution opportunity.

**Science Teachers of NY State Executive Committee Meeting (January 12-13, 2007 TBD. NYC):** This would be another opportunity to reach the opinion leaders of this association and through them the members. Promotional materials could be sent ahead and distributed here as well.

**New York State Association of Independent Schools 2007 Conference for Assistant Heads and Division Heads (January 24-26, 2007, New Paltz, NY):**

Although these are not state supported schools, these teachers are still passionate and committed educators. Not to mention, a significant amount of the teacher market in New York State. At this three day conference only about three hours away, a CVB member could attend, but certainly promotional materials could simply be sent ahead of time.

**New York State United Teachers Mathematics Institute (February 2, 2007, Albany):** An opportunity to reach large numbers of a very specific type of teacher. About three hours away and on a Friday, this could be an opportunity for a CVB representative to be present, but promotional materials sent ahead to be distributed in the teacher information packets would still be effective.



**New York State United Teachers Literary Institute (February 3, 2007, Albany):**

Representing another group of this extremely large union, this day-long conference would be an excellent chance to inform teachers about the *Winter Recess*. Also, being literature or English teachers, they could be especially interested in your speaker, Louis Sachar. This might be a day more feasible for a CVB representative to come because it is a Saturday. Or, if a representative could stay both Friday and Saturday, he or she could be present at two conferences with minimal travel.

**Various Workshops and Conferences for the New York State Association of Independent Schools:** Once again, these are not the state teachers, but a substantial representation of the teacher population. The detailed and full calendar of workshops and conferences for this association can be found at <http://www.nysais.org/page.cfm?p=4>.

**New York State Education Department Calendar of Events:** There are events, programs, and workshops listed on this calendar that could be used as possible opportunities to make an appearance or distribute materials. [http://calendar.nysed.gov/cgi-bin/Calendar.pl?CalendarName=NYSED\\_Calendar&Op=ShowIt&Amount=Month&NavType=Absolute&Type=Block&Date=2006%2F12%2F1](http://calendar.nysed.gov/cgi-bin/Calendar.pl?CalendarName=NYSED_Calendar&Op=ShowIt&Amount=Month&NavType=Absolute&Type=Block&Date=2006%2F12%2F1)



# PR Tactics: Promotional Materials

There is no more powerful way to get your audience to recall your event than with a visual reminder. This is why Schmeck believes that promotional materials would add to the effectiveness of your event.

**Flyers:** Flyers communicate the details of the event and couple that information with images. A flyer for distribution in the Ithaca City School District schools will be crucial for carrying out the *Reunite Over Recess* promotion to get teachers involved in recruiting colleagues.

**Winter Recess Backgrounder:** This grouping of items would allow outside cities and media outlets to fully understand the event and the city of Ithaca.

- Press Releases: with varying story angles to inform the receiver about the myriad of activities during the Winter Recess
- Ithaca History: A brief background on the fascinating history of Ithaca and its position as an educational center
- Bio of Fred Bonn, Director of Ithaca/Tompkins County Convention and Visitors Bureau
- Winter Recess* Schedule of Events: to get a taste of the event
- Who, What, Where, When, and Why of the event: Critical information that needs to be disseminated amongst the media
- Color Slides to Highlight the Extreme Beauty of Ithaca in the Winter: You can counteract the negative feelings associated with winter with breathtaking winter imagery from Ithaca
- Current Ithaca/Tompkins County Convention and Visitor's Bureau Magazine

**Public Service Announcements:** As you mentioned, this event certainly is PSA worthy and it would be a shame not to jump at the chance to produce and distribute them to your target media. An emotional appeal to the state to appreciate the heroes of our society, teachers, would be the expertly crafted message of this spot. With a female announcer and students of all ages giving testimony, a PSA is sure to gain recognition for the event as a worthwhile campaign to value New York State teachers.

**Ithaca/Tompkins County Convention and Visitor's Bureau Magazine (copies):**

This publication is really an excellent reference for activities and attractions in Ithaca. Featuring activities for all seasons, the magazine could also serve to bring *Winter Recess* participants back to Ithaca at another time. Additional copies need to be made of this resource to be placed in the Winter Recess Backgrounder before the event, made available during the event and available on request before, during, or after.

**Bookmarks:** A fun and fitting way to reach teachers, bookmarks are low cost and perfect for distributing at schools and teacher conferences. There could be a catchy and teacher specific message/visual on the front with quick facts about the event on the back. This is what Schmeck



had in mind for distribution at the aforementioned teacher association events/conferences leading up to the event.

**Tote bag:** Relatively inexpensive as well, tote bags with the name of the event and website are perfect for teachers who always seem to need to carry something. This could be provided during the event or after the event as a special gift to those who attend. It might also be an item to give to journalists or media. Totes could also be a form of free advertising for the event before, during and after the event.

**Pencils:** Something small but usable that could be one more thing to pass out before, during, and after the event to media and teachers. Once again, with a logo on the pencil, the pencil would serve as a form of advertising.

**Banner:** To complete the concept that the city is dedicated to teachers during that time, a banner near the commons on a prominent telephone/electrical line would be perfect. This banner with the name and date of the event could be put up a month in advance to promote the event locally. If possible, it would be helpful to put banners of various sizes in the important locations during the event.

**Teacher Ice Sculpture:** Ice sculptures are a part of the chili cook-off, so it would be fun to honor the *Winter Recess* by commissioning/requesting that one of the sculptures be a tribute to teachers. With the key theme, the tribute to teachers could be a larger than life key to Ithaca.



## PR Tactics: Sponsorships

To enhance the event with free gift donations and to carry some of the cost of promotional materials, we suggest looking for sponsorships from several teacher related stores and websites. The sponsorships of local shops on The Commons and all over Ithaca will be crucial to the success of the event. Target, A.C. Moore, Staples and Michaels will all be potential local, yet state-wide sponsors for the event. In addition to stores, several websites including Gryphon House, Teacherstorehouse.com, and Teach-nology.com, will all be contacted to run a variety of promotions and special discount offers in honor of *Winter Recess*.



# PR Tactics: Broadcast Opportunities

## Broadcast Opportunities

With a large list of broadcast opportunities and a limited number of staff, emphasis should initially be placed on contacting the media with the greatest potential to draw our target audience. Below is a summary of several possible major media targets.

### Network News or Local News

Generally network news runs programming that is of interest to a broader national audience.

*Winter Recess* is more regional based and thus local television news shows or community service programs are more likely to feature the program

- **WCBS-TV (New York City area):** has carried school and education related stories. No show in particular carries these stories, but it is part of their general local news broadcast.
- **NY1 News NY1 Cable television- (New York City area):** NY1 News is Time Warner's 24-hour news channel in New York City. Available exclusively on Time Warner Cable, NY1 covers the city's five boroughs with more than 25 full-time reporters. Both have a "weekend features" and travel programming.
- **News Channel 13 WNYT NBC 13- (Albany):** local station in the Albany area that has features including "Seasons in the Capital region " which focus on special local events taking place in the area- although this is outside of Albany the distance is not so great thus, the possibility of coverage. In addition there is a local news spot that might cover the event. Some education issues have been covered previously in the local news programming.
- **WXXA Fox 23 (Alfred):** morning show "Daybreak" features local community events.
- **News 12 (New York City):** local broadcast morning show and evening news that each contains local human interest stories.
- **News 2 WGRZ NBC 2 (Buffalo):** has a "What to do" feature on the WGRZ NBC 2.com site that reflects a similar feature on the television programming for events.



- **WXXI-TV 21 (Rochester PBS Station)**: WXXI broadcasts 12 hours of children's programming each weekday and educational, news and arts programming during primetime and weekend blocks.
- **WFXV Fox (Utica)**: has a "Teacher of the Week" program and a "Community Calendar" spot.

### Special Interest TV Programs

**"The Travel Channel"**: broadcast on many cable television networks. Programs focus on places of interest nationally as well as internationally.

### Radio Programs

Radio programs have the power to reach many people in a short amount of time even when they are traveling to and from work. Many news talk stations have a "local community programming" where a community event is featured or an "interview" format where a representative of the program could be interviewed. Similarly, many public radio stations have travel shows and educational programming that might be interested in focusing on the *Winter Recess* program.

- **NPR's All Things Considered**: This program is aired on almost all Public Broadcasting stations Monday through Friday at 4PM, plus Saturday and Sunday at 5PM. If we can get a story on this it would be great because broadcast occurs on almost all NPR Stations.
- **Northeast Public Radio WAMC FM 90.3 (Albany)**
  - ***Northeast Report and Northeast Report - Late Edition*** "are two half hour magazines of news and information, aired every weekday from 3:30PM-4:00PM just before All Things Considered... and again from 6:05PM - 6:30PM just before Marketplace. Northeast Report feature reports from WAMC News bureau chiefs...plus commentary, arts news and interviews, the latest weather forecast and an afternoon business wrap-up."
  - ***The Best of our Knowledge***: "Every day, faculty members at schools and universities throughout the world are making discoveries that shape our ways of thinking and redefine our understanding of today's knowledge-driven society. Since 1990, **The Best of Our Knowledge** has highlighted breakthroughs across disciplines and across the globe, putting you in touch with the men and women at the forefront of their fields. Each week, Co-host [Dr. Karen R. Hitchcock](#) examines some of



the issues unique to college campuses, looks at the latest research, and invites commentary from experts and administrators from all levels of education”.

- **WABC-AM 77 and its sister-station, 95.5 WPLJ-FM (New York City area) Community Calendar:** the station will support worthwhile organizations and community events in the Tri-State Area. “By submitting a PSA, the stations can help you promote social causes, government programs, nonprofit organizations, community service activities / events or relate information in the public interest. PSAs are run at no cost as they are non-commercial announcements. If you are working on a long-term public awareness campaign, an ongoing community project, or are seeking volunteers.”
- **WOR AM 710 (New York City area):** “*Travel Show with Arthur Frommer*” from noon -2 pm Sundays and the “*Morning Show*” both are good opportunities for our message. The Morning Show features a mix of local and national issues. It is possible to call in and give highlights of activities too and goes on during morning commute times.
- **WHAM AM 1180 (Rochester):** Wham 5:00 news hour often contains human interest of community stories.
- **News radio WSYR AM 570 (Syracuse):** The *Jim Reith Show* Monday –Friday 3:00PM - 7:00PM focuses on local community issues and events.



# PR Tactics: Media Tours

In order to spread the word about Winter Recess, we would set up broadcast media tours. Due to the limited staffing and budget, we would need to focus on doing these media tours in very local areas, such as Ithaca, Binghamton, Elmira, and Syracuse. Radio tours would optimally be during peak driving times to reach our audience. Some of the main outlets we could take advantage of would be:

- ICB- Ithaca College Radio Station
- Channel 34 News (Binghamton)
- 12 WBNG CBS (Binghamton)
- News Channel 36 (Elmira)
- 18 WETM NBC (Elmira)
- Regional News 62 (Elmira)
- News Radio WSYR AM 570 (Syracuse)
- CBS 5 WTVH (Syracuse)



# PR Tactics: Press Trips

Getting the media to Ithaca during the event is necessary to allow the stories to really reflect the spirit of the event and the surroundings. The following press trips revolve around the themes of culinary, recreational, music/theatre and kids/family events to cater to the interests of the representative/reporter.

## **Culinary**

- Host a chili cook-off including other activities, possibly have some of the teachers bands play music as well as craft competitions
- Possible cooking clinic for the teachers: Cajun cooking is one idea

## **Recreational**

- Bus trip to ski and snowboard @ Greek Peak
- Skating at Cass Park
- Snowmobiling at the ski mountain or other locations
- Late night bowling

## **Music/Theatre**

- Host a Teachers open mic along with battle of teacher bands
- "Homer's Odyssey" to be performed at Kitchen Theatre with 1 and 3 o clock matinees
- Sunday Jazz at Cornell University
- Free Concerts at IC with different famous musicians
- Stand up Comedy- Jeff Dunham @ State Theater

## **Kids/Family**

- Discovery Day Trail Programs for children of teachers
- Evening Kids Movies along with babysitting
- Tours of both Ithaca College and Cornell University
- Teacher Sunday brunch
- Bus trip to the Corning Museum of glass



# PR Tactics: Internet Presence

## Internet Presence

Considering the budget and wide reach of the PR for the event, internet will play a significant role in our efforts.

### Email Campaign:

**Interactive Email Invitation (E-vite):** You had mentioned that you liked the idea of an invitation to teachers. Well, considering the budget and the hopes of mass distribution, Schmeck believes that an interactive internet greeting-card style for the invitation would be an excellent option. This would allow for minimal cost, wide reach, and be more effective than simply email. Furthermore, it could be more effective than paper form because there would be a section where the teacher would be prompted to answer questions such as “Will you be attending? Are you interested? If not interested, why not? How will you be spending your break?” This type of interactive card will give instantaneous feedback and involve the teacher in the experience. Of course the website will be included in the invitation, leading the teacher to the desired center for information with a simple click. An option such as this connects the potential customer with all of the information and gives you the feedback you need to estimate the size of the event and better understand teachers. A special version will be sent to teacher association award winners.

**Interactive Email Thank You (E-thank you):** The interactive email thank you note is similar to the initial e-vite, but asks questions about the event such as “What was your favorite part? Would you come back?” The answers to these questions would help improve the event for the following year. Not to mention, it would provide supporting evidence that Ithaca appreciates visitors and moreover teachers. It also notifies teachers to check the website for pictures and to watch for the partial picture contest. This e-thank you will only be sent to those who attended. A different version will be sent to sponsors, administrators, associations, and unions.

### Support emails:

- Teachers in Ithaca schools will also receive an email about the *Reunite Over Recess* campaign.
- Countdown emails will be sent out to teachers very close to the event to remind them that they can still sign-up.
- An email directing teachers to check the website to see if they can see their friends during the event in the webcam: This email could be sent to all teachers to drive hits to the website during the event and cause teachers who did not attend to wish they had.



- An email directing teachers to check the website as soon as the event pictures are posted and the partial picture contest begins to guess the full image: This could also be sent to all teachers just so that they could check to see if they knew anyone whose picture was posted; therefore, sparking conversations in the lounges and classrooms.

**Resources to send emails out to:** The following sources will be our main target for the email campaign. However, the websites mentioned further below could be contacted along with the e-newsletters.

**New York State and Private Schools:**

From the school list obtained from the Associate Executive Director for Communications of the School Administrators Association of New York State, we could contact the principals and headmasters of the schools for their email addresses and the email addresses of the faculty and staff. We would contact the administrators first because the Executive Director for Communications said that there are no existing mass lists with emails because the New York State Educational Department does not use emails. Once we received the email addresses, we would proceed to send the e-vites and retain the lists for the support emails.

**New York State Teacher Association Listserves:**

New York State Association of Independent Schools  
New York State English Council  
New York State Middle School Association

These associations have listserves that could be targeted in an email campaign.

**Website Opportunities:**

- 21 New York State Teacher Associations: These associations all have websites with information for teachers within each discipline, and really serve as excellent resources. Although the majority of these sites appear to not have advertising, the webmaster should be contacted to see if there is an opportunity.
- New York State Council for Social Studies: What's New Posting: This posting is on the first page of this website and would provide a place for the *Winter Recess* event to be listed.
- New York State Association of Foreign Language Teachers: This association has a news ticker for events and announcements.



- New York State Retired Teachers- News Page: Another opportunity to post on the website of this association to reach teachers. Although retired, these teachers might have more time to attend the event and to make return trips.
- News Channels have Community Section/Calendar: Of the broadcast news outlets that Schmeck has chosen to target, several have community sections or community calendars. Through being in contact with these outlets, *Winter Recess* has a chance to be included on those pages.
- New York State Education Department Calendar of Events: Programs ranging from official NYSED events to museum presentations, it is very possible that the *Winter Recess* event could be featured here.
- Newyork.teachers.net: This site is specifically for teachers in New York State and is a networking tool for them. There are several chatboards and opportunities for live chatting in addition to a mailing list. This is an opportunity for *Winter Recess* to be not only the talk of the teacher's lounge, but of cyberspace too. Advertising is also an option on this site, although rates are not disclosed.
- www.lthacalovesteachers.com: By creating incentives to visit the event website, it could be picked up by teacher websites or linked to individual teachers' blogs. The website could become the premiere force in your internet efforts.

#### **New York State Teacher Association E-Newsletter Opportunities:**

New York State Art Teacher's Association: *NYSATA E-News*

New York State Reading Association: *ReAD E-Newsletter*

New York State Teachers of English to Speakers of Other Languages: *Dialogue*

Out of the 21 teacher associations, three have online newsletters. The event and press releases could be pitched to these publications for distribution in their newsletters with a wide membership base.



# Contingency Plan

If there is a blizzard, the following steps should be implemented so that the event can go on and people can still participate:

- Speakers will be moved to a central location.
- The times of the speakers will be moved to the time of the storm since out door activities will have to be delayed.
- All the teachers and participants of *Winter Recess* activities will be moved to an indoor location. The location would most likely be at Ithaca College or in the commons because of central location of both places. For example, the Hill Center at Ithaca College, the Ithaca Public Library, the Hilton in the Ithaca Commons, or the Holiday Inn in the Ithaca Commons.
- The Ice sculpting will be moved to the indoor location of choice, there will also be bus shuttles from the teachers' hotels to the indoor location of choice.
- During the blizzard there will be indoor activities offered to occupy the teachers and their families. These activities will include a hot cocoa contest, board games, books, and puzzle making. There will also be craft options such as jewelry making, or knitting lessons.
- There would also be a movie room set up in the indoor locations with movies to watch—both academic and non-academic. Generally the movies will be family friendly.
- Transportation to Ithaca for the *Winter Recess* could be delayed a day or two according to the forecast, and the weather prediction.
- The chili cook off will be moved to the indoor location.
- Also, instead of a wine tour at the winery, the winery could bring different selections and offer a wine tasting at the indoor location.
- The indoor locations would be decorated to look festive, this can be done in a matter of 45 minutes to hour.
- We should also have a plan if the blizzard delays flights and/or buses. This could be to bring the teachers in via another bus company, discounted car rentals, etc.



# Measurement and Evaluation

There are many ideas for how to measure the traffic, interest, and participation of this event.

- We are able to implement many of the ideas through web services and basic scanning of the separate events within Winter Recess.
- We need to realize that the amount of travel to the website and specifically to the Winter Recess site is vital. We must track that, however, knowing that many people will visit more than once.
- Return of coupon from website can also help determine the amount of traffic to the site.
- Responses to E-vites and E-thank you's should be an excellent way to measure teacher interest and satisfaction.
- A good way to track our media sources is to stay in close contact with them. Find someone from each source we send press packets to and make sure that we have strong relations with them.
- It is very important that whatever the media writes about the event, we have in our resources. We could make contracts with them, asking that if they write up anything on the event to please send it to us.
- To understand the opinions of the teachers and the people attending the event, it is clear that by the number of people in attendance at our sponsored mini events and by the number of people staying in the hotels, we can get a measurement for how many people attended throughout the week.
- Tracking information from hotels, flights, car rentals, the amount of people on the college campuses, the increase in revenue for local business and the amount of people using a bus transportation service, we can identify the range of tourism.
- On a smaller scale, we can poll groups of people at the end or during events and include surveys for them to fill out from the hotels or businesses. This survey could include a raffle prize and something donated as incentive for them to participate. The measurement and evaluation of such an event will be measured appropriately and accurately.



# Time Table

Throughout this whole process, it is necessary that we keep in contact with the media through varied story angles in the form of press releases. Tracking and evaluating our reach through the means enumerated in the measurement and evaluation section of our proposal is just as necessary as continuing to pitch. Also, continually seeking sponsorships and being receptive to sponsorship offers is important because as media coverage and buzz grows so will the list of interested parties.

## November

### Mid-

- Decide on umbrella theme
- Solicit and confirm Target as website coupon sponsor
- Solicit and confirm event sponsors, speakers, restaurants, and stores

### Late-

- **Launch [ithacalovesteachers.com](http://ithacalovesteachers.com) website with coupon**
- Contact New York State state and private school administrators for email lists and the contact information for publications coordinators
- Contact teacher websites and teacher association websites to:
  - Get listed on their calendar of events
  - Have a link on their site to be left on the site for the entirety of this campaign, and hopefully through next year for the next event
- Determine if any website advertisements will be used
- Send promotional materials to the New York State Association of Foreign Language Teachers Board of Regents Meeting
- Send promotional materials to the New York State Association for Supervision & Curriculum Development Jay McTighe Two Day Institute

## December

- Contact high school media outlets with new contact info
- Pitch to teacher association publications, both Internet and print

### Early-

- Contact IC and Cornell PR departments
- Produce PSA
- (4<sup>th</sup>-5<sup>th</sup>) New York State Association of Foreign Language Teachers Board of Regents Meeting
- (7<sup>th</sup>-8<sup>th</sup>) New York State Association for Supervision & Curriculum Development Jay McTighe Two Day Institute



**Mid-**

- **Launch e-mail campaign**
  - e-vites to listserves, unions, and teachers all over New York State
  - Special version sent out to teacher association award winners

**Late-**

- Pitch to media with extra zeal in order to have a spot in the first week in January
- **Begin media tours in response to e-vite buzz**
- **Invite Press to *Winter Recess***
- Schedule PSA's with station traffic directors

**January**

- **Air PSA's all month**

**Early-**

- **Launch *Reunite over Recess* campaign in Ithaca Schools**
  - emails to Ithaca teachers
  - flyers in schools
- Heavy media presence
- Media tours to support *Reunite over Recess* campaign
- Send promotional materials to the Science Teachers of NY State Executive Committee Meeting
- Send promotional materials to the New York State Association of Independent Schools 2007 Conference for Assistant Heads and Division Heads

**Mid-**

- Put up banner in Ithaca for event
- **(12<sup>th</sup> -13<sup>th</sup>) Science Teachers of NY State Executive Committee Meeting**

**Late-**

- **(24<sup>th</sup> -26<sup>th</sup>) New York State Association of Independent Schools 2007 Conference for Assistant Heads and Division Heads**
- Request/commission the teacher ice sculpture
- **Send countdown email to teachers**
- Collect gifts from sponsors

**February**

- **Air PSA's until event**

**Early-**

- **(2<sup>nd</sup>) New York State United Teachers Mathematics Institute**
- **(3<sup>rd</sup>) New York State United Teachers Literary Institute**
- Signs and promotional materials are distributed to restaurants, hotels, and other event sites
- Continue media tours
- Finalize press trips



#### Mid-

- **Event Begins**
- **Send emails out to teachers directing them to the webcam**
- Be prepared to execute contingency plan along with press releases and statements for if necessary for bad weather
- Have hidden photographer take pictures of those enjoying themselves
- Honor teacher award winners
- Pitch special human interest teacher stories, localized for the particular area of the media

#### Late-

- **Event ends**
- **Thank you e-vites**
- **Announce \$100 Raffle winner**
- Pitch special human interest teacher stories, localized for area
- Study feedback from e-thank you and e-vite

#### March

##### Early-

- Post pictures from events
- Send out emails to inform teachers of pictures

##### Mid-

- **Launch Partial Picture contest**
- **Send email to teachers to inform them of contest**
- Thank you email/contact to Teacher Associations, schools, and sponsors mentioning pictures and the partial picture contest

##### Late-

- Continue Partial Picture contest

#### April

##### Early-

- **Announce winners of Partial Picture Contest**
- Pitch this story to the media with a "thank you" angle

# Estimated Expenditures

The proposed budget for this project is between \$2,000 and \$5,000, closer to \$2,000. In our suggestions, we as an agency truly considered the nature of the budget and kept expenses as low as possible. The majority of this proposed budget consists of promotional items. Based on your decisions about the suggestions presented in the proposal, the budget will become more comprehensive to include advertising fees, PSA production costs, etc.

The prices for items below are rough estimates based on quotes and research. The costs may be overstated in this form because our plan is to lower the cost of promotional materials through sponsorships. A decision on the number of these items or the inclusion of these products in the campaign will then lead to the creation of a concrete budget.

- Flyers- (*Reunite Over Recess* Campaign) 1,000 black and white, colored paper ..... \$100
- American Express Voucher (Raffle for Attending Teachers) ..... \$100
- Webcam (Teachers at Play) Maybe we could get Staples to donate this item ..... \$50
- Bookmarks (for distribution) 20,000, high gloss card-stock, color, partner with Borders or Barnes and Noble of Ithaca to lower the cost ..... \$1,000
- *Winter Recess* Backgrounder 30 copies (roughly \$3.40 each) ..... \$102
- E-vite and E-thank you Production ..... \$500
- Tote bag 500 light-weight polypropylene, sponsors would get free advertising on the back or front of this bag ..... \$900
- Pencils- 5,000 one-color, perhaps a sponsorship from one of the teacher websites would help with the cost ..... \$750
- Banner- vinyl, multicolored text, depending on the decision of the location the size would vary and therefore so would the price ..... 4x15: \$250  
 ..... 4x8: \$128

\*A total of these figures would not be an accurate depiction of expenditures because we have yet to determine sponsor support and still need you to decide on the promotional materials you are interested in implementing into the campaign.



## Schmeck Staff Bios

### **MICHAEL LEE TANNENBAUM 2009, ITHACA COLLEGE**

Michael Lee Tannenbaum is transforming a childhood avocation into a professional career by majoring in sports media at Ithaca College. Taking courses in the many facets of media production, public relations, marketing, and event and facilities management, Michael is well prepared for a future career in the sports media field. A position within the management or marketing office of his favorite team, the Philadelphia Eagles, is a life-long goal that he is working towards achieving.

Mike enjoys attending Ithaca College, although it took awhile for this “southern boy” to get used to the weather in the winter. As a member of the Ithaca Bombers football team, Michael appreciates the need to be both physically and mentally fit. Mike’s organizational skills, determination, and focus have helped him maintain a successful academic and athletic career. In addition to sports, Mike volunteers as a coach to basketball and football youth leagues. Mike is a member of the Ithaca Hillel and in his spare time attends many of the lectures and musical productions on campus.

During the summer of 2006, Mike was an intern for the nationally known special events and marketing firm, Brotman –Winter- Fried Communications, in Washington, D.C. This internship provided him with a wealth of first-hand public relations experience. Projects included developing advertising, media relations, helping with media interviews, set up, and staffing the McDonald’s McSoccerfest, a local soccer tournament, The Capital Bastille Day Festival, The Booz Allen PGA Golf Classic, The NFL National Quarterback Club Dinner, The Washington Nationals special events programs, including the grand re-opening week activities and the “Paint the Town Red” campaign, and the Legg Mason Tennis classic. The internship at Brotman-Winter-Fried highlighted for Mike the need for dedication, creativity, and the writing and organization skills that are necessary for successful client and workload management.

Born on September 19, 1986, in Philadelphia, Pennsylvania, Mike spent his early childhood in Cherry Hill, New Jersey. In 1998, a change of jobs for his father brought the family to Fairfax, Virginia, where Mike earned an advance high school diploma at Fairfax High School. Mike played all four years on the high school football team and participated in recreational soccer and basketball teams as well. During high school he took several marketing courses and achieved a few awards and a letter in that subject. Although Mike’s heart remains in the Philadelphia area, living in the nation’s capital helped to develop his interest in history and government and sensitivity for people of many cultures.

Mike’s family includes his father, Jordan Tannenbaum, Executive Director of Development for the United States National Holocaust Museum and his mother, Fran Tannenbaum, a lawyer specializing in civil litigation. His sister, Rebecca is a high school senior who hopes to pursue a career in medicine. David, the youngest sibling, is 13 who is an expert in all aspects of history. The family includes a two-year old King Charles Cavalier Spaniel, named Cheerio. In his spare time, Mike likes to go fishing, traveling, and target shooting with his father, and participating in all types of sports. A good game of poker with visiting grandparents is also a favorite form of relaxation. Mike enjoys community work and when he is back in the Washington D.C. area he participates in the Pet on Wheels program and brings Cheerio to visit the elderly in various nursing homes in the area.



**CAITLIN CASTLE**  
**2009, ITHACA COLLEGE**

Caitlin Castle is a sophomore Integrated Marketing and Communications major at Ithaca College, pursuing minors in Health Communications and Spanish. Currently she is involved in News Radio, American Advertising Federation, and Publicity for Ithaca College Television. Caitlin cherishes the meaningful experiences she is having in Ithaca, but plans to take advantage of the affiliated exchange programs in London, Spain and Los Angeles. She hopes to have varied pre-professional internships while in college to determine the direction of her career, but as of now, she aspires to work in the field of public relations, specifically in the healthcare industry.

As a high school student, Caitlin attended Communications Arts High School, a magnet school with a curriculum focused on written, oral and visual communication. Through video editing courses and advanced technology classes, Caitlin discovered her love for the field of Communications. During this time, she held leadership positions, had an internship at the local news station, and competed at the high school and state level in tennis.

Outside of academia, Caitlin participates in many activities, but she especially enjoys playing tennis and swing dancing. Part of the enjoyment of tennis for Caitlin is teaching, and she has spent several summers as a tennis instructor. Volunteer work is also a great joy in her life and besides helping with community events, she knits for the children in local hospitals through an on-campus club that she co-founded. Her volunteer efforts even took her to the Dominican Republic recently, where she practiced Spanish and taught English.

Obviously traveling great distances does not intimidate Caitlin; Ithaca College is quite a long way from her beloved hometown of San Antonio, Texas. Caitlin's parents have been a part of the San Antonio medical community for over 20 years—her father as a pharmacist and her mother as a nurse. Therefore, her interest in healthcare comes from her parents' experience, but her desired profession comes from her background in communications. Her older sister also shares an interest in traveling and healthcare, and currently is studying Biology Pre-Pharmacy at Chaminade University in Hawaii.



**STEPHEN MCDONALD  
2009, ITHACA COLLEGE**

Stephen McDonald is a sophomore, sport media major, attending Ithaca College. During his freshman year at Ithaca many new, exciting, yet challenging experiences occurred in his life. He embraced the challenge of college and looked forward to developing a career in the area of sport media. During his first semester as a freshman he took many preliminary classes toward his degree such as; micro economics, business and professional communication, sport management, and sociology. As a requirement for first semester, he was required to partake in 30 hours of sport related field work, which has given him hands on experience outside the classroom, enabling him to see what consists in the sport industry.

As a part of his work experience, he volunteered with ISP sports, an internship that controlled all the marketing relations for Syracuse University Football. During the second semester of his freshman year his classes became a little more challenging, stressful, but still very interesting. His most memorable class that semester was Intro to Media Production. The class taught about the different components of television and radio that gave students hands on experience in a television studio. This class inspired him to pursue a career in television dealing with sport.

Before college, he attended Pine Bush High School in Pine Bush New York; this is a small town about an hour outside of New York City. During high school, he was involved in many clubs and activities which included his high school wind ensemble, jazz band, and varsity baseball team. Academically, he was part of the National Honor Society, and maintained a 3.8 GPA throughout his four years in high school.

Outside of school he enjoys a variety of activities and hobbies. He loves to play sports, or at least anything that is competitive, he enjoys pushing himself to the limit and admits to being an overachiever. His favorite sport to play and watch is baseball. His favorite Major League Baseball team is the New York Mets. His other hobbies include; playing the trumpet, which he did all four years at high school and played in Campus Band last semester. He also ski's in the winter, relaxes with friends, and enjoys exercising and keeping in good condition. His job experiences included working in the restaurant business waiting tables, and currently he is working in retail at Abercrombie and Fitch as a brand representative.

His family includes his mother, his grandmother and his brother, who live at home. His mother is a retired New York City Detective, and is currently an investigator for the Attorney Generals Office of the State of New York. His brother is currently a senior in high school and will be graduating in 2007. Support at home has been able to give him the opportunity to fulfill his goals and dreams and further his education. Because of that he is grateful and fortunate to have such a loving and caring family.

So far his life has been extraordinary. It has had its share of unfortunate events and it has also had its share of success. He look's forward to what lies ahead in his future and embraces the challenge of life.



**KAY COTTON**  
**2009, ITHACA COLLEGE**

Kay Lyn Cotton is a sophomore Integrated Marketing Communications major at Ithaca College. She has set many goals to accomplish during her undergraduate years here at Ithaca. She hopes to expand her knowledge and experience to many different types of classes while learning the communications field. Kay plans on working very hard to keep up her grades and pushing herself to grow as a person and a student. By doing so, she hopes to prepare herself for a future career in the field of advertising or public relations. She also wants to participate in diverse activities that the college has to offer, both pertaining to and outside of her major to learn new and interesting things while also meeting a variety of different people. She plans on partaking in the internship opportunities that Ithaca College has to offer, and hopefully that will include a trip to Los Angeles through the Ithaca College Los Angeles program.

Throughout high school Kay was involved with several extra curricular activities. As the president of the S.A.F.E club (Safer Actions From Education), she was able to take on a leadership role while promoting a cause that she felt passionate about. S.A.F.E is a peer education group dedicated to creating awareness about teenage pregnancy prevention. Kay was able to do presentations about healthy decision making, pregnancy and STD prevention, and sex in the media, among others in the High School and Jr. High health classes and in the community. Some other activities she participated in include a community service group called the HOPE club, her school's Spanish Club, and she also has been a student dance teacher at two different studios since the age of 13. The group most related to her education here would have to be as the public relations officer for the Class of 2005. In this role, Kay was in charge of advertising and organizing events and fundraisers for the class.

Kay has had a few jobs including teaching at two dance studios and a cashier position at Target stores. Currently, she is employed at Fulton Savings Bank as a teller while she is home from school. The job has taught her a lot about working with the public and because she has worked at several different branches of the bank. It has also taught her to work with many different types of personalities. This will help prepare Kay for a career in the future.

She grew up upstate in the small town of Fulton, New York. There she lives with her two parents and younger brother, Cameron. Outside of that, the rest of her family is very large and she really enjoyed growing up so close to so many of them.



**EMILY J. WHITE**  
**2009, ITHACA COLLEGE**

Emily Jean White was born on April 23, 1987 in Alfred, New York, and grew up in Freeport, Maine. Currently, Emily White is continuing her life in academe by attending her sophomore year at Ithaca College. This is White's returning year as an Integrated Marketing Communications Major, and the major has suited her well. Not to give up on her true passion, White has kept up with her musical ambitions through her band, Retrospecticus, in which she is the lead singer. The past summer has allowed White's music career to blossom through a CD, as well as many performances at restaurants and bars in Portland, Maine. Upcoming projects include a successful first semester at Ithaca College, and a few musical performances she will take part in with her band, Retrospecticus, this fall.

She graduated Freeport Middle School in 2001 and continued her academic career at Freeport High School where she was also a graduate by 2005. At a very young age, White proved to be outgoing and very ambitious. Through her middle and high school years of schooling, she was very active in both the academic and extracurricular activities her school had to offer. In high school White partook in a number of clubs such as her school mentor program, the art club, the YES club (a community service club), the Clarion (Freeport High's literary magazine) and the National Honor Society. Through these activities White was quickly known for her determined mind and extroverted personality.

Even though clubs took up a large portion of Emily White's free time, she didn't stop there. White was also a crucial member of two of Freeport High School's athletic teams. Through all eight years of both middle and high school, White played for both the varsity tennis and field hockey teams. Even though White proved to be less athletically talented as her teammates, she showed her true colors through discipline and boosting the teams' morale. This talent later helped her to achieve captain position for both sports during her senior year.

Always keeping busy, Emily White found herself as an active member in her communities' service programs, contributing to events such as a hunger strike for Oxfam, a humanitarian project in the Dominican Republic, and many walks for both the American Breast cancer Society and the Boys and Girls Clubs.

White joined the working world at the young age of 12, where she landed her first job as a sales associate at The Body Shop in downtown Freeport, Maine. Since then she has participated in many occupations ranging from food service, to entertainment, to retail, and even as a small business owner when she opened her own earring company, Earrings by EJW.

At the ripe age of five, Emily White found her comfort zone: the stage. Puzzling to friends and family as to where White's brave interest had sparked, she immediately became involved in activities including singing and theatre. Since then, White has been a member of many musical and theatrical productions. Finding a new passion for jazz music during her High school career, White was honored to be the highest scoring jazz vocalist in the state of Maine for three years in a row.



**MATHEW LEE**  
**2009, ITHACA COLLEGE**

Matthew Lee is currently an undergraduate in sports media at Ithaca College. His main goal as an undergraduate is to graduate with a minimum GPA of 3.0 and hopefully work in an internship which allows him to obtain a job which he desires right out of college. Ideally, he hopes to work for ESPN, but is not yet sure of which branch. He worked for the IC Sports Radio branch last year, and it was something which he found to be highly enjoyable. Matt could easily see himself working for ESPN radio the rest of his life if he is able to receive a job offer for it when he's done with school. Besides radio, Matt would also enjoy working for ESPN The Magazine, The Sporting News or Sports Illustrated. Over the next two years, Matt hopes to work at an internship which lets him decide what he thinks he would enjoy more. Right now he cannot decide, but being a sports fanatic, doing either is fine with him.

Matt was lucky enough to attend a fairly well known and established high school when he went to Farmington High School in Connecticut. Often ranked in or just outside the top 100 public high schools' in the country, Matt received a very good education which prepared him well for the college ranks. Matt played soccer his freshman year but did not the years after due to an injury suffered to his right quadriceps during the summer after freshman year was complete. However, he was involved in the band program all four High School years. His senior year, Matt became the first drummer from Farmington High in nearly twenty years to qualify for the Northern Regional band, and it was a very fulfilling experience for him despite falling short of qualifying for All-State.

Matt currently resides in Farmington, Connecticut with his family and has a vacation home in Sarasota, Florida. His parents are Gary and Patricia Lee, and he has three sisters: Elena is 26, Alison is 24 and Amy is 15. The Lee's also have a five year old Golden Retriever male named Trapper who manages to keep a smile on the face of everybody in the house under most any circumstances with his friendly attitude, and it seems to reflect on everybody else in the house.



**CHRIS MAGGIOLI**  
**2008, ITHACA COLLEGE**

Chris Maggioli is currently a junior at Ithaca College enrolled in the sport media program. While during the past two years college has seen Chris aspire to be many things, from a sports journalist to a radio personality to a sports sociologist. However Chris and one of his best friends Nick Dunlop recently pieced together a plan to create their own self-made sports restaurant business. With Chris's education in various types of media advertising and well rounded liberal education paired with Nick's business degree and first hand experience, the two appear to be well on their way to success.

Chris was involved in various activities throughout high school but none more so than soccer. As a defender Chris and the Gates Chili High School Spartans had an improbable run to the 2003 state championship after a mediocre 3-3 start. The team went on to finish 14-4-1 and first place in the state. Soccer never interfered with school work for Chris however, as he was an A/B student throughout high school and routinely found himself on the honor roll.

In addition to being a stellar athlete and an excellent student Chris also gained real life job skills during high school being employed in several run of the mill part time jobs. At his first employer, Papa Joe's Italian Eatery, Chris was a lowly bus boy, running around the dining area tending to customers every need in an effort to make more tips for the servers, which in turn meant more tips for him. When the job became mundane and the money was no longer flowing out of the customer's pockets and into his, Chris left Papa Joe's for a position at Delta Sonic Car Wash, drying customers cars after they went through the wash. Here Chris was making nearly \$70 in tips a day, but it was the life lesson that he learned which turned out to be most valuable. After working for 2 ½ years at the car wash and working for high end supervisors that didn't seem to care about anything but the almighty dollar, Chris left Delta Sonic during his sophomore year at Ithaca College. It was at that point that he realized he could never work for a big business where the people in charge cared more about the business than for his own well being. The idea of the sports restaurant business was born.

Chris went home and discussed the idea with his parents and went through every option in the book, from dropping out of school and starting from scratch to staying in school to become a member of the media as he originally planned. After much deliberation, Chris decided to stay in the same program at Ithaca College where he had yet to take many business related courses, and team with his friend Nick who would earn a business degree from Tompkins County Community College. The two of them got together and were hired at Shortstop Deli in Ithaca, where they learn the ins and outs of running a successful small business.

Chris was born and raised in Rochester, New York by his parents Mark and Nancee. He is the oldest of three children with two younger sisters, one 17 and the other 15. While he now lives on his own on Charles Street in downtown Ithaca, Rochester is never far from his mind as he takes great pride in being from the cities working class west side.



**HEATHER BUDMAN  
2007, ITHACA COLLEGE**

Heather Budman has risen in the ranking throughout her professional and collegial career, from eager student to talented professional intern at top studios. She is currently a senior Drama major attending the institution of Ithaca College and will be graduating in December of 2006. She plans to become an event coordinator for television studios, where she will organize the premiere and wrap parties for the company, along with after parties for the award ceremonies. After establishing herself in the business, she intends to open her own business for weddings and personal parties.

Besides entertainment, her second love is politics and leadership. Time spent at Ithaca College has been filled with Student Government Association meetings, School Advancement meetings, Volunteering for the Admission's Office and still having a love for theatre. She is very active in on-campus theatre troupes and departmental groups. Even having the time to be involved in the Park School of Communications films is something Heather is impassioned about. Activities will always be a large part of her college education.

She will be starting her future in the "city of angels" with five different professional experiences. Working on an independent film as an associate producer gave her an inside look at marketing, promotions and public relations. During that time, she was fortunate enough to have a professional internship with Sony Pictures Television Casting Department. Under their guidance, she learned the industry is more about give and take, not about getting exactly what you may need. Across the pond, Jeremy Zimmermann Casting exposed her to the film casting world and how to rise up in the ranks of an office space. Working as an assistant for Kaybee Productions, a Bollywood production company, she was able to take on more responsibility, even finalizing a budget. The first opportunity to work in the entertainment industry came from her hometown of Philadelphia. She was able to intern for a local casting agency called Diane Heery Casting, and gained knowledge of the field.

She knew at a young age that she would be connected to entertainment because of her love of the theatre. Acting, singing and dancing were routine for this high school girl. She wanted to make people smile and the stage was her tool. Smiling is what makes her happy, and she knew that when she smiled, someone smiled back.



# Supplements

## Survey

1. Does snow affect your decision to travel?

Yes/No

2. Have you ever been to Ithaca, NY before?

Yes/No

3. On a scale of 1 to 5, 5 being the most important, what is most important when planning a vacation?

Hotel accommodations

Car availability

Restaurant Availability

Events

Money

4. Is travel time an important factor when making a vacation decision?

Yes/No

5. I prefer to take my family with me when I go on a short weekend vacation

Yes/No

6. On vacation, do you prefer public or private transportation?

Private

Public

7. Do you prefer outdoor or indoor activities in the winter?

Indoor

Outdoor

8. True or False: When it is cold out, it is nice to get away with friends and do something different

True/False

9. I like to incorporate education with my vacations.

Yes/No

10. How much money are you willing to spend per day on a short vacation?

Less than \$100

Over \$100 but less than \$300

Over \$300