

Message Planner

Client: Sue Jennings Project: “From the Heart” (Westland College) Date File Opened: Jan. 10

Objective: We want people to contribute food and money to the food drive, and we want to
 What do you develop good public relations for the student association.
 want people to do?

5 W's

Who: Westland College Student Association
 What: is launching a food drive for free meals for the homeless they call “From the Heart”
 Where: at the Anodyne Shelter
 When: beginning January 14
 Why/How: to respond to the critical needs of homeless families in Turtle Bay

Key Ideas:

- Could become a national model for self-help programs.
- “From the Heart” = Valentine’s Day
- Appeal to people via hungry children
- Appeal to church-goers: practice what you preach —
- Appeal to labor organizations
- Mayor Jimmy Cline participating
- Need donations: food, money (more on reverse)

Visual: “What’s the Picture?”

Mayor Cline and Sue Jennings together, in chef’s hat and aprons; she’s stirring pot, he’s got a soup ladle.

Angle: “So What?”

The chief as chef: Mayor Cline puts on an apron and serves up food for the homeless, as part of the Westland students’ new community action program, which could become a national model.

Outline of Paragraphs:

- Lead: Mayor Cline lead (message)
- 2. Food drive kickoff & basic info
- 3. SJ: “From the Heart” symbolism
- 4. Mayor serves food at shelter
- 5. Students call for cash donations
- 6. SJ: Other civic groups can help
- 7. Where to send donations
- 8. about WCSA: SJ quote

“What’s the Headline?” Students act “From the Heart” with food drive to feed the homeless

Message: Westland College students are launching a food drive so they can begin a program of free meals for the homeless, every Tues. at the Anodyne Shelter. The free meals program, called “From the Heart” starts Valentine’s Day, Feb. 14, with Mayor Jimmy Cline in chef’s cap and apron, helping to serve food. They want food and cash donations — and they want other civic groups to pick up the other six days of the week. The students hope their program will become a national model for campuses in other communities.

More Key Ideas

- Mayor in attendance: apron, chef's cap
- Chef's cap = chief executive in chef's cap - chief/chef play on words
- Anodyne Shelter, 450 Eastlake Drive
- Address of Student Union for donations
- Sue Jennings = president of WCSA - need good quotes
- Barry Jackson = executive director of Anodyne Shelter = quote
- Other colleges do food drives? run soup kitchens? other social services?
- Key dates: press conf. Jan 14, 2pm
- food drive, Jan. 14 start date... continuous thereafter
- first dinner served Feb. 14, 4-7 pm. (every Tuesday thereafter)
- What kind of food collected? perishables?
- E.g. where would fresh milk be delivered? staples (non-perishables) only?
- thus, cash for perishables?
- Do we need volunteers?
- What's the menu going to be?
- How many homeless do we have in Turtle Bay? In Persimmon County? In Illinois? Background of problem since the layoffs at the factory.
- Who's involved? students, college admin? Anodyne, City Hall, others?
- Challenge to other civic organizations
- Can we get other civic orgs to attend press conf.? Do we want them?
- Can we get a Mayor's quote for the press release?
- Need background info on WCSA — size, mission, etc.
- Background info on Anodyne Shelter — how long have they been around?
- what do they do?
- What else does Anodyne Shelter do? previous food drives? successful?
- Celebrities available for other PR opportunities, photo ops, etc.?
- different local VIP each week?
- What other kinds of announcements needed? PSAs? Ads? Posters?
- Fliers? announcements at meetings, church services, etc.?
- How about inserts for church bulletins?
- At press conference: Sue Jennings = spokesperson.
- Anyone else? Jackson?