**C:\Users\Jess\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\6AED71SJ\MC900053182[1].wmfPublic Relations Gantt Chart &**

**Communication Confirmation Table**

* This is part of a 16 page public relations plan that was made for my Introduction to Public Relations class for Lumina Theatre.
* The assignment was to pick a North Carolina event that took place before 1920 and make a PR plan fitting that era. I chose Lumina Theatre which opened in Wrightsville Beach in 1905.
* I only included the Gantt Chart and Communication Confirmation Table because of the length of the paper. The Gantt Chart shows off my ability to schedule while the communication confirmation table basically summarizes the entire PR plan for Lumina Theatre.
* Being able to maintain a schedule and formulate an organized PR plan is a big part of what I foresee myself doing in the future in the public relations industry.

**Lumina Theatre 1905 Grand Opening**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | 1904 | 1905 | | | | | |
| Dec. | Jan. | Feb. | March | April | May | June |
| Meeting w/ Tide Water Power Co.(discuss advertising plans, budgets, target markets/key publics) |  |  |  |  |  |  |  |
| Price negotiation for grand opening |  |  |  |  |  |  |  |
| Town Hall Meeting in Wilmington(discuss impact of pavilion on city and involvement opportunities) |  |  |  |  |  |  |  |
| Committee meetings (once a month or as needed) |  |  |  |  |  |  |  |
| Research food/beverage suppliers |  |  |  |  |  |  |  |
| Research entertainment (budget, schedules) |  |  |  |  |  |  |  |
| Plan advertising/ Approve advertising plan |  |  |  |  |  |  |  |
| Order promotional items/ Receive promotional items (flyers, posters, etc.) |  |  |  |  |  |  |  |
| Drop promotional items in local business and surrounding Wilmington areas |  |  |  |  |  |  |  |
| Begin printing advertisements in local and surrounding newspapers (as well as larger out of state newspapers) |  |  |  |  |  |  |  |
| Plan event calendar for first month of opening (begin release on flyers and newspaper ads) |  |  |  |  |  |  |  |
| Meeting with Tide Water Power Co. ( discuss final expectations, rental and entry fees to public) |  |  |  |  |  |  |  |
| Hire staff (ticket collection, chaperones, servers, management) |  |  |  |  |  |  |  |
| Train staff |  |  |  |  |  |  |  |
| Meeting with staff about expectations for grand opening and special tasks |  |  |  |  |  |  |  |
| Opening of trolley line to Wrightsville Beach |  |  |  |  |  |  |  |
| Begin advertisements on trolley line |  |  |  |  |  |  |  |
| Order/ stock food and beverage |  |  |  |  |  |  |  |
| Begin decorating for Grand Opening (main focus on ball room) |  |  |  |  |  |  |  |
| Grand Opening (June 3)\* |  |  |  |  |  |  |  |

**Gantt Chart- Calendar**

**Communication Confirmation Table**

|  |  |  |  |
| --- | --- | --- | --- |
| **Key Public** | **Self-Interest** | **Primary Messages** | **Influentials** |
| **Upper-class Couples** | To be publicly recognized as a wealthy, in love couple, taking time away from their lives to display their love. To be entertained and to socialize with other wealthy couples. | “Bring that special someone in your life to Lumina Pavilion for a night of dancing and dining under the stars.” | The media, other men holding an upper-class status and wives of those men who have been told they are being taken there. |
| **Upper-class families** | The possibility of the parents being able to socialize and relax while their children engage in playtime with other children, a family vacation to get out of the surrounding cities, and entertainment. | “Get away to Lumina Pavilion where we have it all. Watch your children play on the white sandy beaches by day and enjoy our fabulous ballroom and casino by night.” | Other upper-class families planning trips and newspaper articles featuring the opening. |
| **Media** | The need to get more readers and to keep the existing members they have by offering up to date information about new and up and coming events. | “Lumina Pavilion is the biggest attraction on the east coast! Be the first to cover the monumental grand opening and watch your paper fly off the shelves!” | Any reader of their media, especially those that are dedicated purchasers. |

**Communication Conference Table Cont’d**

|  |  |  |  |
| --- | --- | --- | --- |
| **Key Public** | **Objectives** | **Strategies** | **Tactics** |
| **Upper-class Couples** | Achieve a 30% return rate of visitors in the upcoming season.  This public should generate 40% of total profit. | Provide a positive experience for guests through customer service  Encourage the selling of extra amenities such as food and beverages | Exceed guest expectations through knowledgeable staff, maintain initial attraction to the Pavilion, & advertise in areas that speak to these demographics. |
| **Upper-class families** | Achieve a 30% return rate of visitors in the upcoming season.  This public should generate 40% of total profit. | Provide trustworthy childcare.  Provide a positive experience for all family members.  Have amenities easily accessible and easy to use and understand. | Provide family discounts and discounts for children.  Provide bundle packages for swimwear rental and trolley tickets. |
| **Media** | Generate positive coverage in the media including:  -3 announcements in 3 months prior.  -10 reviews in the media in the year following the opening. | Create long lasting relationships with media outlets, such as local and regional newspaper companies. | Create a press release regarding the opening.  Offer media discounts.  Offer public Q&A with President of Tidewater Power Co. |