Judy's Hope

A senior creative project (HONRS 499)

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Abstract
With the exception of skin cancers, breast cancer is the most common cancer among women. According to the American Cancer Society, one out of every three women in the United States will be diagnosed with breast cancer. Improvements in breast cancer treatments and earlier detection have led to a decline in death rates. Currently, researchers are looking into the causes and risk factors of breast cancer in the hopes of one day finding a cure. Judy’s Hope is a fundraiser aimed at bringing awareness to the Muncie community about breast cancer research. All of the proceeds raised from the fundraiser are donated to the Indiana University Breast Cancer Research Center. I have included the public relations plan for Judy’s Hope and the communications tools that were produced and used to promote the event. An analysis of the plan also is included.
Acknowledgements
I would like to thank my partner, Michele Newsome, for working with me on this project. She was instrumental in the brainstorming process.

I also would like to thank Dr. Cheryl Bove for advising me through this project. She was extremely helpful in the brainstorming process.

Lastly, I would like to thank Steve Cebalt from Bottom Line Public Relations for proofreading my communications tools and for hosting my Web site.
Judy’s Hope public relations strategic plan
Judy Long was a divorced mother of two with a three-year-old granddaughter and a grandson on the way; she was a grandmother, a mother, a daughter and a sister. Judy was 42 years-old when she was diagnosed with breast cancer. She underwent chemotherapy and radiation treatments and a mastectomy. Unfortunately, two years after being diagnosed, Judy died on Feb. 26, 1988 at the age of 44.

Excluding skin cancers, breast cancer is the most common cancer among women. The cancer accounts for one in every three diagnosed females in the United States, according to the American Cancer Society Breast Cancer Facts and Figures 2005-2006.

Risk factors for breast cancer in women include age, family history (especially of first degree relatives such as a mother, sister or daughter), age at first full-term pregnancy, early menarche and late menopause. Other risk factors include postmenopausal obesity, use of postmenopausal hormones, alcohol consumption and physical inactivity.

White women have the highest incidence of breast cancer, followed by African-American women, Asian-American/Pacific Islander women, Hispanic/Latina women and American Indian/Alaska Native women.

According to the American Cancer Society, the best preventive strategy for breast cancer is to reduce known risk factors. The society recommends avoiding obesity and weight gain, increasing physical activity and minimizing alcohol intake.

Breast cancer can be treated with surgery, radiation therapy, chemotherapy, hormone therapy and/or monoclonal antibody therapy.

Since 1990, the death rate from breast cancer has declined. The American Cancer Society attributes this decline to improvements in breast cancer treatments and to early detection.

Current research is being done to find the causes/risk factors of breast cancer, prevention, early detection, treatments and quality of life.

At the Indiana University Cancer Center, several research projects are currently underway. The Center of Excellence for Individualization of Therapy for Breast Cancer focuses on individualized therapies. The study aims to develop technologies that will help doctors prescribe the right drugs to their patients to minimize side effects and maximize the drugs’ effectiveness.

In addition, the IU Breast Care and Research Center and the IU Cancer Center are collaborating with the IU School of Medicine Pharmacogenetics Center. By researching pharmacogenetics, researchers can study the many different genes that determine drug
behavior in cancer. This data then can be used to determine the best therapy for each patient that will provide the patients with the least side effects.

Another study at IU is the Friends for Life study, which is a collaborative effort between the IU Cancer Center and the Center for Pharmacogenomics. The study aims to identify the genes involved in the etiology and treatment of breast cancer.

- Judy’s Hope

Judy’s Hope is a fundraiser to raise money for breast cancer research. Proceeds from the event will be donated to Indiana University’s Breast Cancer Research Program. The fundraiser will take place Friday, Sept. 29, 2006 on Ball State University’s Lafollette Field and consists of a six-hour walk and a two-round Texas hold ‘em tournament. In addition, Becky Butts, the Coordinator of Community Education and Prevention at The Cancer Center at Ball Memorial Hospital, will provide a keynote speech.

**Fees:**

- Relay teams of 2-15 people: $10 per team
- Individuals who register for the relay: $5 per person
  Teams who raise $500 or more are refunded their registration fee.
- Texas hold ‘em tournament: $5 per person

**Schedule of events:**

- 5:00 pm  Registration begins
- 5:30 pm  Texas hold ‘em registration
- 6:00 pm  Opening statements, first lap
- 6:15 pm  Keynote speaker
- 6:30 pm  Texas hold ‘em tournament starts
- 11:45 pm  Congratulations and closing statements

- Public relations program goals

To increase awareness of the need for breast cancer research
To achieve a participation goal of 200 people
To raise $500 in donations
• Public relations plan

**Target audience 1:** Ball State University students  
**Key messages:** We care, service  
**Objective:** To secure 100 participants by September 29, 2006

**Strategy 1:** To increase awareness of the event through grassroots efforts  
**Tactic 1:** Speak to Interfraternity Council and Panhellenic Council  
**Tactic 2:** Write and distribute letters and fliers to all residence hall assistants  
**Tactic 3:** Write and distribute letters to all student organizations  
**Tactic 4:** Send E-mails to all Honors College students through the Honors College  
**Tactic 5:** Submit the fundraiser for inclusion on the 2006-2007 academic calendar  
**Tactic 6:** Submit the fundraiser for inclusion on the Honors College Web site  
**Tactic 7:** Design and place fliers around campus  
**Tactic 8:** Set up information/registration table in the Art and Journalism building  
**Tactic 9:** Create a Web site

**Strategy 2:** To increase awareness of the event through student media  
**Tactic 1:** Write and distribute press releases to student television station, radio station and newspaper

**Evaluation:** Total the number of received registration forms received each day, starting August 15, 2006, and compare to the 100 participant goal
Target audience 2: Muncie businesses
Key messages: We care, status, economic benefit
Objective: To secure $250 in donations by September 15, 2006

**Strategy 1:** Solicit donations from business owners/managers
  **Tactic 1:** Write and distribute sponsorship letters to local businesses

**Strategy 2:** Increase awareness of the event through the local media
  **Tactic 1:** Write and distribute press releases to local radio stations and newspapers
  **Tactic 2:** Submit the fundraiser for inclusion on radio stations’ community calendars

**Evaluation:** Tally received donations once a month and compare to the $250 goal
Target audience 3: Local survivors of breast cancer and their family and friends

Key message: Progress

Objective: To secure 25 participants by September 29, 2006

Strategy 1: Increase awareness of the event through grassroots efforts
  Tactic 1: Design and distribute flyers to the Ball Cancer Center
  Tactic 2: Create a Web site

Strategy 2: Increase awareness of the event through the local media
  Tactic 1: Write and distribute press releases to local radio stations and newspapers
  Tactic 2: Submit the fundraiser for inclusion on radio stations’ community calendars

Evaluation: Total the number of registration forms received each day, starting August 15, 2006, and compare to the 25 participant goal
Target audience 4: Local religious service attendees
Key message: We care, community
Objective: To secure 75 participants by September 29, 2006

Strategy 1: Increase awareness of the event through grassroots efforts
  Tactic 1: Write and distribute letters to local churches
  Tactic 2: Create a Web site

Strategy 2: Increase awareness of the event through the local media
  Tactic 1: Write and distribute press releases to local radio stations and newspapers
  Tactic 2: Submit the fundraiser for inclusion on radio stations’ community calendars

Evaluation: Total the number of registration forms received each day, starting August 15, 2006, and compare to the 75 participant goal
• Program implementation plan

Assignment of responsibilities:

All strategies and tactics are to be handled by the public relations coordinator

Schedule:

November 2005:
   Send out donation letters to celebrities

March 2005:
   Submit fundraiser for inclusion on the 2006-2007 university calendar

Early August 2006:
   Launch Web site
   Solicit donations from local businesses

Late August 2006:
   Speak to Greek organizations
   Send letters to residence halls, student organizations, and area churches
   Submit the fundraiser for inclusion on radio station community calendars
   Submit request to place the fundraiser on Honors College Web site

Early September:
   Place fliers around campus and at Ball Cancer Center
   Set up information/registration table in AJ
   Send out press releases to campus and Muncie media
   Send out an E-mail to all Honors College students

Late September:
   Send out press releases to campus and Muncie media
   Send out an E-mail to all Honors College students

• Post campaign evaluation

Compare total donation amount received to $500 goal
Compare total number of participants to 200 participant goal
Target audience 5: Most popular celebrities from a student poll
Key messages: We care, benevolence
Objective: To secure 25 autographed photographs by September 29, 2006

Strategy 1: Solicit donations from celebrities
   Tactic 1: Write and distribute letters to celebrities

Evaluation: Total the number of received photographs once a month and compare to the 25 autograph goal
Distribution lists
Media list

Ball State media

**Ball State Daily News**
Erin Moody
News Editor
AJ 278
Ball State University
Muncie, IN 47306
Phone: (765) 285-8255
E-mail: news@bsudailynews.com

**NewsLink**
Chris Bavender
Managing Editor
NewsLink Indiana
BC 131
Ball State University
Muncie, IN 47306
Phone: (765) 285-9300
E-mail: news@newslinkindiana.com

**WCRD 91.3 FM**
Rich Swingley
Faculty advisor
BC 194Q
Ball State University
Muncie, IN 47306
Phone: (765) 285-2984
E-mail: rswingley@bsu.edu

**WBST 92.1 FM**
Brian Beaver
Senior News Correspondent
2000 W. University Ave.
Muncie, IN 47306
Telephone: (765) 285.5888
E-mail: bmbeaver@bsu.edu
Muncie media

Muncie Star Press
Gail Koch
Education reporter
The Star Press
P.O. Box 2408
Muncie, IN 47307-0408
Phone: (765) 213-5827
E-mail: gkoch@muncie.gannett.com

WLBC 104.1 FM
Tom Hammond
News Director
800 East 29th Street
Muncie, IN 47302
Phone: (765) 288-4403
E-mail: wlbc.studio@bybradio.com

WMDH 102.5 FM
1134 West State Road 38
PO Box 690
New Castle, IN 47362
Phone: (765) 529-2600

WERK 101.7 and 104.9 FM
9821 S County Road 800 W
Daleville, IN 47334
Phone: (765) 378-2080
E-mail: werkstudio@werkradio.com

Miscellaneous media

Decatur Daily Democrat
Robert Shraluka
Managing Editor
The Decatur Daily Democrat
P.O. Box 1001
141 S. Second St.
Decatur, IN 46733
Phone: (260) 724-2121
E-mail: dailydemo@decaturdailydemocrat.com
Muncie business list

909 Grille
909 N. Wheeling
Muncie, IN 47304

Applebee’s
1423 W. Mcgalliard Rd.
Muncie, IN 47304

Carlos O’Kelly’s
511 W. Mcgalliard Rd.
Muncie, IN 47303

Cheeseburger in Paradise
1705 W. Mcgalliard Rd.
Muncie, IN 47304

Discount Den
1801 W. University Ave.
Muncie, IN 47303

Dragon Slayer
2801 N. Wheeling Ave.
Muncie, IN 47303

Gaddis Chrysler Dodge
1717 N. Wheeling Ave.
Muncie, IN 47303

Great Sounds
814 E. Mcgalliard Rd.
Muncie, IN 47303

Greek’s Pizzeria
1600 W. University Ave.
Muncie, IN 47303

Ground Zero
1100 W. Mcgalliard Rd.
Muncie, IN 47303

Jimmy John’s
506 N. Martin Ave.
Muncie, 47303
Johnny Carino’s  
1101 W. Mcgalliard Rd.  
Muncie, IN 47303

The Little Havana Tobacco Cabana  
1612 W. University Ave.  
Muncie, IN 47303

Lucky Rabbit Tattoos  
611 1/2 E. Mcgalliard Rd.  
Muncie, IN 47303

Muncie Liquors  
801 N. Wheeling Ave.  
Muncie, 47303

Olive Garden  
304 W. Mcgalliard Rd.  
Muncie, IN 47303

Outback Steakhouse  
3501 N. Granville Ave.  
Muncie, IN 47303

Red Lobster  
223 W. Mcgalliard Rd.  
Muncie, IN 47303

Scotty’s Brewhouse  
1700 W. University Ave.  
Muncie, IN 47303

Starbucks  
701 W. Mcgalliard Rd.  
Muncie, IN 47303

Stoops Automotive Group  
4055 W. Clara Lane  
Muncie, 47304

The Locker Room  
1625 W. University Ave.  
Muncie, IN 47303
The MT Cup
1610 W. University Ave.
Muncie, IN 47303

The Pita Pit
509 N. Martin
Muncie, IN 47303

TIS College Bookstore
1717 W. University Ave.
Muncie, IN 47303

Victory Honda of Muncie
4901 W. Mcgalliard Rd.
Muncie, IN 47304
A House of Prayer for all People
2725 S. Hackley St.
Muncie, IN 47302

Agape Ministry
9701 N. Co. Road 450 W.
Muncie, IN 47304

Ambassadors of Christ
700 S. Madison St.
Muncie, IN 47304

Antioch Baptist Church
1700 E. Butler St.
Muncie, IN 47303

Assembly of God Church- Northside
711 W. McGalliard Road
Muncie, IN 47303

Berea Apostolic Church
1615 E. Williard St.
Muncie, IN 47302

Bethel AME Church
1020 E. Jackson St.
Muncie, IN 47305

Bethel United Baptist Church
301 N. Eastwood Ave.
Muncie, IN 47303

Bible Holiness Church
1100 E. 25th St.
Muncie, IN 47302

Blood-n-Fire
300 W. Madison St.
Muncie, IN 47305

Bradford Park Bible Church
6314 W. Penrod Road
Muncie, IN 47304
Calvary Baptist Church
1117 E. Jackson St.
Muncie, IN 47305

Christian Campus House
1411 W. Riverside Ave.
Muncie, IN 47303

Christian and Missionary Alliance Church
5601 W. Jackson St.
Muncie, IN 47304

Christ Temple Ministries
654 N. Jefferson St.
Muncie, IN 47305

Church of Christ
301 N. Calvert Ave.
Muncie, IN 47303

Church of Christ
1704 E. 23rd St.
Muncie, IN 47302

Church of God
701 Kirby Ave.
Muncie, IN 47302

Church of God MT
2120 E. 26th St.
Muncie, IN 47302

Church of Jesus Christ of Latter-Day-Saints Chapel
4800 W. Robinwood Drive
Muncie, IN 47304

Church of the Nazarene
2417 W. 8th St.
Muncie, IN 47302

Church of the Nazarene
3500 W. Fuson Road
Muncie, IN 47302

Church of the Nazarene
4600 N. Wheeling Ave.
Muncie, IN 47304

**College Ave. United Methodist Church**
1968 W. Main St.
Muncie, IN 47303

**Cowan Christian Church**
9600 S. Colfax
Muncie, IN 47302

**East 18th St. Wesleyan Church**
1904 E. 18th St.
Muncie, IN 47302

**Eden United Church of Christ**
11205 N. St. Road 3
Muncie, IN 47303

**Fairlawn Church of Christ**
6108 W. Bethel Ave.
Muncie, IN 47304

**Fig Tree Ministries**
501 S. Tillotson
Muncie, IN 47304

**First Church of the Nazarene**
3101 N. Benton Road
Muncie, IN 47304

**First Presbyterian Churches USA**
1400 W. Riverside Ave.
Muncie, IN 47303

**Full Gospel Temple**
212 W. 7th St.
Muncie, IN 47302

**Gethsemane United Methodist Church**
1201 W. McGalliard Road
Muncie, IN 47303

**Glad Tidings Church**
3001 S. Burlington Drive
Muncie, IN 47302
Grace Baptist Church
6401 W. River Road
Muncie, IN 47304

Grace Episcopal Church
300 S. Madison St.
Muncie, IN 47305

Greater Grace Apostolic Church
319 W. Howard St.
Muncie, IN 47305

Hazelwood Christian Church
1400 W. University Ave.
Muncie, IN 47303

High St. United Methodist Church
219 S. High St.
Muncie, IN 47305

Holy Trinity Lutheran Church ELCA
900 W. White River Blvd.
Muncie, IN 47303

The Jar Community Church
520 W. Main St.
Muncie, IN 47305

Lighthouse of Jesus Christ
8116 W. Jackson St.
Muncie, IN 47304

Living Waters Church
2009 N. Granville Ave.
Muncie, IN 47303

Lutheran Campus Ministry
626 N. Martin Ave.
Muncie, IN 47303

Midtown Church of Christ
901 E. Willard St.
Muncie, IN 47302

Morning Star Church
2000 S. Hoyt Ave.  
Muncie, IN 47302

**Mt. Olive Church of God in Christ**  
821 S. Hackley St.  
Muncie, IN 47302

**Mt. Zion Baptist Church**  
820 S. Penn St.  
Muncie, IN 47302

**Muncie Church of God**  
8821 W. Bethel Ave.  
Muncie, IN 47304

**New Liberty Baptist Church**  
1615 N. Elgin St.  
Muncie, IN 47303

**New Testament Christian Ministries**  
6207 W. Taylor Road  
Muncie, IN 47304

**Northside Church of the Nazarene**  
3801 N. Wheeling Ave.  
Muncie, IN 47304

**Old Town Hill Baptist Church**  
3000 S. Burlington Drive  
Muncie, IN 47302

**One Accord Tabernacle**  
2009 N. Manring Ave.  
Muncie, IN 47303

**Paramount Community Gospel Church**  
1405 W. Willard St.  
Muncie, IN 47302

**Pentecostal Tabernacle**  
1201 W. Memorial Drive  
Muncie, IN 47302

**Presbyterian Churches USA**  
1400 W. Riverside Ave.  
Muncie, IN 47303
River of Life  
5350 W. Bethel Ave.  
Muncie, IN 47304  

Riverside Ave. Baptist Church  
3700 W. Riverside  
Muncie, IN 47304  

St. Francis of Assisi- Newman  
1200 W. Riverside Ave.  
Muncie, IN 47303  

St. Lawrence Church  
820 E. Charles St.  
Muncie, IN 47305  

St. Mary's Church  
2300 W. Jackson St.  
Muncie, IN 47303  

Shaffer Chapel AME Church  
1501 E. Highland Ave.  
Muncie, IN 47303  

Shawnee Heights Baptist Church  
1600 E. Fuson Road  
Muncie, IN 47302  

Southside Church of the Nazarene  
3500 W. Fuson Road  
Muncie, IN 47302  

The Spiritual Israel Church  
915 E. Memorial Drive  
Muncie, IN 47302  

Union Baptist Church  
1103 N. Macedonia Ave.  
Muncie, IN 47303  

Union Chapel  
4622 N. Broadway Ave.  
Muncie, IN 47303  

United Chapel United Methodist Church
4622 N. Broadway Ave.
Muncie, IN 47303

United Methodist Church
1711 W. Jackson St.
Muncie, IN 47303

United Pentecostal Church
6460 E. Jackson St.
Muncie, IN 47303

University Christian Church
2400 N. Nebo Road
Muncie, IN 47304

Wesleyan Church
1440 W. Memorial Drive
Muncie, IN 47302

Wesleyan Church
1500 W. Cowing Drive
Muncie, IN 47304

Westminster Presbyterian Church
2801 W. Riverside Ave.
Muncie, IN 47304

Word of Life Christian Church
1401 E. Kirby Ave
Muncie, IN 47302
Celebrity mailing list

Andre Agassi
c/o SFX Tennis
2665 S. Bayshore Drive Ste. 606
Coconut Grove, FL 33133

Mario Andretti
John Caponigro Sports Management Network, Inc.
1668 Telegraph Road
Bloomfield Hills, MI 48302

Jennifer Aniston
c/o Brillstein-Grey Entertainment
9150 Wilshire Blvd. #350
Beverly Hills, CA 90212

Lance Armstrong
Lance Armstrong Foundation
PO Box 161150
Austin, TX 78716-1150

Drew Barrymore
c/o Endeavor Agency
Wilshire Blvd., 3rd Fl.
Beverly Hills, CA 90212

Evan Bayh
463 Russell Senate Office Building
Washington DC 20510

Halle Berry
c/o David Wirtschafter
William Morris Agency
151 El Camino Drive
Beverly Hills, CA 90212

Black Eyed Peas
c/o Interscope Records
2220 Colorado Ave.
Santa Monica, CA 90404

Kate Bosworth
c/o One Entertainment
9220 Sunset Blvd. Ste. 306
Los Angeles, CA 90069

**Amanda Bynes**
c/o Tollin/Robbins Management
10960 Ventura Blvd.
Studio City, CA 91604

**Mariah Carey**
Def Jam Records
825 8th Ave.
New York, NY 10019

**Jim Carrey**
PO Box 57593
Sherman Oaks, CA 91403

**Cast of CSI**
c/o CBS Television City
7800 Beverly Blvd. Room #18
Los Angeles, CA 90036

**Cast of Survivor**
Survivor Entertainment Group
9899 Santa Monica Blvd., PMB 2002F
Beverly Hills, CA 91522

**Cast of the Today Show**
c/o NBC TV Today Show
30 Rockefeller Plaza, Room 380E
New York, NY 10112-0002

**Dave Chappell**
c/o JL Entertainment
18653 Ventura Blvd. Ste. 340
Los Angeles, CA 91356

**Kenny Chesney**
Kenny Chesney Fan Club
PO Box 128558
Nashville, TN 37212

**Ciara**
c/o BMG Entertainment
1540 Broadway
New York, NY 10036
Kelly Clarkson
PO Box 240
Mansfield, TX 76063

Click 5
Wayne Sharp
Sharp & Focused Management
323 Broadway St.
Cambridge, MA 02139

Bill Clinton
15 Old House Lane
Chappaqua, NY 10514

George Clooney
c/o Creative Artists Agency
9830 Wilshire Blvd.
Beverly Hills, CA 90212-1825

Indianapolis Colts
7001 W. 56th St.
Indianapolis, IN 46254

Kevin Costner
PO Box 2759
Toluca Lake, CA 91610-0759

Sandra Day O’Connor
Supreme Court of the United States
One First St. N.E.
Washington, DC 20543

Cameron Diaz
c/o The Firm
9465 Wilshire Blvd., 6th Floor
Beverly Hills, CA 90212

Vin Diesel
c/o One Race Prod.
3940 Laurel Canyon Blvd. #839
Studio City, CA 91604

Hilary Duff
c/o Curtis Talent Management
9607 Arby Drive
Beverly Hills, CA 90210
Jimmy Fallon
c/o JL. Entertainment
18653 Ventura Blvd. Ste. 340
Los Angeles, CA 91356

Fall Out Boy
c/o Fueled by Ramen, Inc
PO Box 1803
Tampa, FL 33601

Will Ferrell
c/o Jimmy Miller
Mosiac Media Group
9200 Sunset Blvd.
Los Angeles, CA 90069

Sean Patrick Flanery
c/o Green Hasson and Janks
10990 Wilshire Blvd., 16F
Los Angeles, CA 90024-3929

Jeff Foxworthy
c/o Parallel Entertainment
9255 W. Sunset Blvd., Ste. 1040
Los Angeles, CA 90069

Richard Gere
c/o ICM
8942 Wilshire Blvd.
Beverly Hills, CA 90211-1934

Mel Gibson
c/o Spanky Tayler
3727 W. Magnolia, #300
Burbank, CA 91505

Green Day
c/o Warner Bros. Records Inc.
PO Box 6868
Burbank, CA 91510

Josh Groban
c/o Avnet Mgmt.
PO Box 570607
Tarzana, CA 91357
Tom Hanks
PO Box 5107
Phoenix AZ, 85010

Josh Hartnett
c/o Nancy Kremer Mgmt
4545 Morse Ave. Studio City,
Hollywood, CA 91604

Faith Hill
c/o Creative Artists Agency
3310 West End Ave., 5th Floor
Nashville, TN 37203

Lebron James
c/o Cleveland Cavaliers
Gund Arena
One Center Court
Cleveland, OH 44115-4001

Derek Jeter
c/o Yankee Stadium
161st St. and River Ave.
Bronx, NY 10451

Angelina Jolie
c/o Creative Artists Agency
9830 Wilshire Blvd.
Beverly Hills, CA 90212-1825

Michael Jordan
1 Magnificent Mile
980 N. Michigan Ave.
Chicago, IL 60611

Ted Kennedy
317 Russell Senate Office Building
Washington, DC 20510

Beyonce Knowles
c/o Creative Artists Agency
99830 Wilshire Blvd.
Beverly Hills, CA 90212

Anna Kornokova
2345 Lake Ave., Sunset Isle 3
Miami Beach, FL 33140

**Ashton Kutcher**
c/o Untitled Entertainment
Attn: Stephanie Simon
8436 W. 3rd St. Ste. 650
Los Angeles, CA 90048

**Linkin Park**
c/o The Firm
9465 Wilshire Blvd., 6th Floor
Beverly Hills, CA 90212

**George Lucas**
c/o Lucasfilm Ltd.
PO Box 2009
San Rafael, CA 94912

**Ludacris**
Island Def Jam South
1349 W. Peachtree St. Ste. 1960
Atlanta, GA 30309

**Richard Lugar**
306 Hart Senate Office Building
Washington DC 20510

**Peyton Manning**
c/o Indianapolis Colts
7001 W. 56th St.
Indianapolis, IN 46254

**John Mayer**
c/o Mick Management
157 Chamber St., 12th Floor
New York, NY 10007

**Tim McGraw**
c/o Creative Artists Agency
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Beverly Hills, CA 90212-1825

**Demi Moore**
c/o Creative Artists Agency
9830 Wilshire Blvd.
Beverly Hills, CA 90212-1825

Jason Mraz
PO Box 691502
Los Angeles, CA 90069

Jerry O’Connell
c/o 'Crossing Jordan"
NBC-TV
3000 W. Alameda Blvd.
Burbank, CA 91523

Jermaine O’Neal
c/o Indiana Pacers
125 S. Pennsylvania St.
Indianapolis, IN 46204

Shaquille O’Neal
c/o Miami Heat
American Airlines Arena
601 Biscayne Blvd.
Miami, FL 33132

Indiana Pacers
125 S. Pennsylvania St.
Indianapolis, IN 46204

Brad Paisley
c/o Arista Records Nashville
1400 18th Ave. S.
Nashville, TN 37212

Papa Roach
c/o Geffen Records
2220 Colorado Ave., 4th Fl
Santa Monica, CA 90404

Regis Philbin
955 Park Ave.
New York, NY 10028

Brad Pitt
c/o Special Artist Agency
345 N. Maple Drive
Beverly Hills, CA 90210
Natalie Portman
c/o Brillstein-Grey Entertainment
9150 Wilshire Blvd. #350
Beverly Hills, CA 90212

Julia Roberts
c/o Red Om Films
16 W. 19th St., 12th Fl.
York, NY 10011

Chris Rock
c/o Mosaic Media Group
9200 Sunset Blvd. 10th Floor
Los Angeles, CA 90069

Andy Roddick
1499 Las Casas Road
Boca Raton, FL 33433

Alex Rodriguez
c/o Yankee Stadium
161st St. and River Ave.
Bronx, NY 10451

Tim Russert
3124 Woodley Road, NW,
Washington, DC 20008

Adam Sandler
c/o Endeavor Agency
9601 Wilshire Blvd., 3rd Fl.
Beverly Hills, CA 90212

Arnold Schwarzenegger
Governor's Office
State Capitol Building
Sacramento, CA 92814

Sean William Scott
c/o United Talent Agency
9560 Wilshire Blvd. 5th Floor, Ste. 500
Beverly Hills, CA 90212

Will Smith
c/o Creative Artist Agency
9830 Wilshire Blvd.
Steven Spielberg  
c/o Creative Artists Agency  
9830 Wilshire Blvd.  
Beverly Hills, CA 90212-1825

Julia Stiles  
c/o Creative Artists Agency  
9830 Wilshire Blvd.  
Beverly Hills, CA 90212-1825

Ben Stiller  
c/o United Talent Agency  
9560 Wilshire Blvd. 5th Floor  
Beverly Hills, CA 90212

Sugarland  
c/o Gail Gellman Management  
23852 PCH #920  
Malibu, CA 90265

Charlize Theron  
c/o Spanky Taylor  
3727 W. Magnolia, #300  
Burbank, CA 91505

Rob Thomas  
FanBox20  
PO Box 7149  
San Francisco, CA 94120

Justin Timberlake  
WEG Music  
PO Box 590009  
Orlando, FL 32859

Shania Twain  
c/o Mercury Records Nashville  
54 Music Sq. E. Ste. 300  
Nashville, TN 37203-4386

Keith Urban  
c/o Flood Bumstead Mccready & Mccarthy  
PO Box 331549  
Nashville, TN 37206
Usher

c/o J Pat Management
3996 Pleasantdale Road Ste. 104A
Doraville, GA 30340

Vince Vaughn

15030 Ventura Blvd. #710
Sherman Oaks, CA 91403

Weezer

Attn: Karl Koch
PO Box #733
Derby, NY 14047

Robin Williams

MBS&T 345 N. Maple Drive, Ste. 200
Beverly Hills, CA 90210

Owen Wilson

c/o United Talent Agency
9560 Wilshire Blvd. 5th Floor
Beverly Hills, CA 90212

Oprah Winfrey

PO Box 909715
Chicago, IL 60690

Reese Witherspoon

c/o Management 360
9111 Wilshire Blvd.
Beverly Hills, CA 90210

Tiger Woods

International Management Group
Attn: Tiger Woods
IMG Center, Ste. #100
1360 E. Ninth St.
Cleveland, OH 44114

Xhibit

c/o Creative Artists Agency
Liza Foreman
9830 Wilshire Blvd.
Beverly Hills, CA 90212-1825
Communication tactics
JUDY'S HOPE
One step closer to finding a cure

Join us Friday, September 29, 2006 for a six-hour walk. The walk will take place at Lafollette Field on the Ball State University campus. All proceeds benefit the Indiana University Breast Cancer Research Center. The first 10 teams to register will receive a breast cancer awareness bracelet. Sign in begins at 5 p.m., and the walk begins at 6 p.m.

Rules:
• Teams should consist of 2 to 15 members.
• Each team should designate a captain.
• Team captains are required to attend a captain’s meeting. Date and time TBA.
• Registration fees are $10 per team.
• Teams who raise $400 or more are refunded their registration fee.
• All money raised should be turned in Friday, September 29, 2006.

Registration forms and entry fees are due Friday, September 22, 2006. Make checks payable to Judy’s Hope. Please complete and detach the form below and mail with payment to:

“Judy’s Hope”
c/o Michele Newsome
2700 N. Silvertree Lane Apt. 2A
Muncie, IN 47304

For more information, visit www.BallStateCancerWalk.org or contact Michele Newsome at mlnewsome@bsu.edu or Amy Rumschlag at alrumschlag@bsu.edu.

Yes, we’re interesting in participating in Judy’s Hope Friday, September 29, 2006 from 6 p.m. to midnight!

Team name: ______________________________________________________

Captain’s name: ___________________________________________________

Captain’s e-mail address: ___________________________________________

Team member names: ______________________________________________
_________________________________________________________________
Join us Friday, September 29, 2006 for a Texas Hold’em tournament. The tournament will take place at Lafollette Field on the Ball State University campus. Sign in starts at 5:30 p.m., and the tournament begins at 6:30 p.m. All proceeds benefit the Indiana University Breast Cancer Research Center.

Rules:
- Money will not actually be bet in the tournament.
- The winner receives a gift certificate from a participating restaurant.
- The tournament is a single elimination tournament.
- The winner receives a gift certificate from a participating restaurant.
- The maximum number of entries is 80 people.
- Registration fee is $5 per person.
- The deadline to enter is Friday, September 22, 2006.

Registration forms and entry fees are due Friday, September 22, 2006. Make checks payable to Judy’s Hope. Please complete and detach the form below and mail with payment to:

“Judy’s Hope”
c/o Michele Newsome
2700 N. Silvertree Lane Apt. 2A
Muncie, IN 47304

For more information, visit www.BallStateCancerWalk.org or contact Michele Newsome at mlnewsome@bsu.edu or Amy Rumschlag at alrumschlag@bsu.edu.

Yes, I’m interested in participating in the Judy’s Hope Texas Hold’em tournament Friday, September 29, 2006 starting at 6:30 p.m.!

Name: __________________________________________________________

E-mail address: __________________________________________________
JUDY'S HOPE
One step closer to finding a cure

Judy’s Hope is a fundraiser to raise money for breast cancer research. Proceeds from the event will be donated to Indiana University’s Breast Cancer Research Program. The fundraiser will take place Friday, September 29, 2006 on Ball State University’s Lafollette Field and consists of a six-hour walk, a two-round Texas hold ‘em tournament and a raffle. In addition, a keynote speaker from Cardinal Health will speak at the relay.

If you can’t join on Friday, September 29, 2006 please consider making an individual donation. Every donation helps research become one step closer to finding a cure for breast cancer.

Make checks payable to Judy’s Hope. Please complete and detach the form below and mail with donation to:

“Judy’s Hope”
c/o Michele Newsome
2700 N. Silvertree Lane Apt. 2A
Muncie, IN 47304

For more information, visit www.BallStateCancerWalk.org or contact Michele Newsome at mlnewsome@bsu.edu or Amy Rumschlag at alrumschlag@bsu.edu.

I will not be able to attend Judy’s Hope, but I would still like to make a donation.

Name: ________________________________________________

Address: ________________________________________________
_____________________________________________________________________________________________________
_____________________________________________________________________________________________________

E-mail address: ________________________________________________

Donation amount: ________________________________________________

In honor of (optional): ________________________________________________

In memory of (optional): ________________________________________________
Join us Friday, September 29, 2006 at Lafollette Field on the Ball State University campus for Judy's Hope. Judy's Hope is a breast cancer research fundraiser.

Gather a team and take part in a relay walk from 6 p.m. to midnight. Or try your luck in a Texas Hold’em tournament.

Prizes will be given away throughout the night. All proceeds will be donated to the Indiana University Breast Cancer Research Center.
Individual donations are welcome. Checks should be made payable to Michele Newsome. Donations may be sent to:

Judy's Hope
c/o Michele Newsome
2700 N. Silvertree Lane Apt. 2A
Muncie, IN 47304

Click here to download a donation form.

Texas Hold'em Tournament
- Registration fee is $5 per person.
- Money will not actually be bet in the tournament.
- The tournament is a single elimination tournament.
- The winner receives a gift certificate from a participating restaurant.
- The maximum number of entries is 80 people.
- The deadline to enter is Friday, September 22, 2006.
Each individual who participates in the walk or tournament will be entered for autographed photos from celebrities, including Charlize Theron, Pe Vin Diesel and many more.
Schedule of events

Who is Judy?

Download registration forms
5:00 to 6:00 p.m.  Walk registration
5:30 to 6:00 p.m.  Texas Hold'em registration

Contact us
6:00 p.m.  Opening statements, first lap
6:15 p.m.  Keynote speaker

Home
6:30 p.m.  Texas Hold'em tournament starts
10:15 p.m.  "In Honor of" names reading
10:30 p.m.  "In Memory of" names reading
11:45 p.m.  Closing statements
Who is Judy?

Judy Long was a grandmother, a mother, a daughter and a sister. She was 42 years old when she was diagnosed with breast cancer. Judy underwent chemotherapy and radiation treatments and a mastectomy. Unfortunately, Judy died February 26, 1988 at the age of 44.

Now, her granddaughter, who was only three years old when Judy passed away, is trying to prevent breast cancer from taking someone else's grandmother, mother, sister, daughter or granddaughter.
Attention resident assistants:

Looking for something to do with your residents? Join in the fight to cure breast cancer! Judy’s Hope is a breast cancer research fundraiser Friday, September 29 from 6 p.m. to midnight. All proceeds benefit the Indiana University Breast Cancer Research Program.

Gather your residents into a team(s) and sign up for the relay walk. Team members can campout and take turns walking around Lafollette Field.

- Teams must consist of 15 or less members.
- Registration fees are $10 per team.
- Teams who raise $400 or more are refunded their registration fee.
- The first 10 teams to register will receive a breast cancer awareness bracelet.
- Team captains are required to attend a captain’s meeting. Date and time are TBA.
- The deadline to register is Friday, September 22, 2006.

Or have your residents enter the Texas Hold’em tournament.

- Registration fee is $5 per person.
- Money will not actually be bet in the tournament.
- The tournament is a single elimination tournament.
- The winner receives a gift certificate from a participating restaurant.
- The maximum number of entries is 80 people.
- The deadline to enter is Friday, September 22, 2006.


If you or your residents can’t join us Friday, September 29, 2006, please consider having your floor make a donation. Every donation helps research become one step closer to finding a cure for breast cancer.

Make checks payable to Judy’s Hope and mail to:

“Judy’s Hope”
c/o Michele Newsome
2700 N. Silvertree Lane Apt. 2A
Muncie, IN 47304

For more information, visit www.BallStateCancerWalk.com or contact Michele Newsome at mlnewsome@bsu.edu or Amy Rumschlag at alrumschlag@bsu.edu.
Attention student organizations:

Looking for something to do with your members? Join in the fight to cure breast cancer! Judy's Hope is a breast cancer research fundraiser Friday, September 29 from 6 p.m. to midnight. All proceeds benefit the Indiana University Breast Cancer Research Program.

Gather your members into a team(s) and sign up for the relay walk. Team members can campout and take turns walking around Lafollette Field.

- Teams must consist of 15 or less members.
- Registration fees are $10 per team.
- Teams who raise $400 or more are refunded their registration fee.
- The first 10 teams to register will receive a breast cancer awareness bracelet.
- Team captains are required to attend a captain’s meeting. Date and time are TBA.
- The deadline to register is Friday, September 22, 2006.

Or have your members enter the Texas Hold' em tournament.

- Registration fee is $5 per person.
- Money will not actually be bet in the tournament.
- The tournament is a single elimination tournament.
- The winner receives a gift certificate from a participating restaurant.
- The maximum number of entries is 80 people.
- The deadline to enter is Friday, September 22, 2006.

Relay and Texas Hold' em tournament registration forms are available at www.BallStateCancerWalk.org. Forms must be turned in by Friday, September 22, 2006.

If you or your members can’t join us Friday, September 29, 2006, please consider having your organization make a donation. Every donation helps research become one step closer to finding a cure for breast cancer.

Make checks payable to Judy's Hope and mail to:

“Judy’s Hope”
c/o Michele Newsome
2700 N. Silvertree Lane Apt. 2A
Muncie, IN 47304

For more information, visit www.BallStateCancerWalk.com or contact Michele Newsome at mlnewsome@bsu.edu or Amy Rumschlag at alrumschlag@bsu.edu.
JUDY’S HOPE
“One step closer to finding a cure”

August 29, 2006

Dear Muncie business leader,

If you’ve been looking for a way to promote your business to Ball State University students, here’s your chance. For as little as $50, your business can sponsor a breast cancer research fundraiser, Judy’s Hope. The entire student body at Ball State will be invited to participate in the fundraiser. The event is being coordinated by two Ball State Honors College seniors.

Judy’s Hope will consist of a six-hour walk and a Texas Hold'em tournament. Becky Butts, the Community Education Coordinator with Cardinal Health at the Ball Cancer Center will give a keynote speech. All of the proceeds from Judy’s Hope will be donated to Indiana University’s Breast Cancer Research Program.

The fundraiser will be held Friday, September 29, 2006 from 6 p.m. to midnight at Lafollette Field on the Ball State University campus. Your generous sponsorship would be highlighted in the following ways.

For donations between $50-99:
- Your generous sponsorship noted in the event’s opening remarks
- Waiver of walk registration fees for up to 3 teams entered by your company

For donations of $100 or more:
- Company name included in promotional materials (This may include: press releases, newspaper advertisements, fliers, posters)
- Your generous sponsorship noted in the event’s opening remarks
- Waiver of walk registration fees for up to 5 teams entered by your company

You and any other representatives of your company would be welcome to attend Judy’s Hope so that we could thank you personally for your support.

Please call to let us know of your interest. You may reach us at (260) 223-1398 or (574) 551-5962. Or for more information, visit www.BallStateCancerWalk.org. We look forward to hearing from you. Thank you for considering this request.

Sincerely,

Amy Rumschlag
Public relations coordinator
Judy’s Hope

Michele Newsome
Event coordinator
Judy’s Hope

2700 N. Silvertree Lane Apt. 2A • Muncie, IN • 47304
Phone: (260) 223-1398 or (574) 551-5962
E-mail: alrumschlag@bsu.edu or mlnewsome@bsu.edu
www.BallStateCancerWalk.org
Dear religious leader,

If you've been looking for a way to get your congregation more involved in the community, here's your chance. Participate in Judy's Hope, a breast cancer research fundraiser.

Judy's Hope will consist of a six-hour walk and a Texas Hold’em tournament. Becky Butts, the Community Education Coordinator with Cardinal Health at the Ball Cancer Center will give a keynote speech. All of the proceeds from Judy’s Hope will be donated to Indiana University's Breast Cancer Research Program.

The fundraiser will be held Friday, September 29, 2006 from 6 p.m. to midnight at Lafollette Field on the Ball State University campus. Your congregation can participate in the fundraiser in the following ways.

Organize a team(s) to participate in the walk.
- Teams must consist of 15 or less members.
- Registration fees are $10 per team.
- Teams who raise $400 or more are refunded their registration fee.
- The deadline to register is Friday, September 22, 2006.

Participate in the Texas Hold’em tournament.
- Registration fee is $5 per person.
- Money will not actually be bet in the tournament.
- The winner receives a gift certificate from a participating restaurant.
- The deadline to enter is Friday, September 22, 2006.

Take up a collection at your services
- Checks should be made payable to Judy’s Hope.
- Donations may be sent to Judy’s Hope, c/o Michele Newsome, 2700 N. Silvertree Lane Apt. 2A, Muncie, IN 47304

For more information please call us at (260) 223-1398 or (574) 551-5962. Or visit www.BallStateCancerWalk.org. Registration and donation forms may be downloaded from the Web site. Thank you for considering this request.

Sincerely,

Amy Rumschlag
Public relations coordinator
Judy’s Hope

Michele Newsome
Event coordinator
Judy’s Hope
Dear Celebrity:

Breast cancer is the most common cancer found in women, excluding skin cancers, according to the American Cancer Society. However, each year more and more people are surviving the cancer. Breast cancer patients are benefitting from earlier detection and advancements in treatments. But more can be done.

That is why we are planning a breast cancer fundraiser, called Judy’s Hope, next September on the Ball State University campus in Muncie, Ind. The fundraiser is in memory of my grandmother, Judy Long, who died of breast cancer. Judy’s Hope will include a six hour walk and poker. Prize drawings will be held throughout the night.

However, we need your help to make the fundraiser a success. We’re not asking for a monetary donation or your time. We just ask that you send us an autographed photo of yourself that we could use in our prize drawings. A self-addressed stamped envelope is enclosed for your convenience.

All of the proceeds raised from Judy’s Hope will go towards breast cancer research.

We hope that you will help us with our fundraiser and become one step closer to finding a cure for breast cancer. Thank you for your time.

Sincerely,

Amy Rumschlag
Public relations coordinator
Judy’s Hope

Michele Newsome
Event coordinator
Judy’s Hope
JUDY'S HOPE
One step closer to finding a cure

What: 6-hour relay walk and a Texas Hold'em tournament
When: Friday, Sept. 29, 2006 from 6 p.m. to midnight
Where: Lafollette Field, in front of Worthen Arena, Ball State
Why: Proceeds benefit the Indiana University Breast Cancer Research Program

Relay team entry fee: $10 per team
Texas Hold'em entry fee: $5 per person

Visit www.BallStateCancerWalk.org for more information, or contact Michele Newsome at mlnewsome@bsu.edu or Amy Rumschlag at alrumschlag@bsu.edu.
TEXAS HOLD ‘EM TOURNAMENT
As a part of Judy’s Hope Breast Cancer Research Fundraiser

What: A Single Elimination Texas Hold ’Em tournament

When: Friday, Sept. 29, 2006 at 7pm

Where: Lafollette Field, in front of Worthen Arena, Ball State

Why: Proceeds benefit the Indiana University Breast Cancer Research Program

Who: ANYONE!!!

TEXAS HOLD ‘EM Buy In: $5 per person

Visit www.BallStateCancerWalk.org for more information and registration form, or contact Michele Newsome at mlnewsome@bsu.edu or Amy Rumschlag at alrumschlag@bsu.edu.
FOR IMMEDIATE RELEASE

Contact: Amy Rumschlag, (260) 223-1398

Note: For more information, visit www.BallStateCancerWalk.org

Ball State students organize fundraiser to fight breast cancer

MUNCIE – Judy Long was 42 years old when she was diagnosed with breast cancer. She underwent chemotherapy and radiation treatments and a mastectomy. Unfortunately, Long died February 26, 1988 at the age of 44.

Now, her granddaughter, who was only three years old when Long passed away, is trying to prevent breast cancer from taking someone else’s grandmother, mother, sister, daughter or granddaughter.

Long’s granddaughter Michele Newsome and Amy Rumschlag, both seniors at Ball State University, are planning a breast cancer research fundraiser Friday, September 29, 2006. The event, Judy’s Hope, is named after Long and will take place at Lafollette Field on the Ball State University campus from 6 p.m. to midnight. All proceeds will be donated to the Indiana University Breast Cancer Research Center.

“I want to do something to prevent breast cancer from taking someone else’s grandmother, mother, sister or daughter,” Newsome said. “I didn’t get the chance to know my grandmother. I don’t want someone else to be robbed of that opportunity.”

Judy’s Hope will consist of a six-hour walk. Teams of up to 15 people may enter. Registration fees are $10 per team. The first ten teams to register will receive a breast cancer awareness bracelet.

The event will also include a Texas Hold’em tournament. Registration is $5 per person. Money will not actually be bet in the tournament, but the winner will receive a prize.

The deadline to register for the walk or Texas Hold’em tournament is Friday, September 22, 2006. Registration forms are available online at www.BallStateCancerWalk.org. A registration table will be set up in the Atrium of the Art and Journalism building at Ball State from 10 a.m. to 4 p.m. Friday, September 8.

Individual donations are accepted. Checks should be made payable to Judy’s Hope. Donations may be sent to Judy’s Hope, c/o Michele Newsome, 2700 N. Silvertree Lane Apt 2A, Muncie, IN 47304.

“We’re confident that the money raised from Judy’s Hope will help researchers come a little closer to wiping breast cancer away forever,” Newsome said.

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FOR IMMEDIATE RELEASE

Contact: Amy Rumschlag, (260) 223-1398 or alrumschlag@bsu.edu.

- Note: For more information, visit www.BallStateCancerWalk.org

Ball State students organize fundraiser to fight breast cancer

MUNCIE – Ball State University seniors Michele Newsome and Amy Rumschlag are planning a breast cancer research fundraiser Friday, September 29, 2006. The event, Judy's Hope, will take place at Lafollette Field on the Ball State University campus from 6 p.m. to midnight. All proceeds will be donated to the Indiana University Breast Cancer Research Center.

Judy’s Hope will consist of a six-hour walk. Teams of up to 15 people may enter. Registration fees are $10 per team. The first ten teams to register will receive a breast cancer awareness bracelet.

The event will also include a Texas Hold’em tournament. Registration is $5 per person. Money will not actually be bet in the tournament, but the winner will receive a prize.

Registration forms are available online at www.BallStateCancerWalk.org.

Individual donations are accepted. Checks should be made payable to Judy’s Hope. Donations may be sent to Judy’s Hope, c/o Michele Newsome, 2700 N. Silvertree Lane Apt 2A, Muncie, IN 47304.

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FOR IMMEDIATE RELEASE

Contact: Michele Newsome, (574) 551-5962

- Note: For more information, visit www.BallStateCancerWalk.org
- Amy Rumschlag may be contacted directly at (260) 223-1398

Area college student organizes fundraiser to fight breast cancer

MUNCIE – Decatur native Amy Rumschlag is planning a breast cancer research fundraiser Friday, September 29, 2006. The event, Judy’s Hope, will take place at Lafollette Field on the Ball State University campus from 6 p.m. to midnight.

Rumschlag is a senior public relations major at Ball State University in Muncie. She is planning the fundraiser with her roommate, Michele Newsome. Newsome’s grandmother, Judy Long, died of breast cancer when she was 44. Judy’s Hope is named after Long.

“Michele and I are really excited about this fundraiser,” Rumschlag said. “We’ve been planning this fundraiser for more than a year now. We’re anxious to see how much money we can raise for breast cancer research. We know the money is going to a very worthwhile cause.”

Judy’s Hope will consist of a six-hour walk. Teams of up to 15 people may enter. The event will also include a Texas Hold’em tournament. Money will not actually be bet in the tournament, but the winner will receive a prize.

The deadline to register for the walk or Texas Hold’em tournament is Friday, September 22, 2006. Registration forms are available online at www.BallStateCancerWalk.org.

Individual donations are accepted. Checks should be made payable to Judy’s Hope. Donations may be sent to Judy’s Hope, c/o Amy Rumschlag, 2700 N. Silvertree Lane Apt 2A, Muncie, IN 47304.

All proceeds will be donated to the Indiana University Breast Cancer Research Center.

“Michele and I wanted to do this fundraiser because we want to make a difference,” Rumschlag said. “The money we raise from Judy’s Hope will help researchers come closer to finding a cure for breast cancer. We don’t want to see another family go through the loss of losing a loved one to this disease.”

For more information about Judy’s Hope, call Amy Rumschlag at (260) 223-1398 or e-mail her at alrumschlag@bsu.edu.

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FOR IMMEDIATE RELEASE

Contact: Amy Rumschlag, (260) 223-1398

-note: For more information, visit www.BallStateCancerWalk.org

Area college students raise $1,500 to fight breast cancer

MUNCIE – Ball State University seniors Michele Newsome and Amy Rumschlag have raised $1,500 for breast cancer research. The proceeds will be donated to the Indiana University Breast Cancer Research Center.

Newsome and Rumschlag organized a fundraiser called Judy’s Hope. The event consisted of a six-hour relay walk and a Texas Hold’em tournament. Judy’s Hope took place on Lafollette Field on the Ball State University campus.

“We are so happy to be donating this money to the Indiana University Breast Cancer Research Center,” Newsome said. “It’s such a worthy cause. We know this money will be put to good use.”

More than ten teams participated in the relay walk. Also, nearly 20 people took part in the Texas Hold’em tournament.

###
Amy Rumschlag

6:00 p.m.

Michele and I would like to thank you for coming tonight. We've spent a lot of time planning this event, and we are excited that the day is finally here. We're glad that each of you has decided to join us in our goal to help advance the research being done to help fight breast cancer.

This hasn't been any easy event to plan. We didn't know what we were getting ourselves into when we started planning this event. We underestimated the amount of time and effort it would take to pull this off, but we made it. Michele and I knew that it was important to make this fundraiser a success, and with your help, we have.

I'd like to thank our friends and families for their ideas, support and encouragement. I'd also like to thank our advisor, Dr. Cheryl Bove, for guiding us through all of our planning. We couldn't
have done this without her.

At this time, I'd like to invite my partner, Michele Newsome to the lecture.

<table>
<thead>
<tr>
<th>Time</th>
<th>Person</th>
<th>Event Description</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:05 p.m.</td>
<td>Michele Newsome</td>
<td><strong>Michele Newsome gives own remarks.</strong></td>
<td>Newsome takes lecture; Rumschlag takes seat on stage.</td>
</tr>
<tr>
<td>6:10 p.m.</td>
<td>Amy Rumschlag</td>
<td>Thank you Michele. And now it is my pleasure to introduce our speaker. Becky Butts is the Coordinator of Community Education and Prevention at The Cancer Center at Ball Memorial Hospital. She has been in this position for a little over 6 years. Her roles include increasing awareness about cancer in the community and educating adults and children about cancer prevention. Becky also oversees a number of free cancer screening programs at Ball Memorial Hospital. Becky has a degree in social work from Xavier University. Please join me in welcoming Becky Butts.</td>
<td>Rumschlag takes lecture; Newsome takes seat on stage.</td>
</tr>
<tr>
<td>6:12 p.m.</td>
<td>Becky Butts</td>
<td><strong>Becky Butts gives prepared speech.</strong></td>
<td>Butts takes lecture; Rumschlag takes seat on stage.</td>
</tr>
<tr>
<td>Time</td>
<td>Person</td>
<td>Text</td>
<td>Time</td>
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</tr>
<tr>
<td>6:27 p.m.</td>
<td>Amy Rumschlag</td>
<td>Thank you, Becky. We’re glad you could come and talk with us today. At this time we would like to honor the friends and family members who have battled with breast cancer.</td>
<td>Newsome and Rumschlag take lecture; Butts takes seat on stage.</td>
</tr>
<tr>
<td></td>
<td>Michele Newsome</td>
<td>We would like to honor breast cancer survivors: Glenda Beer, Cindy Myers, Mary Schanz and Cheryl Bove. And we want to remember those who have past on: Johanna Albus, Kim Hughes, Genevieve Lazeski, Dorcus Plumley, Maxine Sullivan and Judy Long. Please join us in a moment of silence as we honor these ladies. Now it’s time for our first lap of the night. Would all team members please join us on the track?</td>
<td></td>
</tr>
<tr>
<td>6:30 p.m.</td>
<td>Michele Newsome</td>
<td>At this time, we are going to start the Texas Hold’em tournament. Would all the participants take a seat at the tables set up in</td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Name</td>
<td>Event Description</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>8:30 p.m.</td>
<td>Amy Rumschlag/Michele Newsome</td>
<td>Now it's time to announce our first prize drawing winner. The person's whose name we call will be able to select the celebrity autograph of his choice. We'll be drawing names all night, so be listening for your name to be called. And the first winner is...</td>
<td></td>
</tr>
<tr>
<td>10:00 p.m.</td>
<td>Amy Rumschlag</td>
<td>It's time to announce another prize drawing winner. Would (NAME) please come to the stage and pick his/her prize.</td>
<td></td>
</tr>
<tr>
<td>11:50 p.m.</td>
<td>Amy Rumschlag</td>
<td>At this time, we would like to invite all the walkers to join in on the last lap.</td>
<td>Walkers take last lap around track.</td>
</tr>
</tbody>
</table>
Thank you for coming tonight and showing our support for breast cancer research. All of the proceeds we raised will be donated to the Indiana University Breast Cancer Research Center. This money will help researchers in their quest to finding a cure for the disease.

As you gather your things, please remember to clean up your campsite. Trash cans are located around the field.

Thank you again for showing our support for breast cancer research. We hope you have a safe trip home.
September 30, 2006

Buffalo Wild Wings
838 E. Mcgalliard Road
Muncie, IN 47303

Dear Buffalo Wild Wings,

Thank you very much for your generous support to Judy’s Hope. Without commitment from community members like yourself, this event would not have been possible. With your help, we were able to raise $1,500 for the Indiana University Breast Cancer Research Center. We appreciate the dedication Buffalo Wild Wings has to breast cancer research.

Sincerely,

Amy Rumschlag
Public relations coordinator
Judy’s Hope

Michele Newsome
Event coordinator
Judy’s Hope
Media log
<table>
<thead>
<tr>
<th>Date</th>
<th>Communication tactic</th>
<th>Sent to</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>09-01-06</td>
<td>Press release</td>
<td><em>The Decatur Daily Democrat</em></td>
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Decatur native to host breast cancer event on Ball State campus

Amy Rumschlag, a native of Decatur and a senior at Ball State University, has organized a fundraiser to fight breast cancer. The event, called Judy's Hope, will take place from 6 p.m. to midnight on Friday, September 29, at Lafollette Field on the BSU campus in Muncie.

Rumschlag, a public relations major, planned the fundraiser in coordination with her roommate, Michelle Newsome. Newsome's grandmother, Judy Long, died of breast cancer.

"Michelle and I are really excited about this fundraiser," said Rumschlag. "We've been planning it for more than a year now. We're anxious to see how much money we can raise for breast cancer research. We know the money is going to a worthwhile cause.

Judy's Hope will consist of a six-hour walk, during which teams of up to 15 people may enter. The event will also feature a Texas Hold 'em poker tournament. No money will be bet during the tournament, although the winner will receive a prize.

The deadline to register for the walk or the poker tournament is September 22. Registration forms are available on the Web at www.BallStateCancerWalk.org.

Individual donations are also accepted. Checks should be made payable to Judy's Hope.
Cancer walk to be memorial, thesis project

By GAIL KOCH

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MUNCIE — Ball State University senior Michele Newsome was three years old when her grandmother, Judy Long, died of breast cancer. Now, with help from her college classmate, Amy Rumschlag, Newsome is memorializing Long in a way she hopes benefits both cancer research and the Ball State community.

Newsome and Rumschlag have spent more than a year coordinating Judy's Hope, a breast cancer research fund-raising walk. The event, open to the public, is scheduled from 6 p.m. to midnight Sept. 29 at LaFollette Field, across from Worthen Arena. Registration for the walk and an accompanying Texas Hold 'Em tournament is due Friday.

"We've been trying to get the word out any way we can," Rumschlag said. "We're just hoping we'll be successful and have a good turnout."

Registration fees for the event are $10 a team, with teams of up to 15 people eligible to enter. Newsome said individuals who are interested in coming out to walk can do so as well. "We certainly don't want to turn anyone away."

The pair will also register walkers through the night of the event. The deadline is for eligibility to receive breast cancer awareness bracelets, which go to the first 10 teams that sign up.

Newsome said a Texas Hold 'Em tournament was added to the fundraising event "so that maybe more guys would want to come."

Registration for the poker tournament is $5 a person. Money will not actually be bet, but the winner does receive a prize, Long said. All proceeds received from the walk will be donated to the Indiana University Breast Cancer Research Center.

"It's been a lot more work than I thought it would be, but I know it's going to be worth in the end," she said.

Cancer walk

What: Judy's Hope, a breast cancer research fund-raising walk
Where: Ball State University's LaFollette Field, across from Worthen Arena
When: 6 p.m.-midnight Sept. 29
Cost: Registration is $10 a team. Individuals are welcome to come as well. The first 10 teams to register by Friday receive breast cancer awareness bracelets. A separate Texas Hold 'Em tournament will take place during the walk. Admission for the tournament is $5 a person.
On the Web: To register for the walk or to learn about how to donate, go online to www.ballstatecancerwalk.org.
CAMPUS

Seniors organize cancer walk
Judy's Hope created to breast cancer awareness

Andrew Schreiber • Staff Reporter

Some of Michele Newsome's earliest memories are of spending time with her grandmother before she died from breast cancer when Newsome was three years old. To prevent others from suffering the same loss, Newsome is raising money for breast cancer awareness and a cure.

Newsome and Amy Rumschlag, Ball State University seniors, are organizing Judy's Hope—a fundraiser that will take place today from 5 p.m. to midnight— to accomplish these goals.

"This is important to me because my grandmother was a very family-oriented person," Newsome said. "I wanted to do something that would help someone else not lose their grandmother to breast cancer at the age of three."

The women designed the project, which will fulfill their Honors College senior theses requirements, with the hope that students will get involved and carry out a message.

If there is a strong turnout and positive outcome, the event could become something that could happen in the future, Newsome said.

"I wanted something...that someone else could carry on over the years, hopefully another student that wants to be involved," she said.

Registration for the six-hour walk starts at 5 p.m. and registration for a three-round, single elimination, Texas Hold 'Em tournament starts at 5:30 p.m. The buy-in is $5. Opening statements and the start of the walk will be at 6 p.m.

Participants will receive awards and gifts, and the Texas Hold 'Em winner will receive a $50 gift certificate to Buffalo Wild Wings, Rumschlag said.

Throughout the evening, they will give out autographs from celebrities such as Peyton Manning, Jim Carrey, Mel Gibson and other athletes and stars. The duo sent out roughly 100 letters explaining the cause and they received 22 responses and 26 items.

"The main thing, though, is getting people out there, raising awareness and early detection of breast cancer," Rumschlag said.

Teams are made of two to 15 people, though individual participants can walk if they make a donation. People from both Ball State and Muncie communities are invited to participate. Eight of the 11 teams already signed up are comprised of students, Newsome said.

"I wanted to come up with something that no one had ever done before; and this does both things I wanted," she said. "It honors my grandmother and raises money for research."
Despite falling temperatures and looming clouds, about 65 people gathered at LaFollette Field Friday night for Judy's Hope, a fundraiser for breast cancer research until the weather broke the group apart an hour early. Students, family and faculty walked for five hours and played Texas Hold 'em poker to raise $1,500 and awareness for two Ball State University seniors' Honors College thesis. All the proceeds are going to the Indiana University Breast Cancer Research Center.

Before the event even started, Michele Newsome and Amy Rumschlag, program organizers, estimated they raised about $650 from people who could not attend the walk. While the two solicited donations from local businesses, the only people who donated were Starbucks employees, who donated out of their own tips. During Judy's Hope, people made donations in order to walk, to play poker or simply to support the fundraiser. By the end of the night, the total amount of money raised was $1,500.

The event started at 6 p.m. with a speaker from the Ball Cancer Center, then Newsome read names of people affected by breast cancer and ended the reading with a moment of silence.

The walk began with 34 people walking around the field. As the event continued, teams swapped out walkers, but the walk ended early because of bad weather. Many people left when it became cold and looked like it could storm.

What is breast cancer?
Breast cancer is an uncontrollable growth of breast tissue cells. The cancer may also involve the lymph node glands under the armpit. Some cells may form a benign tumor, meaning that it is not cancerous.

Risk factors
1. Being a female
2. If you have a family history of breast cancer in either your mother or aunts
3. Old age — 60 is the average age for breast cancer
4. High levels of estrogen — estrogen levels can be increased if you are obese or have children at a later age
5. A low dose of exposure to radiation — after being exposed to radiation, cancer cell can develop 10 to 50 years afterward
6. High fat in your diet
Analysis
I always knew that I wanted my senior thesis to relate to my major, public relations. I just wasn’t exactly sure how to combine the two. Then, fellow Honors College student Michele Newsome told me about her idea to hold a fundraiser for breast cancer research, which she called Judy’s Hope.

Up to that point, I had completed an internship with Bottom Line, a public relations firm in Fort Wayne. During my internship, I received experience in planning a public relations campaign, writing for the Web and working with the media. However, I did not get a chance to be involved in any special event planning, such as a fundraiser. At the same time, my public relations classes were teaching many of the same things that I had learned at my internship, including strategic planning, writing, and media relations. Like my internship experience, my classes did not offer the opportunity to learn about special event planning.

Michele and I decided to team up and work on Judy’s Hope together. Michele concentrated on planning the event, while I focused on its public relations. We decided that Judy’s Hope would consist of a six-hour walk and a Texas Hold’em tournament. We also decided that the fundraiser would include a prize drawing for everyone who participated. We wanted Ball State students as well as members of the Muncie community to participate in the fundraiser. My responsibilities as public relations coordinator for Judy’s Hope included promoting the event, getting teams to sign up for the walk, getting individuals to sign up for the Texas Hold’em tournament, and soliciting donations.
Goals

In my public relations classes, one of the first things we were taught about planning a public relations campaign was to set a goal. Michele and I did not know how many people to expect to attend Judy’s Hope. Our fundraiser was unlike any other that we knew of. I did not find any fundraiser like it in my research. I found several fundraisers that included relay walks, similar to Judy’s Hope, but none combined a walk with a Texas Hold’em tournament.

Michele and I knew that the Ball State Relay for Life was successful at getting people to attend. We had participated in the fundraiser in the past. However, Relay for Life benefited all types of cancer patients. The money raised through Judy’s Hope went to a specific cause, breast cancer research. We set a goal of having 200 people attend Judy’s Hope.

Michele and I also did not know how much money the fundraiser would raise. As I mentioned previously, I knew of no other fundraiser like Judy’s Hope. However, Michele and I thought that many people would be interested in the cause because they had a family member or friend diagnosed with breast cancer. After all, breast cancer is the most common type of cancer in women, excluding skin cancer. We decided to set a goal of raising $500 for the Indiana University Breast Cancer Research Center.

After setting our goals of getting 200 participants and raising $500, my next objective was to identify who would be most likely to participate in Judy’s Hope, called target audiences. I established five target audiences: Ball State students, Muncie businesses, local breast cancer survivors, Muncie churches and celebrities. I focused my communication efforts on these target audiences.
Target audience: Ball State students

My main target audience was Ball State students because Judy’s Hope took place on the Ball State campus. I wanted to get other Ball State students involved in the fundraiser. My goal was to have 100 Ball State students participate in Judy’s Hope.

I was taught in my public relations classes that target audiences should be easily identifiable and be simple to reach. For these two reasons, I focused my communication efforts on Greek organizations, residence halls, and student organizations on campus. I thought they were most likely to participate in Judy’s Hope.

I used several communication tactics in order to promote the fundraiser to Ball State students. First, I spoke to the Panhellenic Council, which consists of all of the sororities on campus. After speaking to the council, I sent multiple E-mails to each sorority president reminding them about the fundraiser. I planned on using the same strategy for the fraternities through the Interfraternity Council. After contacting the council and not hearing a response from it, I sent multiple E-mails to each fraternity president informing them of the fundraiser.

The results of the communication efforts are unknown. No teams representing the sororities or fraternities signed up for the walk. It is possible some members participated in the Texas Hold’em tournament. However, we did not ask the Texas Hold’em participants if they were affiliated with any organization on campus.

My next communication efforts were more successful. I sent letters to each resident hall assistant and student organization. Additionally, I sent fliers to each resident hall assistant to post in their floors. Nearly half of the teams registered in the walk
represented residence halls or student organizations, including teams from Schmidt first floor, Ball Bearings, College Republicans, Fencing Club, and Kappa Delta Pi.

I also targeted Honors College students. I sent multiply E-mails to all Honors College students. Judy's Hope was featured on the Honors College Web site. Several Honors College professors promoted the fundraiser to their students. The exact results of the communication efforts are unknown. Several Honors College students participated in the event, but they were part of teams representing other organizations.

I also used several other communication tactics in which all Ball State students would learn about Judy's Hope. First, Judy's Hope was included on the 2006-2007 academic calendar. The calendar was available to the public on the Ball State Web site. Next, I posted fliers around campus promoting the fundraiser. The fliers were posted in nearly all of the academic building on campus, including the Architecture Building, Art and Journalism Building, Arts and Communication Building, Burkhardt Building, Carmichael Hall, Cooper Building, North Quadrangle Building, Robert Bell Building, Teachers College Building, and Whitinger Business Building.

In addition, an informational table was set up in the Art and Journalism Building three weeks prior to Judy's Hope. The table was used to create awareness of the event, provide information and registration forms to interested persons, and to accept completed registration forms. I also created a Web site, www.BallStateCancerWalk.org, to provide information on the fundraiser. Furthermore, interested persons could visit the site and download registration forms. This eliminated the need to print registration forms and find places on campus that would make them available to students and other individuals to pick up.
Lastly, I sent out multiple press releases to student media, including the Ball State Daily News, NewsLink, WCRD, and WBST. Newslink aired an interview with Michele on its newscast NewsWatch. The Daily News printed a front page story about Judy’s Hope day of the event. The paper printed a front page follow-up story the following Monday. WCRD and WBST expressed no interest in the fundraiser. It’s not known if they covered Judy’s Hope. Looking back, I would concentrate on sending press releases to the Daily News, and not focus on the other media. Most Ball State students read the Daily News, but few watch NewsLink or listen to WCRD.

I looked into advertising the fundraiser in the Daily News and on the dining hall table tents. However, the advertising rates were expensive. I thought sending letters to the residence hall assistants and student organizations would be a more effective way of reaching those students than an advertisement. Furthermore, posting the fliers around campus could have provided as much exposure as any advertisement and the fliers cost less to produce.

It was difficult to determine whether I reached my goal of 100 participants. Some team switched members throughout the night. Other students came and went. However, I think I came close to reaching my 100 participant goal.

**Target audience: Muncie businesses**

I knew that the cost of putting on this fundraiser could be expensive, especially if I chose to advertise in local media. I decided to make local businesses my second target audience. I wanted to try to find a sponsor to cover the fundraiser’s expenses. The sponsorship would be mutually beneficial. The business would be mentioned in all
promotions we sent out, and we would be able to cover our costs without having to use any donations we received.

Unfortunately, I did not find a sponsor for Judy’s Hope. We delivered more than 25 letters to area businesses. I think that one reason many businesses did not choose to sponsor Judy’s Hope is because they get requests from nonprofit organizations all of the time asking for sponsorship. However, the employees at Starbucks donated their tips, which amounted to $118.

Furthermore, a few businesses offered to give us gift certificates, which we used as prizes for the Texas Hold’em tournament. Olive Garden donated $10 worth of gift certificates, Johnny Carino’s donated $30 worth of gift certificates, and Buffalo Wild Wings donated $50 in gift certificates.

I also sent out a press release to the Muncie Star Press. The paper published a story on Judy’s Hope nearly two weeks prior to the fundraiser. I received no response from the article.

The donations from the employees at Starbucks and the values of the gift certificates amounted to $208, just $42 short of my goal of $250. If I were to do things over again, I would not try to find a local business to sponsor Judy’s Hope. Instead, I would focus on soliciting prizes for the Texas Hold’em tournament. I would also concentrate on working with Starbucks again.

Target audience: Local breast cancer survivors

The next target audience I wanted to reach was local breast cancer survivors. I thought that they would be interested in the fundraiser and willing to participate. My goal was to have 25 breast cancer survivors take part in Judy’s Hope.
First, I posted fliers at the Ball Cancer Center. I also send out a press release to the Muncie *Star Press*. I also submitted the fundraiser to be included on the community calendars for local radio stations WLBC, WMDH, and WERK. The paper published a story on Judy’s Hope nearly two weeks prior to the fundraiser. In addition, I did an on-air interview with a WERK disc jockey five days prior to the fundraiser. I received no response from the fliers, newspaper article, radio interview, or calendar submissions. If I had to do it all over, I would discard this target audience and concentrate on getting participants from the Ball State community. If I had focused on the Ball State community more, perhaps more people would have attended.

**Target audience: Muncie churches**

Another target audience that I concentrated promoting the fundraiser to was Muncie churches. I wanted to have 75 church members participant in Judy’s Hope. I sent letters to nearly 75 local churches inviting them to participate in the fundraiser. I also send out a press release to the Muncie *Star Press*. The paper ran an article on Judy’s Hope, but local churches expressed no interest in the fundraiser. Looking back, I would discard this target audience and focus on getting Ball State students to participate in the fundraiser. The Ball State community was more responsive than any other target audience.

**Target audience: Celebrities**

The last target audience I concentrated on was celebrities. I came up with the list of most popular celebrities among college students through an E-mail survey. My goal was to receive 25 autographs. I sent letters to nearly 100 celebrities asking for autographed photos to use in a prize drawing. The response was great. I received 26
autographs from celebrities to use as prize drawings. A few celebrities sent multiple autographs.

If I were to do things over again, I would not have asked the celebrities for autographs. The cost of postage for the letters and return envelopes was high. Prizes could easily have been obtained from local businesses, such as gift certificates and coupons from restaurants, which were willing to donate the prizes.

Conclusion

I didn’t reach my goal of getting 200 to participate in Judy’s Hope. Some of my communication tactics worked, such as the letters to student organizations, while others failed, including my E-mails to fraternity and sorority presidents. Looking back, I would have concentrated on getting participants from Ball State. I would not target the Muncie community again. The time and effort I spent trying to promote the fundraiser to the Muncie community may have been better spent focusing on getting participants from the Ball State community.

Additionally, I would try to get local businesses to donate gift certificates and coupons to use as prizes for the Texas Hold’em tournament and in the prize drawing. Several businesses were willing to donate gift certificates, but none wanted to sponsor the event. I would not try to solicit autographs from celebrities. The cost was simple not worth it.

I surpassed my goal of raising $500. In fact, Judy’s Hope raised triple that amount. The fundraiser raised enough money, that after expenses, $1,500 was donated to the Indiana University Breast Cancer Research Center.
Throughout this whole planning process, I learned that event planning is a lot of work. I now realize why entire committees usually work on planning an event. I did not realize the amount of details Michele and I would have to complete in order to put on this fundraiser. Organization was essential to the fundraiser being successful. I had to plan everything in advance to make sure I did not forget something at the last minute.

Communication is important as well. Michele and I worked as a team. We had to keep each other informed of our progress to make sure everything that needed to be done was completed, and on time. In the end, although it was a lot of work, the time I spent working on Judy's Hope was worth it. I know that the money we raised went to a good cause and could potentially help millions of people who are suffering from breast cancer.