

CREATIVE PROJECT DESCRIPTION

CUSTOMER EXPECTATION & THE TECHNOLOGY/IMAGE EXPECTANCY GAP THEORY: CREATING A PUBLIC RELATIONS PLAN FOR AN EDUCATIONAL VIDEO PRODUCTION COMPANY

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PAGES: 129

FiveCore Media, a video production company owned by Goshen College, relies heavily on emerging video technology and software. But what happens when technology designed to make business better begins to work against an organization? The Technology-Image Expectancy Gap Theory concludes that media representations of technology may lead some people to set unrealistic expectations of what technology can provide. In turn, people may develop unrealistic expectations of service from those working in that industry. This theory points to the importance of helping publics form *realistic* expectations of technology. As the executive director of FiveCore Media, a video production company owned by Goshen College, this researcher proposed the creation of an integrated public relations plan designed to help publics develop a realistic expectation of FiveCore Media's services. The project included the analysis of in-depth case studies of production companies based on factors presented in James E. Grunig's Excellence Theory. The case studies consisted of interviews with managers of other college/university-owned video production and broadcast companies as well as the Goshen College VP of Marketing or Public Relations Director. Additional research was conducted through interviews with a non-educationally based professional video production company and non-college affiliated PR practitioners. Further analysis of video production opportunities came through a study of the websites of member institutions of the Council for Christian Colleges and Universities.