

1995 Randolph County Home and Business Expo Publicity Campaign

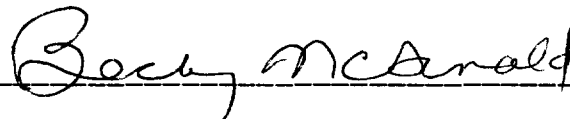
An Honors Project (HONRS 499)

by

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Muncie, Indiana

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Purpose of Project

This project is a publicity campaign for the Randolph County Chamber of Commerce's 1995 Home and Business Expo. Because there had been problems with the Expo in the past and the Chamber of Commerce was trying to give it a new image, this proved to be a challenging undertaking. The project involved researching past Expos, talking to the director of the Chamber of Commerce to find out what she expected and making suggestions for this and future Expos.

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Problem

The 1995 Randolph County Home and Business Expo is an event that took place on April 28 and 29 in Winchester. It had formally been called The Home and Garden Show. With a new name and a more business-like atmosphere, the sponsor of the event, the Randolph County Chamber of Commerce, wanted to let people know about the event and what would be taking place there. The Chamber of Commerce had lost money in the previous two years. It wanted to make sure this did not happen again.

Research had been done in previous years to find out what organizations that had booths thought of the event, but no research had been done on who attended it and what they thought of it. Trying to pinpoint a target audience was difficult, so strategies to increase attendance were obviously not easy to create.

The Chamber of Commerce had little knowledge of media outside Winchester. Until Feb. 1, 1995, the Chamber of Commerce had only represented Winchester. Since its change to representing all of Randolph County, contacts needed to be made with more media outlets.

Target Publics

Because little research has been done on who attended the event in the past, target publics had to be kept broad. With the information gathered this year, the audience can hopefully be narrowed next year.

Primary Target Public: Residents of Randolph County

Secondary Target Public: Residents of surrounding counties

Goals

Goal No. 1: To increase attendance at the 1995 Randolph County Home and Business Expo

Strategy: Send press releases to all newspapers and radio stations in Randolph and surrounding counties telling about the Expo

Goal No. 2: To increase the Randolph County Chamber of Commerce's use of the media for all events

Strategy: Make a media list of all media in these counties

Goal No. 3: To find out who attends the 1995 Randolph County Home and Business Expo and why

Strategy: Include a short survey on the prize registration form asking general questions about why they are attending the Expo and how they heard about it

Implementation

When I first spoke to Diane Kendrick, director of the Randolph County Chamber of Commerce, she expressed concern that the Expo had lost money the previous two years. She made it clear that her No. 1 goal was to make money this year.

I researched material from the most recent Expos and found that information given to the public about the Expo had been inconsistent. I told this to Diane, who had never worked on the Expo before and did not know this information, and said plans should be finalized as early as possible to keep this from happening again.

My responsibility in this goal included two parts:

1.) Press release sent to all newspapers in Randolph County and surrounding counties

- Press release told when and where the Expo was to take place and give information about the seminars and other events that would be taking place.

2.) Media list including names of all newspapers and radio stations in Randolph and surrounding counties

- The media list is quite extensive and can be used for future events also.

Because little research had been done to learn what the people who attended the Expo in the past thought was good or what needed improved, it was difficult for me to decide the best strategies this year. My second responsibility was to find a remedy for this problem:

1.) Survey given to attendees of 1995 Expo

- Survey was attached to a prize entry form to increase participation. For the same reason, it was purposely kept short.

During the event, much help was needed to keep it running smoothly. My responsibility was to help with the seminars:

1.) Announce the speakers

2.) Assist them in any way necessary

Research

- Numerous discussions with Diane Kendrick, director of Randolph County Chamber of Commerce
- Meeting with 1995 Randolph County Home and Business Expo Committee
- Research into the previous two Expos to learn what problems occurred

Evaluation

- Evaluate press coverage to see how many articles were generated
- Study surveys from attendees of the Expo to see what they liked and disliked
- Study surveys from organizations that had booths to see what they liked and disliked
- Count the prize entry forms to see how many people attended and to see if attendance increased from last year

References

Kendrick, Diane, director of Randolph County Chamber of Commerce.
Personal interviews. December through May.

O'Shea, Susan, former director of Winchester Chamber of Commerce. Notes,
budget, and surveys from previous years.

Pfau, Michael & Parrott, Roxanne. (1993). Persuasive Communication
Campaigns. Massachusetts: Allyn and Bacon.

Randolph County Chamber of Commerce Media List

Updated April 1995

Randolph County

The News-Gazette

P.O. Box 429

Winchester, IN 47394

(317) 584-4501

(317) 584-3066 (fax)

Daily: Mon.-Fri., p.m.; Sat., a.m.

Circulation: 4800

Publisher/Editor: Jack Armstrong

Managing Editor: Michael Buckmaster

Assistant Managing Editor: Deborah Lilly

Advertising Manager: Linda Noffsinger

Circulation Manager: Kristie Weddell

WZZY FM (98.3)

P.O. Box 427

Winchester, IN 47394

(317) 584-2800

(317) 874-2536 (news room)

Format: Adult Contemporary/Contemporary Hit

Wattage: 3000

General Manager/News Director/ Program Director/Sports Director: E.C. Miller

Sales Manager: H.B. Miller

*see The Courier Press in Delaware County

Delaware County

The Advertiser

115 S. Walnut Plaza

Muncie, IN 47305

(317) 284-2528

(317) 741-9242 (fax)

Weekly: Sun.

Circulation: 52,000

Publisher: William B. Smith

Editor: Nathan Gruel

Managing Editor: Ronald G. Farmer

Advertising Manager: Dan Smith

The Courier Press

115 S. Walnut Plaza

Muncie, IN 47305

(317) 284-3430

(317) 741-9242 (fax)

Publisher/Editor: William B. Smith

Managing Editor/Advertising Manager: Dan Smith

Three Editions:

Tri County Edition: Sat., 4250, serves Gaston

County Edition: Tues., 6200, serves Farmland & Randolph

Courier Edition: Wed., serves Chesterfield

The Muncie Evening Press

P.O. Box 2408

Muncie, IN 47307

(317) 747-5700

(317) 747-5730 (news room)

(317) 747-5727 (news room fax)

(317) 747-5782 (advertising fax)

Daily: Mon.-Sat., p.m.

Circulation: 14,000

Publisher: Robert Ellis

Editor: Brian Walker

Managing Editor: Sally Mills

City Editor: John Carlson

Sports Editor: Tim Cleland

Advertising Manager: Judy Galloway

Muncie Star

P.O. Box 2408

Muncie, IN 47307

(317) 747-5700

(317) 747-5782 (main office fax)

(317) 747-5748 (news room fax)

Daily: Sun.-Sat., a.m.

Circulation: 45,000

Publisher: Robert G. Ellis

Editor: Larry Shores

Sports Editor: Ron Lemaster

Advertising Director: Judy Galloway

The Muncie Times

1304 N. Broadway Ave.

Muncie, IN 47303

(317) 741-0037

Published 1st & 3rd Thursdays

Circulation: 7500 in Muncie, 3000 in Marion, 3000 in New Castle, 3000 in Richmond

Publisher: Beatrice Foster

Editor: John Lambkun

WBST FM (92.1)

Ball State University

Muncie, IN 47306

(317) 285-5888

(317) 285-8999 (news room)

(317) 285-9278 (fax)

Format: Public/News/Classical

Wattage: 3000

General Manager: Joe Misiewicz

News Director: John Althardt

Program Director: Steven Turpin

Sales Manager: Cindy McCabe

Station Manager: Stewart Vanderwilt

WERK AM (990)/WERK FM (104.9)

P.O. Box 2426
Muncie, IN 47307
(317) 289-9375
(317) 286-3493 (fax)
AM & FM Format: Oldies
AM Wattage: 250
FM Wattage: 3000
General Manager: Chris Cage
News/Program Director: Dawn Andrews
Sales Manager: Paul Carpenter

WLBC AM (1340)/WLBC FM (104.1)

800 E. 29th St.
Muncie, IN 47302
(317) 288-4403
(317) 289-6397 (news room)
(317) 288-0429 (fax)
AM Format: Country
FM Format: Adult Contemporary
AM Wattage: 1000
FM Wattage: 50,000
General Manager/Sales Manager: Jeff Weller
News Director: Tracy Ball
Program Director: Steve Lindell
Sports Director: Morry Mannies

WWDS FM (90.5)

2400 E. State Rd. 28
Muncie, IN 47303
(317) 288-5597 (main line for school)
Format: Adult Contemporary
Wattage: 10
General Manager: Jerry Jones

WWHI FM (91.3)

1601 E. 26th St.
Muncie, IN 47302
(317) 747-5339
Format: Educational
Wattage: 310
General Manager: James Bailey

WWWO FM (93.5)

5216 Bradburn Dr.

Muncie, IN 47304

(317) 289-9500

(317) 289-9640 (fax)

Format: Classic Rock

Wattage: 6000

General Manager: Bernie Kvale

News Director: Ted Martin

Program Director: Sean Mattingly

Sales Manager: Rick Stephens

WIPB TV (PBS/Channel 49)

Edmund F. Ball Building

Ball State University

Muncie, IN 47306

(317) 285-1249

(317) 285-5548 (fax)

General Manager: Dr. Joe Misiewicz

General Sales Manager: Alice Cheney

Henry County

Tri County Banner

P.O. Box 116

Knightstown, IN 46148

(317) 345-2111

(317) 345-2186 (fax)

Weekly: Tues.

Circulation: 2500

Publisher: Ty Swincher

Editor: Wayne Slaven

Advertising Manager: Rhoda Hamblin

Middletown News

469 Locust St.

Middletown, IN 47356

(317) 354-2221

Fax same as phone number

Weekly: Thur.

Circulation: 1780

Publisher: Jack White

Editor: Cheryl Hines

Advertising Manager: Debbie Burris

The Courier-Times

P.O. Box 369

New Castle, IN 47362

(317) 529-1111

(317) 529-1731 (fax)

Daily: Mon.-Fri., p.m. Sat., a.m.

Circulation: 12,500

Publisher: John Wesley Rowe

Editor: Darrel Radford

Sports Editor: John Hodge

Advertising Manager: Gary Books

News Republican

P.O. Box 528

New Castle, IN 47362

(317) 529-9060

(317) 521-9329 (fax)

Weekly: Thur.

Circulation: 2500

Publisher: Ty Swincher

Editor: Wayne Slaven

Advertising Manager: Mildred Hanna

WMDH AM (1550)/WMDH FM (102.5)

P.O. Box 690
New Castle, IN 47362
(317) 529-2600
(317)529-1688 (fax)
AM Format: Talk
FM Format: Country
AM Wattage: 50
FM Wattage: 50,000
General Manager: Jack Lich
Program Director: Bob Richards
Sports Director: Kevin Lee
Sales Manager: Karen Schumah
Promotions Director: Dawn Miller
Public Affairs Director: Sarah Slater

Jay County

The News and Sun

P.O. Box 59
Dunkirk, IN 47336
(317) 768-6022
(317) 726-8143 (fax)
Weekly: Wed.
Circulation: 1500
Publisher: Jack Ronald
Editor: Robert Banser Jr.
Advertising Manager: Maralene Dornberger

The Commercial Review

P.O. Box 1049
Portland, IN 47371
(219) 726-8141
(219) 726-8143 (fax)
Daily: Mon.-Fri., p.m.; Sat., a.m.
Circulation: 6000
Publisher/Editor: Jack Ronald
Managing Editor: Barbara Wilkinson
Advertising Manager: Don Gillespie

WPGW AM (1440)/WPGW FM (100.9)

P.O. Box 1440

Portland, IN 47371

(219) 726-8780

(219) 726-4311 (fax)

AM Format: Adult Contemporary

FM Format: Country

AM Wattage: 500

FM Wattage: 3000

General Manager/News Director/Sales Manager: Robert Weaver

Wayne County

Western Wayne News

P.O. Box 337

Cambridge City, IN 47327

(317) 478-5448

No fax

Weekly: Wed.

Circulation: 1900

Publisher/Editor: Janis Buhl

Advertising Manager: Marg Anderson

Office Manager: Patricia Seiple

Hagerstown Exponent (HE)/The Nettle Creek Huckster (TNCH)

99 S. Perry St.

Hagerstown, IN 47346-1521

(317) 489-4035

No fax

Weekly: Wed. (HE); Mon. (TNCH)

Circulation: 2200 (HE); 3900 (TNCH)

Co-publisher/HE Editor: Robert Hansen

Co-publisher: Pat Hansen

Advertising Manager: Cheryl Pavelka

The Graphic (TG)/Palladium-Item (PI)

1175 N. "A" St.
Richmond, IN 47374
(317) 962-1575
(317) 966-6377 (fax)
Weekly: Wed (TG)
Daily: Mon.-Fri., p.m.; Sun. & Sat., a.m. (PI)
Circulation: 52,500 (TG); 21,000 (PI)
Publisher: Emmett Smellser
TG Editor: Mike Moffett
PI Editor: Evan Miller
Sports Editor: Jan Clark
Advertising Manager: Al Bonner
Publishes 3 editions of The Graphic

WECI FM (91.5)

Earlham College, Drawer 45
Richmond, IN 47374-4095
(317) 962-3541
Format: Classic Rock/Classical/Alternative/Metal/Blues/Blue Grass
Wattage: 400
General Manager/Sales Manager: Luke Clippinger
News Director: Catherine Rayburn
Program Director: Drew Williams

WHON AM (930)/WQLK FM (96.1)

P.O. Box 1647
Richmond, IN 47374
(317) 962-1595
WHON Format: News/Talk
WQLK Format: Hot Country
WHON Wattage: 500
WQLK Wattage: 50,000
General Manager: Dave Strycker
News Director: Bill O'Hara
Sports Director:/WHON Program Director: Dan Mills
WQLK Program Director: Jim Rhodes
Office Manager: Sherri Williams

WKBV AM (1490)/WFMG FM (101.3)

P.O. Box 1646

Richmond, IN 47374

(317) 962-6533

(317) 966-1499 (fax)

WKBV Format: News/Sports

WFMG Format: Oldies

WKBV Wattage: 1000

WFMG Wattage: 50,000

General Manager: Jeff Hancock

News Director: Steve Cox

Sports Director/WKBV Program Director: Troy Derengowski

WFMG Program Director: Eric Marsh

Sales Manager: Lew Shapiro

WKOI TV (Trinity Broadcasting/Channel 43)

1702 S. 9th St.

Richmond, IN 47374

(317) 935-2390

(317)935-5367 (fax)

General Manager/Program Director: Mary Laird

News Director: Susan Mentges

News Release

Contact: Diane Kendrick, director,
Randolph County Chamber of Commerce
(317) 584-3731

For Immediate Release

WINCHESTER -- The 1995 Randolph County Home and Business Expo, sponsored by the Randolph County Chamber of Commerce, will take place April 28 and 29 at the National Guard Armory in Winchester.

Representatives from local businesses and organizations will be present to inform community members about their services and products. Also, seminars in a variety of areas will take place.

The Expo begins April 28 at 5 p.m. to 9 p.m. The first 100 people through the door will receive a free plant.

Seminars to take place on Friday include Peggy Kiser, a physical education teacher at the Winchester middle school, who will demonstrate a program she created called Phats. Other seminars include Diana Gilliam, who will speak about communication skills, golf pro Brad Smith and Phyllis Tucker on self-improvement.

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Randolph County Home and Business Expo

The Expo will begin again on April 29 from 9 a.m. to 5:30 p.m. Saturday's seminars again include Gilliam and Tucker. Added speakers are Dr. John V. Cooke, who will speak on breast cancer. Judy Anderson will perform harp music. Chef William Poore will teach about cooking with herbs, and Lana Sprouse will discuss stress and anxiety management.

Prizes will be given throughout the Expo, and the surprise grand prize will be announced April 29 at 5 p.m. The food tent will contain treats from D&J's Family Restaurant, Courtesy Coffee Shop, J&J Vending, Velia's Tacos and The Green Apple.

Admission is free.

NAME: _____

ADDRESS: _____

PHONE #: _____

PLEASE COMPLETE SURVEY INFORMATION

1. How did you hear about this years Expo?

Newspaper Radio Posters Signs

2. What interested you most about this years Expo?

Booths Door prizes Seminars Food

3. What would you like to see added to future Expos?

4. Would you consider attending next year?

Yes No