

JE1 FALL 2019

CAMPAIGN

PR Agency: Delta Communications

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MISSION STATEMENT

Our mission is to help our clients achieve marketing goals and create brand profile through our outstanding strategic communications and marketing planning. The vision of Delta Communication is to be the best firm in the world. We believe our clients are like our family, and we treat them as such.

Slogan: Making the world a better place for people and businesses alike.

SITUATIONAL ANALYSIS

FAMU's Jazz Ensemble is a premier program that is comprised of some of the university's brightest students. Also known as JE1, the program plays at a number of events within the Tallahassee community, while hosting concerts at FAMU. For the fall 2019 semester JE1 has had the privilege of putting on a "Jazz Jam" during homecoming, the concert titled "An Evening in Jazz", and hosting the Airmen of Note. Though the program receives a decent amount of attendance for its events, it is seeking an increase in that area.

SWOT ANALYSIS

Strengths- The strength of the FAMU Jazz Band is being apart of FAMU'S Marching 100 band. The Marching 100 is very prestigious amongst HBCUS and the jazz band benefits from that positive association. People know of the jazz band because of its association with the Marching 100. Since the jazz band is known for playing Jazz music, it has the ability to draw older audiences to concerts. This could lead to boosters for the school, if the alumni like the music the band is playing.

Weakness- The band has no social media pages. Not having these, can make it difficult for the students of FAMU and the Tallahassee community aware of concerts and different events were they can hear the jazz band play.

Opportunity- The jazz band has the opportunity to build community and student relationships by establishing social media pages. Establishing social media pages will allow their supporters to follow what the jazz band is doing, and it will keep the supporters up to date on the latest information.

Threats- The biggest threats to the jazz band would be The Florida State University Jazz Band. Since both of the schools are located in Tallahassee, FL, It is only natural FSU's Jazz Band would be the competition for FAMU's Jazz Band. FSU's Jazz Band is well known and caters to the same audience the FAMU's Jazz Band caters too. If FAMU's Jazz Band fails to build student and community relations, it could lose its audience to FSU's Jazz Band.

TARGET ANALYSIS

Our target audience consists of Local Jazz listeners along with the Florida A&M University student body, staff, and alumni. We are also attempting to attract tourists who visit the city of Tallahassee and retirees.

The demographics for our audience are mostly African American from ages 17-70 and more than likely FAMU students, faculty, and staff along with alumni.

Outside of the FAMU community, the Tallahassee audience demographic consist of people from ages 40-70 years of age and more than likely retired and culturally inclined.

The psychographics of our older audience include mostly conservative, financially stable, and family oriented individuals who are loyal to FAMU.

For the younger audience psychographics include students who appreciate arts and music.

PROBLEM STATEMENT

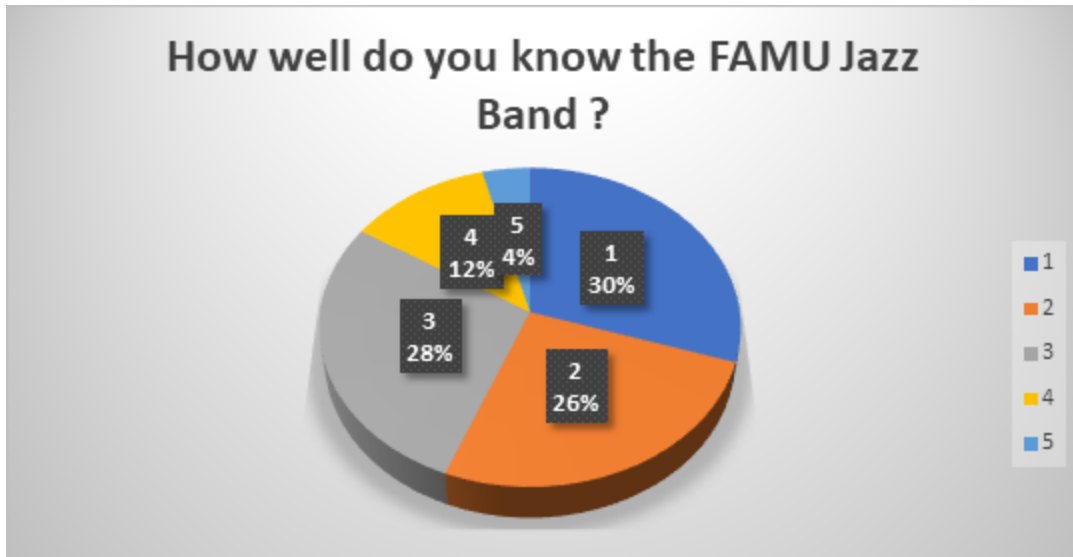
The Florida A&M University Jazz Band face many issues exposure. One of the main issues they face is with the distinction. Because of the prestigious name and weight of the Marching 100 the Marching 100 tends to overpower other music programs and organizations. What also tends to happen is that many think all jazz band members are Marching 100 members and that isn't always the case.

The Jazz band also lacks consistent social media activity on the major platforms such as Facebook, Twitter, and Instagram. The band also does not have a graphic to represent the organization itself. They also lack consistent and efficient way to inform the public of their events and organizations.

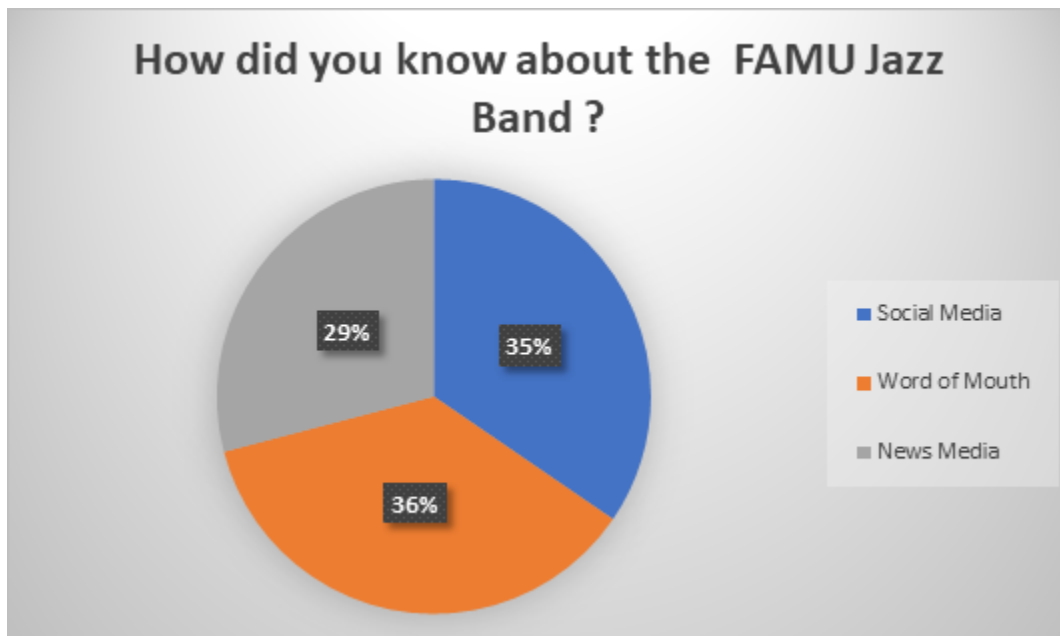
There is also another Jazz Band in town at Florida State University and if the FAMU Jazz Band doesn't gain the exposure it deserves they could lose current and potential fans.

SURVEY ANALYSIS

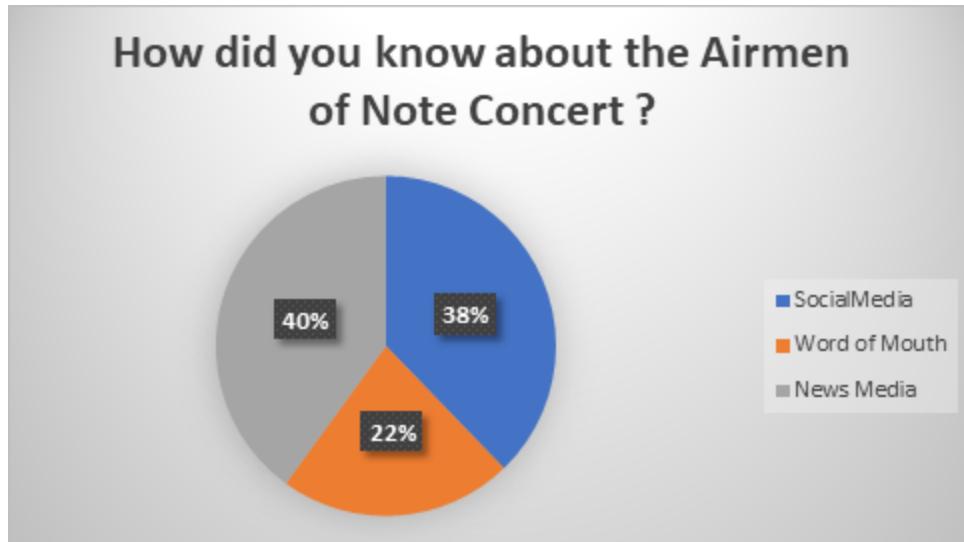
The survey was conducted to see how aware people were of the FAMU Jazz Band. The research shown was gathered from fifty people that attended the Airmen Note Concert in Lee Hall.



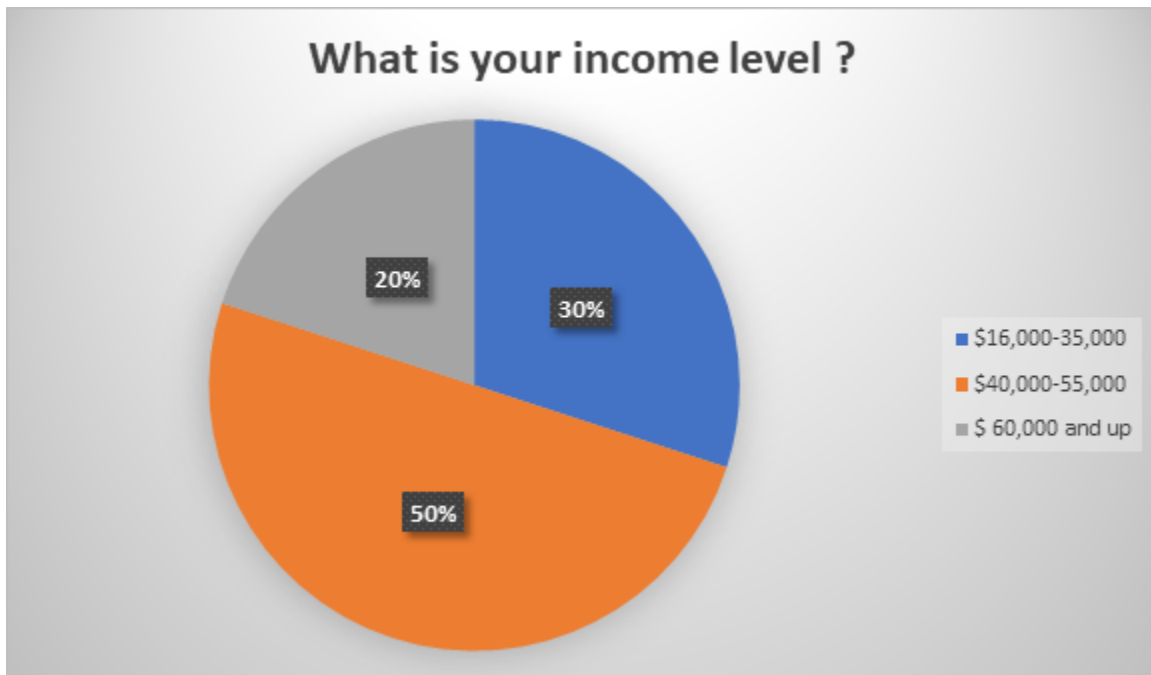
When asked how aware they were of the FAMU Jazz Band, a majority of respondents ranked one as the highest at 30%. Three is the second highest at 28%. Two is the third highest at 26%. Four is second to the lowest with 12%. Five is the lowest at 4%.



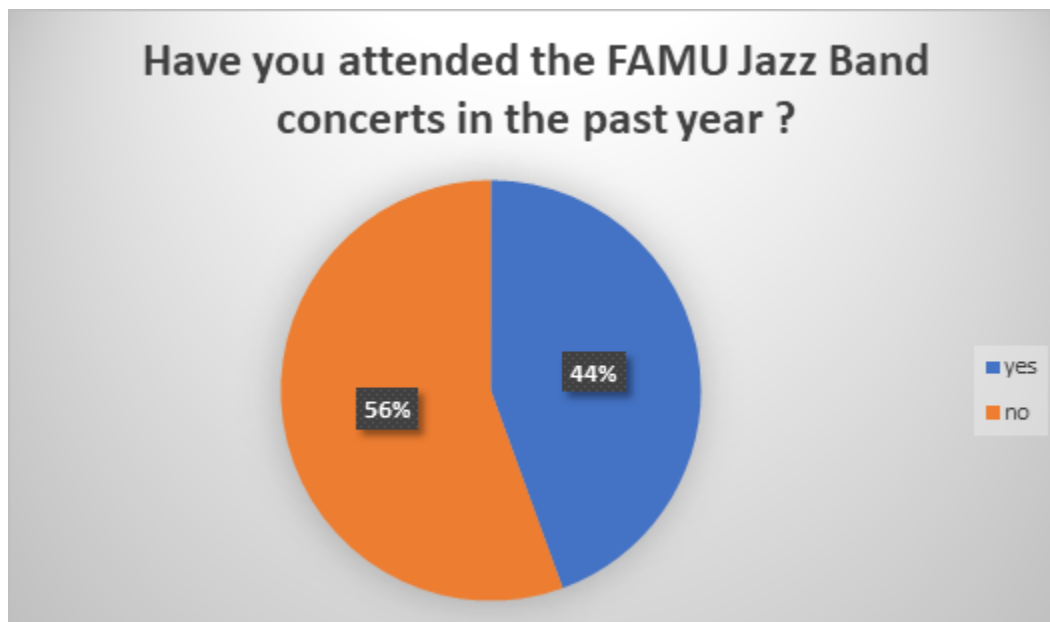
When asked how did they know about the FAMU Jazz Band, a majority of respondents said they got information from word of mouth which had the highest percentage of 36%. Social media has the second highest percentage with 35%. News media has the lowest percentage with 29%.



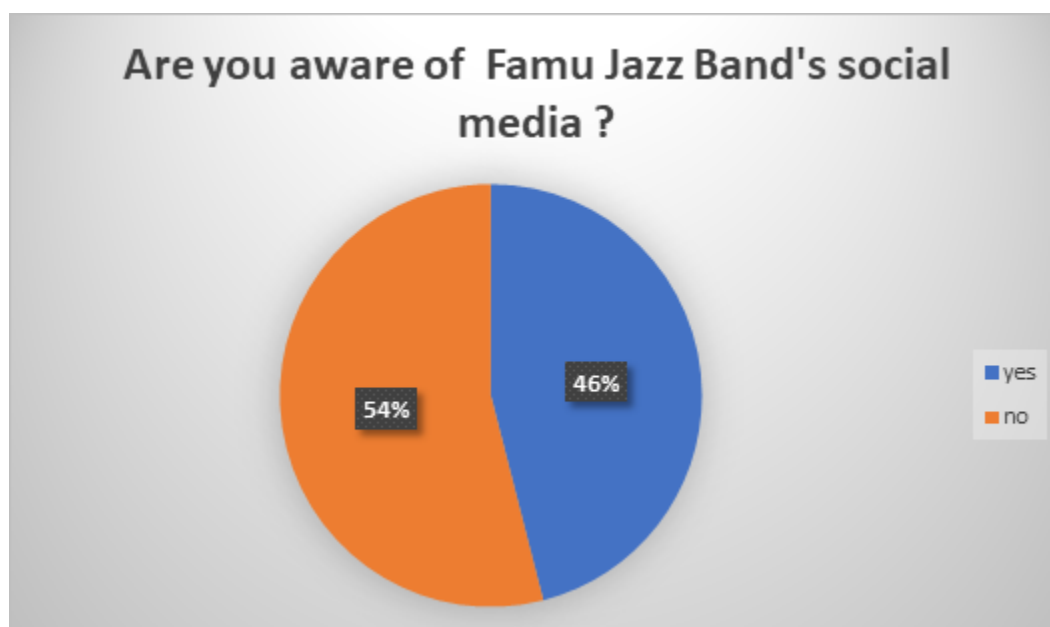
When asked how did you know about the Airmen of Note Concert, a majority of respondents said they got information from social media which had the highest percentage with 38%. News media had the highest percentage with 40%. Word of mouth had the lowest percentage with 22%.



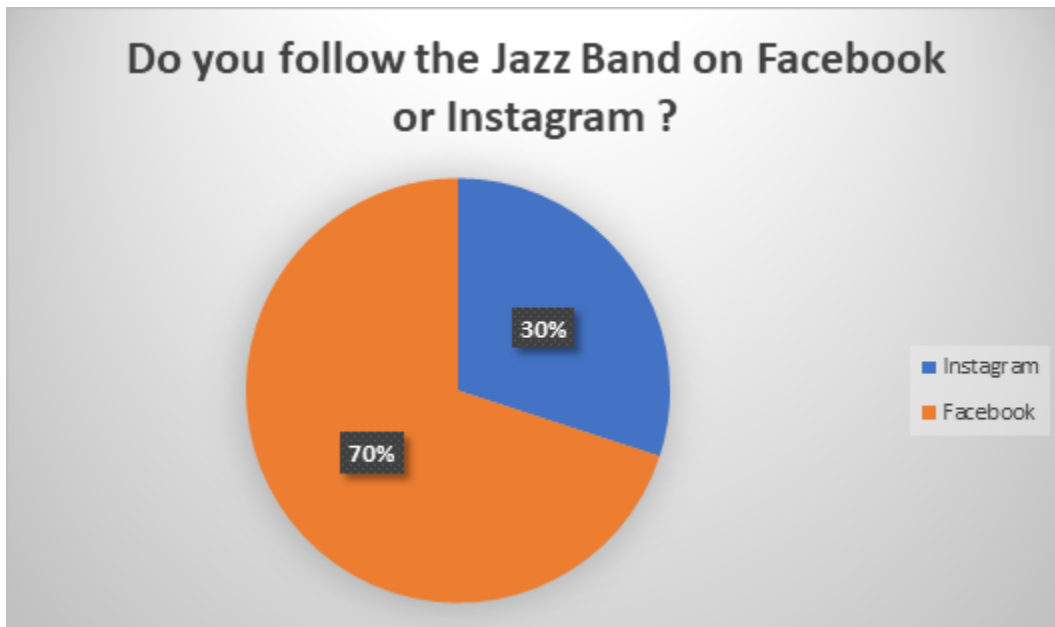
When respondents were asked about their income level, many of them reported \$40,000-55,000 (50%). The income of \$16,000-35,000 was reported the second highest with 30%. The income of \$60,000 and up was the lowest income reported at 20%.



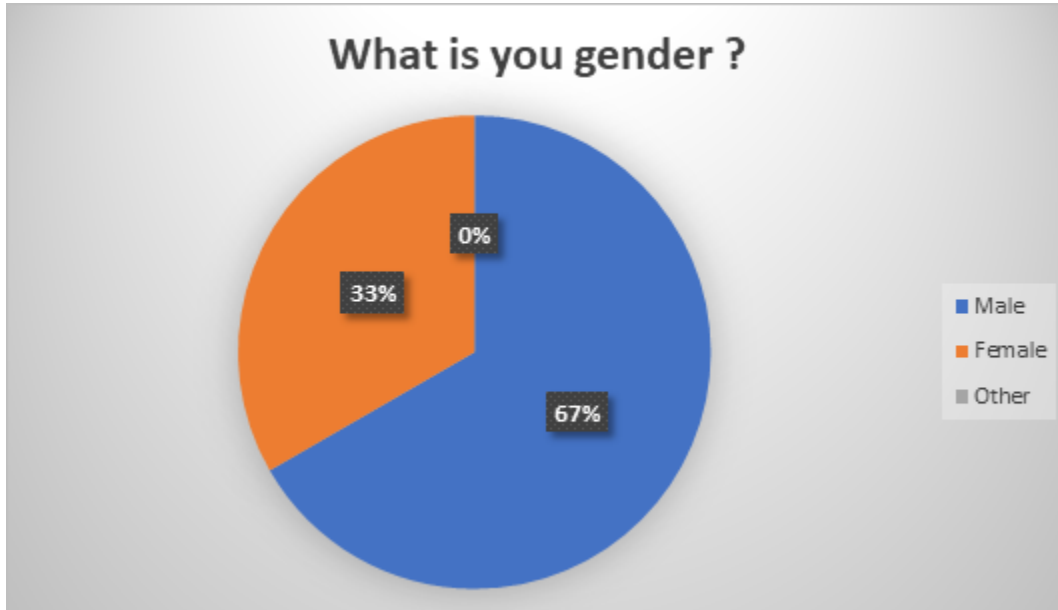
When asked have you attended a FAMU Jazz Band concert in the past year, a majority of respondents (56%) said no. Yes had received a percentage of 44%.



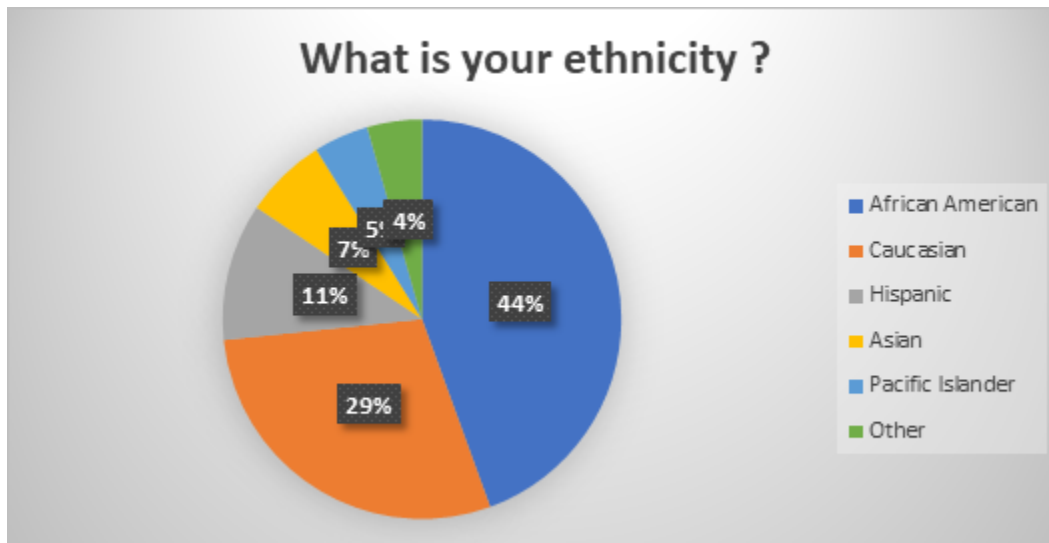
When asked do you follow the FAMU Jazz Band on social media a majority of respondents said no (54%). Yes received a percentage of 46%.



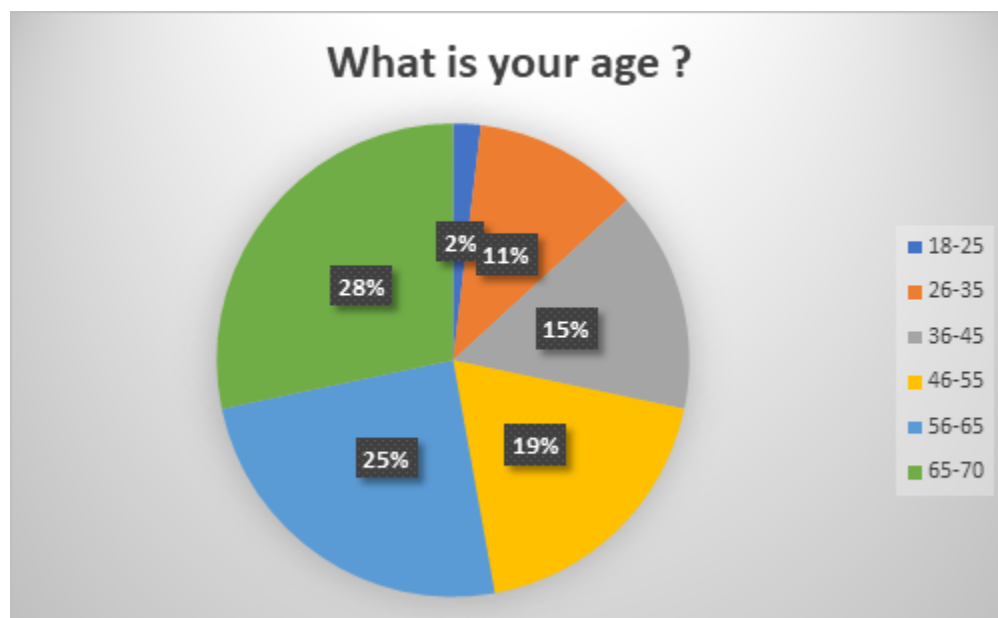
When respondents were asked do you follow the Jazz Band on Facebook or Instagram, Facebook had the highest percentage with 70%. Instagram had a percentage of 30%.



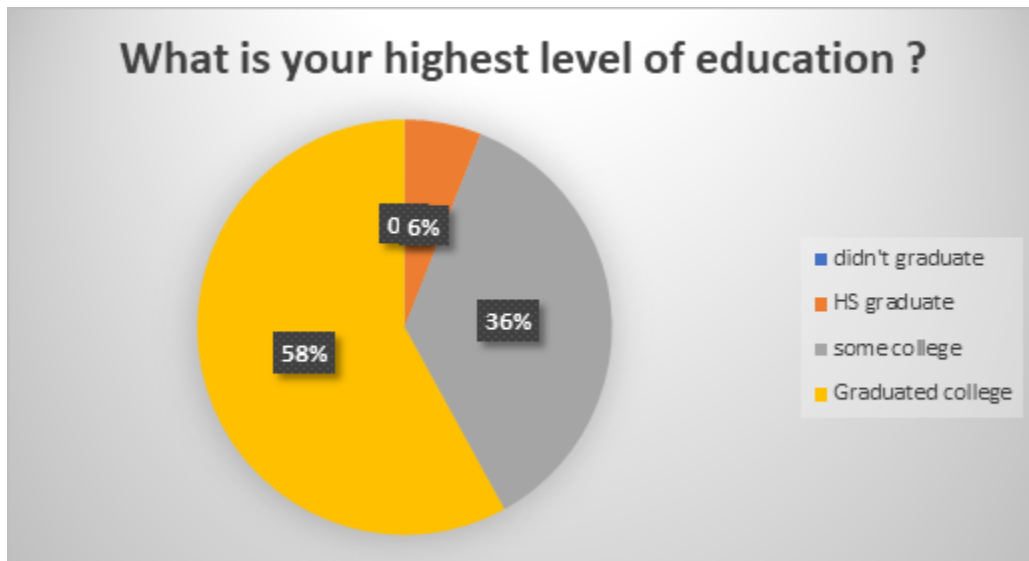
When respondents for the survey were asked concerning gender, males had the highest percentage with 67%. Females had the second highest with 33%. Other had the lowest percentage with 0%.



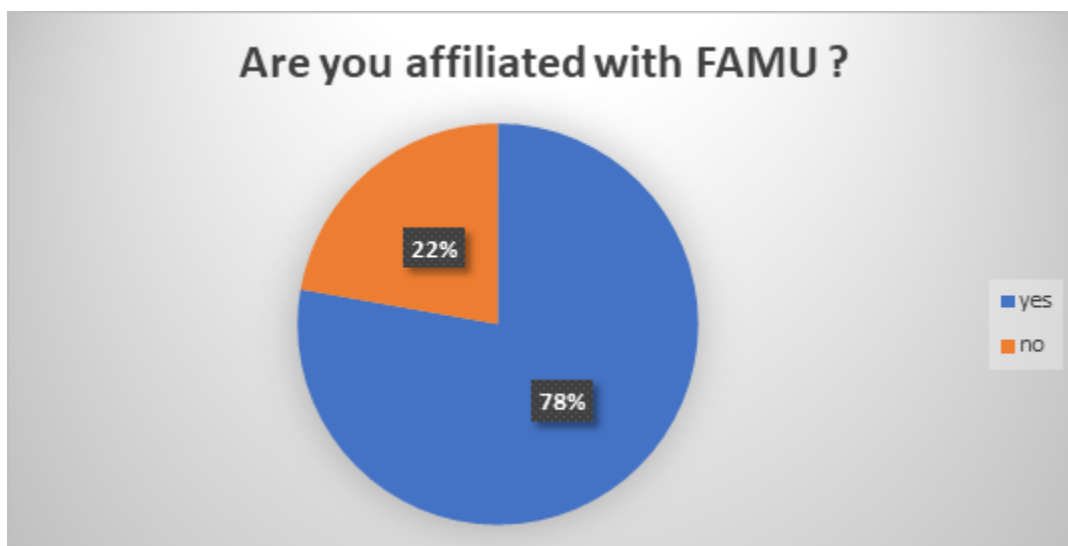
When respondents were asked concerning their ethnicity, African Americans had the highest percentage with 44%. Caucasian have the second highest percentage with 29%. Hispanics have the third highest percentage with 11%. Asians are the fourth highest percentage with 7%. Pacific Islanders are the fifth highest with 5%, and the other had the lowest percentage with 4%.



When respondents were asked concerning age, Ages 65-70 have the highest percentage with 28%. Ages 56-65 have the second highest percentage with 25%. Ages 46-55 have the third highest percentage with 19% , and ages 36-45 are the fourth highest with 15%. Ages 26-35 are the fifth highest with 11%. The lowest percentage are ages 18-25 with 2%.

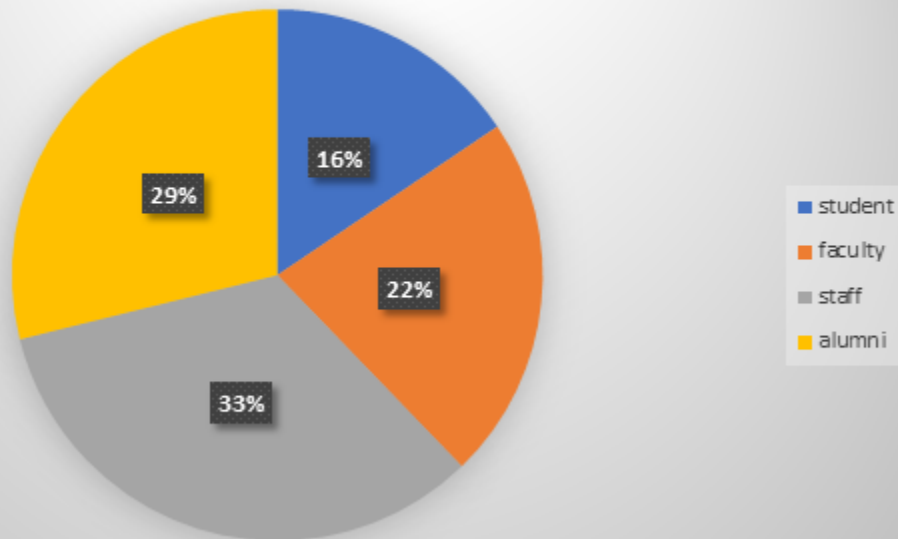


When respondents were asked concerning their levels of education completed, those that graduated from college have the highest percentage of 58%. Some college has the next highest percentage with 36%. High school graduates are the second lowest percentage with 6%. Those that didn't graduate from high school or college were the lowest with 0%.



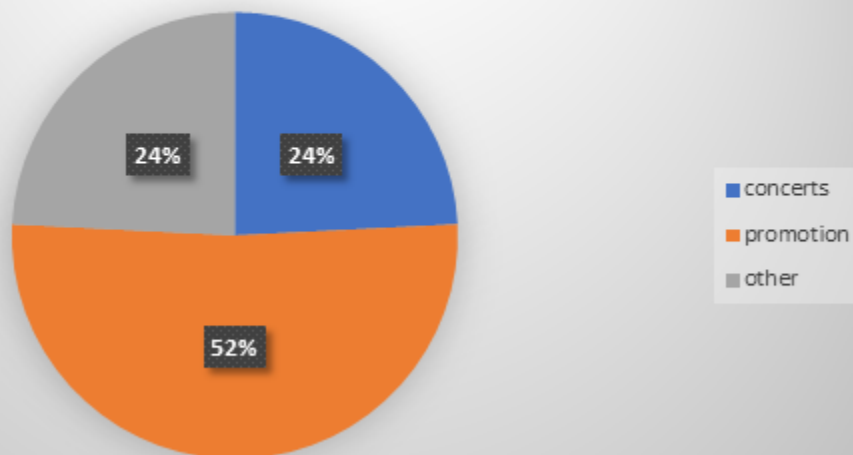
When respondents were asked if they were affiliated with FAMU, yes had the highest percentage with 78%, and no had the lowest percentage with 22%.

What is your affiliation with FAMU ?



When respondents were asked what is their affiliation with FAMU, staff had the highest percentage with 33%. Alumni had the second highest percentage with 29%. Faculty had third highest percentage with 22%. Students had the lowest percentage with 16%.

What can we do to get you more involved with the FAMU Jazz Band ?



When respondents were asked about things that can be done to increase awareness, Promotion had the highest percentage with 52%. Other and concerts are tied with 24%.

FINDINGS SUMMARY

According to the research, the target audience of the FAMU Jazz Band should be black and white males and females ranging in age from 46-70 predominantly. A big fan base according to the research provided is FAMU's alumni, faculty and staff. Within this demographic they are mainly college graduates or have some college experience. The majority of them have an income of \$40,000-55,000.

I recommend using the FAMUAN which is FAMU's school newspaper as well as social media to promote events amongst faculty, staff and students. I would use the Capital Outlook and Tallahassee Democrat as well as social media to promote events to people not associated with FAMU.

OBJECTIVES

The goal of Delta Communications for FAMU's Jazz Band program is to establish a relationship with the community of Tallahassee, FL. This will be accomplished by setting up a Facebook page for the jazz band to reach its older audience, and let them know what is going on with concerts and special performances. Another goal for the jazz band is to encourage more student involvement. This will be accomplished by establishing social media pages, but it will be more modern. The student's social media outreach efforts will include: Facebook, Instagram, Twitter, and Snapchat.

As it pertains to positioning, the jazz band wants its public to see them as modern and in touch with their publics. One way the band is trying to be connected to the younger audience is by having a flash mob. This will show their audience that they listen to what they want via social media. The jazz band's niche will cater to the wants of its public this will be done by watching their social media page and giving their fans what they want.

The position statement for the jazz band is that they want to be the best band for jazz in Tallahassee, FL. By catering to their public, they believe it will make their public choose them over their competition as it pertains to musical selection. Distinguishing the jazz band is very important. The FAMU's Marching 100 has a more well-known brand than FAMU's Jazz Band. The only way for the jazz band's brand to grow and thrive is the ability for people to distinguish its brand from the marching 100. Most settings in organizations are known more by their distinctiveness than by their similarities.

If niche of the jazz band is not carved out, it can make it difficult to keep pace with the changing environment. When we talk about positioning in public relations, we refer less to the presentation of the product or service but more on how the organization is to be seen by the public. Al Ries and Jack Trout once said, "Positioning is not what you do to a product. Positioning is what you do to the mind of the prospect."

STRATEGIES AND TACTICS

Advertisement

We plan to advertise all upcoming events by posting the flyer on all social media accounts and the printing physical copies to post around campus.

Public Relations

For each event there will be a press release written and sent to The Famuan, Journey Magazine, and FAMU TV20 compose their own preview stories and assist with bringing awareness to what it being promoted.

Social Media

We plan to revamp the JE1's instagram account through the utilization of fresh and visually appealing graphics and by using the features that the app presents, to generate more interaction with followers. We also plan to create Facebook and Twitter accounts for the program as a means of reaching more of an older audience and more of current students.

On Campus Events

Aside from the concerts that are already hosted by JE1, in the future, we plan to host 3-4 small jam sessions on the campus during the day to help generate more interaction with students during the day.

CAMPAIGN ANALYSIS

The campaign for the Jazz program has proven itself to be slightly effective for the short time that it has been implemented. Before, JE1 would only post their flyers for whatever performance they had that was approaching. In this campaign we wanted to focus on ways of revamping the program and understanding what would increase the engagement of students and those in the community with JE1. With this all in mind, we decided that we could bring more positive exposure to the program by revamping its social media and by reaching out to students-ran news outlets on the campus of Florida A&M University.

Of the several posts that we created on the program's Instagram, people engaged more with posts pertaining to recaps/highlights from the concerts held by JE1. Therefore, that is one tactic that we plan to keep apart of the social media's plan going forward. In the future, we wish to establish a Facebook and Twitter for JE1, and implement a social media plan that will not only inform followers of the events being held by JE1, but it will also provide them with intriguing behind the scenes footage of the program and posts highlighting the musical range of musicians, and jazz history. Also, aside from having more stories published in The Famuan about JE1, we plan to have more radio announcements to reach a wider audience and inform them on what JE1 has to offer.

From this campaign, the program received a new logo, a social media plan, and more traffic on its Instagram. There was also a survey completed to provide the program with informative data about the type of crowd that is attracted to shows and the ways in which they could increase this crowd number.

The Survey Analysis and Appendix sections provides all data that was gathered throughout the campaign.

TOUCH POINTS

9/10/2019

Maya, N'kaeyah, and Deja met with professor Griffin to make introductions

- Received the log ins for the IG, youtube, and gmail accounts.
- Discussed the history of the band and what the band may want out of us.
We came up with the hashtag #JE1. (This would be cool to add to the end of their emails in the gmail account. Like a signature)
- Discussed ideas for the program such as, flash mobs, tshirts, possibly a logo.
- Decided that it would be nice to make posts highlighting the accomplishments of “leaders” and vocalists that have come before them.
- A feature story would be a good idea highlighting the band.
- Add the email to their social media pages.
- Ask client for email recipient list.

Takeaways: We have to get the social media pages approved first, make sure we speak with client about anything going up, designs, etc.

9/26/2019

Deja met with professor Griffin to discuss plans for the Jazz Jam, Winter Concert, and the Spring Concert

- The client and Deja discussed the jazz jam and the recital, she got the info for the press release.
- The recital is on Wednesday from 1:25-2:15 in band room
- We will be creating fliers for the events.
- He wants an email list started.
- The Night at Birdland club jazz event is in Spring but he would like advertisements for that as well.

Takeaways: There needs to be a promotion for the concert and there should be steps taken now for promoting next semester's jazz event.

9/27/2019

Maya, Deja, N'Kaeyah, and Samuel met to discuss the plan for the social media

- We went over the media plan and what time we will post.
- We need content for social media, Maya will take pics of their practices.
- Posts can consist of event fliers, blast from the past #throwback thursday, behind the scenes, funky friday

Takeaways: We want to connect Facebook to Instagram

11/26/19

N'kaeyah spoke with professor Griffin to represent Delta communications and discussed the following

- Upcoming semester and possible ideas
- Exchanged contact information for the president and Vice President of JE1
- Informed Griffin on the PSA being aired during the Jazz hours on WANM 90.5
- Expectations for the spring semester
- How the campaign for this semester will come to a close

Takeaways: Griffin wanted to be updated on the survey and its results

APPENDIX (All Deliverables)



[View Insights](#)[Promote](#)

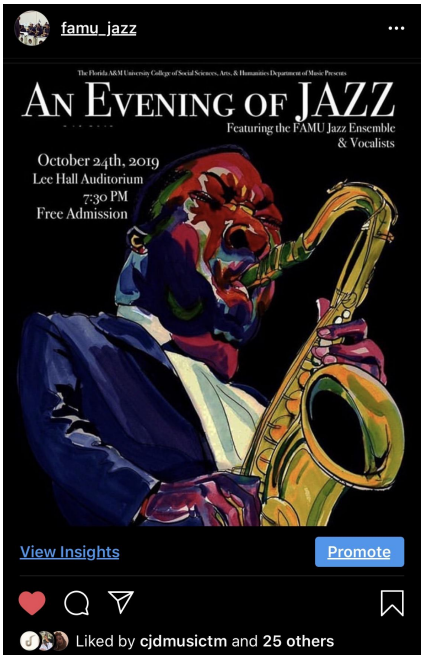
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90 views · Liked by [cjdmusic1m](#) and [yafehmeh](#)



FAMU_JAZZ

Posts

THE UNITED STATES AIR FORCE BAND WASHINGTON, D.C.

AIRMEN of Note

Friday, Nov. 8 at 7:30 p.m.

Lee Hall Auditorium, Florida A&M University

1601 S. Martin Luther King Jr. Blvd., Tallahassee, FL



FREE CONCERT

For FREE tickets, please visit: www.tallahasseearts.org

www.usafbnd.af.mil

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Airmen of Note

The premier Jazz Ensemble for the United States Air Force will hold a free performance

The Airmen of Note is one of six musical ensembles that comprise the U.S Air Force Band. They will be performing in Lee Hall on November 8 at 7:30 p.m. This free concert is a part of the Airmen of Note performance tour and community outreach efforts. Being that it is Veterans Day weekend, this concert is extremely special.

WHO: The Airmen of Note

WHERE: Tallahassee, FL - Lee Hall, Florida A&M University

WHAT: free performance in community outreach efforts

WHEN: November 8, 7:30 p.m.

The Airmen of Note current band consists of 18 active duty Airmen musicians, including one vocalist. For years, the premier ensemble has presented their own brand of big band jazz as well as more modern forms of jazz to their audiences through annual tours across the U.S., deployments around the world and local performances throughout Washington, D.C.

This concert means a lot to JE1, the ensemble will get to witness a high-level professional jazz ensemble and get to experience the sound and professionalism they strive for. The Airmen of Note will also present a Masterclass for students where the JE1 Quartet might play a section, this will be held in the Foster-Tanner Recital Hall at 1 p.m. on November 8.

[View Insights](#)


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