

# **The RiverCenter For the Performing Arts & Tickets-for-Tots**

## **Public Relations Campaign**

By  
Impac+



#### **Mission**

To partner with local performing organizations, provide quality entertainment and promote the artistic enrichment of the Columbus area.



#### **Mission**

To provide students with free or reduced admission to performances to RiverCenter productions and free educational institutions from the added financial burdens associated with site visits or field trips.

## Situational Analysis

### A Season Finale Like Never Before

The RiverCenter for the Performing Arts wants to end the 2014-2015 season with a bang. Vegas is coming to Columbus with, “The Rat Pack is Back” featuring a “Casino Experience.” The finale will also double as a fundraiser for the Tickets-For-Tots program. Meetings with our client have indicated that most RiverCenter patrons are repeat customers, educated and relatively affluent (earning \$100k or more annually). Our client stressed their interest in expanding the RiverCenter’s reach. They want to attract more first time guests, a younger adult audience while also maintaining their steady base of loyal customers. A greater turn out for the season finale would also mean a larger pool of potential Tickets-For-Tots donors. We have identified the following opportunities and challenges. Each should be considered as we plan and implement this PR campaign:

#### **Opportunities**

- The season finale will be the First time The Rat Pack has performed in Columbus, GA
- Many of the RiverCenter’s loyal, affluent customers are familiar with The Rat Pack
- Columbus doesn’t have a casino making A “Casino Experience” a unique event for the community
- Columbus has a growing young adult population

#### **Challenges**

- Younger generations are less familiar with The Rat Pack and potentially unwilling to pay for expensive tickets
- A false perception that the RiverCenter is exclusively for the community’s affluent
- Potential consumer and media fatigue from constant nonprofit fundraising efforts in community

## Messages & Audiences

“The Rat Pack is Back” and Casino Lobby Experience brings legends Frank Sinatra, Sammy Davis, Jr., Dean Martin and Joey Bishop back on stage and the Las Vegas casino environment to the Chattahoochee Valley. While “when the moon hits your eye like a big pizza pie, that’s amore,” may sound familiar to some young adults and older adults, the latter is more familiar with Rat Pack as a generational symbol. Young adults, while not necessarily familiar with the Rat Pack, are likely to be familiar with Las Vegas and all its flashing lights. Recent movies like *21*, and *The Hangover* take place in Las Vegas and glorify an action-packed, party lifestyle that is more attractive to younger audiences. Because of the generational differences, our team will use different messages to connect with each of these target audiences.

### Target Audience 1: Younger Adults

Even though The RiverCenter values their loyal, returning customers, the RiverCenter must constantly attract new business (first-time guests). Specifically, the RiverCenter wants to draw more Columbus State University students and students of surrounding colleges and universities. Our research findings suggested the following about this group:

- Individuals in this group are between the ages of 18 and 30
- Many young adults have never, or rarely attend RiverCenter events.
- Many young individuals seek instant gratification (Bolton et al., 2013)
- Many individuals in this area value interesting work
- Many young people are motivated to contribute to society (Bolton et al., 2013)

The season finale has a dual purpose: to entertain guests and fundraise for the RiverCenter’s Tickets-for-Tots charity. The show and casino experience will entertain young adults and first timers. While playing casino games, guests can also contribute to their community by donating to Tickets-for-Tots. According to our research, young adults will enjoy this environment, which is great news for our client.

When marketing to young adults the key message will be:

- Experience Vegas

### Target Audience 2: Middle-Aged Adults

- Age: 31 to 50 years old
- Large segment of the population is military
- Family-oriented individuals, often affiliated with the military
- Support much of Columbus’ economy
- Accessible through a combination of traditional and social media

A large portion of Columbus’ middle-aged adults is affiliated with the military. Many of these individuals (Fort Benning affiliation or not) are married with children and, therefore, more family oriented than the young adult target audience. For this group, it is important to communicate how Tickets-for-Tots helps children because a children’s charity will catch middle-aged adults’ interest.

Family-focused adults will be more motivated to attend an event where they can be entertained and help children – especially if their own children in Columbus schools could benefit from the charity. This group receives information through social media and traditional media platforms. Therefore, our message to this target should be disseminated through both channels.

The key message to reach this target will be:

- Party for a purpose

### **Target Audience 3: Traditional RiverCenter Patrons and Returning Customers**

The RiverCenter has about 400 season subscribers or season ticket holders. These traditional RiverCenter patrons and returning customers are generally well educated and affluent making over \$100K/annually. Based on secondary research we believe the following about this group:

- Individuals in this group are 51+ years old
- People from this generation are familiar with the Rat Pack
- Many individuals have experience with philanthropy and service
- Most people in this demographic value education and/or the arts

We believe that the most effective message for this group will be:

- Relive the Rat Pack
- Support childrens' arts education

We know that older audiences still enjoy having a great time. They value spending time with their friends and making memories just as younger adults do. However, we believe because they have stronger ties to the Rat Pack than younger audiences, we need to capitalize on that niche. In addition, because the RiverCenter regulars are typically very educated, they are likely to appreciate Tickets-for-Tots which directly impacts children's arts education. Their high-income level also means that they may have more dispensable income. Young adults may not have established themselves in the workplace yet or are lacking concrete salaries, which limits their giving abilities.

### **Reaching Our Audiences**

In the past, the RiverCenter utilized traditional and non-traditional media platforms to market RiverCenter events and performances. Our group will continue to make appropriate use of each platform and find new creative ways to engage with our client's audiences.

### **Importance of Online Media**

Americans continue to get most of their news from television, but the fastest-growing news source is the Internet. Market research also indicated that college students and recent graduates are best reached via social media platforms (Bobbitt & Sullivan, 2014). Nonprofits have used social media to create

awareness, disseminate promotional material and encourage two-way communication between themselves and those they serve. While social media proved effective in raising awareness, it doesn't always result in an increase in funding. However, there is still an area for growth. Scholars have found that proper use of social media through smartphones and text messaging will pay dividends for nonprofits (Bobbitt & Sullivan, 2014). As of June 2013, the total U.S. Internet usage was broken down by each individual platform. Research revealed that Americans spend about 906 billion minutes using tablets, smartphones, and desktop computers. This indicates a major increase from June 2010 before tablets were introduced (Fulgoni, 2014, p.11).

While young adults currently dominate social media, involvement from other age groups is quickly increasing. In fact, older adults make up the fastest growing segment of the social media audience. For example, Twitter's fastest growing demographic is 55 to 64-year-olds. For these reasons our team will use social media in addition to traditional media outlets to promote the event. Our team will also gain support and build relationships with our client's returning and potential customers.

### **The RiverCenter's Current Use of Online Media**

Since the Internet is so widely used and easily accessed it is important that our client maintain a strong presence on the web throughout the campaign and beyond. The RiverCenter has a very attractive and user-friendly website offering quality graphics and helpful information for visitors. The main website, however, does not have easily visible links to the theater's social media platforms. Despite having a presence on two social media sites, Facebook, and Twitter, the main website only has a link to its Facebook page.

Without a doubt, the RiverCenter's Facebook page gets the most attention with almost 6,000 'likes' and about 6,200 visits since the page's creation in 2009. Recent posts have a mix of content ranging from photos, video, and text. The RiverCenter's timeline also has frequent engagement. Many people have liked, shared and commented on posts which is helpful for "word of mouth" advertising.

Unlike the RiverCenter's Facebook page, the theater's Twitter account receives far less activity. Their Twitter page has just over 1,000 followers and has less engagement despite almost identical content as the Facebook page. This is not surprising as older adults are more likely to use Facebook over Twitter and most of the RiverCenter's clientele are older adults. In addition, failing to link the Twitter page to the main website could also contribute to a smaller Twitter following.

A blog could also be useful in creating more of an online buzz. Blogs can be useful for organizations that wish to target specific audiences. In the case of "The Rat Pack is Back," a blog could increase engagement as the event approaches. Information about the Tickets-for-Tots charity, importance of arts education, fun facts about The Rat Pack, "how to" entries related to casinos or dancing, or any number of other topics could be covered to create hype and stimulate conversation before the show. If a blog is used, it should be easily accessed through the main web page and promoted on all social media platforms.



## Primary Research

### Survey Questionnaire

To fill in the gaps in our secondary research, we used SurveyMonkey.com and developed a convenience online survey<sup>1</sup>. The surveys were distributed using the Columbus State University Communication Department's email list and Impact team members' personal social media accounts. Eighty-seven individuals responded took the survey.

The following is a series of graphs illustrating the results of the survey:

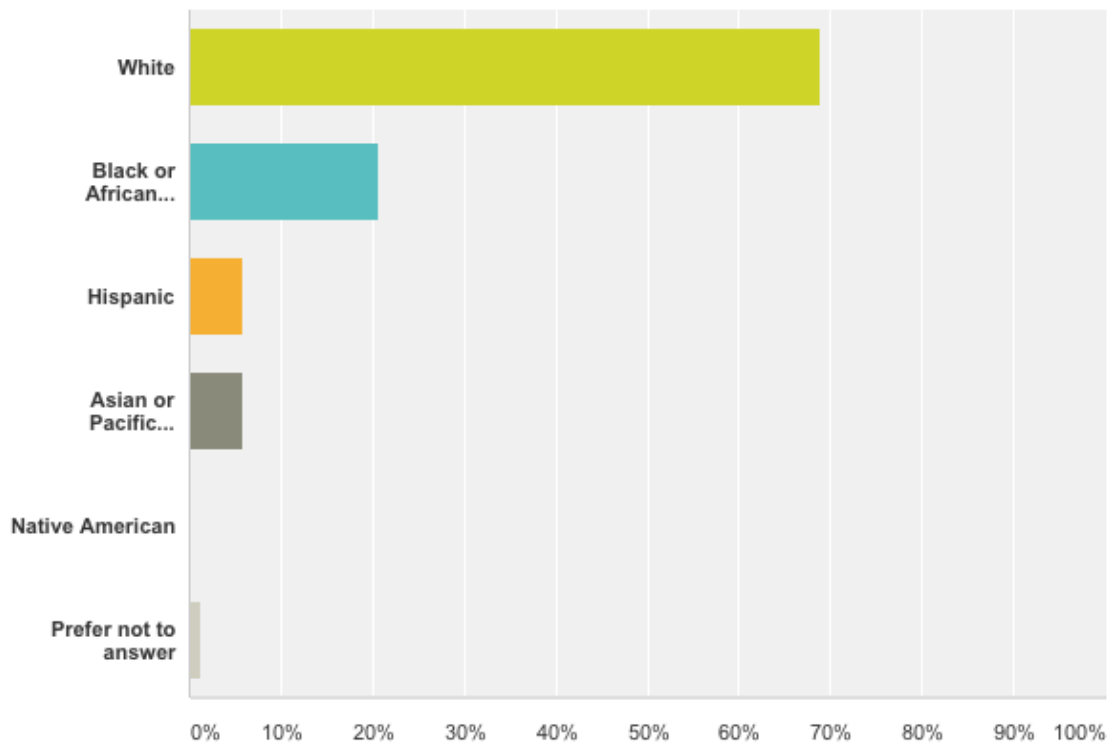
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<sup>1</sup> See appendix for full survey.



# Race of Survey Participants

Answered: 87 Skipped: 0



Answer Choices	Responses	
White	68.97%	60
Black or African American	20.69%	18
Hispanic	5.75%	5
Asian or Pacific Islander	5.75%	5
Native American	0.00%	0
Prefer not to answer	1.15%	1
Total Respondents: 87		

Figure 1. Race of Survey Participants, fall 2014

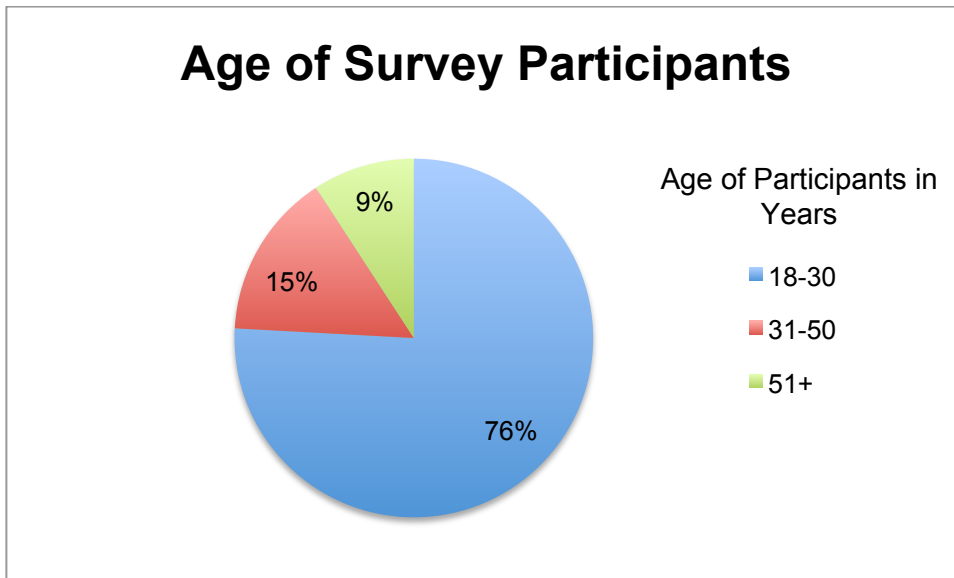


Figure 2. Age of Survey Participants, fall 2014

### Gender of Survey Participants

Male	Female
15	72

Figure 3. Gender of Survey Participants, fall 2014

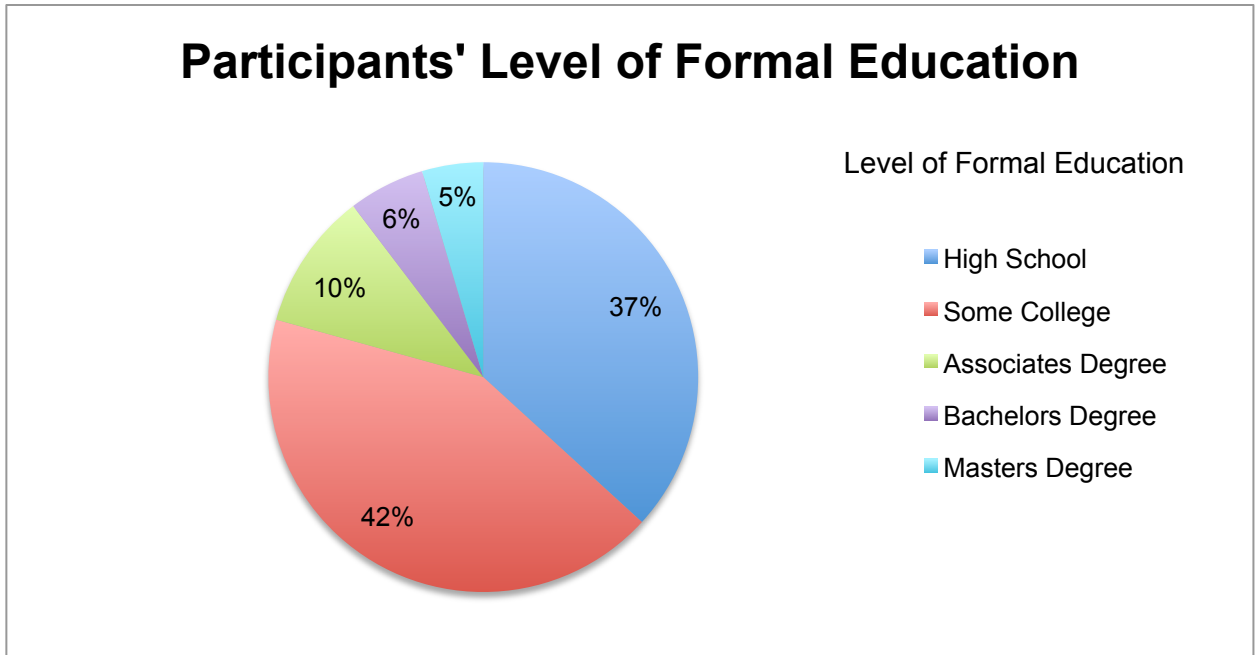


Figure 4. Participants' Level of Formal Education, fall 2014

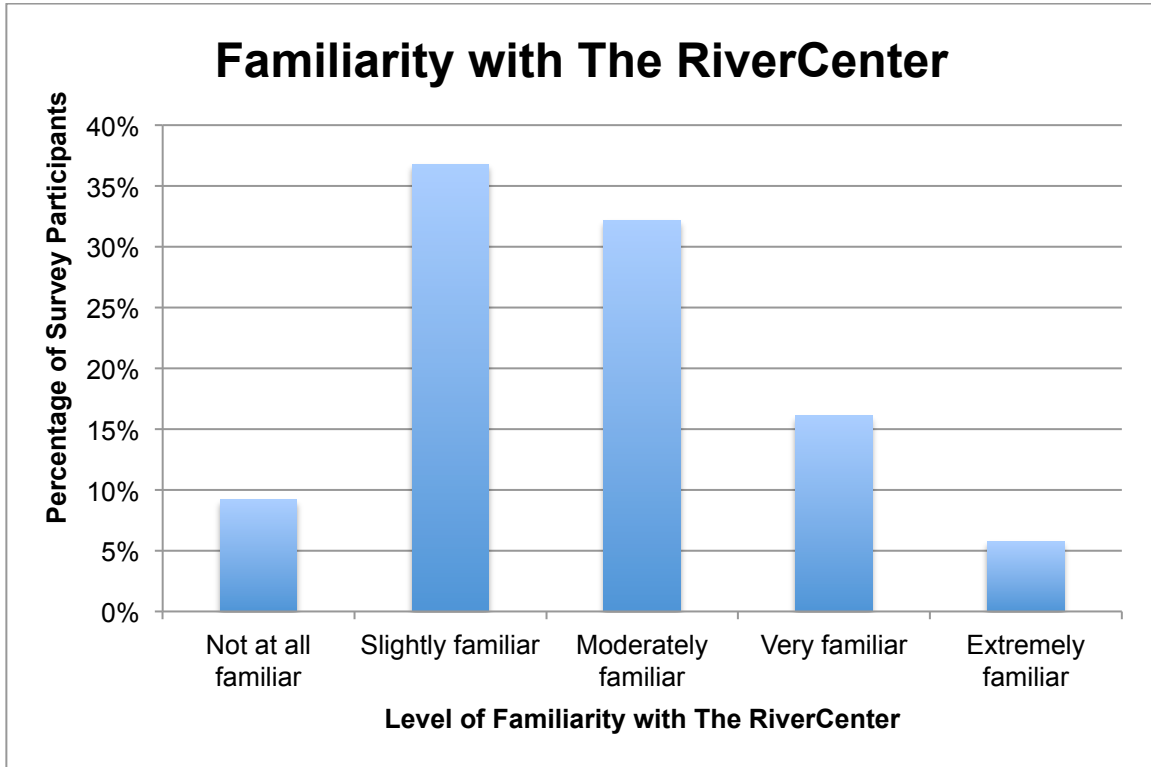


Figure 5. Participants' Familiarity with The RiverCenter, fall 2014

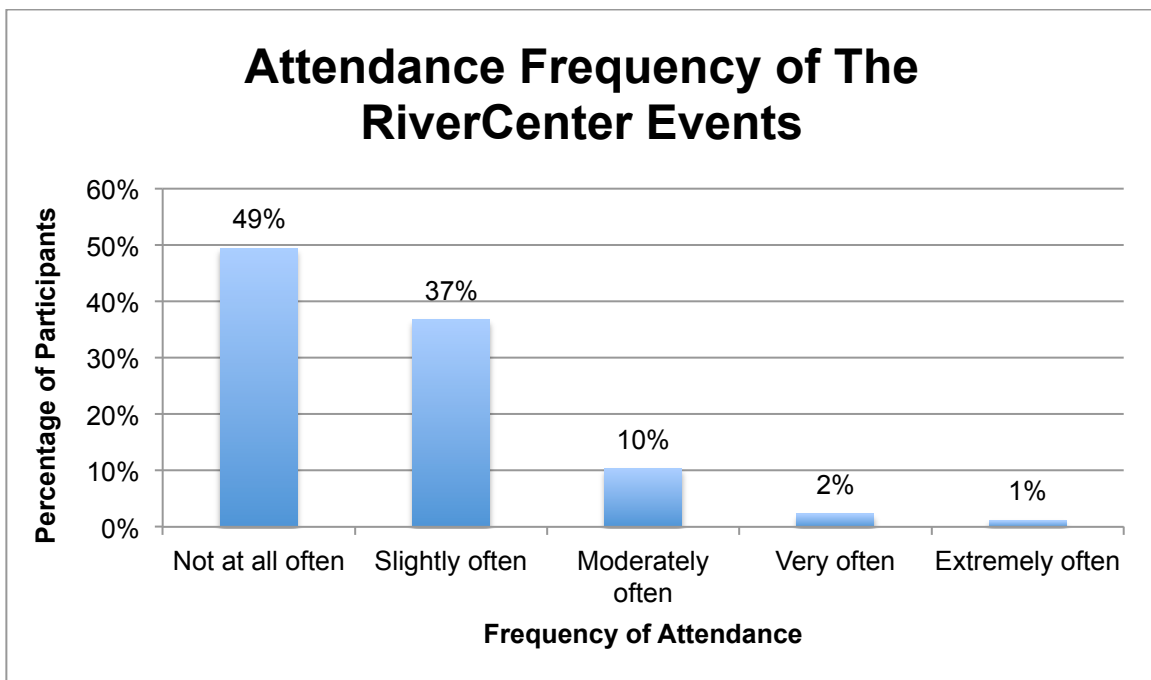


Figure 6. Frequency that Participants Attend RiverCenter Events, fall 2014

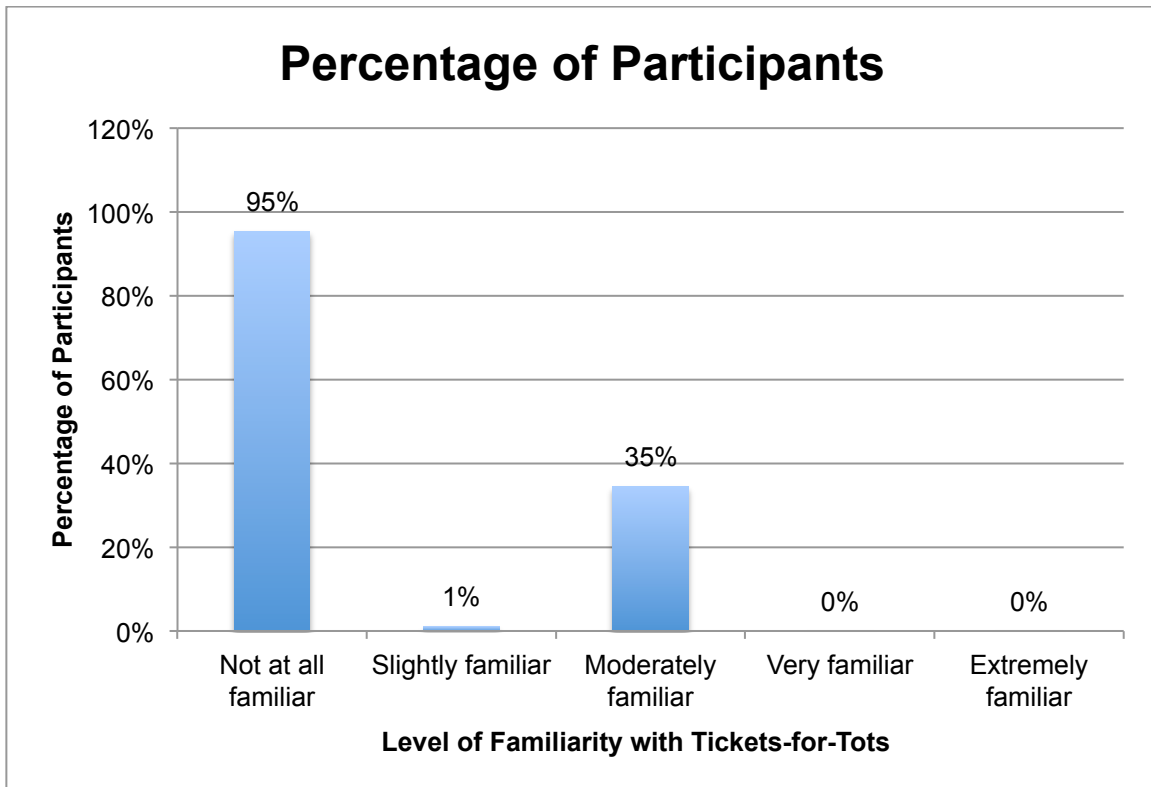


Figure 7. Percentage of Participants That Are Familiar with Tickets-for-Tots, fall 2014

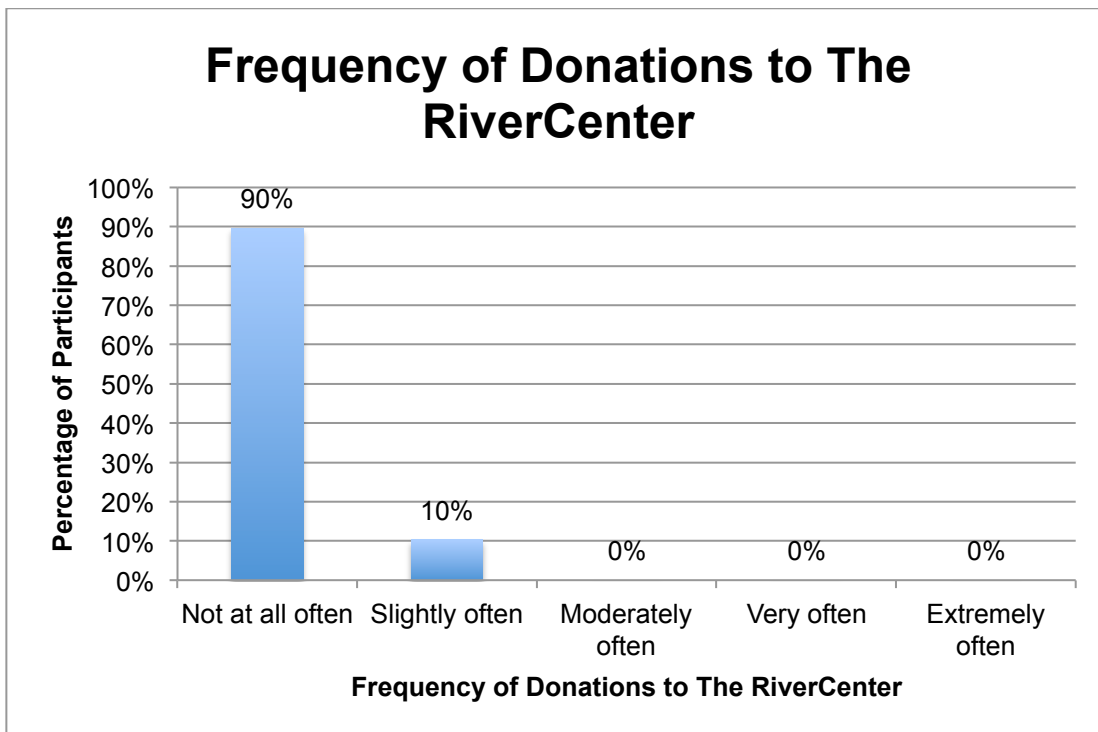
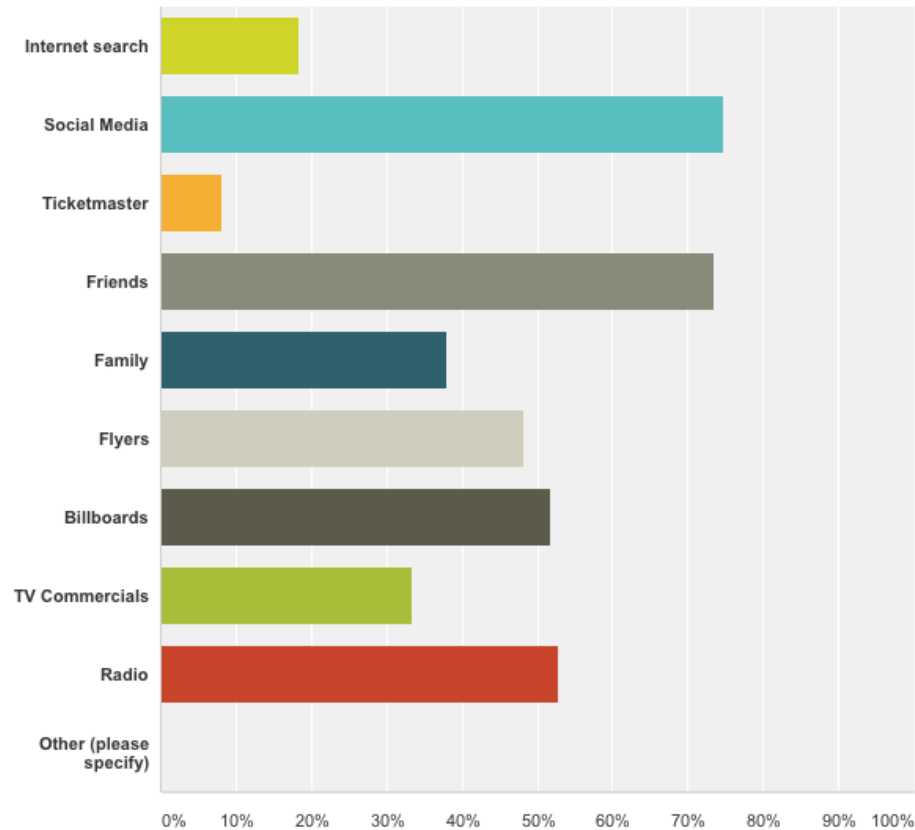


Figure 8. Frequency That Participants Make Monetary Donations to The RiverCenter, fall 2014

## How do you find out about entertainment events in Columbus? (Check all that apply)

Answered: 87 Skipped: 0

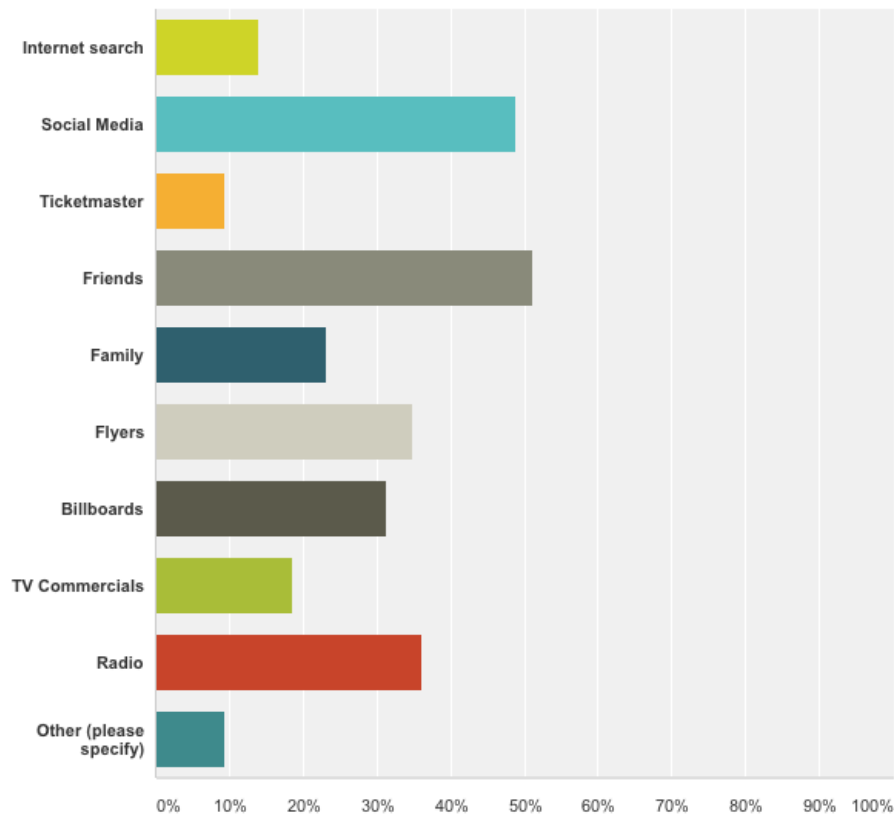


Answer Choices	Responses	
Internet search	18.39%	16
Social Media	74.71%	65
Ticketmaster	8.05%	7
Friends	73.56%	64
Family	37.93%	33
Flyers	48.28%	42
Billboards	51.72%	45
TV Commercials	33.33%	29
Radio	52.87%	46
Other (please specify)	0.00%	0
Total Respondents: 87		

Figure 9. How Participants Find Out About Entertainment Events in Columbus, GA, fall 2014

## How do you find out about events at the RiverCenter? (Check all that apply)

Answered: 86 Skipped: 1



Answer Choices	Responses	
Internet search	13.95%	12
Social Media	48.84%	42
Ticketmaster	9.30%	8
Friends	51.16%	44
Family	23.26%	20
Flyers	34.88%	30
Billboards	31.40%	27
TV Commercials	18.60%	16
Radio	36.05%	31
Other (please specify)	9.30%	8
Total Respondents: 86		

Figure 10. How Participants Find Out About Events at The RiverCenter, fall 2014

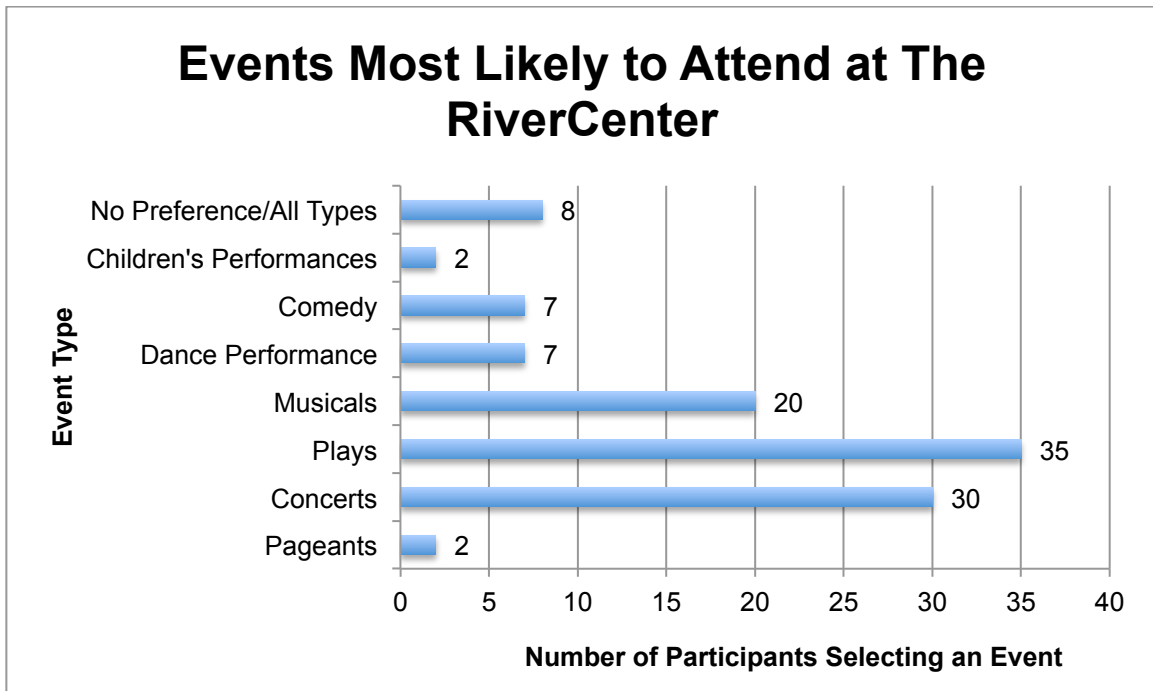
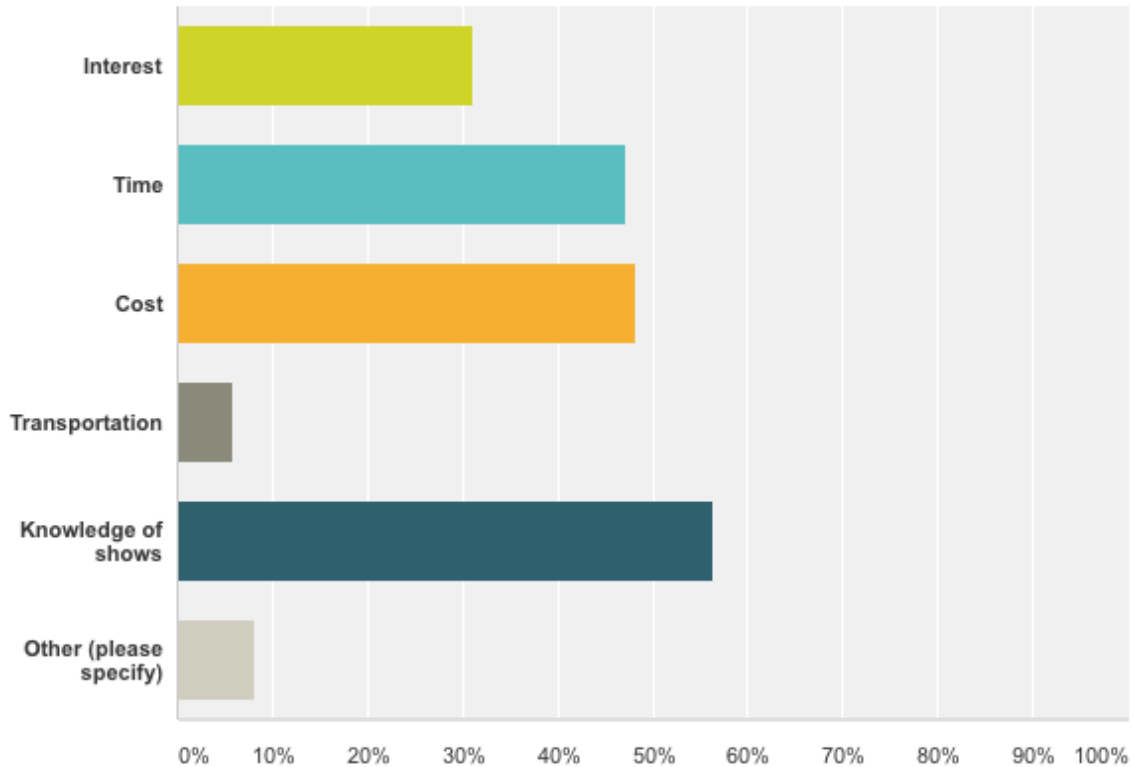


Figure 10. Types of Events Participants are Most Likely to Attend at The RiverCenter, fall 2014

## What prevents you from attending shows at the RiverCenter? (Check all that apply)

Answered: 87 Skipped: 0



Answer Choices	Responses	
Interest	31.03%	27
Time	47.13%	41
Cost	48.28%	42
Transportation	5.75%	5
Knowledge of shows	56.32%	49
Other (please specify)	8.05%	7
Total Respondents: 87		

Figure 11. Factors That Prevent Participants from Attending RiverCenter Events, fall 2014<sup>2</sup>

<sup>2</sup> A key limitation of the survey was the majority of the survey participants are not a true representation of the RiverCenter's customer base. Most respondents were young adult females. We would strongly suggest that more research be conducted to gain a more comprehensive representation of The RiverCenter's clientele.



## Goals, Objectives, Strategies & Tactics

### Goals

1. Sell 2,000 tickets to “The Rat Pack is Back” and raise \$10,000 for Tickets-for-Tots.
2. Appear on three traditional local media platforms.
3. Influence at least 50 tweets with hashtag, #RatPackIsBack and #Tix4Tots

### Goal 1 Objective:

Mix of paid and earned media on traditional (print, billboards, television, radio) and non-traditional (digital, online) platforms to reach the RiverCenter’s target audiences and motivate 2,000 attendees at the season finale.

Goal 1: Sell out “The Rat Pack is Back” and raise \$10,000 for Tickets-for-Tots		
Strategy 1: Consistent promotional messaging through traditional and nontraditional platforms.	Strategy 2: Make donating easy online and at the Finale.	Strategy 3: Reward donors for attendance and donation.
Tactic 1: Advertise the finale and Tickets-for-Tots through RiverCenter and RiverCenter sponsors social media platforms.	Tactic 1: Use a banner on The RiverCenter website that directly takes visitors to “The Rat Pack is Back” and Tickets-for-Tots information.	Tactic 1: Provide an incentive to donating to Tickets-for-Tots.
Tactic 2: Advertise the finale and Tickets-for-Tots via PSAs.	Tactic 2: Promote the link through all advertising tactics (see strategy 1).	Tactic 2: Provide donors with raffle ticket for drawing at the end of the show and casino night.
Tactic 3: Advertise the finale at Art Beat 2015.	Tactic 3: Use donation stations with pit bosses at the Finale to make giving efficient and easy.	Tactic 3: Collect raffle prizes from local vendors, event sponsors and discount codes for The RiverCenter 2015-2016 shows.
Tactic 4: Use printed ads in local media.		
Tactic 5: Use local billboards.		

### Strategy 1

For this campaign, the only social media platforms used will be Facebook and Twitter because they are the most frequented RiverCenter social media sites. This platform will specifically reach the younger adults but also has potential to reach many middle-aged adults and some traditional RiverCenter patrons who are typically older.

There will be two PSA scripts used during this campaign (see appendix for additional examples). Segments will be between 15 and 60 seconds and played during radio stations peak hours in an effort to quickly pump a message to the masses.

Art Beat is an annual celebration of the arts that takes place in Uptown, Columbus. Because Art Beat occurs roughly a month before “The Rat Pack is Back” and Casino Night Finale, Art Beat is a convenient cross advertising opportunity. Art Beat typically consists of many themed events, community involvement and garners much media attention. Therefore promotions for the finale can piggyback off Art Beat events. To leverage this, Chris Robinson<sup>3</sup> of NPACE, is willing to facilitate deals with Art Beat organizers to plan a ‘Casino’ night themed event that can cross advertise with Art Beat activities and attract all age demographics (18-30, 31-50, 51+).

- Young adults: Attract CSU students – proximity of RiverPark and Main Campus’, student Art Beat volunteers.
- Middle-aged adults: mostly parents attending Art Beat because of family friendly environment and many children activities.
- Traditional RiverCenter patrons/Older adults: Interested in supporting their community through Art Beat, attracted to activities that help them “relive the Rat Pack.”

This could be a chance to gain free media attention in the weeks preceding the show and spark public interest. The Rat Pack Art Beat event could include an impersonator that engages with the crowd. There could be an opportunity for Art Beat goers to win prizes, tickets, or deals for the upcoming Rat-Pack-Is-Pack. Should Art Beat’s organizers feel uncomfortable with a cross advertisement partnership event, then perhaps try to still gain a ‘Casino’ theme on a night of their events and pass out flyers, etc.

Traditional print media, ads will be run in *The Ledger-Enquirer*. The *Ledger-Enquirer* is the most recognized local newspaper in the Chattahoochee Valley. The paper reaches Muscogee, Harris, Troup Talbot and Chattahoochee counties in Georgia and Russell and Lee counties in East Alabama. According to the Audit Bureau of Circulations report (March 31, 2013), *The Ledger-Enquirer* has a daily circulation of 29,565 and Sunday circulation of 37,995 (Columbus Ledger Enquirer, 2014). Additionally, The RiverCenter has access to a couple billboards in high-traffic areas of Columbus. These billboards will also be used because they are useful for informing the masses.

## Strategy 2

Using the advertising tactics listed in strategy 1, including the link on social media platforms as well as inviting listeners or readers to connect with the RiverCenter online are ways to continually direct people to the RiverCenter website and social media pages.

To increase interactivity and convenience, donation stations will be available at the Casino Night. Each station will be staffed by a pit boss that will

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<sup>3</sup> See appendix B

ensure donations are made securely while adding an element of fun to the process. The donation stations can be decorated to fit the casino theme and pit bosses should be in casino themed costume.

### Strategy 3

When guests donate at the event they will receive a raffle ticket. The raffle drawing will take place at the end of the evening. Event sponsors and local businesses will donate raffle prizes that will encourage guests to make donations and reward them for their contributions. Building off relationships with local vendors keeps the community involved in the Tickets-for-Tots charity. Additionally, sponsors can be advertised at the event for their contributions (prizes or charitable donations).

### Goal 2 Objective:

Reach local and regional audiences with press opportunities and media preview to generate coverage of the event.

Goal 2: Appearance on 3 traditional local media platforms		
Strategy 1: Exclusive Rat Pack cast appearance on The Dee Armstrong Show.	Strategy 2: Advertise the season finale via public service announcements (PSAs) on local radio stations highlighting Tickets-for-Tots.	Strategy 3: Advertise the season finale in the local newspaper, The Ledger Enquire.
<p>Tactic 1: Leverage Chris Robinson's relationships with WLTZ to land a segment on The Dee Armstrong Show</p> <p>Tactic 2: Advertise the exclusive on the RiverCenter social media accounts and website.</p> <p>Tactic 3: Use the social media accounts of Finale sponsors, Georgia Power, and past sponsors Aflac, TSYS and Synovus to promote the segment.</p>	<p>Tactic 1: Leverage NPACE relationships with PMB Broadcasting to land free air time on Columbus radio stations.</p> <p>Tactic 2: Run PSAs during peak hours.</p>	<p>Tactic 1: Supply The Ledger Enquirer with "ready made news content"—Tickets-for-Tots casino night news releases.</p> <p>Tactic 2: Paid advertising in the Ledger Enquirer.</p>

### Strategy 1

The WRBL and WLTZ segment on The Dee Armstrong Show are a local news channels that connect to the local community and resonate with two of The RiverCenter's target audiences: middle-aged adults and traditional RiverCenter patrons/older adults (age demographics 31-50, and 51+). Contact Arthur Shipp<sup>4</sup>,

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<sup>4</sup> See appendix B

Marketing Director & Production Manager at WRBL and Chris Robinson at NPAC for WLTXZ contacts.

Television, another traditional platform will help connect the RiverCenter with the middle-aged adults and traditional RiverCenter patrons. These groups watch local television more than young adults and receive most of their news from television over other news sources. WRBL's morning news and WLTZ's Dee Armstrong Show are both popular shows in the Chattahoochee Valley and a platform to market the Tickets-for-Tots Casino Night. This opportunity allows WRBL and WLTZ to appear philanthropic because of the finale's charitable purpose. The partnership also gives the media an opportunity to interview any talent from the event prior to the show. Exclusives like this are beneficial for the news networks as well as it gives them an opportunity to "be first" on a story.

The RiverCenter website should heavily market the finale on its main website one month prior to the event by formatting header photos and sidebar images with the casino night content. Repetition is key to increasing public awareness. Counting down the days to the event by posting photos, releasing talent interviews, status updates, and promotional videos are particularly interesting to the young adult and middle-aged adult target (18-30 years old and 31-50 years old). Lauren Minter<sup>5</sup>, RiverCenter Director of Advancement can be contacted to make these adjustments to the website and other social media pages.

To get a broader reach on social media platforms, finale sponsor Georgia Power and past RiverCenter sponsors Aflac, TSYs and Synovus could also be used to promote the casino night. Leveraging these relationships could allow the sponsors to maintain a positive civic image in the community while also increasing the amount of eyeballs that see casino night and Tickets-for-Tots content. By posting original content or sharing The RiverCenter's content this tactic would continue to engage with the young adult and middle-aged adult targets (18-30 years old and 31-50 years old).

## **Strategy 2**

Radio, the last traditional platform will help reach all three target audiences. Radio is a necessary promotion platform because it is so widely used by the masses. Not all three targets rely on radio equally for information however; all three targets listen to radio making the medium necessary to this campaign. By negotiating the free airtime as an opportunity for PMB stations to conduct exclusive interviews with "The Rat Pack is Back" cast or other key personalities involved with the casino night relationships can be further built between The RiverCenter, PMB, and CSU. Ideally, these PSAs<sup>6</sup> should be played during peak hours.

## **Strategy 3**

To increase the likelihood of gaining free media coverage, Tickets-for-Tots casino night news releases will be sent to local media outlet (specifically *The*

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<sup>5</sup> See appendix B

*Ledger-Enquirer*). By supplying news organizations with “ready made content” our team will create more opportunities for free media coverage and help our client save advertising dollars. News releases should be submitted to the paper a few weeks prior to the event and in AP format (see campaign materials). *The Ledger-Enquirer* publishes their paper online and in their app, additionally increasing message reach and the likelihood that our message will reach all three target audiences. The online paper format also permits readers to easily share, comment and like the event advertisements and quickly directs them to TheRiverCenter.org, or RiverCenter social media pages.

For information on *The Ledger-Enquirer* and the reasoning behind use of traditional print media, see Goal 1 Objective, Strategy 1.

### Goal 3 Objective

<b>Goal 3: Influence at least 50 tweets with hashtag, #RatPacksBack or #Tickets4Tots</b>		
Strategy 1: Feature “The Rat Pack is Back” and Tickets-for-Tots hashtags on The RiverCenter website.	Strategy 2: Feature “The Rat Pack is Back” and Tickets-for-Tots hashtags primarily on The RiverCenter social media platforms.	Strategy 3: Feature “The Rat Pack is Back” and Tickets-for-Tots hashtags in traditional media.
<p>Tactic 1: Develop banner for The RiverCenter website advertising “The Rat Pack is Back” and Tickets-for-Tots.</p> <p>Tactic 2: Place banner on The RiverCenter Home page and all subsequent pages. Feature hashtag and Twitter handle on banner.</p> <p>Tactic 3: Feature the custom banner on The RiverCenter website from April 2015 to the night of the event.</p>	<p>Tactic 1: Develop banner for The RiverCenter social media platforms advertising “The Rat Pack is Back” and Tickets-for-Tots.</p> <p>Tactic 2: Place banner on The RiverCenter Facebook Cover Photo and Twitter Header Photo. Feature hashtag and Twitter handle on banner.</p> <p>Tactic 3: Feature the custom banner on The RiverCenter’s social media platforms from April 2015 to the night of the event.</p>	<p>Tactic 1: Integrate hashtag and Twitter handle into all printed media.</p> <p>Tactic 2: Integrate hashtag and Twitter handle into PSAs.</p>

### Strategy 1

The RiverCenter home page layout features a large space with scrolling to images to showcase upcoming events. Similar to a timeline photo on a Facebook page or header photo on Twitter, this space can leave an instant

impression on visitors. We want to encourage the RiverCenter to continue posting upcoming events in this space, specifically the “Rat Pack is Back” finale and Tickets-for-Tots benefit. This banner will feature the Twitter handle (@rivercenter) and hashtags (#RatPacksBack and #Tickets4Tots) to help start a conversation between our client and its potential customers.

Currently, subsequent pages on the RiverCenter website are not being use to promote upcoming shows as much as possible. We recommend that our client make better use of this blank space by using the Rat Pack is Back and Tickets-for-Tots graphics. This will keep emphasizing the importance of the Finale and hopefully encourage more site visitors to purchase tickets and donate. These spaces are indicated on the images below by the blue circles.



Figure 12. Blue circle indicates the area that will be tailored to Tickets-for-Tots prior to the event.

The banner should be featured on the RiverCenter website April 25, six weeks prior to the event. This increases the amount of visitors that will come in contact with the hashtags and twitter handle before the event and increases engagement.

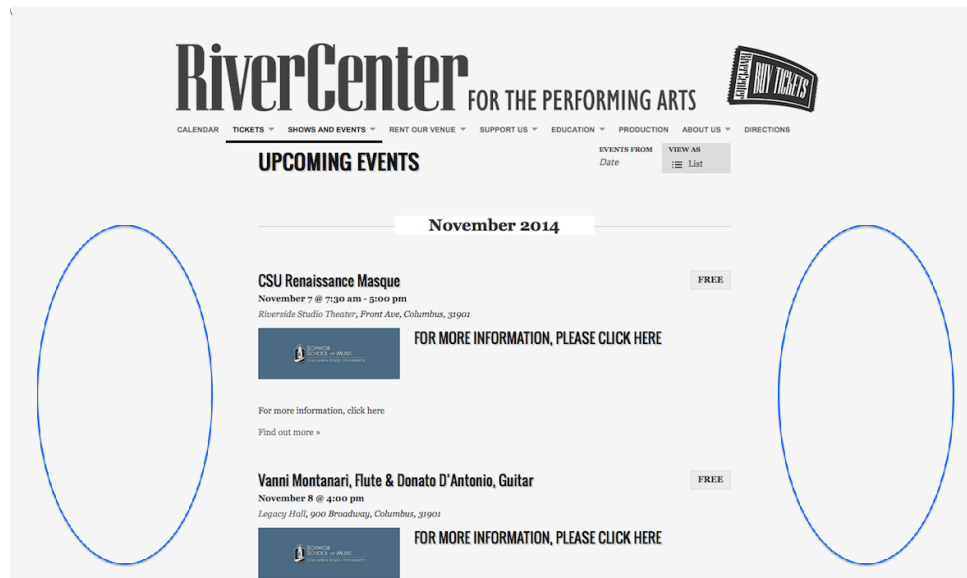


Figure 13. Blue circles indicate areas where links to RiverCenter social media pages could be placed prior to the event.

### Strategy 2

In the same way we will use the RiverCenter website to market the Finale, the RiverCenter's Facebook and Twitter pages should feature "The Rat Pack is Back" and Tickets-for-Tots in the weeks prior to the event. The image on Facebook and Twitter should match the banner on the website to create one clear voice and brand for the event. Of course the image should feature the Twitter handle (@rivercenter) and hashtags (#RatPacksBack and #Tickets4Tots) to help start a conversation between our client and its potential customers.

The banner should be featured on the RiverCenter's social media platforms April 25, six weeks prior to the event. This increases the amount of visitors that will come in contact with the hashtags and twitter handle before the event and increases engagement.

### Strategy 3

The graphics featured in online platforms can also, and should also be used in printed advertisements. We recommend advertising the RiverCenter's Twitter handle and event hashtags in all news releases, newspaper and magazine ads and billboards.

Public service announcements can also be leveraged to direct consumers to the RiverCenter's website, Facebook and Twitter. Including verbiage like, follow us on Twitter, 'Like' us on Facebook, and join the conversation with #TheRatPacksBack or #Tickets4Tots are all possibilities. In addition, the on screen caption during TV media appearances should feature the RiverCenter handle and hashtags. TV viewers typically "double screen," and are likely to be near a phone or laptop where they can instantly access the RiverCenter's website or social media pages.





## Campaign Materials



Figure 18. Tickets-for-Tots Casino Night Poster, fall 2014



Figure 20. Tickets-for-Tots logo, fall 2014

HOLD FOR RELEASE UNTIL [May 1, 1015]

900 Broadway  
Columbus, GA 31901  
3653  
[www.RiverCenter.org](http://www.RiverCenter.org)

Lauren Minter  
(706) 256-

### **RiverCenter Lobby Turns Casino to Benefit Arts' Education in the Chattahoochee Valley**

COLUMBUS, Ga.—On Saturday, June 6 two thousand people will have the chance to relive the Rat Pack and party for a purpose at The RiverCenter, Columbus' centerpiece for arts and entertainment. Immediately following the 2014-2015 season finale of "The Rat Pack is Back," the RiverCenter will transform into a Las Vegas casino to benefit Tickets-for-Tots, part of center's ArtReach program.

Tickets-for-Tots provides students with reduced admission to RiverCenter performances. Through Tickets-for-Tots financial burdens typically associated with field trips are eliminated or significantly reduced. Thanks to Tickets-for-Tots, teachers are able to expose their students to the arts, and enhance their students' learning experience. This year's fundraising goal is \$10,000.

"It's particularly important for students to be exposed to the arts at an early age," teacher Shirley Johnson said. "My students really enjoy the experience outside the classroom and benefit immensely from the kid-friendly productions."

Partygoers can expect great food and drink from local restaurants, music from the show and exciting casino games. Guests are encouraged to party for a purpose and go "all in" by purchasing playing chips for casino games. All purchases and donations will go directly to Tickets-for-Tots.

You can reserve your ticket for "The Rat Pack is Back" and Tickets-for-Tots Casino Night by visiting [RiverCenter.org](http://RiverCenter.org) or calling (706) 256-3632. Tickets can also be purchased at The RiverCenter ticket office located at 900 Broadway in Uptown, Columbus.

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Figure 23. Mock Tickets-for-Tots Casino Night News Release

## Appendix A

### Primary Research

Survey Questionnaire

Q1) What is your race? (Check all that apply)

- White
- Black or African American
- Hispanic
- Asian or Pacific Islander
- Native American
- Prefer not to answer

Q2) What is your:

1. Age?
2. Gender?
3. Highest level of education completed?

Q3) How familiar are you with the RiverCenter for the Performing Arts?

(1 – not familiar at all, 2 – slightly familiar, 3 – moderately familiar, 4 – very familiar, 5 – extremely familiar)

1   2   3   4   5

Q4) How often do you attend events at the RiverCenter?

(1 – not at all often, 2 – slightly often, 3 – moderately often, 4 – very often, 5 – extremely often)

1   2   3   4   5

Q5) How familiar are you with Tickets-For-Tots?

(1 – not familiar at all, 2 – slightly familiar, 3 – moderately familiar, 4 – very familiar, 5 – extremely familiar)

1   2   3   4   5

Q6) How often do you make monetary contributions to The RiverCenter?

(1 – not at all often, 2 – slightly often, 3 – moderately often, 4 – very often, 5 – extremely often)

1   2   3   4   5

Q7) How do you find out about entertainment events in Columbus?

(Check all that apply)

Internet Search

- Social Media
- Ticketmaster
- Friends
- Family
- Flyers
- Billboards
- TV Commercials
- Radio
- Other

Q8) How do you find out about events at the RiverCenter? (Check all that apply)

- Internet Search
- Social Media
- Ticketmaster
- Friends
- Family
- Flyers
- Billboards
- TV Commercials
- Radio
- Other

Q9) What types of events are you most likely to attend at the RiverCenter?

Q10) What prevents you from attending shows at the RiverCenter?  
(Check all that apply)

- Interest
- Time
- Cost
- Transportation
- Knowledge of shows
- Other