

Memo

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Subject: Kick Butts Day Pitch

- I. Name of the event:** Kick Butts Day: Striking Out Tobacco
- II. Description:** The event would be a small tailgate before the LSU and South Alabama baseball game on March 19, 2014. It would not include serving food, but focus on getting the Smoking Words Day message out to game patrons and fans. “Getting the message” out would include brochures and other promotional items. The event would take place from 4:30 pm-6:30 pm before the start of the game.
- III. People would be involved in the organizing, supervision and logistics of the event:** The organizing, supervising and logistics people for the event would be Dr. Judith Sylvester and the students Mass Communication: 4001, Section 2. They would have to work in conjunction with LSU Athletics and the LSU Baseball personnel to organize and promote the event.
- IV. How will this event do one of the following:**
 - a. Publicize Act 211 and how other campuses are dealing with it.**

The organizers would create fact sheets, brochures and other informational items to not only publicize Act 211, but fully explain what it entails. The volunteers (students) would be adequately knowledgeable about Act 211 and be able to elucidate on patrons’ questions, comments, and concerns.
 - b. Get out an educational health message about the dangers of personal tobacco use and/or secondhand/thirdhand smoke.**

Once again, the informational pieces would explain Act 211, but also reiterate the eminent threats of personal tobacco usage and secondhand and third hand smoke. The volunteers would explain these fully as well.

c. Increase brand awareness for SmokingWords/Fresh Campus.

At this event, there should be both Smoking Words and Fresh Campus logos all over the tent and table spaces. The organizers would also make sure to use these brands in speech and conversation with tailgate visitors.

d. Increase awareness of Tobacco-Free Kids and Kick Butts Day

The event would be informative about Act 211 and how it will eventually affect LSU students, faculty, and staff. The information would always relate back to how the event is supporting a national movement, including Tobacco-Free Kids and Kick Butts Day. The tailgate would encourage the “#KickButtsDay” hashtag the national organization has incorporated on their social media.

V. Suggest some other benefit that you foresee coming from your event or publicity for your event.

The event first and foremost spread the reality and implications of Act 211 and what Kick Butt Day aims to achieve. I think this event would also help LSU Athletics’ “Healthy Tiger” initiative. Health for college-aged students not only includes a healthy diet and fitness regime, but staying away from smoke and tobacco products.

VI. What collaterals would you like to have to support the event (prizes for competitions, t-shirts, buttons, etc.)? These should appeal to your target audience – either students or employees.

There are a few collaterals that I would like to have to support the event. I think t-shirts would be the best giveaway item. These are always a big success at anything I have ever attended, especially free t-shirts. I think plastic cups and buttons would also be well-received by patrons.

VII. What equipment might be necessary (screens, microphones, computers, tables, chairs, etc.)

The event would need minimal equipment, which I believe we could provide. The tailgate would need a small pop-up tent, two or three tables, chairs, and a single laptop.

VIII. Can you suggest a campus partner to increase participation in the event?

The biggest campus partner would definitely be LSU Athletics and LSU Baseball. We could also promote the event through the Manship School and its concentration organizations, such as PRSSA and SPIN. The Smoking Words organization could also partner with us to increase participation in the event. Lastly, I think including an athletes’ organization, such as the Fellowship of Christian Athletes would increase participation.

IX. Approximately what do you think the event would cost and what, if anything, might be donated (collaterals, food, venue cost)

The tailgate would cost approximately \$3000.00. The collaterals and printed informational items would be the most expensive. We would also have to finance any decorations. LSU may charge a fee for a parking lot space near the ballpark, although this may be donated. Also, I think we could provide our own tent, tables, and chairs.