

Firm Manual

Advanced Communications Group

Table of Contents

Mission Statement 3
Organizational Chart 4
Firm Position Descriptions 5
Account Team Reports 6
Client Conference Reports..... 7
Account Team Time Sheets..... 8
Time Codes 9

Mission Statement:

To provide clients with top communications services and counsel. We strive to deliver flawless results by utilizing the talent and work ethic of our employees. Advanced Communications Group and its services are constantly evolving to make sure our clients are being provided the best service possible. We fully embrace the Public Relations Society of America's (PRSA) Code of Ethics, a guide for public relations professionals to carry out their responsibilities ethically

Organizational Chart:



Firm Position Description:

Partner:

All Partners are responsible for oversight of the firm and work closely with each other to ensure cohesion within the firm and its projects. Partners are expected to attend all general meetings.

Client Relations

The partner for client relations is responsible for managing current accounts and programs. He communicates regularly with the client to determine client expectation.

Budget & Accounting

The partner of Budget & Accounting is responsible for creating budgets for all projects and making sure projects stay within their allotted budget.

Marketing

The partner of Marketing is responsible for creating plans to acquire new clients in addition to creating relationships with the community.

Sample Account Team Reports:

Date: September 2, 2014

Time: noon

Client: University Health Services, Penn State University

Attendance: Brendan Auman, Natasha Bailey, Qin-Xia Chen

Summary of Discussion:

We brainstormed ideas for the firm's mission and name while researching missions of other firms. For the client, we briefly talked about who they are and the services they provide.

Action:

1. Partners will meet September 4 to discuss Firm Manual and Situational Analysis for UHS

Date: September 4, 2014

Time: 11:30 a.m.

Client: University Health Services, Penn State University

Attendance: Brendan Auman, Natasha Bailey, Qin-Xia Chen

Summary of Discussion:

Firm partners met to create firm manual and discuss client history and background. Each team member was assigned to research the history and effectiveness of marketing and public relations efforts by University Health Services.

Action:

1. Start situation analysis Tuesday, September 9.

Date: September 9, 2014

Time: noon

Client: University Health Services, Penn State University

Attendance: Brendan Auman, Natasha Bailey, Qin-Xia Chen

Summary of Discussion:

Firm partners met to work on situation analysis and decide on a topic (safe sex). Each team member focused on a subtopic under the Situation Analysis (Client History-Qin, Issue History-Brendan, and Communication Efforts-Natasha).

Action:

1. Start research on safe sex in colleges
2. Meet September 11, 2014 to continue work on situation analysis

Date: September 11, 2014

Time: 11:30a.m.

Client: UHS

Attendance: Brendan, Natasha, Qin

Summary of Discussion:

Firm partners meet to continue situation analysis. Natasha continued work on Previous Communication efforts, Qin worked on Competition Evaluation, and Brendan worked on Secondary Research, specifically focusing on prsa.org.

Actions:

1. Situation Analysis C-E: Summarize Secondary Research
2. Meet September 16, 2014 to complete & edit Situation Analysis

Date: September 18, 2014

Time: 12:15 p.m.

Client: UHS

Attendance: Natasha, Qin

Summary of Discussion:

Natasha and Qin gathered sources for Secondary Research section of situation analysis with a focus on scholarly articles, news articles, and trade publications. The situation analysis is completed.

Actions:

1. Meet September 23 to discuss and complete Target Audience Section

Date: September 23, 2014

Time: 12:15 p.m.

Client: UHS

Attendance: Natasha, Qin, Brendan

Summary of Discussion:

Qin, Brendan, and Natasha used the Simmons OneView database to search and interpret crosstab data. To build their target audience they searched condom use in full-time college students and condom use in first-year college students. They also used the Penn State Fact Book to search the demographics of Penn State first-year students.

Actions:

1. Meet September 25 to complete Targeted Publics, Public Relations Communications Objectives, and Public Relations Tactics.

Date: September 25, 2014

Advanced Communications Group

Time: 11:40 p.m.

Client: UHS

Attendance: Natasha, Qin, Brendan

Summary of Discussion:

Firm partners continued research on target audiences using Simmons OneView and scholarly articles. Today's research included alcohol use, sti statistics in college students, and level of education.

Actions:

1. Meet September 29 to discuss Public Relations Communications Objectives and Public Relations Tactics. Firm partners will also edit the existing content within the PR Plan.
2. Interpret Simmons OneView Data.

Date: October 7, 2014

Time: 12:30 p.m.

Client: UHS

Attendance: Natasha, Qin, Brendan

Summary of Discussion:

Firm partners began to craft communication objectives based on the informing students and changing their behaviors and attitudes.

Actions:

1. Meet October 9, 2014 to complete communication objectives
2. Begin to discuss public relations tactics

Date: October 14, 2014

Time: 12:30 p.m.

Client: UHS

Attendance: Natasha, Qin, Brendan

Summary of Discussion:

Today we presented our Objective and Tactics before working to revise our situation analysis.

Actions:

1. Complete revisions
2. Meet October 16, 2014 to work on creative strategies

Date: October 16, 2014

Time: 12:00 p.m.

Client: UHS

Attendance: Natasha, Qin, Brendan

Summary of Discussion:

Today we went over each section of the PR Plan to check for accuracy before beginning to think of our creative strategy.

Actions:

1. Develop creative strategy
2. Meet October 21, 2014 to continue work on creative strategies

Date: October 21, 2014

Time: 12:00 p.m.

Client: UHS

Attendance: Natasha, Qin, Brendan

Summary of Discussion:

We edited the objectives today and started our communications executions. Brendan drafted the poster, Qin began a PSA for radio, and Natasha brainstormed ideas for an awareness event.

Actions:

1. Continue work on communications executions

Date: October 23, 2014

Time: 12:00 p.m.

Client: UHS

Attendance: Natasha, Qin, Brendan

Summary of Discussion:

We developed each of our public relations tactics. Brendan created the flyer. Qin worked on the PSA and blog. Natasha worked to develop the timeline for awareness events.

Actions:

1. Complete public relations tactics by October 28, 2014.
2. Develop letter to the editor.

Date: October 28, 2014

Time: 12:00 p.m.

Client: UHS

Attendance: Natasha, Qin, Brendan

Summary of Discussion:

We continued to develop each of our public relations tactics. We edited the PR Plan and started working on the budget.

Actions:

1. Complete public relations tactics by October 30, 2014.
2. Continue to work on budget.

Date: October 30, 2014

Time: 11:30 a.m.

Client: UHS

Attendance: Natasha, Qin, Brendan

Summary of Discussion:

We continued to develop the budget for the “We Are...Protected” campaign.

Actions:

1. Complete budget for public relations tactics.
2. Begin working on public relations evaluation.

Date: November 4, 2014

Time: 11:30 a.m.

Client: UHS

Attendance: Natasha, Qin,

Summary of Discussion:

We developed the production timeline for the “We Are...Protected” campaign.

Actions:

1. Continue developing production timeline
2. Prepare for evaluation

Date: November 6, 2014

Time: 12:15 p.m.

Client: UHS

Attendance: Natasha, Qin, Brendan

Summary of Discussion:

We reformatted the Budget sheet and edited our PR Plan

Actions:

1. Prepare for evaluation

Date: November 18, 2014

Time: 12:30 p.m.

Client: UHS

Attendance: Natasha, Qin, Brendan

Summary of Discussion:

Advanced Communications Group

We began the evaluation section of the PR plan, drafting questions for the three sections: preparation, implementations, and impact.

Actions:

1. Continue evaluation

Date: December 2, 2014

Time: 12:00 p.m.

Client: UHS

Attendance: Natasha, Qin

Summary of Discussion:

Continue evaluation and begin presentation slides.

Actions:

1. Continue evaluation

Date: December 4, 2014

Time: 12:00 p.m.

Client: UHS

Attendance: Natasha, Qin, Brendan

Summary of Discussion:

Complete evaluation, continue presentation slides, start to edit and reformat PR Plan

Actions:

1. Complete presentation slides and determine individual parts

Date: December 9, 2014

Time: 11:15 p.m.

Client: UHS

Attendance: Natasha, Qin, Brendan

Summary of Discussion:

Continue presentation slides, start to edit and reformat PR Plan

Actions:

1. Complete presentation slides and determine individual parts

Date: December 11, 2014

Time: 11:15 p.m.

Client: UHS

Attendance: Natasha, Qin, Brendan

Summary of Discussion:

Finalize presentation and present an overview of our PR plan.

Sample Client Conference Report:

Date: September 15, 2014

Time: 12:00 p.m.

Client: University Health Services

Attendance: Natasha Bailey, Qin-Xia Chen, Brendan Auman, Linda LaSalle

Summary of Discussion:

We met with Linda LaSalle, the Associate Director of Educational Services at Pennsylvania State University, to discuss the the history of University Health Services (UHS) in addition to the resources and education programs available at UHS now. We learned that UHS has been infamous for its long waiting times in the past, but the wait times have improved in recent years. Free name brand condoms are also available to students, but it is uncertain how many students have knowledge of this resource. UHS serves an average of 400 patients per day and medical professionals at UHS provide a variety of services from STI-testing to x-rays.

We continued our discussion to the previous communication efforts of UHS, particularly when it applied to sexual wellness. Although UHS serves over 40,000 students at University Park campus, UHS has a very small social media following (less than 1% on Facebook and even less on Twitter). UHS also keeps a Healthy Penn State blog that is updated once in a while, usually filled with tips for students to cope with stress and eat healthily. In the past, UHS has put out promotions (posters and social media posts) for STI self-testing and condom use with good results.

Since we are primarily targeting first-semester freshmen in our current program, we talked to Linda about how much the freshman would know about sexual health and wellness. Although the university requires freshmen to take quizzes on sexual assault and alcohol consumption, there is no education on how to be safe during intercourse. This is worrisome because college students fall into the age demographic that is most likely to get an STI, many of which do not have obvious symptoms but can have long term consequences.

We concluded our meeting with a few ideas to further promote sexual wellness and the resources UHS has to offer to students. Our ideas include: eye catching posters, safe-sex kits, and an awareness event held where many freshmen pass.

Actions:

1. Qin and Natasha will complete situation analysis
2. Brendan will gather secondary research materials

Account Team Time Sheets:

Date	Code	Time	Comments
Sep. 2	100	1hr	Brainstorm firm's mission, discussed what client provides
Sep. 4	104	1hr 30min	Create firm manual, discuss client history
Sep. 9	105	1hr	Conduct research to begin situation analysis
Sep. 11	105	1hr	Continue work on situation analysis
Sep. 18	105	45min	Gather sources for Secondary research
Sep. 23	105	45min	Work collecting data from Simmons OneView and Penn State Fact Book
Sep. 25	105	1hr	Continue research on target audience
Oct. 7	106	30min	Begin developing communications objectives
Oct. 14	103	30min	Complete Objectives and revise situation analysis
Oct. 16	106	1hr	Begin creating creative strategy
Oct. 21	103	1hr	Edit objectives and begin crafting sample tactics
Oct. 23	106	1hr	Continue developing PR tactics
Oct. 28	106	1hr	Continue with PR tactics and edit PR plan, Start budget
Oct. 30	101	1hr 30min	Develop budget for campaign
Nov. 4	101	1hr	Develop Production timeline
Nov. 6	103	45min	Format Budget and edit PR Plan

Nov. 18	101	30 min	Begin evaluation section of Plan
Dec. 2	103	1hr	Continue evaluation and begin presentation slides
Dec. 4	103	1hr	Complete evaluation and continue presentation slides
Dec. 9	103	1hr 30min	Edit PR plan and continue presentation slides
Dec. 11	107	1hr	Complete presentation slides and present PR plan to class

Sample Operation Codes

100—Account Planning

101—Account Management

102—Client Contact

103—Writing and Editing

104—Research

105—Internet Research

106—Creative

107—Media Relations