

Subject: FW: Meeting follow-up and important information: WVU Macy's Thanksgiving Parade appearance marketing and communications plans

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From: Heather Richardson

To: Lynn Reinke, Erin Blake, Cassie Thomas

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Date: Friday, November 4, 2016 at 4:13 PM

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Subject: Meeting follow-up and important information: WVU Macy's Thanksgiving Parade appearance marketing and communications plans

Hi, Jay, Octavia and Bernadette:

Thanks for making the trip to our neck of the woods yesterday to discuss promotion of the WVU Marching Band's appearance in the Macy's Thanksgiving Parade. What an exciting experience for our band members – and a great opportunity for the CCArts and UR teams to leverage it our WVU family, prospective students, alums and donors!

Per our discussions yesterday, here is a recap of the schedule and how the UR and CCArts marketing and comm teams will partner to share the experience:

Schedule of events

Friday, Nov. 18 – band performs dress rehearsal of NYC performance at Festival of Lights parade in Wheeling.

Saturday, Nov. 19 – band returns to Morgantown to perform at halftime of the WVU vs. Oklahoma game. It will be a New York-themed performance.

Tuesday, Nov. 22 – Band travels to NYC.

Wednesday, Nov. 23 – Group breakfast, sightseeing.

Thursday, Nov. 24 - (day of event): Band to rehearse with NBC at 3 a.m. Expected to move into TV spot on 34th Street at 9:50 a.m. Following performance, group dinner at restaurant in waterfront area.

Friday, Nov. 25 – Group breakfast; depart NYC.

Important appearance details

- WVU is expected to be first in the line-up, but this is not official and *cannot yet be shared publicly*. It is expected – and Jay will confirm – that we will have permission to include this information in the advance story.
- WVU will be performing 'Strike up the Band' and 'Country Roads' during their appearance.
- A group photo of the band will be taken on steps of large post office in NYC.
- In terms of the script that NBC will read when WVU moves into the TV spot, Jay filled out a standard five-page manual with specifics about the band provided by NBC. Broadcasters will read those details during the TV spot.

Marketing and communication goals, plans and roles

Goal of marketing and comm efforts

1. Create awareness
2. Fundraising (Band still needs to raise approximately half of necessary funds to cover trip)
3. Recruitment of prospective students

GeeMail

UR is planning to launch a GeeMail to hype the appearance that will feature President Gee 'auditioning' for the band in hopes of securing a spot in the Macy's Parade. (He may even make an appearance with his oboe, which he played back in the day!) He will also interview band members and Jay Drury.

The Gee Mail will be taped at the WVU Coliseum on **Nov. 10 at 5 p.m.**
It will launch **Nov. 16 or 17** before students depart for fall break.

Point-of-contact for GeeMail information and questions: Jake Stump – Jake.Stump@mail.wvu.edu;
304.293.5507

WVU Magazine

- Diana Mazzella and Raymond Thompson will be attending on behalf of UR; they will depart Tuesday, Nov. 22 and will include their images and videos on special page on magazine website. They will show fans a behind-the-scenes look at how the band prepares and of the entire experience, both before and during the performance. (Page will live on wvumag.wvu.edu site.)
- WVU Magazine also ran a preview cover story about the band to hype their appearance in their fall edition.

Point-of-contact for magazine information and questions: Diana Mazzella –
Diana.Mazzella@mail.wvu.edu; 304.293.6998

Social

- Kyle Monroe (who will also be capturing video and images on behalf of CCArts at the parade) will be taking over @WestVirginiaU Snapchat during parade day.
- Taylor, a drum major, will be taking over the @WVUStudents account on Twitter.
- UR Social team is planning a large Facebook gallery on West Virginia University Facebook page to share the images from the parade.
- Social team will be sharing extensively on all platforms to leverage experience.
- CCArts should also plan to share content they receive from Kyle and their multimedia team on their platforms.

Point-of-contact for social information and questions: Tony Dobies – Anthony.Dobies@mail.wvu.edu;
304.293.5510

Communication (News)

- Advance story to be crafted by Bernadette at CCArts, **story to be sent to April Kaul at UR no later than Tuesday, Nov. 15.**
 - Story should include quotes from President Gee (Bernadette can draft one and April and John can work on getting it approved through their channels), and **approved** quotes from Dean Kreider and Jay Drury.
 - Story should tie in the 'going first' aspect of line-up to 'Go First' brand; should talk about importance of donor contributions, activities leading up to parade, importance of appearance – should be written with both prospective student and donor audiences in mind. Talk about

- why this significant for WVU and our band students.
- Media advisory not necessary.

Point-of-contact for news information and questions: John Bolt or April Kaul – John.Bolt@mail.wvu.edu; 304.293.5520; April.Kaul@mail.wvu.edu; 304.293.3990

Advertising/Marketing

- Laura Spitznogle at UR to explore advertising contracts to see if there are opportunities; Octavia at CCArts can design something quickly if there is opportunity. Laura, please follow-up with Ann, Heather and Octavia **no later than Tuesday, Nov. 8** regarding opportunities with contracts.
- Long-term, both UR and CCArts teams to partner to explore opportunities to work with CCArts recruiter to leverage experience with prospective student audience.

Point-of-contact for advertising information and questions: Laura Spitznogle – Laura.Spitznogle@mail.wvu.edu; 304.293.0562.

Crisis Planning

- Band will be staying at the Row Hotel in Times Square. (Jay, please provide both phone and email contact information for hotel in event of emergency.)
- Jay Drury will serve as point-of-contact on the ground; Jay to determine second point-of-contact and share with John Bolt/April Kaul in UR.
- In the event of an issue on the ground, Jay will contact John Bolt in UR News and Dean Kreider immediately; John and April can then determine appropriate messaging and next steps.

Point-of-contact for crisis planning: John Bolt/April Kaul.

Thanks to all of your help and hard work to make the most of this awesome experience for our Marching Band!

Have a great weekend.

Kind regards,

/ Heather Richardson

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