**Midterm Project Report**

***Instructions:*** *As a group, decide which issue campaign (one of the campaigns you have been working on) will be the focus of your mock press conference. Plan and stage a press conference to work toward your campaign objective. This means you need to create actual visuals, write actual remarks, and play the roles of real live people that may be speaking at your press conference. You are allowed (but not required) to recruit volunteers from outside of the class to act in your press conference. Every student in your group must have an acting role.*

*You should NOT invite actual press or otherwise make your press conference public – rather, you should videotape it from beginning to end. The quality of the video is not important – cell phone video is fine, as long as it is visible and audible. Make sure to either recruit someone to do the filming, or set up the camera on a tripod or other solid surface.*

*Please complete the report below and submit to [Insert name] along with the video of your mock press conference by [Insert date]. Any questions, please email [Insert email address].*

EVENT BASICS

|  |  |
| --- | --- |
| Issue: |  |
| Targeted Decision Maker(s): |  |
| Media Market: |  |
| Location (You may stage the event location – you don’t have to actually film in this location): |  |
| Your theory of change – how will this event make a difference? |  |

EVENT SPEAKERS

|  |  |  |
| --- | --- | --- |
| Speaker Name (and Title if applicable) | Why this person is speaking at this conference | Student Playing this Speaker |
|  |  |  |
|  |  |  |
|  |  |  |

INVITED PRESS OUTLETS

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name of Outlet | Type of Outlet (ie Print, TV, Radio) | Media Market Covered | Office Location | Contact Information |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

PROJECT ROLES AND RESPONSIBILITIES

*Note: Feel free to add additional rows to this table for additional tasks involved in your project*

|  |  |
| --- | --- |
| Task | Student Responsible |
| Research and Create press list |  |
| Write remarks for speakers |  |
| Design staging (ie visual setup, who stands where) for conference |  |
| Design slogans for signage |  |
| Create signage |  |
| Create social media content to amplify event |  |