

Overview of the PR Campaign
October 11, 2001

Objective: Educate members of the S.C. General Assembly and the public at large concerning the importance of nurturing a Top 20 institution for our state. Technically speaking, we will create a Top 20 "category" in the marketplace, and we will simultaneously promote Clemson as the "brand" that deserves investment to become the state's first Top 20 institution.

Leadership/Oversight: The study group appointed by Chairman Gressette and President Barker will provide leadership and oversight for the PR campaign. The members of the study group are Bill Amick (Chair), Bill Smith and Smyth McKissick, with staff support from Neill Cameron, Cathy Sams, and Thornton Kirby.

Day-to-day Management of the Campaign: On a day-to-day basis, the campaign will be managed by Chernoff-Silver, Richard Quinn, and the Clemson Advancement team. Chernoff-Silver and Richard Quinn will guide the legislative effort and develop messages for the public campaign, while the Advancement team will continue the University's ongoing communication strategy to internal constituents, alumni, and the public.

Messages: All messages will be developed by the principal managers in consultation with the leadership group, and all will be cleared with President Barker and Chairman Gressette before they are disseminated publicly.

Financing: The PR campaign will be financed entirely with private, restricted gifts to the Clemson University Foundation. These gifts will be solicited by members of the Clemson University Board of Trustees. In order to ensure that this PR campaign is not financed with monies that could have gone to support scholarships or reduce tuition, no funds will be committed or expended except the private gifts received expressly for the PR campaign.

Next steps: The PR campaign will be initiated as soon as this overview has been approved by Chairman Gressette, President Barker, the Foundation Board Executive Committee, and the PR campaign leadership group.