**KCPA Lighting Upgrade Project Communications Attachment**

Communications Details

12.17.14

*List all budget items for which funding is being requested under the appropriate category in the following table. Include cost and total amount for each item requested. Please be as detailed as possible. Insert additional rows if necessary. (Item, Cost Per Item, Quantity, Total Request)*

*Publicity and Communication: how we will communicate about the project (after installation) to a wide audience*

The Krannert Center communications team will promote the completed project widely, using the Center’s established, effective communications infrastructure and working collaboratively with the Student Sustainability Committee to ensure best possible targeting and distribution. Over 30% of the tickets sold to Krannert Center events are sold to University of Illinois students, and every day over 600 students attend classes and/or work in the Center. University of Illinois faculty and staff represent another significant portion of the Center’s ticket-buyers and daily constituents. This combination of forces creates a highly desirable market for positive communications about the work of the Student Sustainability Committee.

In addition to standard recognition for the Student Sustainability Committee as a major supporter of Krannert Center, the project communications campaign will include:

• Ad in Krannert Center performance programs

4” x 3.25”; ad will be included in print programs distributed at over 125 performances throughout the year, reaching over 60,000 people annually

Copywriting and design cost covered by Krannert Center ($300 value)

Annual space/print cost $2,310

• Print ad in *News-Gazette*

Prime local/regional print placement (circulation of approximately 40,000 newspapers daily)

Copywriting and design cost covered by Krannert Center ($300 value)

Two placements at approximately $500 each space cost = $1,000 total space cost

• Print ad in one issue of Krannert Center print newsletter

Mail distribution to 23,000 local/regional households

Copywriting and design cost covered by Krannert Center ($300 value)

Space/print cost per issue $2,500 value, for one issue

• Print signage/communications pieces at key locations within Krannert Center

Reaching hundreds of weekly visitors to the cafe, shop, and bar

Copywriting and design cost, and space placement value, covered by Krannert Center ($1,800 value)

Print production cost $1,200

• Online ad on smilepolitely.com

Prime online exposure to younger audience than mainstream print publications

Copywriting and design cost covered by Krannert Center ($300 value)

Space/placement cost $800; length of run determined by budget

• Interview on WDWS NewsTalk 1400

Prime local/regional radio coverage

Preparation covered by Krannert Center ($50 value)

Air time cost $250

• Ad on video screens in Krannert Center lobby

Exposure to hundreds of thousands of visitors annually

Item placed for one year

Copywriting and design cost, and space placement value, covered by Krannert Center ($3,000 value)

• Press release to local and regional media outlets (print, radio, online, and more)

Copywriting and distribution cost covered by Krannert Center ($300 value)

• News item on KrannertCenter.com

Approximately 20,000 sessions, and 15,000 users, per month

Item placed for one year

Copyrwiting and technical cost, and space placement value, covered by Krannert Center ($3,000 value)

• News item in two issues of weekly Krannert Center enewsletter

Sent to over 13,000 subscribers each week

Copyrwiting and technical cost, and space placement value, covered by Krannert Center ($3,000 value)

• Social media coverage by Krannert Center, linking across campus and community

Krannert Center has over 5,300 “likes” on Facebook and over 3,000 followers on Twitter, and regularly amplifies its reach through partnerships and creative collaborations

Copywriting, design, and placement value covered by Krannert Center ($3,000 value)