



Public Relations Plan
Alexia K. Johnson
February 12, 2019

Table of Contents

Table of Contents

GOST..... 3

Communications Audit..... 8

SWOT Analysis 14

Insights..... 15

Mission Statement

The mission of Brown Girls Do Ballet® is to help increase participation of underrepresented minority populations in ballet programs through organizing and arranging ballet performances, photo exhibitions, and providing resources and scholarships to assist young girls in their ballet development and training.

GOST

Goal

To set Brown Girls Do Ballet apart as a leader in the field of diversity in the arts within the Dallas-Fort Worth area through effective communication.

1. Objective

- To increase the website's visits by Millennials and Gen-Z by 10 percent at the end of the quarter (Mar. 31)

Strategy

- Improve the website's content

Tactics

- DIY video campaign posts, once monthly
- Create visually appealing fact sheets styled as infographics
- Post 1x per week on the blog about ballet and the arts
- Link the website on the social media

2. Objective

- To increase earned media coverage to one news article from a press release per quarter

Strategy

- Make Brown Girls Do Ballet more visible to media outlets in the DFW area

Tactics

- Create a press room on the website that includes
 - i. press releases
 - ii. contact information for the PR person/team
 - iii. fact sheets
 - iv. images/b-roll for news coverage the annual report and news coverage
- Develop beneficial relationships with reporters in the DFW area

- Designate a person to create effective press releases for events and organization updates

3. Objective

- To increase millennial and Gen-Z following on Twitter by 10 percent at the end of second quarter (June 30)

Strategy

- Reach millennials and Gen-Z with targeted social media content

Tactics

- Follow BGDB scholarship recipients and parents of recipients
- Follow prominent ballerinas in the DFW area
- Post 2x daily on Twitter with information about donations, links to the blog, photos from the events, paraphernalia, etc.
- Post content about BGDB targeted to millennials and Gen-Z audiences once weekly
 - i. Contact the advertising team about sponsoring these posts

4. Objective

- To increase Gen-Z donations by 10 percent by the end of the second quarter (June 30)

Strategy

- Create a social media campaign targeted at gen-z
- Reach the gen-z audience with targeted social media content

Tactics

- Create a multi platform social media campaign highlighting ballet diversity
 - i. Create a snapchat and Instagram filter featuring a ballet dancer
 - ii. Create a Twitter and Instagram hashtag
- Post tweets and Instagram posts targeted to gen-z that highlight the need for donations

- Post tweets and Instagram posts targeted to gen-z that link to the donation page

5. Objective

- To increase newsletter readership by 10 percent by the end of the second quarter (June 30)

Strategy

- Consistently send monthly newsletters to the email list

Tactics

- Create a newsletter email schedule
- Format the e-newsletter to be visually appealing for the target audiences
- Make the newsletter interactive with hyperlinks to the website
- Promote the newsletter on social media outlets once weekly

6. Objective

- Form 3 partnerships with local ballet organizations by the first quarter (Mar. 31).

Strategy

- Create a working relationship with the ballet organizations in the area

Tactics

- Create a list of ballet organizations in the area
- Follow those ballet organizations on social media
- Attend at least one of the organizations' events
- Reach out to the organizations for potential collaborations

7. Objective

- Increase Instagram's daily interactions by 10 percent by the end of the quarter (Mar. 31)

Strategy

- Curate relatable Instagram content

Tactics

- Collect photos from events
- Create a content schedule for Instagram
- Post on Instagram stories three times daily featuring behind-the-scenes work and events.
- Create a list of hashtags that are popular for ballet on Instagram

8. Objective

- Increase event participation by five percent for each event by the end of the second quarter (Mar. 31)

Strategy

- Rewrite the organization's foundational documents to create a clear organizational purpose

Tactics

- Host a strategy meeting to make the mission statement more concise
- Create a boilerplate
- Use the boilerplate and mission statement as guidelines for creating events and initiatives

9. Objective

- Increase media content by 15 percent by the end of the year (Dec. 31)

Strategy

- Implement a year-long video campaign

Tactics

- Create a list of things that ballerinas need to know how to do or would benefit from knowing how to do
 - i. Dyeing tutus
 - ii. Dyeing pointe shoes
 - iii. Making ballroom buns with kinky and curly hair

- iv. Five minute ballerina makeup (*include brand suggestions preferably black/brown owned*)
- v. What all ballerinas should always have in their bag
- vi. Film the DIYs using ballerinas of color or celebrity ballerinas
- Reach out to organizations for potential sponsors
- Post the campaign videos on the website and share it on social media

10. Objective

- Increase event sponsorship from professionals and large companies by 10 percent by the first quarter (Mar. 31).

Strategy

- Create a LinkedIn organization page

Tactics

- Post links to the donation page
- Post photos of the work being done with girls in the program
- Post when looking for event sponsors
- Post thank you's to organizations that sponsor events

Communications Audit

Organizational Analysis

Brown Girls Do Ballet, which is a subsection of Brown Girls Do, Inc., is a nonprofit organization based in Dallas, Texas, devoted to promoting diversity in the arts. They specifically focus on increasing the involvement of minority populations in ballet programs. By providing resources, including scholarships and trainings, the organization aids young girls in their ballet development. A clear objective that it has, with regards to its messaging, is to have girls of color become more involved in ballet without the concern of not being accepted because of their race. Another objective is to have people donate to girls of color in ballet through the organization and its scholarships.

Audiences Listed

The organization has numerous audiences within the DFW area.

- Girls of color that are interested in ballet; they are usually uncomfortable or underrepresented
- Parents that want their daughters to be trained in ballet in an inclusive environment
- Older people-of-color that are ballet dancers to mentor younger dancers
- News outlets to get the word out about the organization and its projects
- Other ballet organizations that may want to co-host meetings

The organization also has other audiences that do not need to be within the DFW area.

- People interested in the arts, specifically ballet, that have more money and will donate to increase diversity
- Ballet photographers to donate their time for the organization's photo campaigns
- Ballet shops to donate new or slightly used tutus and pointe shoes
- Prominent thought leaders in the ballet community

Messages

Brown Girls Do Ballet has overarching messages to their main audiences which are the underrepresented ballet girls of color and people who are willing to donate to them. Its main message to the girls is that they deserve to be represented in ballet and they can be through the organization. Its main message for donors is that if they donate they will be increasing diversity in ballet and changing the field of arts. Despite the main messages, the organization is sending

multiple messages simultaneously so that it can reach its many different audiences.

For the public and potential donors, its messages include:

- Support girls of color who are interested in ballet
- Black/brown girls should have access to the same ballet opportunities as white ballet dancers
- Donate to girls who want to be ballet dancers

There are also a few messages to black/brown interested in ballet:

- Brown girls deserve to be rewarded for their academic success and ballet interests (through the organization's scholarships)
- Through our organization, you can receive access to ballet clothing even if you can not afford it

Organizational Tone

Brown Girls Do Ballet is very consistent in its voice and style throughout its website and social media. There is consistent usage of soft pink and nude shades that push a soft, feminine feel that is common for ballet and also represents the different shades of young women the organization is trying to evoke change for. The website and Instagram page feature photos of young brown girls in ballet.

The organization's tone is warm and friendly; the text on the website is easy to understand and conversational. It is inviting and in the 'Our Story' section it gives a human aspect to the organization by telling the story of why the founder started it. The website's dialogue works well to persuade people with interest in diversifying the arts to donate; but, it is not as effective in persuading people who had no prior interest to do the same.

The organization focuses mainly on emotional appeals; this is seen through its diction and photo usage. The organization would benefit by using other factual data and statistics about the numbers of women of color in ballet and the effects on young girls when they are not represented in fields that they are interested in. Emotional appeals would not influence people without a vested interest in children of color and creating opportunities for them, but an appeal based in facts and statistics would influence them.

Visual Tone

- Consistent voice, style on web and social media

- Soft, feminine feel shown through pink and nude shades
- Website and Instagram feature women-of-color in ballet

Tone through text

- Warm and friendly tone
- Easy-to-understand
- Conversational
- Persuasive for people who are interested
- Not persuasive for anybody who has little-to-no interest
- Focuses on emotional appeals

Earned Media

The organization has not received very little earned media within the past year, this might be because the organization has not hosted any large events and the company has not received individual coverage otherwise. The organization is referenced in stories about other people or organizations, but lack any coverage of their own. This may cause a decrease in donations and popularity for the organization.

Newsroom and/or In The News

- 1.) *Dancing with Naima Inspires Little Black and Brown Girls to Dance* (May 14, 2018)

<https://sflcn.com/dancing-with-naima-inspires-little-black-and-brown-girls-to-dance/>

Although this article was not about the organization, it displays it in a positive light. Towards the end of the article there is a Q&A section where the interviewee, Desiree Parkman- the author of a ballet book for brown girls in ballet, says that the organization benefits the community and is pushing for representation in the arts.

- 2.) Pointe shoes now reflect the diversity of ballerinas (Nov. 5, 2018)

<http://www.uscannenbergmedia.com/2018/11/05/a-step-in-the-right-direction-ballet-shoe-maker-makes-a-pointe-about-diversity/>

This article is about pointe shoes that now are offered in colors that work for skin tones for women of color. This article, which is about the company, mentions the organization as one that promotes increased diversity in the field.

3.) 12 tales of empowerment to celebrate International Day of the Girl (Oct. 11, 2018)

<https://garage.ext.hp.com/us/en/impact/girl-rising-creative-challenge-hp-international-day-of-the-girl.html>

This story shares how the organization is empowering women through their service. I also has since been covered by other news outlets like Global Citizen and The Drum, furthering the organization's reach.

Social Media

The organization effectively uses Instagram. It consistently posts videos, photographs, and flyers and also provides a link to donate to the organization in its biography. Having the link to donate on its strongest social media platform is a great way for the organization to show donors what they would be supporting. This is the organization's strongest social media platform and it shows through its following of 113K. For each post they received approximately 1,000> likes.

The Twitter page links the organization website in its biography. Although the Twitter is not a strong outlet for the organization, linking the website to the Twitter page directs the audience to more organized and frequently updated information. The Twitter is not updated as frequently as the Instagram, which does not benefit the organizations because they do not update their audiences quickly. The Twitter page has merely 1,600 followers. They do not receive many engagements on their posts.

| | Followers | Engagement |
|------------------|------------------|------------------------|
| Twitter | 1,600 | >50 per post, very low |
| Instagram | 113K | 1,000 likes> per post |

Website

The website is very organized and follows a consistent color scheme and theme throughout. The website's strong visual appearance is substantiated by its concise and conversational tone in the writing. Overall, the website is easy to use and information is easy to find. Although, the organization would benefit by putting less subheadings per section. It also could benefit from updating its blog more often.

- Very organized
- Consistent color scheme, theme
- Easy-to-use, functional

- Too many subheadings
- Blog not updated

Newsletter

The organization does newsletters via email, but they have not sent any recently and do not have copies available online.

Boiler

The organization does not have a boiler, but if it had one it should include part of the mission statement.

A suggestion: *Brown Girls Do Ballet, a subsection of Brown Girls Do, Inc., is devoted to increasing diversity in ballet through scholarships and effective programming. For more information visit www.browngirlsdoballet.com*

Competitive Analysis

Not many organizations focus on the same issues that Brown Girls Do Ballet does, but there are a few that focus on ballet in general. These organizations, although not as visually appealing as BGDB, have great communications ideas that can be applied to BGDB.

Plano Metropolitan Ballet (Plano, Texas)



- Simple mission statement
 - Laid out in bullet points to break it down
- Needs to have an updated calendar
- Clear contact page

North Texas Traditional Dance Society (Dallas, Texas)



- Clearly outlines the need for volunteers, how to become a volunteer
- Finding ways to involve the community during events
- Has a site map, would work if BGDB does not simplify the website



Ballet North Texas (*Dallas, Texas*)

- Clearly states where there performances will be
- Does not have too many headings and subheadings
 - Makes viewing easier
- Clearly outline the benefits of donating
- Highlight the upcoming events on the main page

SWOT Analysis

| | |
|---|---|
| <p>Strengths</p> <ul style="list-style-type: none">● Raises money through paraphernalia● Effective Instagram usage● Twitter page links to website● Has a newsletter subscription● Clear mission, shown through initiatives● Visually appealing website● Strong visual presence | <p>Weaknesses</p> <ul style="list-style-type: none">● Ineffective Twitter page<ul style="list-style-type: none">○ Inconsistent updates● Blog is out-of-date● Not frequently in the news● Lack of local coverage<ul style="list-style-type: none">○ Especially about events● Lack of community outreach● Not obviously recognized/respected in the field<ul style="list-style-type: none">○ Lack of data and proof of field research |
| <p>Opportunities</p> <ul style="list-style-type: none">● Unique, only non-profit focused on girls of color in ballet● Arts are highly regarded in Dallas● Located in a top five media market● National Ballet Day | <p>Threats</p> <ul style="list-style-type: none">● Racially ambiguous groups may be appealing to big donors● Rise in other dance forms● Does not encompass all forms of the arts |

Insights

- 1.) Use Instagram stories more, especially during events, to increase daily interactions. The Instagram's interaction is high and the organization can capitalize on the attention it already receives; this would increase the Instagram's existing interactions and would provide coverage for the organization and its events.

- 2.) The organization needs to create a clearly-defined boilerplate that capitalizes on the organization's individuality. This would help the organization to clearly create/outline its plans and events and would make them stand out so it can be more identifiable to companies and organizations for possible collaborations. The organization needs to be set itself apart from other ballet nonprofits.

- 3.) Brown Girls Do Ballet should update the Twitter daily with information about donations, links to the blog, photos from event, paraphernalia, etc. The Twitter interactions are low due to a poor posting schedule. By updating the Twitter more frequently, the Twitter page's interactions would increase and there would be increased website traction.

- 4.) The organization can host an event for National Ballet Day, in collaboration with the Dallas Black Dance Theatre, where students within the organization can perform and share the relevance of ballet as an art form. The organization has low earned media and hosting more events may increase local coverage; collaborations with a larger more prominent organizations may increase the chances for news coverage. This event also challenges the threat of the rise in other dance forms.

- 5.) Brown Girls Do Ballet should create a blog posting schedule of either twice monthly or once weekly with relevant topics. The organization's blog is out-of-date; by updating the website more frequently the organization can set itself apart as a leader in the field and could possibly make it and its issue topics more relevant. Potential topics could be the

relevance of ballet or the need for diversity in the arts.

- 6.) The organization should create a press room on its website that is visually consistent with the social media and website. The organization does not receive consistent earned media coverage and this could be due to a lack of an effective press room that captures the journalist's attention and answers their questions. It should include press releases, contact information for the PR person/team, fact sheets, images/b-roll for news coverage the annual report and news coverage.
- 7.) The organization should create visually appealing/consistent fact sheets— styled as infographics— about the organization and its issue topics. This would increase the organization's respect in the field of ballet because it would provide relevant information for the target audience and possibly the media.
- 8.) In collaboration with K-104, the organization should host a dance competition and pop-up shop for the International Day of Dance. This would increase awareness, raise money for the organization and would provide earned media by collaborating with the radio station. Attendees can learn about the organization and purchase shirts, bags, etc. while enjoying a dance-off to hip-hop and R&B music.
- 9.) Brown Girls Do Ballet should host a school outreach program for elementary and high schools. This would increase the organization's awareness and would assist in achieving its goals of increasing the participation of underrepresented minority population in ballet programs. The organization can visit predominantly black and brown schools and host a ballet class for the students while providing pamphlets with information to parents about the organization and how it makes ballet accessible and affordable through scholarships and initiatives.

10.) The organization could start a video campaign to create owned media with earned media opportunities to gain organization awareness. This campaign would feature DIY videos for dancers of color; many dancers of colors have to create and customize their own dance materials because they are not created for women of color. The video campaign would include not only the DIYs but also emphasize the need for companies to create diverse dancing material.