**Opening the Door to Modern Art**

**High Five Public Relations**

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**Situation**

Lindsay Larremore is a student at Oklahoma State University working on her art degree. She plans to return to her hometown, Tulsa, Okla., after graduation in May 2012. Her main objective is to reach a large audience of unique individuals and explore the comfort zones of these viewers.

**You might wish to expand a bit more on the actual situation. Because of artwork does Lindsay produce, is the Oklahoma art market perhaps a bit different than national art market, etc.**

**Research**

Our research shows that the audience that will purchase your artwork is millennials. How so, expand, why? These are individuals between the ages of 15 and 32. They have the population of 76.6 million and the buying power of $889.3 million.

Key characteristics of millennials include:

* They like feeling connected
* They like “collecting” (things and experiences)
* They are cautious risk takers
* They value individuality
* They hope to carve a unique path; make it mine
* Their go-to sources: Facebook, Twitter

As we researched current trends in social media platforms, we found that the majority of people turn to online resources, such as Youtube, Facebook and Twitter, to find information.

This directed the focus of your campaign toward online resources. We will not only focus on traditional news media outlets, such as newspapers and magazines, but we also want to ensure that you have an online presence.

This research impacted our decision to create a blog, Twitter, Facebook and Web site for Lindsay.

**Goal**

* Make Lindsay a well-known Oklahoma artist

**Objectives**

* Have 20% of OSU alumni be aware of Lindsay Larremore as an artist by May 2012. I’m curious why you focused and objective to be solely on Oklahoma State University alumni? Why would you limit your audience in this regard, is something about OSU that makes them unique is an art buyer of Lindsay’s work?
* Have Lindsay making $50,000 a year by Dec. 31, 2011.

**Strategy**

We want to showcase you as a celebrated Oklahoma artist. We want people to feel more comfortable with modern art and understand your purpose and intent behind your artwork. You have creative and innovative ideas and we want to expose Oklahomans who are in their 20s to late 30s to your artwork. We want to help your target audience feel more comfortable and knowledgeable in analyzing and interpreting artwork. Your artwork is relatable and we want people to think of art not as an abstract painting they can’t relate to or understand, but to see it as you do, as an accurate portrait of the everyday, mundane things that make up our life.

 **You discuss a lot of elements of which you want but don’t really outline how you plan to go about doing this. Are you going to engage others to some kind of outreach? Are you going to focus on events? Etc.**

**Message Points**

1. Lindsay’s artwork is a great conversation starter because it is open to interpretation and it can change every time you look at it. Lindsay’s topics in her artwork are timeless because they depict day-to-day routines that every generation experiences.
2. Lindsay’s artwork is a unique way of expressing individuality. Each painting depicts a common routine done privately that individuals can relate to, but her artwork means something different to everyone.
3. Lindsay is an artist who enjoys living in Oklahoma. Most artists have to move to larger cities to fulfill their dreams. Without support for our local artists, they will leave.

 **Great message points, very well done. Each of these messages can very easily be included in any kind of media interview or even talking with potential art buyers.**

**Tactics**

1. Create a Web site. This will provide pictures of your artwork for the general public and galleries to see. There will be links to purchase specific pieces directly from the Web site. We will imbed her blog from Tumblr onto the site. This will allow readers to gain a better connection with Lindsay. Here Lindsay can express her ideas and give the background behind her paintings. The Web site will also have links to her Facebook page and Twitter account.

Love the idea of using tumbler, very well done. Even the choice of the platform is unique in comparison to what others would probably use.

1. Submit Lindsay’s artwork to different art festivals. These will include:

**Edmond Art Festival**

May 6, 2011 – May 7, 2011

Downtown Edmond – Broadway north of 2nd St.

405.249.9391

**The 2011 Festival of Arts**

April 26 - May 1

Tues-Sat: 11 a.m. - 9 p.m.

Sunday: 11 a.m. - 6 p.m.

Downtown Oklahoma City at the Festival Plaza, Stage Center and the Myriad Botanical Gardens.

**Tulsa Art Festival (Mayfest)**

May 19-22, 2011

Applications are due by Jan. 28.

**The Paseo Art Festival**

Memorial Day weekend (May 28-30, 2011)

Oklahoma City

The application is due by Feb. 1, 2011, the booth fee is $275 and the jury fee is $25.

These festivals will feature your artwork for a month and will give you the opportunity to speak for the opening night of each exhibit. These will help you gain name recognition and gain more followers who will continue to buy your artwork.

1. Send three articles to local publications each month. By submitting articles to be published you will gain name recognition in the community and get the word out about your artwork and upcoming events. These publications will include:

**The Gazette**

Jenny Coon Peterson

Lifestyles editor

JPeterson@tierramediagroup.com

**Urban Tulsa**

Keith Skrzypczak

 Editor and Publisher

E-mail: urbantulsa@urbantulsa.com

Phone: 918.592.5550 Fax: 592.5970.

Mailing Address: P.O. Box 50499, Tulsa, OK 74150

[www.urbantulsa.com](http://www.urbantulsa.com/)

**Slice Magazine**

Elizabeth Meares

Editor-in-Chief

editor@southwesternpub.com

4500 N. Santa Fe Oklahoma City, OK 73118

Office: 405.842.2266

Fax: 405.842.2216

**Oklahoma Today**

Louisa McCune-Elmore

Editor-In-Chief

mccune@oklahomatoday.com

**Distinctly Oklahoma**

6465 Avondale Drive

Nichols Hills, OK 73116-6403

405.286.2050

**Oklahoma Magazine**

Jami Mattox
Associate Editor

Phone: 918.744.6205
Fax: 918.748.5772
mail@okmag.com

 **OSU Alumni Association**

201 ConocoPhillips OSU Alumni Center

Stillwater, OK 74074-7043

Phone: 405.744.5368

Toll-Free: 800.433.4678

Fax: 405.744.6722

info@orangeconnection.org

**Daily Oklahoman-Mood**

Heather Warlick-Moore

Editor of the Mood print edition

**Stillwater Newspress**

Pam Nelson

Publisher

prnelson@cnhi.com

405.372.5000

**Tulsa World-Scene**

Mark Brown-Scene Editor

918.581.8335

1. Create a Facebook page. This will be centered on you and your artwork. We will update the page once a week, as well as include a link to your Web site. The Facebook page will display sample pictures of your artwork, feature a biography and allow comments from viewers. You can update your Facebook page with the progression of your artwork and allow your followers to see your newest paintings as they’re completed.

You need to provide more depth to how the Facebook page will be used. This is outlined/detailed in the actual assignment and is applicable to all of the elements included in your campaign.

1. Hang artwork in local coffee shops in Tulsa and Oklahoma City. The purpose of this tactic is to gain name recognition in the community and sell your artwork. The places we have chosen for you to call are places that millennials, the audience you want to reach, often visit. This will increase your audience’s awareness of your artwork. The coffee shops and restaurants will hang a local artist’s work on their walls for a month at a time, generally they feature a collection or series. If a customer sees a piece he likes, he can reserve it to be purchased at the end of the month. We want you to try to have your artwork hanging in one of these restaurants or coffee shops each month, These places will include:

**Red Cup**

3122 N. Classen Blvd.
Oklahoma City, OK 73118

**La Baguette Bistro**

7408 N. May Ave.

Oklahoma City, OK 73116

**Classen Grill**

5122 Classen Circle
Oklahoma City, OK [73118](http://www.urbanspoon.com/zip/46/73118/Oklahoma-City-restaurants.html)

 **Cuppies and Joe**

727 NW 23rd St.

Oklahoma City, OK 73013

1. Set up a Twitter account. We will begin by adding 20 people for you to follow, including local art galleries, professors and OSU students. The Twitter account will be “LindsayLarremore.” Update your Twitter with the progress of your artwork, imbed pictures of your latest painting and make it personal yet business-oriented. TweatTweet at least once a day.
2. We also want you to join the Alumni Association. You will be able to become part of the program that promotes alumni businesses upon graduation. This will allow you to network with other successful alumni and increase name recognition and awareness about your artwork.
3. Submit art work on Flickr. Upload pictures of your artwork to share with others and to post on your blog, Twitter and Facebook.

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**Local Artist to be Featured at Oklahoma City’s Paseo Art District**

 STILLWATER, Okla. – Tulsa artist, Lindsay Larremore, will be showcasing her artwork at the Paseo Art Walk in Oklahoma City on Jan. 7, 2011 from 7 p.m. to 10 p.m.

Larremore is a senior art student at Oklahoma State University where she is currently focusing on a voyeuristic series of oil paintings that are seen through a keyhole or reflected on a doorknob. Are the paintings seem through keyhole or reflected on doorknob or does the actual work a depiction of what that person would see? She won the Viewer’s Choice Award, Wilham House Award, and Honorable Mention at several local art galleries.

“If you live alone, what would you do if you were being watched?” Larremore asked. “Would you change the things you did when you’re by yourself if you thought someone was watching you? That’s what my paintings convey.”

Larremore’s artwork provides a voyeuristic glimpse into the private world of individuals when they think no one is watching. She is trying to show that everyday people find themselves under surveillance. Her artwork is open to interpretation and it can change every time you look at it. Lindsay’s topics in her artwork are timeless because they depict day to day routines that every generation experiences.

For more information contact Lori Oden, executive director of the Paseo at (405)525-2688 or visit www.thepaseo.com.

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 Your focus of the release itself is good but it meanders. The headline is about her being featured in Oklahoma City our district and yet you focus on her artwork.

You start by talking about Her standing as a senior, shift her focus as an artist, talk about her awards,” her with regards to her artwork again. You then talk about her artwork in the same context as previously covered. Did you outline?

As an aside what makes this media release newsworthy? Does the media cover every artist featured of Paseo our district? Is there something that you could include to make this a little bit more newsworthy? Is it the first time she’s been featured, is she the youngest, etc.

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**ART IS IN THE AIR AT OKLAHOMA STATE UNIVERSITY**

 Be consistent in your formatting/style. The above headline is in BUT in the previous media release it is not. Either can be appropriate but there must be consistency.

STILLWATER, Okla. – The OSU art department is collaborating with the university’s Branding Success Campaign to give students and alumni the chance to experience and support art in a new way.

The OSU Branding Success art auction is scheduled for April 30, 2011 and will feature artwork of past and present OSU students who are establishing careers and reputations in the art world.

OSU student, Lindsey Larremore, will guest speak at the OSU Branding Success event about her personal growth as an artist. Lindsey is a member of the Oklahoma Visual Arts Coalition, the OSU Artists Association and the Tulsa Artists Coalition.

“In my series of oil paintings, I explore the privacy of a young woman in her apartment,” Larremore said. “I like to play with the gray area of privacy.”

The Branding Success Campaign includes vision, talent and passion in its definition of success. It does? How so? Larremore fulfills these qualities through her hard work and dedication at OSU. She has been recognized as an up and coming artist in Oklahoma. Larremore has recently won the Viewer’s Choice Award, Wilham House Award, and Honorable Mention at several local art galleries.

The event will be held at the Conoco Phillips Alumni Center from 7 pm – 10 pm. For more information, contact Becky Endicott, Senior director of marketing and communications, at 405-385-5151 or info@OSUgiving.com.

###

 Your media releases were to be about actual events are possible pitches that could be used. I will include this in your grade but the purpose was to provide the client something that they could legitimately use.

**TulsaPeople Magazine**
1603 S. Boulder
Tulsa, OK 74119
918-585-9924
Fax: 918-585-9926

Dear Ms. Langdon,

If you could rewind your entire day, recapturing all the mundane things you do, would you change anything if someone was watching? Would you continue to dance in your room, sing in the shower or simply have a conversation with yourself? This is the idea that Lindsay Larremore explores in her recent art collection.Great opening.

Larremore is a senior art major at Oklahoma State University who has gained recognition on and off campus. She is creating a genre of surveillance artwork and is testing the boundaries of post modernism. How is it testing the boundaries of, “postmodernism”. Her artwork coincides with societies’ fascination with other people’s daily lives. Reality t.v. has exploded in the past decade and continues to intrigue the general public. Larremore is pushing the limits of post modern art through similar means of a unique idea. This last sentence isn’t necessary and is really repetitive of the previous comment with regard to testing the boundaries of postmodernism.

I’m not sure I yet sea the story you’re pitching.

Larremore’s artwork depicts voyeuristic scenes on reflective surfaces, as well as the view through a key hole. These scenes depict Lindsay doing something private in the comfort and security of her own home. As the viewer trespasses into Lindsay’s bedroom, they are made to feel as though they are looking at something they shouldn’t be. Also, Larremore’s art is unique because when you glance at the painting you can’t help but lean in to get a closer look.

For more information on Lindsay, I have attached her resume and samples of her artwork. Lindsay is also available during the week to talk with you and answer any questions you have. Please contact me as soon as you can if you are interested in doing a story on Lindsey. You can contact me at paige.pantlik@okstate.edu or at 505-590-5111.

Thanks,

Paige Pantlik

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 As outlined in the assignment you are to provide an exclusive story idea to a reporter or editor. This means that you have to go beyond the trivial aspects of Lindsay is an artist. Although her artwork is definitely unique artwork in and of itself doesn’t Mrs. Way constitute an exclusive story.

Research:

Art For All

Fine Art By Hyatt

The Few Gallery

 Where is your content for the website? This was to be included in lieu of the white paper/fact sheet.

Your campaign is good and the focus tactics are strong. I’m not sure that the strategy which are outlined is present in the rest of the campaign. That doesn’t necessarily make a campaign wrong, but perhaps you should go back and rework the strategy to be reflective of the actual campaign.

You have a few typos throughout and I would encourage you to rework/remove all of your passive language.

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