



Promotion Campaign for the Hall of Fame

Lesson Overview:

Students will familiarize themselves with the Nebraska Sports Hall of Fame website and then prepare a plan to promote the Hall of Fame through an advertising campaign.

Objectives:

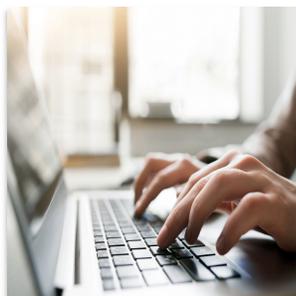
- Students will work with a budget to devise an advertising and promotional plan for the Hall of Fame.
- Students will design billboards and/or magazine advertisements for the Hall of Fame.
- Students will write and produce a radio commercial for the Hall of Fame.

Nebraska State Social Studies Standards:

- SS 3.2.6 Students will use knowledge of currency to solve real-world problems.
- SS 3.2.6.a Given a budget, students will be able to make choices as to what to purchase and what to give up
- SS 12.2.6 Students will understand economic concepts that support rational decision making.
- SS 12.2.7 Students will apply effective money management concepts.

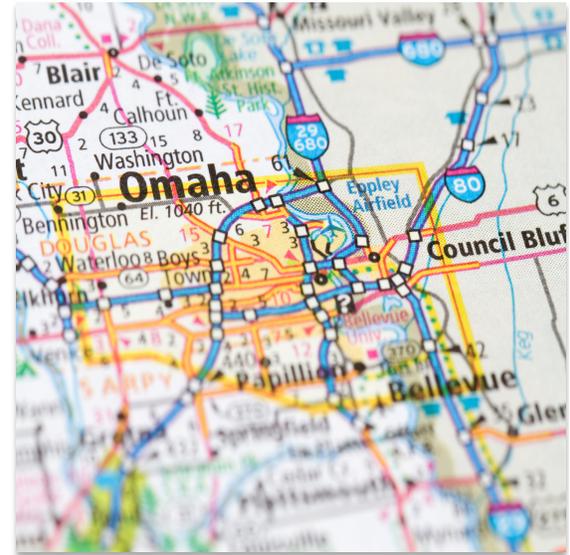
Materials Needed:

- Computer and Internet Access
- Magazines (suggest Nebraskaland and Nebraska Life) for advertisement examples
- Budget Handout
- Plain White Paper of various dimensions



Suggested Procedure:

The teacher should have students write down three cities that they would like to visit on a four-day stay. Now those students should mark a star beside the city that they think would be most expensive and circle the one that would be least expensive. Then have students write what would be the most expensive aspects of the visit. Next, have the students share with a partner their city to visit and the aspects that they have recorded. The teacher can then have students share with the class some of their cities of choice and what make a visit expensive. The teacher can then tell the students that getting people to visit a city is very important to the economy of that community. For the cities of Omaha and Lincoln, the average family will spend at least \$250 a day as tourists. With that in mind, the city of Lincoln would love to have people come and visit the Nebraska High School Sports Hall of Fame.



The teacher should tell the students that they are to imagine that they have been hired to work as promoters of the Nebraska High School Hall of Fame. They will be given time to look over the Hall of Fame's website to determine aspects to promote and to make public, they will be given a budget to spend on advertising, and they will need to create the visual and audio promotions.



Now the teacher should have the students survey and observe aspects of the Nebraska Sports Hall of Fame website. They should become familiar with the following:

- 1) The Inductees
- 2) Awards— especially: Great Moments
- 3) About— especially: General Information and History
- 4) Historical Data—especially: Nebraska's Greatest 100 Athletes

Now the teacher should put the class into groups of 3 to 4 students. Each group will have the responsibility of developing a plan for promotion. Give each group the handout on budget and avenues of advertising. They should first devise a plan working with the budget and present it to the teacher for approval. Then they should design their advertisements on blank white paper and record/or present, to the class, their radio commercial.

The teacher may want to have the groups present their advertisements to the class and/or post them.

Assessment:

The budget plan, visual designs, and radio commercial. Students should also write a reflection about the group dynamics, their contribution, and their vision of success for the project.



Suggested Resources:

Nebraska High School Sports Hall of Fame

<http://nebhalloffame.org/>

Sample Radio Commercial Scripts

<https://www.voices.com/documents/secure/voices.com-commercial-scripts-for-radio-and-television-ads.pdf>

Sample Billboards:

<http://www.outfrontmedia.com/campaignsatwork/pages/creativeexamples.aspx>