

Strategic Brief

Executive Summary

The specific change that is proposed is to shift Blanding from a dry town to allowing regulated alcohol sales. The goal: simple. Keep it regulated and limited, but allow the sale of alcohol within city limits. Simply to make alcohol legally available in the community and reap the positive economic and social benefits in the community, as seen in small towns like New Florence, Pennsylvania, where voters approved alcohol sales with a 64% majority vote and local businesses anticipated increased revenue and customer traffic.

The Single Overriding Communication Objective is to persuade Blanding voters to support or vote in favor of changing the city's longtime dry town status. After regulated sales are allowed, the goal is not only to allow the sales but also to reap the benefits that come with this change. The economic benefits are the main thing that should impact the community, and I want the audience to understand and have a knowledge of these benefits after consuming the information. They should feel confident that this change can benefit the community without necessarily harming the long-standing values that the community holds at heart. They should feel motivated to approve it in a vote.

Audience Alignment

The primary target audience for this pitch is the voters of Blanding. More specifically, adult residents who are able to participate in local elections and hopefully vote in a potential referendum. This group holds the direct decision making power and they are the ones that can approve or reject the change to the dry town status of the town. Although the City Council decides if a referendum is held, without the people who vote for the city councilmen supporting the cause, it will be a fruitless endeavour.

There are many barriers that could impede the voters of Blanding to want to make a change. One of the main obstacles is the fact that the voters can't see the potential benefits. It takes effort to vote, effort to care, and effort to make a change. If they can't see the issue with the way life is already being lived, then there will therefore be no problem for them to want to solve. The issues seem like inconveniences and not really serious problems. The problems of limited dining options and reduced tourism spending and business opportunities that aren't being capitalized are real issues, and the people may not see this just yet. They also have a fear of the unintended consequences. Alcohol sales go against the religion of many people who live here, and they associate it with crime, drunk driving, and other risks, which are supported by research from the CDC showing alcohol contributes to violence, traffic fatalities, and long-term health issues. The biggest barrier is making them see that the benefits can outweigh the risks.

Media and Genre Justification

"What Would Change if Blanding Allowed Alcohol Sales?" would be the title of a flyer, and a flyer works well as an Authority/Logos deliverable because it presents information in a way that aligns with the ideas of Logos. It can present information in a structured, factual, and quick to the point way. It meets the expectations of Blanding voters who want clear straightforward evidence and nothing

else. It will allow me to communicate data without needing emotions, and eliminating these emotions is important to change the people of Blanding's minds. The main point will be research showing that regulation can do more good than harm, as studies show that stronger alcohol regulations, such as higher drinking age laws, are associated with reduced alcohol-related crashes and improved public safety outcomes – This finding in my literature review was specifically researched by Alex C. Wagenaar.

“What Blanding is Missing” A visual poster that uses images and depicts what a theoretical version of Blanding could be in an alternative world would be a very strong way to connect with my audience. This genre works well like this because voters are not really persuaded by facts and numbers all the time. Sometimes, what is important is to evoke a feeling with the audience. It will hopefully focus on making people feel something in their hearts about Blanding having limited food options, fewer business opportunities, and tourist money that leaves the town. This negatively impacts residents, and this research can be found in my Literature Review.

“The Future of Blanding” is going to be a website that will be a good digital and interactive genre because the audience can explore different things on the website. It will be a fun way that said audience can have information on their own accord and can go at their own pace. It can be organized into different sections. The main focus point will be evidence about smaller towns and how they changed laws and the steps that they went through. Towns such as New Florence and Argyle will help the audience to see someone leading the way. It will show that change is possible and that Blanding is not the first town that wants to make the shift.

While flyers, websites, and posters can all impact the audience's point of view, some of the most important adult citizen's opinions to care about is the City Council. The final deliverable, the Letter to the Blanding City Council will be the final step in the deliverables. A formal letter is effective direct outreach for a lot of reasons, as it is harder to ignore, communicates respect, seriousness, and intent to the leaders of our area. The voters are who would ultimately choose in a referendum, but the city council plays a key role in initiating the vote in the first place. In such a letter it is vital to remain professional, thoughtful, and focused on the task at hand. This final point will take all evidence from my Literature Review, and cumulatively make the ultimate deliverable. Every aforementioned benefit and detail will be incorporated in order to garner more support.

Design & Visual Identity



The color palette is an effort to have trust, stability, and warmth. First, Navy Blue will communicate trust and responsibility, as both are vital for a campaign that will be thoughtful and safe. We do not want to be seen as risky; if we are perceived in such a manner it could be catastrophic. Second, gold will be my color of choice. Gold seems to be a flashy attention grabber that will represent the economic growth and opportunity at our fingertips. Finally, a nice Sage Green will round it off, representing health and community well being. For my header font, I went with Lust Regular, as it can be used in a variety of ways, being a swiss army knife of design. It will be bold or cool depending on what purpose it needs to serve. For the body font, a simple Coolvetica will get the job done, being simple

and allowing me to make easy readable text for the audience. A logo that will unify everything is a scale that balances traditional values with opportunity for economic growth.

Implementation Logic - Kairos

This campaign will be launching now because Blanding is right now dealing with the issues that the campaign hopes to solve. The economic challenges, limited convenient options for food, missed business opportunity, and all money that leaves the town because of tourism money that is not being capitalized on. The issues aren't new, but right now is a good time to act as any. People already talk about it, and opinions are still forming. Whoever we can influence now will be crucial, as swaying opinions in a favorable way before it becomes too late and a referendum is held will determine who wins the vote.

When it comes to where the audience will encounter the campaign pieces, it is really quite easy. Flyers will be distributed in local businesses, like bulletin boards, the Subway Restaurant where I presently work, and any place residents gather. Posters will be placed in high traffic areas as well, such as on telephone poles on main street, in the school, at the recreation center, and any other local business that is possible. The website will be on said flyers and posters as a QR code and will be promoted on social media. The letter to the city council will be formally mailed to local leadership and may also be posted publicly on a website in order to increase awareness. These locations are high traffic or high availability for each deliverable, and I am confident that these are the best ways to spread a message.

