



# RRA Town Hall: A Media Planning Competition



## Background:

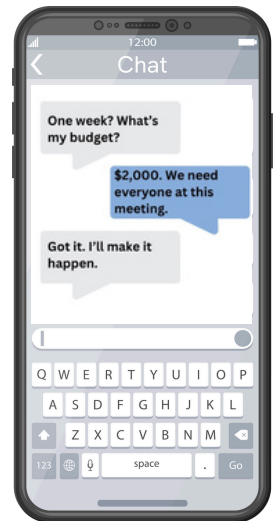
Beautiful Riverstone Grove is a quiet community nestled along the historic Jaimes River, just a few miles outside of the state capital. Riverstone feels like a neighborhood from a different time: kids roam the streets, doors remain unlocked, and neighbors know your name. It's a sizable community, covering about 1,800 acres – more than twice the size of Central Park – with over 2,000 homes.

## The Complaint:

Lately, trouble has surfaced at the Riverstone Rec Center, where the constant 'pops' of pickleball has become a source of frustration for nearby neighbors. A small group is pushing to ban the sport due to the noise, while a larger group enjoys playing during Rec Center hours. The neighborhood has a civic association, known as the Riverstone Recreation Association (RRA). Families are not required to join but can only vote on neighborhood business if they are members in good standing.

## Your Role:

The dispute was reaching a boiling point. As the sports chair of the board, you're caught in the middle. To resolve the tension, the county supervisor has scheduled a town hall. It's 10pm on a Monday night in September and you receive a text from the board president: your job is to inform the community to encourage maximum attendance and participation at the meeting. He tells you that you have a budget of \$2,000 to use to drive turnout at the meeting that will happen in 7 days. You juggle work, kids, and other responsibilities, but as a dedicated volunteer, you start planning how to spread the word.



## Next Steps:

You reached out three neighbors who worked in the media industry for advice on how to use \$2,000 to inform the neighborhood about the meeting. You received three recommendations, listed below as Appendix A. **Your job is to make a case for ONE of these recommendations** in an essay. Explain how you intend to use the \$2,000 budget and why you made your decision.

There is no right answer; you will be judged on the rationale behind your decision, your writing ability, and creative/original thinking.

## APPENDIX A

<b>Riverstone Grove Media Recommendations</b>						
		2,056 Neighborhood Households				
		3,823 Neighborhood Adult 18+ Population		Total Impressions		
Media Recommendations	Media Option	Average Cost Per 1000 Impressions Adults 18+	% of media audience who are Riverstone Recreation Association (RRA) Members	Average Impressions with Adults 18+	Estimated Impressions with RRA Members	Cost Per 1000 RRA Members Impressions
\$ 2,000.00	Direct Mail - 1 mailer delivered to all Riverstone Grove households	\$ 1,000.00	65.0%	2,000	1,300	\$1,538.46
\$ 2,000.00	TikTok - :15s video targeting RRA Members	\$ 95.00	100.0%	21,053	21,053	\$95.00
\$ 2,000.00	Facebook (display) - targeting Riverstone Grove adults	\$ 55.00	68.0%	36,364	24,727	\$80.88

By permission of the copyright holder, these materials are for the exclusive use of registered entrants in the Washington Media Scholars Foundation 2024-25 Case Competition. Any other use of these materials, distribution to non-registered parties, or reproduction by any means is prohibited. © 2024 Washington Media Scholars Foundation.

### Submissions are due February 2, 2025 by 11:59 PM EST and should include the following:

A written document no longer than two pages single-spaced in which you answer the following questions in support of your media recommendations. Include your name and contact information at the top of the document.

- Which of the 3 media recommendations did you select? Why?
- What was more important to your decision, reaching all neighbors or reaching RRA Members?
- What were some other factors that you took into consideration when determining your recommendation?
- What other ideas would you consider using to reach the neighborhood?

**Submit your Qualifying Round entry to the Washington Media Scholars Foundation [HERE](#)**