

Bright Light

PUBLIC RELATIONS

Agency and Brand
Style Guide



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Agency

→ **Background**

Bright: Radiating or reflecting light.

Bright Light stands for our effort to bring light into your situation. All of us at Bright Light PR strive to illuminate our clients' lives and work to inspire others by providing the utmost knowledge, skill, and experience to make your company enviable.

We chose this symbol because it represents our desire to create light. We strive to be an organization that not only empowers your organization and brand, but has the ability to show the public what you are all about. This is why the light bulb is important. It represents our desire to shine light on your mission.

As former students of Gaylord College of Journalism and Mass Communications, our very own Dean Kelley stated “We invite you to experience it for yourself, to envision your future in a place where the future takes place, each and everyday.” When our clients feel lost in the dark, we provide a unique perspective and an immediate plan of action to help alleviate any concerns. We present ourselves as a beaming light, a symbol to overcome the darkness and always find hope within any situation.



Meet the Team



Peyton VanCuren
Account Executive
Researcher



Kaitlyn Wynn
Creative Strategy



Ross Lovelace
Writing Editor



Cassie Harding
Action Strategy



Caroline Wageman
Message Strategy



Mission Statement

04

To inspire bright ideas that cater to your future



At Bright Light PR, we believe the future lives in the present; therefore, we seek to create ideas that will not only serve our clients' present concerns but future. Our agency provides an array of knowledge and ideas aimed at serving and manufacturing solutions designed for our clients. We drive awareness, enhance reputations and cultivate influence. No problem is unsolvable, and Bright Light ensures every client has the best solution for their obstacles.



Style Guide: Our Logo



Our logo is the symbol of our organization. It represents our passion for shining light on the unique capabilities of each organization through creativity, empowerment and adaptiveness. The fonts, colors, shapes and design were all created to evoke the visualization of our mission- to inspire bright ideas that cater to your future.



Style Guide:

Our Colors

Dark blue- #026E81



Light blue- #0099DD



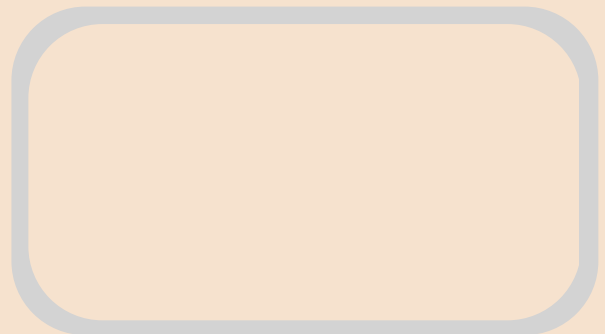
Orange- #FF9933



Yellow- #FFE578



Cream- #F6E2CE



Blue represents the sea and the sky, top to bottom, just like our services at Bright Light PR. The color is associated with inspiration, confidence and trust. Orange and yellow represent light and warmth and convey positivity, energy and optimism. All of these associations and representations are things we implement and live by every day at our agency.



Style Guide: Our Fonts

Overview

In typography and lettering, headings and subheadings should be in the sans serif letterform, while body text should always be in the serif letterform. Our heading and subheading font is Oswald, while our primary body font is Merriweather, and our secondary is Adam Script.

Oswald

Bright Light PR- Oswald

Merriweather

Bright Light PR- Merriweather

Bright Light PR- Merriweather Bold

Bright Light PR- Merriweather Light

Adam Script

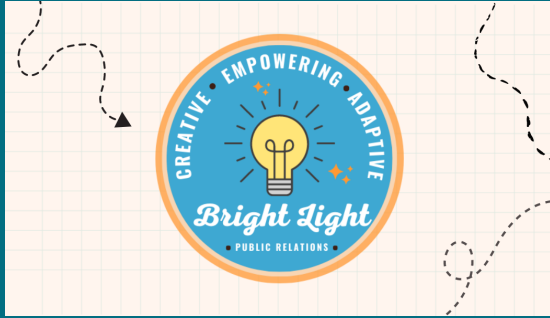
Bright Light PR- Adam Script

Bright Light PR- Adam Script Light

Bright Light PR- Adam Script Thin

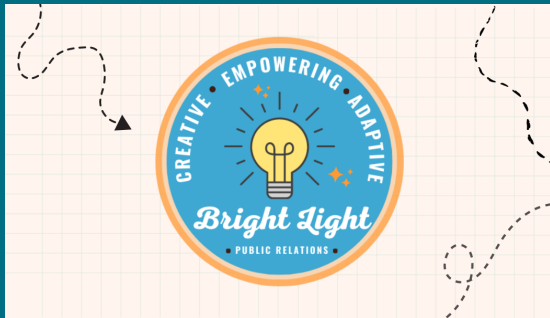


Business Cards



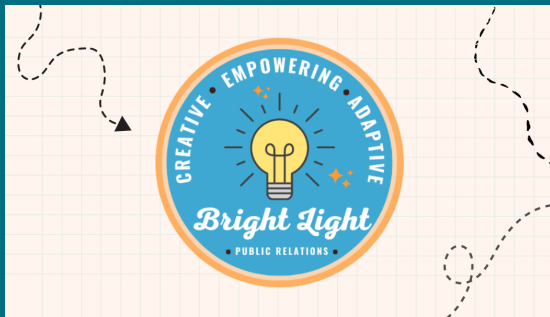
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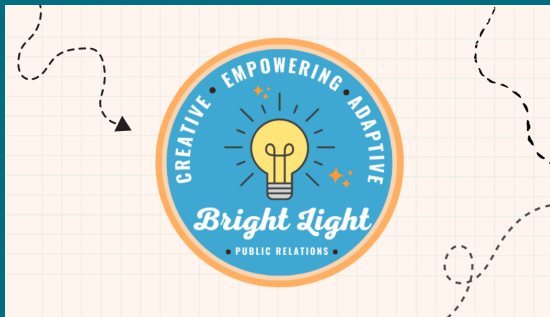
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Letterhead



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 123 Anywhere St., Any City

To:
Client Name

123 Anywhere St., Any City

Date: 1 February 2023

Dear *Client Name*

We want to personally express our thanks for your interest in working with Bright Light Public Relations. At Bright Light PR, we believe the future lives in the present; therefore, we seek to create ideas that will not only serve our clients' present concerns- but future.

Our agency provides an array of knowledge and ideas aimed at serving and manufacturing solutions designed for our clients. We drive awareness, enhance reputations and cultivate influence. No problem is unsolvable, and Bright Light ensures every client has the best solution for their obstacles.

Best,

Your Bright Light Team



Inspiring bright ideas that cater to your future



Client Review



Scissortail Park

<https://scissortailpark.org/>

300 SW 7th St, Oklahoma City, OK 73109



Downtown Oklahoma City is becoming more appealing with each passing year, thanks in part to many of the new amenities and updates throughout the district.

Throughout years of growth, the heart of Oklahoma City has expanded in unimaginable ways. Between MAPS projects and bringing in a professional basketball team, interest in the city's expansion and potential skyrocketed. One of the newest editions to the city's unique activities is Scissortail Park, located at 300 SW 7th street, surrounded by the growing metropolis.

For a city focused on growth, togetherness and hospitality, there's no better representation of Oklahoma City than a 70-acre recreation ground founded on welcoming everyone with open arms. From the moment users visit Scissortail's online website, scissortailpark.org, the theme of unity is evident. The phrase "For Everyone" is listed throughout multiple pages across the website, and the verbiage of words like "friend" are sprinkled between the lines. The idea behind it is abundantly clear: Scissortail Park offers a spot for every person interested in strolling through.



Scissortail Park's mission statement is one of direction and ambition. "Scissortail Park brings Oklahoma's natural beauty to life in a safe, welcoming and playful environment that encourages community gathering, stewardship, culture and education for neighbors, visitors and future generations."

As Oklahoma's story continues to unfold, there's still history yet to be written. Right in the heart of downtown Oklahoma City, attracting and appealing to all kinds of different people, Scissortail Park aims to be at the center of the city's emergence.

The park first opened on September 27, 2019, and has been in the process of growing and expanding ever since. In 2022, Scissortail Park added a Lower portion of the Park, expanding the area exponentially. The park's management belongs to the Scissortail Park Foundation, a 501(c)(3) nonprofit organization that fundraises for the Park itself.

The Park is near the downtown's beautiful Myriad Botanical Gardens location and close to the Oklahoma River's banks. A wide assortment of amenities are available on the property, including "ornamental gardens and woodlands, a 3.7-acre lake, children's playground and nature play area, interactive water fountains, seasonal roller rink, dog park, sports courts, picnic grove, restaurant, and performance stage and great lawn." With an abundance of space and countless outside activities, our clients at Scissortail Park understand the potential community reaches the area offers.



As Mayor David Holt noted in his opinion article, Oklahoma City has grown from the 37th-largest city to the 20th-largest. That growth has been made possible by the city's projects the pour into the downtown metropolis and turn it into a desirable destination. Now, with an NBA team, the Thunder, once again on the rise, and a growing population of the future generation living all around the area, there's unlimited room for growth in the community engagement aspect. Scissortail Park features an ideal meeting spot for camaraderie and companionship with space for anyone needing a spot.

We will be partnering with Scissortail Park in efforts to increase awareness and community within the 70-acre downtown hub. Our preliminary understanding of the PR situation at Scissortail is simply expanding traffic throughout the park and generating buzz behind the activities offered. With the expansion in both the Upper and Lower Parks, many frequent visitors and city locals haven't explored the in's-and-outs of the Park's new additions. Now that Oklahoma City is drawing a more consistent influx of outside visitors, it's also important to make guests feel at home. The Park offers a way to explore the growing culture of Oklahoma City and build relationships with what makes the city so special: its people.



In efforts to expand the Park's consistent flow of visitors, it's important to keep in mind the three publics of the client. The awareness, acceptance and action publics play a big part in drawing a unique and diverse crowd to the newest centerpiece of Oklahoma City's downtown district. Many Oklahomans are simply unaware of all Scissortail has to offer, and targeting first-time visitors would be contributing to the efforts of awareness growth. The acceptance crowd is around the Park and likely driving or commuting by it daily but never spends time at the recreation site. To appeal to the acceptance crowd, explaining the full range of amenities added is necessary. Even though the Park is a relatively new space, there's still a frequent returning visitor crowd that's aware of all the area has to offer, though. The action crowd understands the special features of Scissortail Park and can be ambassadors of the outdoor space moving forward.

As the Park aims to bring every person together, offering something unique for everyone, the opportunities for growth are endless. As Oklahoma's story continues to unfold, Scissortail Park is positioned well to be a prominent staple in the community.

CLIENT QUESTIONS

1. What is your main goal for this campaign?
2. What are your busiest seasons?
3. What is something you are not willing to compromise on (what is something you really want to see reflected in this campaign)?
4. What are you hoping to add to Scissortail Park in the future?
5. Who are you trying to attract and target through this campaign?
6. What are all of the entities that you (Scissortail Park) control?
7. Who are your main competitors?
8. How do you see the park being a part of OKC's growth?
9. How are you funded?
10. Is more funding a main priority for you?
11. Are there any pressing concerns with the park that you have related to this campaign?
12. Is there anything that could possibly hinder this campaign?
13. Have you seen a change in customers/consumers since expanding the park?



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**Client Briefing
Conference Report**



Client Name: Scissortail Park

Brand/Product/Service

Scissortail Park has built a solid brand that upholds the values of the company and the state of Oklahoma. As a growing staple in a growing state, Scissortail offers togetherness and something for everyone at the park. Two of the main aspects of Scissortail Park's brand are the community behind the park and the fundraising potential the area holds. The community is essential to connecting with Oklahoma City, as it's a tight-knit city that is rapidly rising in number. Making the community feel like a part of the park is a goal of Scissortail, and why the park has stressed the importance of so many spots to explore across the landscape. Luring in the community allows Scissortail Park to, in turn, build a community of its own inside the park. It integrates the space into the community and gives people a spot to congregate. In building strong relationships with the community, Scissortail Park can then hope for an increase in donations through fundraising. Hosting events and activities throughout the park can give Scissortail a chance to fundraise throughout the state of Oklahoma and bring in much-needed funds to add to the blossoming park.



SCISSORTAIL
PARK For Everyone



Response Date

We will be meeting with you on March 29th to update you on our progress and findings for this campaign. During this time, we will be able to make any changes and hear your suggestions and feedback. We will then meet with you on May 10th to present and showcase our final campaign.

Background/Introduction

Scissortail Park, a public green space located in the heart of downtown Oklahoma City serves as an iconic area and investment in the future for everyone. The park allows civilians to gather and enjoy nature, recreation, and all which encompasses the city. Scissortail Park is continuing to develop and provide the state with a variety of engaging experiences with an endless amount of unique features. Some of these features include a performance stage, a great lawn, an outdoor roller rink, interactive fountains, sport courts, pickleball courts and much more. Scissortail Park exhibits a place for play, celebration, culture and unity for everyone.



Campaign Brief

The goal for this campaign is to create two innovative campaign ideas that will support your goals of connecting with the community and bringing more awareness and support to Scissortail Park and the Scissortail Foundation. The first part of the project is to create a new winter experience for Oklahoma families that distinguishes Scissortail Park. The second aspect of the project is to create an event that targets young professionals ages 21-35 and provides support and funding to the Scissortail Park Foundation.

Campaign Objectives

These campaigns will be created to generate awareness for the Scissortail Foundation and the park, upholding the brand's mission that the park is a safe place for everyone, and instilling an interest in and a love for the park and this organization in future generations.

Target Audiences

For part one of this campaign, we will work to mainly target families with children who would come to the new holiday event together, as well as young couples in the OKC area. For part two of this campaign, we will work to target young professionals, ages 21-35, who live and/or work in OKC. Targeting these young professionals would help bring a potential younger generation of donors to the park.



Role of PR / Anticipated Scope of Work

As a team, we are expecting to come up with a signature event for Scissortail Park during the winter season. In addition, we expect to generate new ideas for multiple potential activities throughout the holiday season that bring in regular visitors to the Park despite the cold weather. Both the signature event and fun activities will bring fresh ideas and implement the uniqueness of the park. In turn, the added winter events will also get people to purchase tickets. Throughout the campaign, we are also expecting to establish an event during the spring season that is focused on bringing more frequent donors to the park. Utilizing the beauty spring brings and the warm weather coming in, it's an ideal time to bring donors and an influx of visitors to the park. Over the course of the entire campaign, we expect to generate more donations and funds for Scissortail Park while building and maintaining, a strong relationship with the special community of downtown Oklahoma City.



New Products and Timings

The Scissortail Park Foundation is working on raising money to restore the Oklahoma City Union Station, which was an active railroad station from 1931-1967 and was added to the National Register of Historic Places in 1979. There are certain areas of the structure that can be utilized for events, but the entire station is not expected to be ready for the public until 2025.

Positioning

A place for everyone. Scissortail Park strives to exist as a place for authentic connection for everyone and anyone. The park can accommodate all ages and family types due to its variety of exceptional commodities. Their exclusive selling point is the grand promenade which connects the sections of the upper and lower park via the Skydance Bridge with walking and biking trails that extend from downtown Oklahoma City to the Oklahoma River trails. This superior feature provides an experience in which you can enjoy all the different aspects of the park, downtown, and the Oklahoma River. This park features Oklahoma's natural beauty as well as serves a safe, inclusive, and playful environment rooted in education for generations to come.



primary

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**Primary Research
Instruments**



INTERVIEWS

01

We will use the on-site interview method to gather information about park visitors and their habits. We will go to Scissortail Park, Lake Hefner (a competitor), and surrounding areas in OKC with heavy foot traffic. This lets us casually interview people and get candid answers/responses to help us form our PR campaign for Scissortail Park.

Demographics:

1. Age
2. Gender
3. Race

Individual habits/experiences:

1. Have you ever heard of Scissortail park?
2. Have you ever been there? Why or why not?
3. Do you go to other parks?
4. What do you enjoy most about Scissortail?
5. What brought you to the park today?
6. How often do you come to this park?
7. What is your favorite feature of Scissortail Park?
8. Would you donate to Scissortail Park either in the present time or in the future?
9. Would you attend a fundraising event for Scissortail Park, at Scissortail?
10. Do you have a Scissortail Park membership?



Events:

1. Have you ever attended an event at Scissortail? Which ones?
2. Would you attend a holiday event at the park?
3. What kind of holiday event would you like to go to/see?
4. Are you willing to pay for a ticket/pay for entry?
5. How much would you be willing to pay?
6. Would you attend a color run in the spring in the park, with a concert at the end and local food vendors in attendance?
7. Would you buy a ticket for a summer concert series?
8. Would you attend a winter holiday around the world tour at the park?

Social media habits:

1. Where do you get your information or news?
2. What social media platforms are you on?
3. Do you follow any Scissortail Park social media accounts?
4. Which ones?
5. How would you like to be informed about events within Scissortail Park?



SURVEY

We will be creating a survey and distributing it to people associated with Scissortail Park, and this includes park attendees and OKC (and surrounding areas) residents. A survey is a convenient form of research that allows us to reach a large audience within our intended target area. As a result, we get answers to questions that will help us develop our campaign for Scissortail Park.

Access code: (will be distributed with survey link)

Individual habits:

1. How familiar are you with Oklahoma City? (Likert scale)
2. How often do you visit parks in the OKC area? (Likert scale)
3. How familiar are you with Scissortail Park in Oklahoma City? (Likert scale)
4. Do you live within a 10-minute drive from the park? (Multiple choice: yes or no)



5. What form of transportation do you take/would you take to get to the park? (Multiple choice: car, bike, public transit, other)
6. What is the main reason you visit Scissortail Park? (Multiple choice and include an others choice where respondents can explain the logic)
7. How safe do you feel visiting Scissortail Park? (Likert scale)
8. What is your favorite feature of Scissortail Park (Free response)
9. Is there anything you wish the park had? (Free response)
10. How likely are you to donate to Scissortail Park either in the present time or in the future? (Likert scale)
11. How likely are you to attend a fundraising event for Scissortail Park, at Scissortail? (Likert scale)
12. Do you have a Scissortail Park membership? (Multiple choice: yes or no)



Events questions:

1. Have you been to an event at Scissortail Park? (Multiple choice: yes or no)
2. If so, which one(s)? (multiple choice and include an others choice where respondents can explain the reason)
3. If not, are you interested in attending an event hosted at the park? (Multiple choice: yes or no)
4. How likely are you to attend a holiday event at Scissortail Park? (Likert scale)
5. Are you willing to pay for a ticket/pay for entry? (Multiple choice: yes or no)
6. How much would you be willing to pay for a ticket to attend a holiday event at Scissortail Park? (multiple choice where they select all that apply: \$20-\$30, \$30-\$40, \$40-\$50, \$50-\$60)
7. In your interest in attending the following events, please rank which you are most likely to participate in (one being the most interested). (ranking)



- Color run and concert in spring: a color run where families, dogs, and avid runners can register to participate in a 5K run in the park. Finish in the upper park with a concert from local artists and food from local vendors.
- A summer concert series: kick-off summer with a series of concerts from local and well-known artists. Entry is granted with a wristband from purchase.
- Silent disco: Let loose at Scissortail Park with a silent disco! Enjoy music, food from local vendors, and all the other amenities Scissortail offers.

8. Please share the reason behind your rankings. (Free response)

9. In your interest in attending the following events, please rank which you are most likely to participate in (one being the most interested). (ranking)



- A winter holiday around the world tour: Travel around the world right in Scissortail Park! Enjoy traditional holiday food and drinks from around the world, as well as getting to learn the history of various holidays. Don't forget to visit Santa and Mrs. Clause in Union Station for Christmas treats!
 - Holiday shopping market: get some of your holiday shopping done at Scissortail Park! With local stores in attendance, along with food trucks, you can conventionally shop and support local businesses.
 - Holiday scavenger hunt: put your detective skills to the test with a holiday scavenger hunt through the park. Win prizes and vouchers for local restaurants and businesses.
10. Please share the reason behind your rankings. (Free response)
11. Is there another winter or spring event you would like to attend at Scissortail Park? (Free response)



Social media habits/news questions:

1. What are you likely to use to seek out new information or news? (Multiple choice select all that apply: Google, Instagram, Twitter, Facebook, Snapchat)
2. What social media platforms are you on? (Multiple choice select all that apply: Instagram, Twitter, Facebook, TikTok, Snapchat)
3. Do you follow any Scissortail Park social media accounts? (Multiple choice: yes or no)
4. If yes, which ones? (multiple choice select all: Instagram, Twitter, Facebook, TikTok, Snapchat)

Demographics: provided



FOCUS GROUP

Lastly, we will be conducting a focus group to get more information on what holiday event people would want to attend at the park, as well as what type of fundraising event they would attend at the park.

We will specifically ask OU students, young professionals, and families in OKC and surrounding areas. These groups best represent our target audience and will be beneficial to gathering valuable research information.



Engagement Questions:

1. What do you like to do on the weekends?
2. Do you like outdoor recreation? And if so, what kind of activities?

Exploration Questions:

1. If you are a young professional, what types of things do you look to do for socializing?
2. What are your thoughts about having a park membership which would allow you to obtain special benefits and park perks?
3. How did you learn about Scissortail Park?
4. What would you like to see more of in Scissortail Park?
5. What do you think are the weaknesses of Scissortail Park?
6. What is the first thing you do when you go to Scissortail Park?
7. What is something you would want to see at the park in terms of features and events?
8. What park activities would you like to do during the holidays?



Exit Questions:

1. If there is one word to describe Scissortail Park, what would it be?
2. Is there anything else you would like to say about Scissortail Park?

Exit Statement:

Thank you for coming today and discussing your experience and thoughts regarding Scissortail park. Your comments have helped our research excel significantly. If anyone does not have any questions, you may be dismissed. Thank you for your time.



Bright Light

PUBLIC RELATIONS

**Secondary Research &
Competitive Analysis**



Introduction & Client Overview

History of the organization:

The park first opened on September 27, 2019, and has been in the process of growing and expanding ever since. In 2022, Scissortail Park added a Lower portion of the Park, expanding the area exponentially. The park's management belongs to the Scissortail Park Foundation, a 501(c)(3) nonprofit organization that fundraises for the Park itself. Scissortail Park's mission statement is one of direction and ambition. "Scissortail Park brings Oklahoma's natural beauty to life in a safe, welcoming and playful environment that encourages community gathering, stewardship, culture and education for neighbors, visitors and future generations."



Culture of the organization:

The Park is near the downtown's beautiful Myriad Botanical Gardens location and close to the Oklahoma River's banks. A wide assortment of amenities are available on the property, including "ornamental gardens and woodlands, a 3.7-acre lake, children's playground and nature play area, interactive water fountains, seasonal roller rink, dog park, sports courts, picnic grove, restaurant, and performance stage and great lawn." With an abundance of space and countless outside activities, our clients at Scissortail Park understand the potential community reach the area offers.

Finances of the organization:

Scissortail Park's funding comes from multiple different places. The total Park project budget for Scissortail Park was reported to be \$132 million, funded debt-free by the MAPS 3 project. MAPS 3 itself was "a \$777 million, debt-free capital improvement program to improve the quality of life in Oklahoma City. It is funded by a 1-cent sales tax initiative that began in April 2010 and ended in December 2017. MAPS 3 funds eight projects," according to okc.gov, the city's website. Hargreaves Jones is listed as the park architect, with Wynn Construction as the general contractor for Lower Park construction. On the website, it states the nonprofit, Scissortail Park, operates the park on behalf of the City of Oklahoma City.



Economic influences on the organization:

The economic influence Scissortail Park has on Oklahoma City and the downtown area looms large. According to allianceokc.org, in addition to “being a key gathering, recreational, entertainment and outdoor space, Scissortail Park is also a transformational economic development asset. One of the final MAPS 3 projects, it’s the catalyst for a nearly \$1 billion investment in private and public development projects all coming online within a two-year window around the park.” The Park is big for Oklahoma City’s future plans and the economic influence on the downtown area is certainly felt. Scissortail Park also brings plenty of job opportunities to the downtown community throughout both the organization and the park grounds. The Park has also landed several local restaurants on the grounds or close nearby, generating revenue and business for the community.

Political influences on the organization:

There’s no true political influence on Scissortail Park as it’s advertised for everyone and inclusive to all. The Park is genuinely viewed as a positive for all parties involved and brings in revenue for the city. The Park was created from funds generated by a penny sales.



Public opinion of the organization:

The public opinion surrounding Scissortail Park is sky-high throughout Oklahoma City's downtown community. On TripAdvisor, the Park is highly recommended and comes with glowing reviews. On the same website, the park has a perfect five-star rating. The Park has a 4.8 rating on Google reviews with over 2.8 thousand ratings and comments. People view the park in a very positive light, as a way to get outside and explore what Oklahoma City has to offer.

Communication of the organization:

Scissortail Park has been developing its communications as it has flourished into a well-known nonprofit organization. Scissortail Park was featured on News 9 on September 22nd where it announced the opening of the Lower Scissortail Park which features basketball, soccer, and pickleball courts. The director of Scissortail Park, Kimberly Gamalski, states "this gives something that is new and fresh and different, and you don't see this amount of sports complexes in urban settings," (Hertneky & Thelen, 2022). Scissortail tends to be featured in traditional media when there are new parks and amenities opening within the park.



However, there are times when the news has reported crime within the park. On January 12th, a man was stabbed in the leg after a fight broke out. The park did not release any statement on this incident, but the OKCPD worked to alleviate any concerns within the park. According to Mote Analytics, Scissortail Park does not have a record of display advertisements. Although it is unclear whether it has been used in the past, it remains unpublished. Scissortail Park's social media, especially on Instagram, advertises its events, restaurant features, and reflections on its events with images. Most of the images are high quality, but the feeds do not appear to be very cohesive. However, on Twitter, Scissortail Park posts and retweets information from several other community organizations in support of its events. On February 6th, Scissortail Park retweeted a graphic from SSM Health St. Anthony. The graphic consisted of a promotion of the 2nd Annual Colon Cancer Walk event located at Scissortail Park. The park supports the community, and Twitter allows there to be a space for recognition over other non-profit organizations hosting events at Scissortail Park. The key public for Scissortail Park seems to tie in perfectly to the message strategy, as the park advertises a space for everyone. The key public is the community of downtown Oklahoma City and the surrounding areas, preaching a message of unity and inclusion at the park itself. The message strategy and tactics to communicate to the public vary, but Scissortail draws people in with fundraisers and concerts, which gives a chance to leave a positive impression on visitors coming for the occasion.



Situation Research

Central issue Bright Light PR is facing:

Bright Light's main goal for this campaign is to generate awareness for the Scissortail Foundation and the park, uphold the brand's mission that the park is a safe place for everyone and instill an interest in and a love for the park and this organization in future generations. There are two issues the client is currently facing. The first is the need for a new, unique winter festival that appeals to adults, families, teens, etc. The second need is some type of fundraising event targeted at engaging young professionals, ages 21-35.



Opportunity behind the issue:

The issues our client is facing is an opportunity for the client and Bright Light PR. With the first goal of creating a unique winter festival, we have the opportunity to set Scissortail Park apart from all other holiday-time events. The park is in the heart of Downtown Oklahoma City and carries invaluable potential to engage with the community and reinforce the client's brand of being a safe place for everyone that is invested in the culture of Oklahoma City. The second goal of establishing a fundraising event targeting young professionals not only provides us with an opportunity to raise money for this wonderful organization but also to engage another generation. These individuals are starting lives and careers in Oklahoma City, so it is so important that they connect with the mission of the Scissortail Foundation and want to invest in and continue to see the park thrive.



Background of the issue:

Scissortail Park first opened in 2019 (About Scissortail Park, 2023). Since then, they have continued to grow and put an emphasis on unique, fun experiences for park-goers. They consistently put on shows, events, galas, festivals, activities and so much more. The CEO of the Scissortail Foundation, Maureen Hefferman, stated that the last thing they want to do is get complacent and stop coming up with new ideas to engage the community.

Importance of the issue:

The situation Scissortail Park is facing is so important because they are such a young brand. They have worked to establish their place in the city and continue to develop, evolve and expand at every chance. Bright Light PR understands that this is an opportunity to establish Scissortail Park as a unique, fun, inclusive experience for everyone early in their brand journey.



Organization Research

Internal Environment:

Performance- Scissortail Park offers fun, year-round recreational experiences for everyone. The 70-acre ground includes a 3.7-acre lake, basketball courts, a soccer field, pickleball courts, a seasonal roller rink, open lawn areas, a performance center, boat rentals, children's play areas and so much more. The quality of the park is based on the experience and safety of the visitors and the citizens of Oklahoma City. Scissortail Park has maintained great performance since 2019 by consistently creating new experiences that benefit and bring the community together in a fun and safe way. The organization's leadership is proud of what they have created and strives to continue to perform for the community.

Niche- Scissortail Park provides a unique experience that hinges on bringing outdoor recreation and fun activities to the heart of downtown Oklahoma City. It is within walking distance from major shops, restaurants and businesses in the downtown community and offers many activities to the public at no cost.



Structure- According to scissortailpark.org, the mission of this organization is to “bring Oklahoma’s natural beauty to life in a safe, welcoming and playful environment that encourages community gathering, stewardship, culture and education for neighbors, visitors and future generations.” The goal of the campaign is to create two events that promote the mission of the organization by promoting inclusivity and community in a fun, safe way. Leadership strives to continue to create new, unique experiences for Oklahoma citizens and this is an opportunity to help achieve this goal. To complete this, we are working with two budgets- one of \$25,000 with a net income goal of \$25,000, and another of \$50,000 with a net income goal of \$25,000. Resources to be utilized includes all of the amenities offered to the public including the grand outdoor lawn and performance area, the lake, sport courts and fields, playgrounds, etc. In the next three years, these resources will likely increase as the organization’s leadership is constantly striving to better the park.



Ethical Base– Scissortail Park and the Scissortail Foundation prioritized inclusivity and safety above all else. The foundation is a 501(c)3 nonprofit organization whose goal is to raise funds through sponsorships, donations and earned revenue to support the park. Transparency and trust are maintained by providing contact information for all board members and departments on the organization’s website.

Internal Impediments– Leadership at Scissortail Park is very open to utilizing public relations resources. There is a marketing director, marketing coordinator, graphic designer and event planner on staff. Because the organization is 501(c)3 compliant and relies mainly on fundraising, grants and donations for revenue, there are staffing restrictions that can limit time availability and opportunities. To accomplish the goals of this campaign, we will need to keep staff and financial resources in mind as we move forward.



Public perception:

With Scissortail being a fairly new park (opened in 2019), their visibility is mostly seen and known in the downtown OKC area where they are located. It's mostly seen by people who live or work in downtown OKC and enjoy going to the park. Scissortail's reputation is still being formed since it opened in 2019 and had the pandemic in 2020. It also just opened the lower level of the park in 2022. So it is still really new to OKC, but it has done well with being interactive and engaging on its social media platforms. Scissortail Park is very active in updating its website and social media accounts, which keeps it consistent and makes it attract more people. The park and its social presence/image are very welcoming, informational and attractive. We believe in the coming years more and more people will definitely be going and checking out the park as one of the hot spots in OKC.



External Environment:

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Supporters – Scissortail Park’s supporters are the staff and management that work there, the donors/membership holders and the people that go to the park often.

Competitors – Scissortail park’s competitors would be other parks in or around OKC and other places similar to the park. As we listed below in our competitor analysis, other similar places that compete for visitors are the: OKC Zoo, Lake Hefner, Frontier City and The Gathering Place.

Opponents – Opponents of the park would be people who do not support or like the park, specifically individuals that feel it is a waste of their tax dollars.

Social Factors – City parks can occasionally be perceived as unsafe for certain individuals. Society may make women, children or minority groups feel unsafe or unwelcome in public spaces.

Political Factors – Sponsors of or donors to the park may have known political views that others do not agree with, which could make some individuals associate the park with those same views.

Economic Factors – Scissortail park was created by Oklahoma City as a project through MAPS but now is fully funded on its own. They struggle to get new donors, and people to join their membership program, which is needed to keep the park running. Some people may not want to give money because they do not see the benefits in the park.



Publics Research

Customers, producers, limiters and enablers:

-**Customers:** the customers for Scissortail Park include anyone that visits and utilizes the park. Because the park provides services to everyone, customers are from all walks of life.

-**Producers:** because Scissortail Park offers an array of services, the producers involved in the park include: employees, volunteers, vendors, the Scissortail Park Foundation and other donors.

-**Limiters:** because the park is a nonprofit and funded by Oklahoma City, limiters would include people that don't want their tax dollars going to the park. Limiters would also include local business owners that don't want a park near them or to give up their property, people that haven't had a good experience with Scissortail (or other parks), OKC residents that see no point in placing a park in their city, unfriendly media and competitors.

-**Enablers:** Oklahoma City is a big enabler for Scissortail Park (specifically MAPS 3), as well as partners to the park (including local vendors, donors, etc.), new outlets/the media, people that enjoy free outdoor activities and of course people that use the park.



Intercessory publics and opinion leaders:

Intercessory publics are groups that use their influence to serve as a “middleman” by positively influencing, informing and obtaining favors from other publics. For Scissortail Park this would include the media, vendors that work with the park and the Scissortail Park Foundation. All of these groups serve as a point of contact that can help Scissortail reach its primary publics/targets.

Priority ranking of each public:

The public that is needed to be addressed the most for this campaign is the enablers. Because our campaign has two parts that both focus on raising money for the park, those that support and donate to the park are the most important to this campaign. The public with the second highest priority would be the customers, in order for the campaign to be successful there need to be people (besides those in the enablers category) that purchase tickets/products from the Park. The next public in the ranking would be the producers, without the producers there would be nobody to coordinate and execute the campaign plan. Lastly, the limiters. Although they should always be on the radar, Scissortail Park is widely favored and supported by the community therefore the limiters are not of major concern for this campaign.



Key publics:

The key publics for this campaign will include children living in the OKC and surrounding areas, parents of young children in OKC and surrounding areas and young working adults young professionals living in OKC that use the park and are financially able to give money to the park.

Stage of development for each key public:

Children, parents and young working adults that visit the park are all needed in the implementation stage of development. These are the people that give a purpose to the campaign, they are the ones that will be attending the events developed in the campaign and therefore giving their money to Scissortail Park.



Key characteristics and stereotypes of each key public:

-Children: children are a large demographic that visit and use the park. They are active and use the park because of its endless activities and possibilities for their imaginations.

-Parents: parents that attend the park come from all different demographics (race, income, education, etc.), but they all clearly enjoy the park and its services. These parents like to stay active and get outside, and they enjoy spending time with their children. They love that Scissortail Park is free and that they get time to themselves while the kids entertain themselves.

-Young adults: these young adults are very successful in their careers, they are busy and like to get away from home and work when they can. Demographics vary pertaining to race and gender, but they range from 21-35 years old, are well educated and are financially well off. These individuals use the park for casual dates, working out and playing sports with friends.



The stereotypes to keep in mind are that the young working adults of OKC are very opinionated and will speak up if they disagree with something, these individuals are more progressive and accepting of others and as mentioned prior they are well-educated and financially stable.

Cultural context for each key public:

Because key publics cover a broad variety of people, there are a wide variety of cultures. Scissortail Park is located in an area where a lot of Latino families and individuals live, so a large amount of Park visitors are Latino. However, because Oklahoma City is growing and continues to diversify, there are also many other communities/cultures that visit the park. Because we are in Oklahoma there is a big Christian/Catholic population, however, many members of the younger demographic tend to be agnostic as well. Being located in Oklahoma means there is a strong Republican/conservative population in Oklahoma City. But because it is a city with a growing population of younger people, there is a strong presence of Democrat/liberal supporters.



It is important that the Park and the campaign that is developed cater to any cultural needs and have respect for all people. Because Scissortail is located in the city and is accessible to anyone (all cultures, demographics and affiliations) the best way to serve everyone is for the Park to remain a supportive and neutral place for the community and visitors.

Benefits for each key public:

All key publics are offered the benefit of unique holiday experiences, and spring/summer events, that everyone can enjoy. Because of the small donations made by attendees, people are able to use Scissortail Park and all it has to offer for free. The key publics will feel gratification and be able to know that they contributed to making Oklahoma City a safe and amazing place to be.



Competitive Analysis

OKC Zoo:

1. Why this is one of the main competitors for Scissortail Park:

The OKC Zoo is a competitor because it is also located in Oklahoma City, it's a fun place to see exotic animals, and it's a safe environment for anyone to enjoy.

2. Where they rank in terms of mind awareness:

The OKC Zoo closely relates to Scissortail park. It's an outdoor area that is safe and fun for all. You can go and see exotic animals that you don't see every day. The zoo is a great place to go with family, friends, and relatives. The zoo does cost though to experience as well as it typically costs to get food to eat, and cool merchandise to purchase. The zoo also hosts different events throughout the year too to get more people to come to check it out.



3. Where they rank in terms of credibility:

The OKC Zoo ranks high in terms of credibility. The zoo has been open in “Oklahoma City since 1902” (before statehood) in the Wheeler Park (Oklahoma City Zoo: Find the Explorer in You). The zoo then moved in 1920 to its current location - Oklahoma City's Adventure District in northeast Oklahoma City, Oklahoma - and has been there ever since. The OKC Zoo is home to “around 1,800 animals” and is “spread across 120 acres” (Oklahoma Zoos & Aquariums). It also sees around almost one million visitors each year, setting a record high of “1,088,599 in 2021” (Oklahoma City Convention & Visitors Bureau.).

4. Overview of their media coverage from the last 3 years:

The Oklahoma City Zoo utilizes three main social media platforms to engage with their audience- Twitter, Instagram and Facebook. The Twitter account has 39,100 followers (twitter.com/okczoo), Instagram has 91,600 followers ([instagram.com/okczoo](https://www.instagram.com/okczoo)), and the Facebook account comes in with the most at 205,000 followers ([facebook.com/okczoo](https://www.facebook.com/okczoo)).



The content and posts on each of the sites are fairly identical, with a few variations. Most of the content is educational about the animals one can find at the Zoo and almost always include a photo or video. Although the Zoo's Facebook has the most followers, they get more reactions on Twitter and Instagram. None of the social media platforms act as a space for two-way communication as the Zoo does not reply to comments or questions very often.

5. Overview of their communications/campaigns from the last 3 years:

The Zoo has consistently put on events for the community. There are six main events the Zoo has recently been and is currently doing- the Pepsi Vending Machine Art Contest, Safari Lights, Animal Days, Sip and Stroll, Haunt the Zoo and Zoo Brew (Our Events, 2023). They are currently running a campaign for healthcare workers, which allows them to come to the Zoo for free and provides discounts for up to four guests. This campaign has been very well received and is doing a great job on highlighting the organization's commitment to the community.



6. Overview of their social media commentary (audience/public input) from the last 3 years:

The OKC Zoo receives the most interactions from the public on posts about campaigns and events going on at the Zoo. The general posts about the animals, facilities and volunteering get very little interaction. There are generally a few comments from followers, but the Zoo does not reply to them regularly.

7. Topics, themes and keywords they using:

Since OKC Zoo is a zoo they talk a lot about 'animals' and the 'zoo' on their social media platforms and website. They also often talk about 'volunteering' and volunteering at the zoo. They keep a central theme of showing pictures of the animals, along with different captions about them and why you should come see them at the zoo.

8. Lessons that can be learned from this competitor:

This OKC Zoo is really good about being authentic and sticking to their brand. They are one of the biggest zoos in Oklahoma and do well to cater to the OKC community through their animals, events, and experiences. The zoo also does well with keeping their social media pages consistent and unique to them.

Lake Hefner:

1. Why this is one of the main competitors for Scissortail Park:

Lake Hefner is one of Scissortail Park's biggest competitors because it is another resource, near the heart of Oklahoma City, that provides free, fun, safe outdoor recreation.

2. Where they rank in terms of mind awareness:

Lake Hefner relates closely with Scissortail park in terms of awareness. Even though Lake Hefner has been an area for outdoor recreation longer, they are not as closely connected to Oklahoma City and the OKC downtown community, as Scissortail Park. They also do not have the advertising and events that the park has.

3. Where they rank in terms of credibility:

Lake Hefner does fairly well in terms of credibility. The lake has 4.5/5 stars on Tripadvisor with over 60% of the reviews being 5-star. It has been established as a reliable outdoor recreational area for years in Oklahoma City. However, because the lake does not have social media or a website, there is no reliable way to stay up to date and receive current information.



4. Overview of their media coverage from the last 3 years:

Lake Hefner does not have any official social media pages. They are however listed as a location on Instagram, Facebook and Twitter.

5. Overview of their communications/campaigns from the last 3 years:

There are no official social media pages or websites for Lake Hefner, no the communication has been fairly nonexistent. There are also not normally planned events or campaigns at the park unless held by private citizens.

6. Overview of their social media commentary (audience/public input) from the last 3 years:

There are no official social media pages for Lake Hefner.



7. Topics, themes and keywords they are using:

Lake Hefner is not utilizing any true topics, themes or keywords due to the lack of social media or a social presence.

8. Lessons that can be learned from this competitor:

Lake Hefner is a great outdoor resource for the community and has gained a trustworthy and reliable reputation over time. The lack of social media and a true online presence is probably hindering them from reaching their target audience and building a true brand. Scissortail Park needs to utilize social media to stabilize and reinforce that brand awareness and truly connect with its target audience.



Frontier City:

1. Why this is one of the main competitors for Scissortail Park:

Frontier City is a competitor to Scissortail Park because it is a theme park located in OKC. It is a place for people to come and spend the day outside - riding rides, eating food, seeing attractions/shows. It's fun for families to bring their children. It is costly though. It costs to get into the park, to eat at the park, and to buy merchandise. Frontier City has been around for decades for family fun for all.

2. Where they rank in terms of mind awareness:

Frontier City has more awareness than Scissortail Park. The amusement park has been around since 1958 and has been managed by Six Flags since 2018 (Frontier City in OKC - Oklahoma's favorite theme park, 2023). Frontier City puts out tons of marketing materials including ads, commercials, fliers, etc. and they have multiple events throughout the year including Fright Fest and concerts that attract a large audience. It is also in close proximity to the downtown OKC area.



3. Where they rank in terms of credibility:

With Frontier City being around now for over 50 years, and being the only major theme park in OKC, it has gained high credibility. The theme park spreads across “55 acres” and is home to “five legendary roller coasters”, “three major water rides”, and “28 other attractions” (Frontier City in OKC - Oklahoma's favorite theme park, 2023). Thousands of people come from all over to experience this western-themed theme park every year.

4. Overview of their media coverage from the last 3 years:

Frontier City has a verified Facebook page with over 91,000 followers (facebook.com/fronteircitythemepark) and Instagram with 9,176 followers (instagram.com/frontiercityokc). There are a few Twitter profiles for Frontier City, however none of them are verified. The posts are fairly consistent on both platforms with two to three posts a week. There is more interaction with the posts on Facebook, most of it being positive, but Frontier City does not generally respond to comments or questions on their social media.



5. Overview of their communications/campaigns from the last 3 years:

Although Frontier City consistently communicates with its target audience on social media, it has not been very active with campaigns. The park generally promotes season passes and membership deals in the spring to get ready for the summer season.

6. Overview of their social media commentary (audience/public input) from the last 3 years:

Frontier City receives consistent, positive interaction with consumers on both social media accounts, but primarily Facebook. Neither of these platforms are used for two-way communication as Frontier City does not generally respond to questions or comments.

7. Topics, themes and keywords they are using:

Frontier City is a “theme park” so they mostly only talk/advertise about being a ‘theme park’, especially because they are the only major one in Oklahoma. They also talk and advertise about “Six Flags” because they are owned by them. They keep a central theme of being western and country because the park is in Oklahoma. They use hashtags like: #FrontierCity, #MySixFlags, #MyFrontierCity.



8. Lessons that can be learned from this competitor:

This competitor comes off as more of an attraction experience than a recreational place. You have to pay to experience and enjoy the theme park, unlike Scissortail. It's more of a play to ride rides, than to play sports, or go paddle boating. They do keep their branding and hashtags very consistent and concise, which I do think is something that Scissortail could learn from.

The Gathering Place:

1. Why this is one of the main competitors for Scissortail Park:

The Gathering Place is a competitor because although it is not located in OKC, it is a unique outdoor park-like Scissortail located in Oklahoma. It's a great place to enjoy nature, run, walk, play with the kids, gather with others, and just be able to be outside. It is also right next to the Arkansas River. The Gathering place hosts events, has nearby restaurants to enjoy, and gorgeous venues.



2. Where they rank in terms of mind awareness:

The Gathering Place has a great social media presence and marketing skills for its services, events and park. However, because The Gathering Place is over two hours from Oklahoma City and Scissortail Park, their awareness is not as strong here in OKC.

3. Where they rank in terms of credibility:

The Gathering Place opened on “September 8, 2018” in Tulsa, Oklahoma (Gathering Place | A Park For All). Its mission is "to create a community space that is a recreational, civic, and cultural destination for all walks of life to enjoy, promoting inclusivity in our city” (Gathering Place | A Park For All). The park spreads across “nearly 100 acres of Tulsa’s iconic waterfront along the scenic Arkansas River” (Gathering Place | A Park For All). The park’s goal is to create a welcoming, inclusive environment for all Tulsans to enjoy.



4. Overview of their media coverage from the last 3 years:

The Gathering Place has established a consistent social media presence. The organization has an Instagram with 61,700 followers ([instagram.com/gathertulsa](https://www.instagram.com/gathertulsa)), a Twitter with 9,194 followers (twitter.com/gathertulsa) and a Facebook with 129,000 followers ([facebook.com/GatherTulsa](https://www.facebook.com/GatherTulsa)). All of their posts are very consistent with their brand and are well-received by the audience. The Facebook profile receives the most interaction from followers, followed by Instagram. Content on the Twitter page receives very few likes and impressions.

5. Overview of their communications/campaigns from the last 3 years:

Although the organization posts frequently on social media, the communication is not two-way because they do not respond to comments or questions. Most of the publicity and advertising for events and/or campaigns is done on their website (thegatheringplace.org) or on their social media. There is an events calendar on the website that is frequently promoted on social media.



6. Overview of their social media commentary (audience/public input) from the last 3 years:

While The Gather Place's Twitter and Instagram does not support a lot of commentary from the public, its Facebook page is booming with conversation. A lot of the comments for posts on events and activities are tagging other Facebook users and spreading the word more. While The Gathering Place does not respond to most comments or questions, users communicate with each other in the comments consistently.

7. Topics, themes and keywords they are using:

The central theme is around the park and what is happening at the park. They post things that they are hosting with the community, beautiful pictures of the park, and different people that work at or attend things at the park. They used to use the hashtag: #gathertulsa but not as much anymore.



8. Lessons that can be learned from this competitor:

The Gathering Place has built a solid, trustworthy brand for itself through the consistent social media presence and event promotion. This organization was only established five years before Scissortail Park and it has had great success in generating brand awareness and interacting with the community. We can definitely take away the lesson of a consistent online presence and community work in strengthening a brand.



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