Florida A&M University’s Communications Plan for 2012-2013
“Celebrating A Legacy of Excellence”

In light of the adverse publicity regarding the November hazing death of drum major Robert Champion and the need to continue existing enrollment trends and garner support from alumni and other stakeholders for a successful $50 million campaign, Florida A&M University (FAMU) will engage in several campaigns designed to promote and highlight the University’s unique qualities and strengths.

Please note that this plan does not include comprehensive strategies related to crisis management and reputation management regarding the Robert Champion incident. Those initiatives are being handled in conjunction with the Board of Trustees through their work with Trustee Belinda Shannon, DKC Public Relations and the University’s Crisis Management Team. The Office of Communications is working with DKC to ensure there is synergy in implementing strategy.

Through the campaigns, the university will define its distinctiveness in the marketplace, communicate its value, and tell its story in the most compelling way possible. This will provide FAMU with the opportunity to meet its strategic goals of enhancing student recruitment, improving the fiscal health of the University, creating a more inclusive environment, and promoting research and outstanding achievements. Ultimately, this effort is about repositioning FAMU for the long-term success for its $50 million campaign.

FAMU will hire a firm to provide expertise for advertising/media placement support as well as the production of broadcast news segments. In addition, the university will use social media to reach targeted audiences. Successful marketing efforts now require the integration of evolving digital marketing technologies and practices into traditional marketing efforts. FAMU must provide that content wherever its stakeholders are engaged. That content must also be highly relevant, timely, authentic and personal.

The campaigns must build and maintain widespread public support, and create and enhance the connection with alumni and donors. As FAMU prepares for one of its largest comprehensive fundraising campaigns, this effort is more important than ever and vital to our continued success.
GOAL

- Highlight academic and intellectual excellence at FAMU to boost enrollment and to position the university for a $50 million comprehensive campaign.

OBJECTIVES

- Develop communication and marketing campaigns to reach 75% of stakeholders to:
  - Increase the general population’s knowledge of FAMU during the 2012-2013 academic year and its impact on improving the lives of Floridians and the nation as a whole
  - Mitigate the impact of negative publicity received as a result of the Robert Champion incident by increasing by the number of positive media references to negative references by 50% June 2013
  - Persuade 80 percent of the key stakeholders to “agree” or “strongly agree” that FAMU has made a significant change in the hazing culture at FAMU by Dec. 1, 2013

THEME:

“Celebrating a Legacy of Excellence”

TARGETED AUDIENCES

- Prospective Students
- Current Students
- Parents
- Alumni
- Board of Trustees
- FAMU Foundation Board
- Board of Governors
- Governor
- Legislature
- General Public
- Elected Officials
- Corporations/Business Community
- Faculty
- Staff
- School Systems
- Local, State and Federal Governments
- Medical Community
- Media
PROMOTIONAL CAMPAIGNS

Strategy 1  Develop an information campaign for Florida A&M University faculty, and experts, alumni and students called “Living Well 101.”

Tactic 1: Faculty would develop columns on various subject matters related to their research or area of expertise. Our faculty have developed the columns to share tips on how the general public can live well in every aspect of their lives – from taking care of their health, to their education, to their career. Columns would appear weekly in newspapers across the country and throughout the state through a partnership with the national newspaper associations and through agreements with local and statewide newspapers.

Responsibility: Office of Communications
Timeline: July 2012 – July 2013

Tactic 2: Faculty would be scheduled to participate in live Twitter chats the week their column is scheduled for publication.

Responsibility: Office of Communications
Timeline: August 2012 – July 2013

Tactic 3: FAMU will also produce a television program airing on FAMU TV 20 and other cable stations featuring the faculty members speaking on their areas of expertise.

Responsibility: Office of Communications
Timeline: September 2012 – July 2013

Tactic 4: Produce an on-line magazine from the various articles and topics submitted by campus experts on “Living Well 101.”

Responsibility: Office of Communications
Timeline: July 2013

- Articles Submitted for Living Well as of June 14, 2012

- Diabetes - What You Should Know about the Disease
- Prevention of Falls: Tips for Older Adults, Families and Caregivers
- Bullying: A Quality of Life Issue
- Colon Cancer Screenings: Tests That Saves Lives
Tactic 5:  FAMU will coordinate and host a series of webinars to share their expertise and knowledge with interested audiences.

Tactic 6:  Develop an “Author’s Corner” on the FAMU website which highlights books written by faculty members.

**COST: $80,000 — (Outsource to Public Relations firm the production of the television program and the marketing, promotion and coordination of the columns, and printing of magazine.)**

**Strategy 2**  Develop new news segments to promote FAMU research activities, cutting edge programs, educational advancements, scientific breakthroughs and current events

**Tactic 1:**  Disseminate each weekend a broadcast news segments on new programs and initiatives.
Responsibility: Outsourced  
Timeline: September 2012 – July 2013

Tactic 2: Create a radio/podcast series for public radio stations in Florida called “Living Well 101” brought to you by Florida A&M University.

Tactic 3: Repurpose the audio/podcast to appeal to Hispanic audiences.

Responsibility: Outsourced PR Firm  
Timeline: September 2012 – July 2013

Tactic 4: Rename the monthly publication previously “Linked” to “Inside FAMU” to compliment the news initiative. Expand the audience of “Linked” to include paid members of the FAMU National Alumni Association and members of the FAMU Business and Industry Cluster. Current circulation is 2,000. An additional 4,000 copies of the publication would be printed. In addition, the on-line version will be sent to parents, alumni and other stakeholders.

Responsibility: Office of Communications  
Timeline: August 2012 – July 2013

Tactic 5: Create an on-line version of “Inside FAMU” that would be shared with stakeholders to include video and live interviews with individuals featured in the articles.

Responsibility: Outsourced  
Timeline: August 2012 – July 2013

COST: $30,000  
(The production of video from the news broadcasts, development and posting of on-line newsletter and printing costs.)
Strategy 3  Launch a campaign in conjunction with FAMU’s 125th Anniversary celebration titled “FAMU Taught Me.”

Tactic 1:  Develop 30-second commercials featuring students, professors, alumni and ‘Friends of FAMU’ who would highlight their successes and tie them to what they received from the FAMU experience. We will group seasoned Alumni into categories:

Athletics: Andre Dawson, Quinn Gray, etc.

Entertainment: Anika Noni Rose, Common, Will Packer, etc.

Business: John Thompson, Bernard Kinsey, etc.

Responsibility: Office of Communications
Timeline: July 2012 – April 2013

Here’s background information on the some of those proposed for the commercials.

**Seasoned Alum**

**EXAMPLE:** Producer Will Packer has officially taken the film industry by storm. Having produced two box office hits grossing more than $100 million in one year, Packer is at the top of his game. In September of 2007, Daily Variety magazine was on the right track when it selected Packer as one of its "10 Producers to Watch." Packer has also been acknowledged on several high-profile lists including: Giant magazine's "The Giant 100," JET magazine’s "Who's Hot to Watch in 2008" and Black Enterprise’s "Most Powerful Players Under 40." In March of 2008, Packer and his business partner Rob Hardy were honored by Black Enterprise as one of the "Top 25 Money Makers in Hollywood." Other honorees included Oprah Winfrey, Will Smith, Eddie Murphy, Denzel Washington, Queen Latifah, Chris Tucker and Tyler Perry.

**Faculty**
EXAMPLE: Nazarius Lamango, assistant professor of medicinal chemistry in the FAMU College of Pharmacy and Pharmaceutical Sciences, and his research team have determined that the prenylation pathway in the brain may be negatively affected in Parkinson’s disease. By introducing prenyl-L-cysteine compounds that modulate this biochemical pathway, the side effects of tremors, rigidity, hypokinesia and postural abnormalities observed in their experimental model of Parkinson’s disease were blocked. It is hoped that these prenyl-L-cysteine analogs may have similar beneficial effects in Parkinson’s and other neurological disease patients whose prenylation pathway enzymes may not be functioning properly.

Current Student

EXAMPLE: Bernard Jackson
Saxophonist Bernard Jackson is a music education student from Tampa, Fla. involved in Student Government Association, FAMU’s 90.5-radio station, and a member of Alpha Phi Alpha Fraternity Incorporated.

Administrator

EXAMPLE: Larry Robinson
Dr. Larry Robinson, current university provost, was assistant secretary of commerce for oceans and atmosphere at the National Oceanic and Atmospheric Administration (NOAA); the vice president for research and a professor in the Environmental Sciences Institute (now School of the Environment) at Florida A&M University; and director of the NOAA Environmental Cooperative Science Center (ECSC) headquartered at FAMU, which consists of a broad, multi-institutional consortium of predominantly minority-serving institutions. Between 1984 and 1997, Robinson served as a research scientist and a group leader at Oak Ridge National Laboratory. His work there included detection and assessment of special nuclear materials and application of nuclear methods in nonproliferation, environmental science, forensic science and the assessment of high purity
materials. From 1997 to 2003, Robinson directed FAMU’s Environmental Sciences Institute where he led efforts to establish bachelor and doctoral degree programs. In 2007, he became the first African American to serve as the science advisor to the United States Department of Agriculture’s Cooperative State Research, Education and Extension Service.

Tactic 2: Place web banners and e-ads from the “FAMU Taught Me” Commercials on social media networks — YouTube, Twitter and Facebook.

Responsibility: Office of Communications Timeline: July 2012 – April 2013

Tactic 3: Develop print and radio advertising campaigns to complement the ‘FAMU Taught Me’ Advertising Campaign.

Responsibility: Office of Communications Timeline: July 2012 – April 2013

Tactic 4: Using the “FAMU Taught Me” concept, students will participate in a contest and win prizes if selected for the “FAMU Taught Me” Student Video of the Week. They will be able to use their wireless devices to create their own 30-second “FAMU Taught Me” message for inclusion on an online FAMU Video Wall. Students will use tools provided by the university to download the music, graphics and fonts to recreate their video for submission for posting.

Responsibility: Office of Communications Timeline: July 2012 – April 2013

COST: $750,000 (Advertising campaigns in major markets throughout Florida, Atlanta, Washington, D.C. and Chicago for two weeks in September, November, February and April on cable and radio.)

Strategy 4 Develop a campaign targeted at prospective students called “FAMU INSIDERS.” The Insiders will offer high school students an inside look into their FAMU experience (series of blogs about their first football game, first exam, dorm experiences, academics and campus life). By blogging and posting content to Twitter feeds, Facebook pages, photos on Instagram and video to YouTube and discoverfamu.edu, the high
school students can in turn pitch content and pose questions to the Insiders via social media. With this engagement, the college establishes a relationship with high school students looking to further their education at FAMU.

**Tactic 1:** Select six freshman students who would represent FAMU in top recruitment markets — North, South, and Central Florida, Atlanta, Chicago and Washington, D.C.

*Responsibility: Office of Communications*  
*Timeline: September 2012 – July 2013*

**Tactic 2:** Assign these students to develop blogs that would target students in their respective recruiting areas. These blogs would highlight students from their target market and provide prospective students with feedback on the best dorms, programs, clubs and organizations, etc.

*Responsibility: Office of Communications*  
*Timeline: September 2012 – July 2013*

**Tactic 3:** Redesign the FAMU website DiscoverFAMU.com to include the blogs from the student Insiders.

*Responsibility: Office of Communications*  
*Timeline: September 2012 – July 2013*

**Tactic 4:** Utilize band students to develop/distribute Marching “100” success story testimonials.

**COST: $ 2,500**  
*(Brochure and kick-off event)*

**Strategy 5**  
Augment the Board of Trustees Anti-Hazing Plan and the University’s Anti-Hazing Initiative Through a Community Service Component. The Public Relations Firm DKC has been hired to assist through January 2013 with crisis community and reputation management. The university is in the process of implementing new Anti-Hazing Initiatives. These tactics are designed to augment the effort.

**Tactic 1:** Develop a anti-bullying and hazing workshop in conjunction with university faculty that will be presented in major school districts in conjunction with classic games by members of the FAMU Marching “100”

- What is hazing?
- Its impact
• How not to be a victim?
• Alternative activities for bonding

The workshops would help students to define what constitutes hazing and encourage students to sign an anti-hazing pledge.

**Responsibility: Office of Communications/Faculty**
**Timeline: August 2012 – June 2013**

**Tactic 2:** Develop a music video/CD through FAMU’s Institute for Research in Music and Entertainment Industry Studies to promote respect and dignity. The objective would be to develop a new CD/video that would go viral, promoting the message of respect and dignity.

**Responsibility: Institute for Research in Music and Entertainment Industry Studies**
**Timeline: August 2012 – December 2012**

**Tactic 3:** Develop documentaries through the School of Journalism and Graphic Communication on hazing. These documentaries would be a part of the annual showcase of documentaries produced by students.

• The Victim’s Perspective
• The Culture of Hazing
• Changing Behavior, Saving Lives

**Responsibility: School of Journalism and Graphic Communication**
**Timeline: August 2012 – April 2012**

**Tactic 4:** Develop a print anti-hazing — anti-bullying campaign with a corporate sponsor.

**Responsibility: Division of University Advancement**
**Timeline: August 2012 – April 2012**

**Tactic 5:** Develop a mandatory anti-hazing forum with national experts on hazing for September 21 to kick off National Hazing Prevention Week. During this event, we plan to help students better understand what constitutes hazing, what their responsibilities are regarding hazing, and what alternatives exist for creating a sense of camaraderie on campus. We would then send a survey to those in attendance, asking for their feedback on these initiatives. Our goal is to get 90 percent of those students attending to sign an anti-hazing pledge.
Responsibility: DKC Public Relations and University Convocation Committee
Timeline: July 2012 – September 2012

Tactic 6: Create a Champion Squad of students empowered to engage the rest of the campus in building an anti-hazing culture. This squad will work with student government and the Office of Communications to assist in the implementation of various campaigns.

Responsibility: Office of Communications/Prodigy
Timeline: September 2012 – April 2013

Tactic 7: Execute the Forever Tied to You Campaign for FAMU developed by Kenedria Thurman. This campaign would last for 125 days. During the campaign, Rattlers must acknowledge that no matter what we do, we are tied to FAMU. Each day remind someone to say “it is my choice to wear a bow for a better FAMU...I would like to Strike against the FAMU culture of hazing. Students, Faculty, administrators, staff and alumni would support this initiative. A promotional video will be designed and distributed through social media sites to engage the Rattler community. A web log will be created for individuals to pledge their 125-day choice to join the “Tied to FAMU” campaign, blogging positive experiences and sharing their commitments with fellow Rattlers.

Responsibility: Prodigy/FAMU Student Government Association/Office of Communications
Timeline: September 2012 – January 2012

COST: $132,500 (Transportation cost and lodging for student workshop facilitators, production of the video, promotion of “Doc” night)

Strategy 6 Work in conjunction with DKC Public Relations to develop a comprehensive plan for the return of the Marching “100.”

Responsibility: Office of Communications
Timeline: August 2012 – June 2013
Strategy 7  Develop a comprehensive Capital Development Campaign. The Division of University Advancement is working with several firms to develop this campaign. The division will work closely with the Office of Communications related to branding initiatives for the campaign.

Strategy 8  Enhance the brand identity of FAMU’s products.

Tactic 1: Enhance the creative look and presence of the FAMU brand. Creative treatments could include brochures, direct mail postcards, newsprint products, booklets, etc. The Office of Communications, Division of University Advancement and the Department of Athletics have partnered to develop strategies to enhance branding initiatives and revenue.

**Responsibility: Office of Communications/University Advancement and the Department of Athletics**

**Timeline: July 2012 – September 2012**

Strategy 9  Launch an effective student recruitment campaign.

Tactic 1: Take advantage of HBCU-related websites for recruiting (i.e., UNCF, Black America Web, HBCU Network, The Chronicle of Higher Education, Black Collegian Magazine, etc.)

**Responsibility: Office of Communications/Public Relations Department in the School of Journalism and Graphic Communication**

**Timeline: July 2012 – September 2012**

Tactic 2: Create/develop a promotional postcard for distribution at key community events, libraries, etc., as well as an e-flyer for distribution to potential students in local, state, national and international markets.

**Responsibility: Office of Communications/Public Relations Department in the School of Journalism, Media and Graphic Communication**

**Timeline: July 2012 – September 2012**
Tactic 3: Generate key community support by enlisting the participation of community-based organizations to distribute key information on FAMU.

Responsibility: Office of Communications/Public Relations Department in the School of Journalism and Graphic Communication

Timeline: July 2012 – September 2012

COST: $0.00 (The development of a plan to bring back the Marching “100” is a part of the scope of work outlined in DKC Public Relations’ contract. The development of recruitment material is a part of the Office of Communications budget.)
## COMMUNICATION WITH STAKEHOLDERS

### METHODS OF COMMUNICATION

<table>
<thead>
<tr>
<th>STAKEHOLDER GROUP/Strategy No.</th>
<th>Living Well 101</th>
<th>TV 20</th>
<th>News broadcast</th>
<th>Inside FAMU</th>
<th>Commercials</th>
<th>Print Ads</th>
<th>Social Media</th>
<th>Media</th>
<th>Website</th>
<th>DiscoverFAMU</th>
<th>Reality Show</th>
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MEASURING RESULTS

- Survey stakeholders, including prospective students, measuring their attitudes toward FAMU in general, whether the culture of hazing at FAMU has changed and if stakeholders have an increased knowledge of FAMU and its impact on improving the quality. The same groups will be surveyed in July 2013 to determine the impact of the campaign.

  **Responsibility: Office of Communications**
  **Timeline: July 2012 – June 2013**

- Secure data on the engagement of FAMU students as measured by page views for the FAMU Taught Me series and capture data on the number of high school students signing up for updates to the Mission Possible FAMU Insiders Campaign.

  **Responsibility: Office of Communications**
  **Timeline: July 2012 – June 2013**

- Increase the percentage of visitors to FAMU.edu and discoverfamu.edu, where the FAMU Insider Columns would reside, by 10 percent, by June 30, 2013.

  **Responsibility: Office of Communications**
  **Timeline: July 2012 – June 2013**

- Increase the percentage of FTIC (First time in college) applications that were significantly influenced by FAMU’s primary marketing tools.

  **Responsibility: Office of Communications/Division of Student Affairs**
  **Timeline: July 2012 – June 2013**
### SUMMARY OF THE BUDGET

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<tr>
<th>Strategy</th>
<th>Description</th>
<th>Amount</th>
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<tr>
<td>1</td>
<td>“Living Well 101”</td>
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<td>2</td>
<td>“Inside FAMU“</td>
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<td>“Anti-Hazing Community Initiatives”</td>
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<td>“Plan for the Return of the Band”</td>
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**TOTAL:** $1,000,000