

Sesdac Inc.

1314 E Cherry St, Vermillion, SD 57069

(605) 624-4419

sesdac@sesdac.org

Sesdac.org

‘Support for People with Disabilities’

A non-profit organization dedicated to building community resources for people living with disabilities in the Vermillion area and beyond.

This campaign will highlight the organization’s mission and services such as it’s residential services and employment services for people living with disabilities. This campaign will also highlight careers people could obtain with Sesdac Inc.

This media campaign was put together by Lauren Soulek for her Writing for Digital Media class at the University of South Dakota. It was completed in December 2019 for her professor Kyle Miller.

Sesdac Inc Analysis

Sesdac Inc offers many different services for people with disabilities. They are based in Vermillion but have services throughout Southeastern South Dakota. From residential services to public transportation services, Sesdac Inc has many services. They also give the residents career training and help them find a job. Or, if someone wants to work for Sesdac, they offer a few different employment options. Started in 1973, the non-profit organization serves over 140 individuals.

Sesdac Inc offers four different types of housing options for people living with disabilities. Each option has different ranges of amounts of staff support for the residents. The homes are located in Vermillion and are accessible via the Vermillion public transportation system. Sesdac Inc also partners with local Vermillion businesses to provide skills training for people living with disabilities. Oftentimes, those trainings lead to job opportunities for the people. Sesdac Inc also offers day services ‘designed to increase the quality of life, hone social and vocational skills, encourage movement, and improve cognitive development and sensory integration.’ The organization even provides family support for families with children that have developmental disabilities and they provide Vermillion Public Transit to Vermillion and surrounding areas.

The organization already has a fairly good website with a lot of information. Their Facebook page is the only active social media account they have, but they don’t seem to post

very often on there. The only other page they have is a LinkedIn page, which also hasn't been updated recently.

Sesdac Inc is the only disabilities services in Vermillion, South Dakota. Their closest competition is Ability Building Services in Yankton, South Dakota. Ability Building Services offers similar services to Sesdac Inc. They offer residential services, employment links, nursing services and day programs just like Sesdac Inc does. Ability Building Services does offer a community involvement service, which Sesdac Inc does not. However, Sesdac Inc has the family program and public transportation system, unlike Ability Building Services.

My strategic communication plan for Sesdac Inc will be to highlight the services offered by the organization and how audiences can help. My communication plan will let audiences know how they could get help from Sesdac Inc if they are a person living with a disability, or how any family members they might have who live with disabilities can get help. However, I want to also highlight the job opportunities available with Sesdac Inc in case an audience member is interested in helping the non-profit organization. So, my strategic communication will have two areas of focus.

With my two radio spots and two television spots, one of each will focus on the help Sesdac Inc offers while the other spot of each type will focus on job opportunities with Sesdac Inc. The radio spots for this campaign will air three times each between the hours of 6 a.m. and 10 a.m. every weekday morning. Airing during those times will catch morning commuters on their way to work. The radio spots would air during the Fall and Winter months, August through December, but ideally they would also continue to be played in the Spring and Summer months.

The radio spots would air on local Vermillion, Yankton, Sioux Falls and Sioux City radio stations. They would air on KAOR 91.1 Vermillion and KUSD 89.7 in Vermillion. In Yankton, they will air on KKYA 93.1 and KVHT 106.3. In Sioux Falls, they will air on 107.9 KELO, KTWB 92.5, KKLS 104.7 and KIKN 100.5. In Sioux City, they will air on KKMA 99.5 and KSFT 107.1. I chose these radio stations because they are popular within their areas of coverage. The Sioux Falls stations also have a larger coverage area that could reach beyond the Vermillion area.

Television spots will be targeted to the prime time television watchers. Since Vermillion and Yankton don't have highly-watched television stations of their own, the spots would play on popular Sioux Falls and Sioux City stations, seeing as those stations have an expansive coverage area anyway. Each spot would play three times between 4:30 p.m. and 7 p.m., so as to catch audiences watching their local newscasts. The television spots would air during the Fall and Winter months, August through December, but ideally they would also continue to be played in the Spring and Summer months. The television spots would air on KELO, KDLT and KSFY in Sioux Falls. They would air on KTIV, KCAU and KMEG in Sioux City.

Television Copy

Who is your client?

Sesdac Inc

i. What is your objective?

1. For the first spot, my objective was to showcase what Sesdac is in general.

I wanted to highlight the types of services offered and what Sesdac does for people living with disabilities. For my second spot, I wanted to inform audiences of opportunities they might have with Sesdac if they were to want to apply. So, for both spots, my main objective was informing and reminding audiences of Sesdac's brand.

ii. What is the target audience?

1. The target audience for the first spot -- the one informing audiences about Sesdac -- would be both males and females in the 25-45 age range.

Ideally, they would live in the Vermillion/Yankton area, but that could be expanded to Sioux Falls and beyond. It would be mostly targeted to an audience that has the means to donate to Sesdac and have a willingness to help. However, it would also be target people who know or are someone living with a disability. The second spot -- the one informing audiences about jobs -- would be targeted at males and females in the 20-35 age range. Specifically ones looking for either for a part-time job while in school, or someone just graduated and looking for their first jobs.

However, it could be targeted at a younger audience in general looking for a meaningful career. Ideally, this group of people would live in the Vermillion/Yankton area so they would be living close to where Sesdac is.

iii. What's the sales slogan?

1. My slogan for the first spot is, "Because Sesdac believes in me, I believe in me." The slogan for the second spot is, "Be a part of a family that makes a difference," even if it's not specifically stated in the spot. It's more subtle.

iv. Stick to one main item!

1. What does Sesdac do for people living with a disability?
2. How can you be a part of the Sesdac family?

v. What's your approach?

1. My approach for both spots is inspirational. I wanted to take a tone and mood that made people feel something and inspire them to learn more. I did that by using testimonials for both spots.

vi. What's your Unique Selling Proposition?

1. It's hard to have a Unique Selling Proposition for something that's selling a service instead of a good. However, I think the Unique Selling Proposition in this case is the people. The testimonials of those living with a disability and the testimonials of those working for Sesdac. That is the most enticing thing about Sesdac.

vii. Traffic:

1. Each spot is 30 seconds long that will air between the months of August and December on popular, local news stations. Specifically the local news stations in Sioux Falls and Sioux City, seeing as Vermillion and Yankton don't have heavily-watched programs. They would air three times each between 4:30 and 7 p.m. in order to catch audiences watching prime time television.

MCOM 330 TV/Video Script	Name: Lauren Soulek
	Assignment: Final Campaign
	Title: TV Script 1
Video	Audio
WS: SESDAC BUILDING, OUTSIDE, DOLLY INTO BUILDING, FADE TO NEXT FRAME	<u>MUSIC: INSPIRING MUSIC FADES IN AND THEN DOWN UNDER NARRATION</u>
CU: INTERVIEW-STYLE ON FIRST TESTIMONIAL OF PERSON WITH A DISABILITY IN APARTMENT	(Testimonial 1) “They gave me a place to call my own.”
MS: SAME PERSON IN THE RESIDENTIAL AREA	<u>MUSIC: FADES UP AND THEN DOWN ONCE NARRATION STARTS AGAIN</u>
CU: INTERVIEW-STYLE ON SECOND TESTIMONIAL OF PERSON WITH A DISABILITY AT JOB	(Testimonial 2) “They gave me the skills I need to succeed.”
WS: SAME PERSON WORKING	<u>MUSIC: FADES UP AND THEN DOWN ONCE NARRATION STARTS AGAIN</u>
CU: INTERVIEW-STYLE ON THIRD TESTIMONIAL OF PERSON WITH A DISABILITY	(Testimonial 3) “They gave me a reason to be confident.”
MS: SAME PERSON IN COMMUNITY WITH PEOPLE	<u>MUSIC: FADES UP AND THEN DOWN ONCE NARRATION STARTS AGAIN</u>
CU: INTERVIEW-STYLE WITH MOM AND A CHILD WITH DISABILITY	(Testimonial 4) “They helped my family when we needed it the most.”
WS: MOM, CHILD AND CARE PROVIDER AT HOUSE	<u>MUSIC: FADES UP AND THEN DOWN ONCE NARRATION STARTS AGAIN</u>
MS: RESIDENTS AT SESDAC WITH CARE PROVIDERS	(Narrator) “Our mission at Sesdac Inc is to build community resources to create a person-centered life for people living with disabilities in the Vermillion area”

<p>MS: CARE PROVIDER WORKING WITH AN INDIVIDUAL LIVING WITH A DISABILITY</p> <p>CU: SAME INDIVIDUAL FROM LAST FRAME LOOKS UP, CAMERA ZOOMS IN</p> <p>FADE TO BLACK WITH SESDAC LOGO, NUMBER, WEBSITE AND DONATE TODAY GRAPHIC</p> <p>TRT: 30 seconds</p>	<p>(Narrator) “Because we believe in the BEST quality of life... <i>for everyone.</i>”</p> <p>(Testimonial 5) “Because Sesdac believes in me... I believe in me.”</p> <p><u>MUSIC: FADES UP AND THEN OUT TO END COMMERCIAL</u></p>
--	--

MCOM 330

TV/Video Storyboard

Name: Lauren Soulek
 Assignment: Final Campaign
 Title: TV Script 1



Audio:
 SFX: MUSIC: INSPIRING MUSIC FADES IN AND THEN DOWN UNDER NARRATION
 Video: WS: SESDAC BUILDING, OUTSIDE, DOLLY INTO BUILDING, FADE TO NEXT FRAME

Audio: (Testimonial 1) "They gave me a place to call my own."
 SFX:
 Video: CU: INTERVIEW-STYLE ON FIRST TESTIMONIAL OF PERSON WITH A DISABILITY IN APARTMENT

Audio:
 SFX: MUSIC: FADES UP AND THEN DOWN ONCE NARRATION STARTS AGAIN
 Video: MS: SAME PERSON IN THE RESIDENTIAL AREA



Audio: (Testimonial 2) "They gave me the skills I need to succeed."
 SFX:
 Video: CU: INTERVIEW-STYLE ON SECOND TESTIMONIAL OF PERSON WITH A DISABILITY AT JOB

Audio:
 SFX: MUSIC: FADES UP AND THEN DOWN ONCE NARRATION STARTS AGAIN
 Video: WS: SAME PERSON WORKING

Audio: (Testimonial 3) "They gave me a reason to be confident."
 SFX:
 Video: CU: INTERVIEW-STYLE ON THIRD TESTIMONIAL OF PERSON WITH A DISABILITY



Audio:

SFX: MUSIC: FADES UP AND THEN DOWN ONCE NARRATION STARTS AGAIN

Video: MS: SAME PERSON IN COMMUNITY WITH PEOPLE

Audio: (Testimonial 4) “They helped my family when we needed it the most.”

SFX:

Video: CU: INTERVIEW-STYLE WITH MOM AND A CHILD WITH DISABILITY

Audio:

SFX: MUSIC: FADES UP AND THEN DOWN ONCE NARRATION STARTS AGAIN

Video: WS: MOM, CHILD AND CARE PROVIDER AT HOUSE



Audio: (Narrator) “Our mission at Sesdac Inc is to build community resources to create a person-centered life for people living with disabilities in the Vermillion area”

SFX:

Video: MS: RESIDENTS AT SESDAC WITH CARE PROVIDERS

Audio: (Narrator) “Because we believe in the BEST quality of life... *for everyone.*”

SFX:

Video: MS: CARE PROVIDER WORKING WITH AN INDIVIDUAL LIVING WITH A DISABILITY

Audio: (Testimonial 5) “Because Sesdac believes in me... I believe in me.”

SFX:

Video: CU: SAME INDIVIDUAL FROM LAST FRAME LOOKS UP, CAMERA ZOOMS IN



<p>Audio:</p> <p>SFX: <u>MUSIC: FADES UP AND THEN OUT TO END COMMERCIAL</u></p> <p>Video: <u>FADE TO BLACK WITH SESDAC LOGO, NUMBER, WEBSITE AND DONATE TODAY GRAPHIC</u></p>		
---	--	--

MCOM 330 TV/Video Script	Name: Lauren Soulek
	Assignment: Final Campaign
	Title: TV Script 2
Video	Audio
<p>WS: SESDAC BUILDING, OUTSIDE, DOLLY INTO BUILDING, FADE TO NEXT FRAME</p> <p>MS: TWO CARE PROVIDERS WORKING WITH A RESIDENT</p> <p>WS: ONE-ON-ONE HELP OF CARE PROVIDER TO RESIDENT</p> <p>CU: CARE PROVIDER AND RESIDENT SMILING</p> <p>MS: CARE PROVIDER WALKING WITH A RESIDENT</p> <p>CU: INTERVIEW-STYLE SHOT OF EMPLOYEE SITTING WITH A RESIDENT</p> <p>FADE TO BLACK WITH SESDAC LOGO, NUMBER, WEBSITE AND APPLY TODAY GRAPHIC</p> <p>TRT :30</p>	<p><u>MUSIC: INSPIRING MUSIC FADES IN AND THEN DOWN UNDER NARRATION</u></p> <p>(NARRATOR) At Sesdac we have a company culture that fosters independent thinking ...</p> <p>Flexible schedules ... the latest in technology... and great benefits.</p> <p>At Sesdac you are part of a large family all working towards the same goal...Providing support for people with disabilities.</p> <p>(EMPLOYEE TESTIMONIAL) You'll learn to slow down ... to ponder ... to take the time to just look around and take in this beautiful world and all of the simple joys we are blessed to encounter every day.</p> <p>Knowing you are helping someone... and seeing their faces of gratitude makes this all worth it.</p> <p>(NARRATOR) Visit our website to find out how you can be a part of the SESDAC family.</p> <p><u>MUSIC: FADES UP AND THEN OUT TO END COMMERCIAL</u></p>

<h1>MCOM 330</h1> <h2>TV/Video Storyboard</h2>		Name: Lauren Soulek
		Assignment: Final Campaign
		Title: TV Script 2
		
<p>Audio:</p> <p>SFX: <u>MUSIC: INSPIRING MUSIC FADES IN AND THEN DOWN UNDER NARRATION</u></p> <p>Video: <u>WS: SESDAC BUILDING, OUTSIDE, DOLLY INTO BUILDING, FADE TO NEXT FRAME</u></p>	<p>Audio: (NARRATOR) At Sesdac we have a company culture that fosters independent thinking ...</p> <p>SFX:</p> <p>Video: <u>MS: TWO CARE PROVIDERS WORKING WITH A RESIDENT</u></p>	<p>Audio: Flexible schedules ... the latest in technology... and great benefits.</p> <p>SFX:</p> <p>Video: <u>WS: ONE-ON-ONE HELP OF CARE PROVIDER TO RESIDENT</u></p>
		
<p>Audio: At Sesdac you are part of a large family all working towards the same goal...Providing support for people with disabilities.</p> <p>SFX:</p> <p>Video: <u>CU: CARE PROVIDER AND RESIDENT SMILING</u></p>	<p>Audio: (EMPLOYEE TESTIMONIAL) You'll learn to slow down ... to ponder ... to take the time to just look around and take in this beautiful world and all of the simple joys we are blessed to encounter every day.</p> <p>SFX:</p> <p>Video: <u>MS: CARE PROVIDER WALKING WITH A RESIDENT</u></p>	<p>Audio: Knowing you are helping someone... and seeing their faces of gratitude makes this all worth it.</p> <p>SFX:</p> <p>Video: <u>CU: INTERVIEW-STYLE SHOT OF EMPLOYEE SITTING WITH A RESIDENT</u></p>



Audio: (NARRATOR) Visit our website to find out how you can be a part of the SEDDAC family.

SFX: MUSIC: FADES UP AND THEN OUT TO END COMMERCIAL

Video: FADE TO BLACK WITH SEDDAC LOGO, NUMBER, WEBSITE AND APPLY TODAY GRAPHIC

Audio:

SFX:

Video:

Audio:

SFX:

Video:

Radio Copy:

Who is your client?

Sesdac Inc

viii. What is your objective?

1. The objectives for the radio spots are similar to the television spot objectives. For the first spot, my objective was to showcase what Sesdac is in general. I wanted to highlight the types of services offered and what Sesdac does for people living with disabilities. For my second spot, I wanted to inform audiences of opportunities they might have with Sesdac if they were to want to apply. So, for both spots, my main objective was informing and reminding audiences of Sesdac's brand.

ix. What is the target audience?

1. The target audience for the radio spots is the same as the target audience for the television spots. The target audience for the first spot -- the one informing audiences about Sesdac -- would be both males and females in the 25-45 age range. Ideally, they would live in the Vermillion/Yankton area, but that could be expanded to Sioux Falls and beyond. It would be mostly targeted to an audience that has the means to donate to Sesdac and have a willingness to help. However, it would also be target people who know or are someone living with a disability. The second spot-- the one

informing audiences about jobs -- would be targeted at males and females in the 20-35 age range. Specifically ones looking for either for a part-time job while in school, or someone just graduated and looking for their first jobs. However, it could be targeted at a younger audience in general looking for a meaningful career. Ideally, this group of people would live in the Vermillion/Yankton area so they would be living close to where Sisdac is.

x. What's the sales slogan?

1. My slogan for the first spot is, "Because Sisdac believes in me, I believe in me." The slogan for the second spot is, "Be a part of a family that makes a difference," even if it's not specifically stated in the spot. It's more subtle.

xi. Stick to one main item!

1. What does Sisdac do for people living with a disability?
2. How can you be a part of the Sisdac family?

xii. What's your approach?

1. My approach for both spot is inspirational. I wanted to take a tone and mood that made people feel something and inspire them to learn more. The radio spots focus more on information instead of testimonials, like the television spots. This is because it's not as easy to sell emotion over the radio.

xiii. What's your Unique Selling Proposition?

1. It's hard to have a Unique Selling Proposition for something that's selling a service instead of a good. However, I think the Unique Selling Proposition in this case simply is the services offered. It's an amazing thing that Sesdac does and that in itself is important for people to know.

xiv. Traffic:

1. Each spot is 30 seconds long that will air between the months of August and December on popular, local radio stations. Specifically the local radio stations in Vermillion, Yankton, Sioux Falls and Sioux Falls. They would air three times each between six and 10 a.m. in order to catch audiences commuting to work or school.

Social Media:



The goal for Facebook posts would be to highlight the organization to both people curious about it and those looking for a job. Showcasing a picture would help put faces to the organization and draw in an audience. Facebook posts would be targeted at both males and females between the ages of 30 and 45, just because they are more likely to be on Facebook.



Sick of waitressing and bartending? Come be a part of the Sesdac family and help enrich lives, including your own! Link in bio!



3:00 PM - 6 December 2019

Sesdac doesn't have a Twitter, so if they were to get one, the main focus on there would be to draw in a younger audience for job perspectives. Specifically males and females in ages ranging from 20-35. Adding content that's relatable will draw in that audience and entice them to pay attention.



Sesdac also doesn't have an Instagram. However, I think Instagram would be a good place to showcase who it is they help. Of course, there are probably rules surrounding that, but it would be interesting for audiences to hear the stories of those they help. You could also do this with employees, which Sesdac already does on their Facebook page. The Instagram posts would be targeted towards a younger audience ranging from 20-35, as they are more likely to be on Instagram.

https://www.facebook.com/pg/SESDAC-Inc-1504164943224004/photos/?ref=page_internal

Sesdac's Facebook page already does a really good job at enticing people to work for them, so I wouldn't change anything about that. However, I think it would be good for them to branch out to other social media platforms to grab a wider range of audience. I also think it could benefit to talk more about who they help, because that would entice people to want to help more. If they can put a face to who they would help more so than who they would be co-workers with, I think more people would be interested in knowing more.

<https://www.sesdac.org>

Beyond social media, though, Sesdac's website is a good source. That is why I made sure to draw audiences to the website in both the spots and social media pages. They give a lot of good information about the organization on there that you can't necessarily put in a 30-second spot or 20 word tweet.

I think good marketing for Sesdac would be to talk about both the people they help and the people doing the helping. It would give a well-rounded picture of the organization. It's also a good idea to continuously draw them to their website, because that's the main source they have for people to get information. They just need to branch out to more people by forming a larger social media presence.