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**Coal City Unit District #1**  
**Event Management & Public Relations**  
**Fine Arts Curriculum**

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**FA.EM:1      Students will manage and develop community events for the school district.**

- FA.EM:1-1      Research and investigate various performance groups.
- FA.EM:1-2      Communicate with managers and booking agencies.
- FA.EM:1-3      Build concert proposals and proposed budgets.
- FA.EM:1-4      Build marketing relationships with local media outlets

**FA.EM:2      Students will demonstrate an basic understanding of public relations**

- FA.EM:2-1      Design promotional items that promote events
- FA.EM:2-2      Draft press releases for various events
- FA.EM:2-3      Create and execute public outreach events
- FA.EM:2-4      Research and implement new outreach practices

**FA.EM:3      Students will plan and develop posts for district social media platforms.**

- FA.EM:3-1      Write tweets using 140 characters to raise awareness of district events.
- FA.EM:3-2      Write posts for Facebook that include photos and links.
- FA.EM:3-3      Create Instagram posts using photos from district events.
- FA.EM:3-4      Create videos to promote district events on YouTube.
- FA.EM:3-5      Identify and tailor posts to the appropriate target audiences.

**FA.EM:4      Students will demonstrate knowledge of desktop publishing for event marketing materials.**

- FA.EM:4-1      Explain the basic tools of desktop publishing.
- FA.EM:4-2      Explain the basic menus of desktop publishing.
- FA.EM:4-3      Produce a basic marketing item for an event using desktop publishing software.
- FA.EM:4-4      Produce an advanced marketing item for an event using desktop publishing software.

**FA.EM:5      Students will demonstrate knowledge of video editing software for community outreach and communication.**

- FA.EM:5-1      Explain the basic tools of video editing software.
- FA.EM:5-2      Explain the basic menus of video editing software.
- FA.EM:5-3      Produce a video to market a district event.