

Public Relations Campaign Title IX Awareness at Salem State University

In teams of 4-5 you will apply public relations concepts we discuss in class by creating a public relations campaign to raise awareness of Title IX and sexual assault at Salem State University. For this project you will develop a deeper understanding of how to research, plan, implement, and evaluate a public relations campaign on an issue that serves a public good. You should think about ways to effectively use campus communication channels, conduct outreach to various student groups, and/or stage activities or events that would attract student attention.

Project Overview

Research

For this part of the campaign you will conduct primary and secondary research to determine the following:

- What is Title IX?
 - Provide a general overview of Title IX as well as specific information about your chosen Title IX issue
- What resources does Salem State provide to students about Title IX?
- What communication strategies does Salem State use to inform students about Title IX?
- Who is your target audience? (Include demographics and psychographics)
- What do Salem State students know about Title IX generally and your topic specifically?
 - In answering this question, explain what primary research method you used and how many participants were included

You will compile your research and the answers to these questions in a 3- to 4-page paper, titled Research Report. Your research report should include a one-paragraph introduction that states the goal of your campaign.

Planning

For this portion of the campaign you will plan step-by-step how you will implement your campaign. You will write a 2- to 3-page Public Relations Plan that addresses the following:

- The objective of your campaign—Should be measurable
- What is to be done (Strategy) and why
- How to accomplish what is to be done (Tactics)
- Timeline
- How your team will measure (evaluate) the success of your campaign

You will also include a detailed description of your social media strategy (*i.e.*, social media type), word-of-mouth strategy (*i.e.*, student group, date, time, location), and the exact print material you plan to use with completed design (*e.g.*, flier, brochure, newsletter).

Your PR Plan and campaign materials must be approved before you can implement your campaign.

Implementation

You will run your campaign consecutively for one month in accordance with your PR Plan. The following elements will be included in your campaign: print materials (e.g., posters), social media (e.g., Twitter), and word-of-mouth.

- Print materials
 - Create at least one type of print material that you will place around all three campuses
 - In accordance with Salem State University marketing guidelines you must adhere to the following restrictions when creating and displaying your materials:
 - Print material must be submitted to and approved by the Salem State University Marketing and Creative Services Office before displaying anywhere on campus
 - You cannot use the Salem State University name or logo anywhere on your print materials
- Social media
 - You will be responsible for creating a unique social media account for your campaign
 - Each team will use a different social media platform, which must be pre-approved by the professor
 - Your site should clearly display that this is part of a class assignment
 - You cannot use the Salem State University name or logo in your account name/profile/avatar/cover photo
 - The site should run for one month and be posted to at least once a day
 - There should be equal participation from all team members
 - Include multimodal messages: text, photo, video, and/or audio
 - Think of various ways to collect information: social media, interviews, scholarly research, etc.
 - Plan posts with team members to avoid repetitive information
 - Build online relationships by following/friending organizations that will further your cause
 - Find organizations that can help provide content for you to share to your followers
 - Don't just post: Engage!
 - Respond to comments, spark a dialogue, share others' comments, etc.
- Word-of-mouth
 - You will be responsible for speaking to at least one student group or organization on campus to raise awareness
 - Each team must speak to a different organization, with at least one team speaking to a fraternity/sorority organization
 - Your discussion with the group must include information on:
 - What Title IX is
 - What resources Salem State provides to students about Title IX

- Q & A session
- You must notify the professor of the date/time/location of your meeting in advance

Evaluation

After you have completed the implementation of your campaign you will evaluate its effectiveness based off the measurable objectives you established in your PR Plan.

Evaluation strategies to be used:

- Social media:
 - Counting media impressions
 - Counting social media interactions
- Audience analysis:
 - Counting audience attendance at word-of-mouth event
- Focus group:
 - Holding focus groups for changes in audience awareness and attitudes

Implementation & Evaluation Report

You will compile a summary of your implementation and evaluation phases in a 5- to 7-page paper, titled Implementation & Evaluation Report. The format for this report should be:

- Implementation. For each of the following, explain your creation process. Why did you include or not include certain elements/information? This section should provide the rationale for what you did and why you thought it would be effective and incorporate course concepts.
 - Summary of print materials created and distributed
 - Don't just describe the materials to me (I already have a copy of them); instead explain your creation process. Also address where you posted them around campus and why?
 - Summary of social media posts created and distributed
 - Include url of social media account so I can assess quantity and quality of posts.
 - Summary of word-of-mouth group meeting
- Evaluation
 - Brief description of your evaluation strategies: focus group, social media analysis, audience analysis of word of mouth event
 - Focus group: When did you hold it? How many people were in attendance? The results of your focus group. Did the recipients of the campaign message understand it?
 - Social media analysis: Media impressions, social media interactions, etc.
 - Audience analysis: How many people attended word of mouth event? Other relevant information from event
 - Answers to the following questions based off your evaluation strategies:
 - Was the campaign adequately planned? What might be some shortcomings? How could it have been more effective?

- Did you achieve the measureable objectives you set in your PR Plan? Why or why not?
- Did any unforeseen circumstances affect the success of your campaign? Please describe.
- Based on everything you learned during your evaluation phase, what changes would you make if you ran this campaign a second time?

PR Campaign Report

- Compilation of all pieces created over course of semester in one cohesive report
 - Research Report
 - PR Plan
 - Implementation & Evaluation Report
- Report should be organized by sub-headings corresponding to each required component
 - Each section should be revised based on feedback received over course of semester
- Include all print materials as an appendix

Presentation

At the end of the semester you will give a presentation about your campaign at a poster-session somewhere on the Salem State University campus. This presentation will be in place of our regularly scheduled class time.

For your presentation your group will make a tri-panel poster board that provides an overview of your PR Campaign Report: research, design, implementation, and evaluation. Every member of the group should be prepared to discuss each of these phases during this presentation. Additionally, you will use this opportunity to continue promoting your campaign to the Salem State community. Plan to engage passersby, answer questions, and provide fliers as you stand next to your presentation board.

Reflection Paper

- 2-3 pages **for each team member**
- Describes your contribution to the creation process of the campaign
- Reflexively analyzes your experience engaging in this project: Your personal thoughts and feelings about working with your team, working with this social justice issue, deciding on campaign elements, etc.
- Explains at least 2 positive and 2 negative aspects of the whole project

Logistics:

- All reports should have a title page with all group member names listed
- All reports are due on Canvas prior to class the day they are due

Point Break Down

Research Report	25 Points
PR Plan	25 Points
Implementation & Evaluation Report	70 Points
PR Campaign Report	20 Points
Presentation	20 Points
Reflection Paper	20 Points
Total Points	160 Points