

I~COMM STUDENT MEDIA

Public Relations Campaign

By: Danielle Mills

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EXECUTIVE SUMMARY

This public relations campaign outlines ways that I-Comm Student Media can meet its' objectives in increasing positive awareness by 10% and increasing the number of students in I-Comm Student Media by 25%.

I-Comm Student Media will target freshmen and transfer students primarily while targeting sophomores, juniors and seniors secondarily. The tertiary audience will be members of I-Comm Student Media right now. A pre-campaign survey will be administered to 500 students to measure the beginning percentages of how aware students are of I-Comm Student Media and what their attitudes are towards it.

There are several strategies and tactics outlined that will reach each target audience specifically. At the end of the campaign, a post-campaign survey will be administered to 500 students around campus to test whether or not the strategies and tactics were successful in bringing students to I-Comm Student Media. To test whether or not there was an increase in students joining I-Comm, the number of students signed up for the class at the beginning of Winter 2011 semester will show whether that objective was met.

BACKGROUND

I-Comm Student Media is a media organization made up of students who work for real clients to improve their talents, gain needed experience and build a resume. It is offered as a practicum class at BYU-Idaho and is open to all majors. The following are different branches that make up I-Comm:

- **Advertising:** Advertising services include complete corporate branding packages such as logos, brochures, and accompanying business stationery. Complete advertising campaigns are also available from concept to final product in print and electronic media as well as developing a Web presence.
- **Public Relations:** Public Relations evaluates the public's opinion of a client by identifying and analyzing policies, procedures, evaluating objectives, audiences, and brands through collecting data. Data is used to facilitate and provide effective publicity events, news releases, brochures, newsletters, speechwriting, fliers, media kits, social networking, and strategic partnerships between the agency and client.
- **Graphic Design and Photography:** Graphic Design and Photography provides professional quality graphic design for all clients to enhance editorial design, advertising, brochures, posters, photography, Web pages, and newsletters.
- **Video Production:** Video Productions produces special projects such as documentaries, podcasts, and instructional videos.
- **Online Web:** I-Comm online provides Web services with dynamic features including, e-Commerce, Content Management System (CMS), Custom web development, Web Maintenance, Search Engine Optimization and Flash Applications.
- **Scroll:** Scroll is the campus newspaper created by students of BYU-Idaho. The paper is distributed free of charge to students at 32 campus locations and nine off-campus locations around the Rexburg community. Approximately 7,500 copies of Scroll are printed every Tuesday, with an accompanying magazine printed two times a semester.
- **I-News:** Be part of an online newscast of BYU-Idaho campus and local stories aired and broadcasted weekly in English and Spanish. Broadcasts can be viewed on the official I-Comm Web site or on iTunes (search for "BYU-Idaho").

SITUATION ANALYSIS & SWOT

As it stands, I~Comm Student Media is made up of 100-200 students with four advisors who work with real clients to gain experience, build their resume and create good portfolio work. However, student awareness of I~Comm is low and there are many misleading rumors about I~Comm. Also, other practicum classes and campus organizations are a threat. I~Comm does have opportunities to increase student awareness through participation in campus events and advertising around campus.

Strengths:

- I~Comm does work for real clients.
- Everything a student does in I~Comm is good portfolio work.
- Students can gain real experience in doing projects that count.
- I~Comm gives students the chance to build their resume.

Weaknesses:

- Many students do not know about what I~Comm has to offer them.
- Some students believe I~Comm is only for Communication majors.
- Students don't hear about I~Comm early on. There isn't as much being done to recruit freshmen and transfer students.

Opportunities:

- Because I~Comm is a campus organization, it can participate in campus events to recruit and get students involved.
- Participating in Get Connected could help increase awareness of I~Comm for new students.
- I~Comm can advertise on the school web site and around campus.

Threats:

- There are other organizations and practicum classes competing with I~Comm.
- There is a lack of awareness among students.
- Some student's opinions and attitudes about I~Comm are negative.

GOALS & OBJECTIVES

- Increase positive awareness of I~Comm Student Media by 10 percent by the end of the Fall 2010 semester.
- Increase the number of students in I~Comm Student Media by 25 percent by the end of the Fall 2010 semester.
- Increase awareness of I~Comm Student Media's website, byuicomm.net by 5 percent by the end of Fall 2010 semester.

TARGET AUDIENCES

Primary Audience: Freshmen & Transfer Students:

These students are both the primary target audience because most transfer students and freshmen are new to BYU-Idaho and do not know about I~Comm Student Media are equally important.

Freshmen Students:

These students are new to BYU-Idaho. Most of these students are just out of high school or just coming off of their missions. Many of these students have not lived away from home and lived a college lifestyle before. Many of the men will stay for a semester to a year before leaving on a mission for the church. These students do not know what they want to do in terms of a future career and are taking their general/foundations courses. There are a variety of freshman activities that serve as a way for new students to get involved at BYU-Idaho.

Transfer Students:

These students come from a variety of schools. Some of these students transfer upon returning from their missions while others come to BYU-Idaho for other reasons. These students are enrolled in general/ foundations courses but may or may not have attended activities related to incoming freshmen so may not find out as much information about different opportunities on campus.

Secondary Audience: Sophomore, Junior and Senior Students:

Sophomore, Junior and Senior Students: These students are from ages 21-30 years old. Most of the men have returned from missions. These students have lived away from home and are starting to find out what they are passionate about in terms of a future career. They are taking classes pertaining to their major and are looking for success and experience.

Tertiary Audience: Students enrolled in I~Comm Student Media

These students have experience being in I~Comm Student Media. Many are taking this practicum class because they need to do so to fulfill degree requirements while others take this practicum voluntarily. These students have formed certain attitudes and opinions about I~Comm and share their good and bad experiences with students around them, which may heavily influence another student's decision to join. It would be a good idea to make sure that I~Comm Student Media is creating good internal communications with each of their students and employees as well.

RESEARCH

Pre-campaign research:

Before the campaign begins, a survey will be given to 500 students to measure how much people know about I~Comm Student Media and what their attitudes are towards it in order to best know how and where to spread our campaign around campus. The survey will also include questions about www.byuicomm.net to measure awareness of the website as well as demographic questions to determine the characteristics of the target audiences.

Post-campaign research:

To measure the effectiveness of our campaign, we will give another survey out to 500 students asking the same questions including demographic questions to find out student awareness and attitude of I~Comm Student Media as well as awareness of I~Comm Student Media's website, www.byuicomm.net. To determine whether 25% more students joined I~Comm Student Media, the number of students signed up for the class at the beginning of Winter 2011 semester will show whether that objective was met.

STRATEGIES & TACTICS

For each target audience, there are specific strategies and tactics that will be incorporated for each to meet our objectives. Each of these strategies and tactics will have the same theme: "Because I _____, I~Comm".

Freshmen & Transfer Students:

In order to reach freshmen and transfer students, I~Comm Student Media will participate in school events and activities. This will spread awareness to other students at BYU-Idaho and show students that I~Comm Student Media is involved in campus and is open to everyone who wants to gain good life experience.

Strategies include:

- Participation in school events and activities
- Promoting I~Comm Student Media and its' website on campus and on BYU-Idaho's website.

Tactics include:

- A booth at Get Connected for freshmen and transfer students will include:
 - o An activity that will get students involved and asking questions about I~Comm Student Media. They can win a Frisbee or beach ball with I~Comm's website, www.byuicomm.net, on the item.
 - o A couple portfolios of work that I~Comm has done for past clients to show new students as well as the school newspaper, *Scroll*, where students can write articles and gain the journalism experience. Also, past issues of Bride's guide will be there for example pieces as well.
 - o A television showing the I~Comm Promotions video along with other videos from the video production team. This will show new students, who are interested in video, what skills they can learn and what portfolio pieces they can gain.
 - o Promotional buttons to give away with the I~Comm campaign theme, "Because I _____, I~Comm".
 - o Flyers with more information about signing up for I~Comm Student Media practicum
 - o Our campaign posters at the booth
 - o I~Comm t-shirts lining the table- Those who join will receive a free t-shirt after they have signed up and committed to the practicum class.

STRATEGIES & TACTICS (CONT.)

- Activity at I-Night Extravaganza- This will be similar to the booth at Get Connected with information about everything that I~Comm Student Media does for clients and can do for new students.
- Campaign posters, yard signs and web banners on www.byui.edu and around various areas of campus.

Sophomore, Junior & Senior Students:

Strategies include:

- Participation in school events and activities
- Creation of a workshop at the beginning and end of each semester

Tactics include:

- I-Night Extravaganza: This will be similar to the booth at Get Connected with information about everything that I~Comm Student Media does for clients and can do for these students who are looking for the experience they need to find internships and jobs.
- Spirit Week Events: I~Comm Student Media will participate in the Spirit Cup Challenge and service project to help spread awareness to other students and campus organizations. Students who are already I~Comm will wear their I~Comm shirts to these events.
- Service Projects: I~Comm Student Media should organize or participate in a service project on campus or for the community to meet our objectives.
- Guitars Unplugged: I~Comm Student Media will donate t-shirts, beach balls and Frisbees to throw out into the audience, which will contain the I~Comm website on the item as well. A couple 60-second spots will be submitted to play as well during this event.
- I~Comm Student Media will also host an informational meeting and workshop on campus which will serve as an opportunity to tell students about the organization and the benefits to it. This will take place at the beginning and end of the winter 2011 semester. An email will be sent out to all students inviting them to come and participate.

STRATEGIES & TACTICS (CONT.)

o After an initial informational meeting, students will have the opportunity to eat snacks, and go to different classrooms to participate in 3 workshops of their choice. The workshop will include all the different areas of I~Comm Student Media:

- PR/Advertising Agency
- Graphic Design
- Web
- Video Production
- Scroll
- I~News
- Copy
- Photography/ photojournalism
- Sales

Students in I~Comm Student Media:

It is important that I~Comm Student Media cater to those students who are enrolled in I~Comm Student Media as well in order to create good internal public relations. With more focus on those in I~Comm Student Media, students will have better experiences within this practicum class and will speak more positively about it to other students.

Strategies include:

- Planning social gatherings for students and leaders
- Distributing I~Comm Student Media promotional items to students
- Awarding students for good work

Tactics include:

- Opening social for leaders and students- Along with an opening social for leaders, I~Comm Student Media will plan an opening social and ropes course for students for the 2nd Friday of the Fall 2010 semester. This will create good team unity and will be a good way for students to get to know other students and their leaders.

STRATEGIES & TACTICS (CONT.)

- I~Comm Student Media will make t-shirts and offer them to students for \$5 if they join. These shirts will show all of the different areas of I~Comm and serve as an advertisement where students can go to byuicomm.net for more information. Members of I~Comm Student Media will be reminded to wear their shirts once a week on a specific day to make I~Comm Student Media more noticeable to their peers and have open discussions about I~Comm Student Media.
- Weekly rewards in the Thursday meetings- Along with Tuesday awards in separate meetings, it will be good internal relations to award 2 students every other week with a \$5 gift card for their outstanding accomplishments in the past couple weeks. Their student leaders and faculty member will recognize the student and give them the reward.
- I~Comm Student Media will continue to hold an awards ceremony at the end of the semester.

TIMELINE

September 2010				I-Comm Promotions		
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
	Get Connected Promo posters and yard signs go up around campus	Get Connected	Get Connected	First Day of school	I-Night Extravaganza	
12	13	14	15	16	17	18
	Administer pre-campaign surveys			I-Comm Student Media workshop @ 5pm	Opening Social for I-Comm students and leaders at 6:30pm	
19	20	21	22	23	24	25
		Weekly candy award		Weekly gift card award		
26	27	28	29	30	1	2
	Service Week	Service Week Weekly candy award	Service Week	Service Week Weekly gift card award		
3	4	5	6	7	8	9

TIMELINE

October 2010				I-Comm Promotions		
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
		Weekly candy award		Weekly gift card award		
10	11	12	13	14	15	16
		Weekly candy award		Weekly gift card award		I-Comm organizes Service Project
17	18	19	20	21	22	23
		Weekly candy award		Weekly gift card award		
24	25	26	27	28	29	30
		Weekly candy award		Weekly gift card award		
31	1	2	3	4	5	6
		Weekly candy award		Weekly gift card award		

TIMELINE

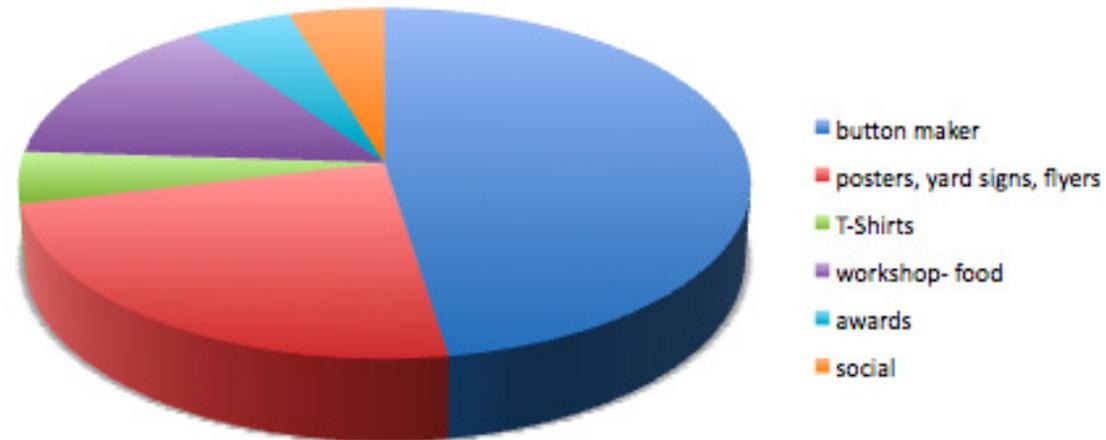
November 2010				I-Comm Promotions		
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
		Weekly candy award		Weekly gift card award		
14	15	16	17	18	19	20
		Weekly candy award		Weekly gift card award		
21	22	23	24	25	26	27
		Weekly candy award	Thanksgiving Break	Thanksgiving Break	Thanksgiving Break	
28	29	30	1	2	3	4
		Weekly candy award		Weekly gift card award		
5	6	7	8	9	10	11
		Weekly candy award		Weekly gift card award		

TIMELINE

December 2010				I-Comm Promotions		
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
		No class I-Comm workshop		I-Comm awards ceremony		
12	13	14	15	16	17	18
	Take down posters and yard signs			Testing Days	Testing Days	Graduation Testing Days
19	20	21	22	23	24	25
			Thanksgiving Break	Thanksgiving Break	Thanksgiving Break	
26	27	28	29	30	31	1
2	3	4	5	6	7	8

BUDGET

Expense	\$	Specifics
Button maker	\$1,000.00	produces 50 buttons at a time
posters, yard signs flyers	\$250.00	costs for printing only
t-shirts	\$100.00	costs for shipping and print screen only
awards	\$105.00	half for Thursday meetings and half for Tuesday meetings
2 Workshops	\$300.00	covers costs of food
Opening social	\$100.00	covers cost of food
total	\$1,855.00	



EVALUATION

I-Comm Student Media's goals and objectives will be evaluated at the end of Fall 2010 by a survey given to 500 students at the end of the campaign. From there, I-Comm Student Media can make future goals and objectives for each of the target audiences in the future.

SUMMARY

I~Comm Student Media has a lot to offer the students of BYU-Idaho. Through the efforts of this campaign, awareness of attitudes of I~Comm Student Media should improve if all of the strategies and tactics are met for each of the target audiences. Also, by completing pre-campaign and post-campaign research, I~Comm Student Media will know what steps to take to meet future objectives and goals.

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PRE-CAMPAIGN SURVEY

This is a pre-campaign survey that will be distributed to 500 students at the beginning of Fall 2010 semester to measure awareness and attitudes of I~Comm Student Media.



Survey for students about I~Comm Student Media

- 1) How much time a week do you spend in the McKay Library?
- 0-3 hours
 4-7 hours
 8-11 hours
 12-15 hours
 16+ hours
- 2) How much time do you spend on the BYU-Idaho website, www.byui.edu, every day?
- 0-1 hours
 2-3 hours
 4-5 hours
 6+ hours
- 2) Which interests apply to you? (please mark all that apply):
- Journalistic writing
 Creative writing
 Marketing
 Sales
 Advertising
 Public relations
 Video production
 Broadcasting
 Graphic design
 Photography
 Web design/programming
 None of the above
 Other (please specify) _____
- 3) Have you heard of I~Comm Student Media? (If not, please go to question 7)
- Yes
 No
- 4) If yes, where did you first hear of I~Comm Student Media?
- The school newspaper, Scroll
 Word-of-mouth
 posters around campus
 classes/ teachers
 BYU-Idaho website, www.byui.edu
 Facebook and/or other forms of social media
 Other (please specify) _____
- 5) Are you/ have you ever enrolled in I~Comm Student Media practicum class?
- Yes
 No
- 6) What is your opinion of I~Comm Student Media and why?
- _____
- _____
- _____
- _____
- 7) Have you heard of the website, byuicomm.net? (If not, please go to question 9)
- yes
 no
- 8) Where did you hear about byuicomm.net?
- The school newspaper, Scroll
 Word-of-mouth
 Posters around campus
 Classes/teachers
 BYU-Idaho website, www.byui.edu
 Facebook and/or other forms of social media
 Other (please specify) _____
- Demographics
- 9) What age are you?
- 17-19
 20-22
 23-25
 26-28
 29+
- 10) What gender are you?
- Male
 Female
- 11) What is your marital status:
- Married
 Single
- 12) What is your year in school:
- Freshman
 Sophomore
 Junior
 Senior
- 13) What is your major: _____

MEDIA ALERT

This is a media advisory that will go out to the editor of the school newspaper, *Scroll*, and also to the gatekeeper at I~News.



Contact: John Thompson
 Office Phone: (208) 496.3711
 Email: thompsonj@byui.edu

FOR IMMEDIATE RELEASE

I~COMM STUDENT MEDIA TO HOST WORKSHOP

MEDIA ALERT:

WHO: Students of all majors are invited to attend to hear about how they can be involved in I~Comm Student Media.

WHAT: An informational workshop will be held to tell students about I~Comm Student Media and the different areas they can become involved in. They include:

- PR/Advertising Agency
- Graphic Design
- Web
- Video Production
- Scroll
- I~News
- Copy
- Photography/ photojournalism
- Sales

WHEN: Thursday, September 16th at 5p.m.

WHY: Students have an opportunity to gain experience with real clients and businesses while still in college. This will help them to build their resumes and help them to acquire good internships and entry-level jobs.

WHERE: Spori building, room 35

NEWS RELEASE

This news release is about the I-Comm Student Media workshop that will be held at the beginning and end of the Fall 2010 semester. This news release will be submitted to the school newspaper, *Scroll*.



Contact: John Thompson
Office Phone: (208) 496.3711
Email: thompsonj@byu.edu

FOR IMMEDIATE RELEASE

I-COMM STUDENT MEDIA TO HOST WORKSHOP Come learn how you can build your resume and gain experience

Come join students of all majors at the first I-Comm Student Media workshop as students and leaders provide information on this practicum class on Thursday, September 16th at 5p.m. in Spori, room 35.

"This will give students a chance to find new interests and cater to the interests that they already have," I-Comm Student Media General Manager, John Thompson, says. "Whatever interests you, I'm sure I-Comm has a place for you!"

I-Comm is a student-run media organization that contains areas for students to learn and gain experience in the areas of graphic design, web design, video production, journalistic writing, broadcasting, public relations, marketing, sales and advertising in the form of a practicum class.

"I-Comm has really helped me in my decisions about what I want to do with my life," Danielle Mills, a senior studying communication, says. "I-Comm gives me the experience I need to help me find future internships and jobs. Everyone who wants experience while in college needs to attend this workshop!"

For more information on the upcoming workshop and/or I-Comm Student Media, please come to Spori 114 or visit us online at byuicomm.net/workshop.

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FACT SHEET

This is a fact sheet that will go out to the editor of the school newspaper, *Scroll*, with the news release found on the previous page.



Contact: John Thompson
Office Phone: (208) 496.3711
Email: thompsonj@byu.edu

FOR IMMEDIATE RELEASE

I-COMM STUDENT MEDIA TO HOST WORKSHOP

FACT SHEET:

- First I-Comm Student Media workshop
- For students of all majors
- Thursday, September 16th at 5p.m. in Spori, room 35.
- I-Comm Student Media is a student-run media organization that is offered as a practicum class that contains areas for students to learn and gain experience in the areas of graphic design, web design, video production, journalistic writing, broadcasting, public relations, marketing, sales and advertising.
- Quote from I-Comm Student Media General Manager, John Thompson: "This will give students a chance to find new interests and cater to the interests that they already have. Whatever interests you, I'm sure I-Comm Student Media has a place for you!"
- Quote from student in I-Comm Student Media studying communication, Danielle Mills: "I-Comm Student Media has really helped me in my decisions about what I want to do with my life. I-Comm gives me the experience I need to help me find future internships and jobs. Everyone who wants experience while in college needs to attend this workshop!"
- Please visit Spori 114 or visit www.byuicomm.net/workshop for more information.

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BACKGROUND

The backgrounder provides in-depth information about I~Comm Student Media.



BACKGROUND:

I~Comm Student Media is a student-run organization involving students in all majors at Brigham Young University-Idaho. I~Comm covers a variety of different areas in media and communication including advertising and public relations for businesses all over the country. It also produces the school newspaper, *Scroll* and weekly *I~News* broadcast in English and Spanish. I~Comm also includes an in-house design agency, copy editing team and sales team.

I~Comm Student Media's goal is to provide students with the knowledge, skills and experience it takes to find good internships and careers. By working with real businesses who pay I~Comm for its' work, students are able to receive experience and also come away with a sense of professionalism that is sure to impress future employers.

PITCH LETTER

This email pitch letter will be sent out to all faculty members in hopes that they will pass along information about the I~Comm Student Media workshop on September 16th.



Email Pitch Letter

BYU-Idaho Faculty Member,

I~Comm Student Media will be hosting a workshop for students so they can learn about the multiple advantages that I~Comm has to offer them as they are searching for resume-building experiences that will help them in their search for internships and entry-level jobs.

I~Comm Student Media wishes to invite all students to the workshop which will take place on Thursday, September 16th at 5p.m. for any student interested in one of the following:

- Public relations
- Advertising
- Journalistic writing for the school newspaper, *Scroll*
- Video production
- Broadcasting
- Online web
- Graphic design
- Copy
- Sales

I~Comm Student Media works with businesses all over the country to bring them quality products. It would benefit students to attend this workshop.

For more information, direct your students to www.byuicomm.net/workshop.

Thank you for your time and consideration,

Danielle Mills

Project Manager

Bum06005@byui.edu

CREATIVE/GRAPHIC ELEMENTS



These designs will be put into posters, table tents, yard signs and web banners during the whole campaign.

BIOGRAPHY



Danielle Mills is a senior graduating in communication with an emphasis in public relations and a minor in psychology . She currently works for I~Comm Student Media as a project manager and has working with her team to come up with better ways to promote I~Comm Student Media. She hopes this plan will help I~Comm with their future objectives.

Danielle hopes to find a career in public relations upon graduation.