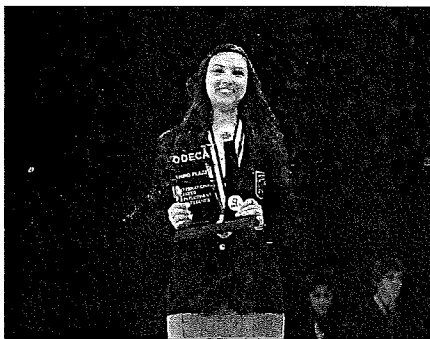


2012 INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

Written Event Winners



PUBLIC RELATIONS PROJECT

1st Place

Broc Cramer

Taryn Thomas

Alex Wespi

Wichita Northwest High School, KS



Public Relations Project



wonder who's watching

Wichita Northwest DECA

Wichita Northwest High School

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Wichita, KS 67212

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Broc Cramer

Taryn Thomas

Alex Wespi

April 28th-May 1st, 2012

Table of Contents

| | |
|---|----|
| I. EXECUTIVE SUMMARY | 1 |
| II. CAMPAIGN THEME OR FOCUS | 2 |
| A. STATEMENT AND DESCRIPTION OF THE ISSUE TO BE ADDRESSED | 2 |
| B. RATIONALE FOR SELECTING THE ISSUE | 4 |
| C. DESCRIPTION OF THE TARGET POPULATION | 6 |
| III. LOCAL MEDIA AND OTHER PROMOTIONAL POSSIBILITIES | 8 |
| A. LOCAL PRINT AND BROADCAST MEDIA AVAILABLE | 8 |
| B. OTHER POSSIBLE PROMOTIONAL ACTIVITY(IES) | 10 |
| C. MEDIA MIX AND RATIONALE FOR MEDIA AND OTHER PROMOTIONAL ACTIVITY(IES)..... | 12 |
| IV. CAMPAIGN ORGANIZATION AND IMPLEMENTATION | 15 |
| A. ORGANIZATIONAL CHART, MEMBER INVOLVEMENT AND JOB DESCRIPTION | 15 |
| B. DESCRIPTION OF CAMPAIGN AND DOCUMENTATION | 19 |
| C. ESTIMATED IMPACT ON THE TARGET POPULATION | 21 |
| V. EVALUATION AND RECOMMENDATIONS | 25 |
| A. EVALUATION OF THE PROCESS | 25 |
| B. RECOMMENDATIONS FOR FUTURE CAMPAIGNS | 26 |
| VI. BIBLIOGRAPHY | 28 |
| VII. Appendix | 29 |

I. EXECUTIVE SUMMARY

It is not every day that a DECA Chapter is asked by John Walsh, the long-time host of America's Most Wanted, to do a public relations campaign on internet safety. On September 1, 2011, that is just what happened during a meeting with John Walsh, his associates and his partners from Cox Communications. Although the Wichita Northwest DECA chapter could have pursued any issue of choice, this campaign, "Wonder Who's Watching" (WWW), was chosen based on three main points of criteria; a continually growing World Wide Web, a rapid increase of online predators and an alarming number of people with insufficient knowledge about how to be safe online. Seeing how widespread technology is within our community and hearing about how both children and adults are becoming victims to online crimes, the Wichita Northwest (WNW) DECA Chapter felt fortunate to be given the opportunity to help inform the community about ways to be safe while using the internet.

Campaign Theme:



wonder who's watching

Campaign Objectives:

- Raise awareness in the community about internet safety.
- Educate children about being safe online and provide resources available for more information.
- Teach parents about internet safety and give them tips on how to monitor their children.
- Spread awareness about NetSmartz and the National Center for Missing and Exploited Children.

Target Markets:

Primary: Children (7-18)

Secondary: Adults (19 and older)

Accomplishments:

- Created a radio commercial which aired on two radio channels KIBB-FM and KVWF-FM in the Wichita and surrounding areas.
- Handed out 5,000 Tip Cards to students, adults and local businesses in the Wichita area with tips and resources available for internet safety.
- Talked on morning shows of two popular FM radio stations explaining the WWW campaign.
- Created and aired a radio commercial featuring John Walsh, host of the popular television show America's Most Wanted.
- Created a TV Commercial, which reached over 3,244,690 people on different child orientated TV stations
- Posted a billboard at Intrust Bank Arena and at Mel Hambelton Ford which were both on US 54 that provided substantial reach from daily drivers that encouraged drivers to "Wonder. Who's. Watching."
- Held in an informational night during a sold out basketball game at Northwest High.
- Educated 4th and 5th grade students at two different elementary schools and 6th and 8th graders at a middle school
- Had over 1,100 streams on GoGrizzTV which featured the campaign's commercial each time.
- Created a Facebook Fan Page full of vital information, which has over 121 fans.
- Saturated the community with the campaign's theme, "Wonder. Who's. Watching."

Evaluation and Recommendation: The Wonder Who's Watching campaign reached an estimated 9,332,284 people in both the primary and secondary target markets. This campaign has initiated a new thought process for adults and children who are active on the internet. The key to reaching the target audience in a campaign of this magnitude is networking with local businesses, educating your audience with live presentations and having passion and believing in the campaign's message you are publically relating.

II. CAMPAIGN THEME OR FOCUS

A. Statement and description of the issue to be addressed

The Internet can be used for numerous positive activities; however, individuals also face serious risks, such as cyberbullying, online predators, and the dangerous consequences of releasing too much information online. These risks may take place during daily online activities such as updating their social networking pages, chatting with friends or even school research. As the Internet continues to grow and become a powerful, yet dangerous tool, being safe while using it becomes a relevant topic. Netsmartz was created to influence and educate individuals about Internet safety. The NetsmartzKids website helps make surfing the Internet a safer experience for children and adults. On it, children will learn about both Internet and real-world safety risks and how to avoid them through interactive activities. NetSmartz Workshop is an interactive, educational program of the National Center for Missing & Exploited Children that provides age-appropriate resources to help teach children how to be safer on and offline. The program is designed for children ages 5-17, parents and guardians, educators, and law enforcement. With resources such as videos, games, activity cards, and presentations, NetSmartz entertains while it educates children about online safety.

NetSmartz Goals:

- Educate children on how to recognize potential Internet risks
- Engage children and adults in a two-way conversation about on- and offline risks
- Empower children to help prevent themselves from being exploited and to report victimization to a trusted adult

The National Center for Missing and Exploited Children was formed to assist individuals in crimes against children. The center is strongly supported and was started by John Walsh,

producer of the popular television series, *America's Most Wanted*. The Center for Missing and Exploited Children has created a website called *MissingChildren.com*. Tools such as Amber Alert, Report A Sighting, CyberTipline, and Get Involved are all incorporated within their website for children and adults that are victims or associated with a victim of crimes against children.

The organization has been extremely successful in achieving their task at hand. The following story from the CyberTipline within *MissingChildren.com* comes from an online sexual predator:

“On June 9, 2009, the CyberTipline, a tool within the website of The Center for Missing and Exploited Children, received a complaint from a concerned citizen, who reported that he had been in contact with adult male making sexually suggestive comments about underage females. During their three-hour chat session, the suspect stated that he “preferred” nine to 15-year-old girls. The reporting person provided the full chat log, along with crucial information about the suspect, including his full name, age, location, and email address. Through various internet searches, an analyst with the National Center for Missing & Exploited Children's Exploited Children Division (ECD) located two online profiles for the suspect, as well as a public database record match that helped confirm his identity and generated an address in North Augusta, South Carolina.”

(missing kids)

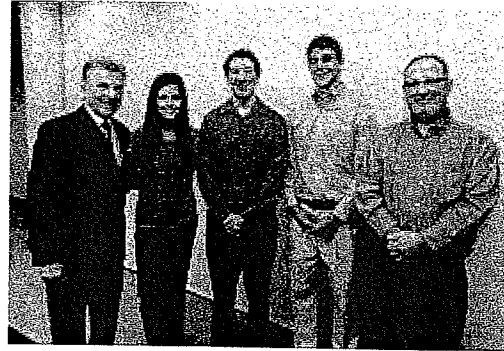
With the help of the National Center for Missing and Exploited Children and Netsmartz, parents and children have access to an abundant amount of information regarding how to be safe online. With these resources children know who to avoid online, what information to keep to themselves and how to use ask for help in certain situations. Parents also learn how to take charge, monitor

and communicate with their children about Internet safety, and in the process, also learn how to protect themselves from danger.

B. Rationale for selecting the issue

During the 2010-2011 school year, the Northwest DECA chapter created a campaign entitled "Prevent Cyberbullying." The "Prevent Cyberbullying" campaign reached a large audience and made headway in Washington DC. In late August of 2011, the Northwest DECA chapter received a phone call from John Walsh, the long time host of America's Most Wanted.

He, along with his colleagues, had heard about the campaign and asked to have a lunch meeting to listen to a presentation presented by the Northwest DECA chapter about the success that came from the campaign. After a lengthy conversation following the presentation, Mr.



Meeting with John Walsh, long time host of America's Most Wanted.
Left to right: John Walsh, Maddie Bazzelle, Alex Wespi,
Broc Cramer, Mr. Jeff Darr

Walsh offered an opportunity to the Northwest

DECA chapter to work closely with the National Center for Missing and Exploited Children, also known as the NCMEC to create a public relations campaign focused on Internet safety.

The Northwest DECA chapter conversed and decided to take on the opportunity presented by John Walsh and create a campaign based on internet safety. After careful consideration the campaign was officially created, and would be known as the Wonder Who's Watching Internet Safety campaign. Following the decision, a conference phone call took place with the NCMEC staff and their associates and they immediately offered to help in any way they could, especially providing the chapter with the use of tools on their internet safety awareness website for children ages 5-18, Netsmartz.

Once the Wonder Who's Watching (WWW) campaign was started, the Northwest DECA Chapter started scheduling meetings with local businesses for support, mentorship and sponsorship. From these meetings, the chapter formed relationships with the following businesses and organizations:

Mel Hambelton Ford, Sullivan Higdon & Sink, Cox Communications, Cox Media, Entercom Studios, USD 259, Wichita Police Department, Big Corner Creative, DonLevy Lithograph, Domino's Pizza, Intrust Bank Arena, KAKE news, Connoisseur Media and KSCW.

The Northwest DECA chapter feels that the issue of internet dangers is prevalent in today's society with not only children but adults as well. Most people use the internet to share pictures, blogs, comments, videos and gaming. The internet also consists of texting via cell phones and even picture mail. According to NetSmartz, 73% of teenagers aging twelve to seventeen have profiles on popular networking websites. A majority of children and adults do not realize the dangers of posting personal or inappropriate information on the internet.

In November of 2011 in Topeka, Kansas, senior Emma Sullivan from Shawnee Mission East, traveled with her class to listen to Governor Sam Brownback speak. While sitting in on this rather rare opportunity, Sullivan tweeted about Governor Brownback, typing a controversial Tweet that would soon cause uproar. The Governor's office consequently read the tweet written by Sullivan and quickly notified her school. Before she had a grasp of what was occurring, her tweet had made national headlines. According to Kansas.com, she stated, "I'm mainly shocked that they would even see that tweet and be concerned about me," and she went on to say she "had only about 60 followers and was 'pretty anonymous'" or so she thought (Wichita Eagle).

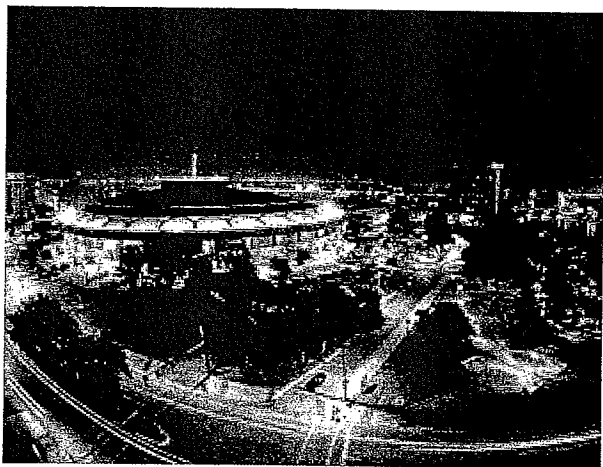
While children are posting information online, most do not stop and think about who could potentially be seeing what is posted. This can not only cause physical harm by predators,

but could cause the loss of a college scholarship, sports opportunity, or possible employment with a company. Because the members of the Northwest DECA chapter have been in school the last thirteen years, it is easier to watch how their classmates act and educate others on how to appropriately act in specific situations. The Wonder Who's Watching campaign was created to help give people a different thought process when they were posting any information on the internet. Because of these possible lifelong consequences, the chapter firmly believes that people must always remember to wonder who could be watching their every move on the Internet.

C. Description of the target population (such as community, school, etc.)

Wichita is the largest city in Kansas with a population just over 380,000 residents.

Wichita, known as the Air Capital of the World, is also known for its superb entrepreneurial background. Koch Industries, Coleman, Pizza Hut, and White Castle are a few of the businesses



A skyline view of the city of Wichita, Kansas.

that were founded in Wichita, and have grown to be exceptionally successful. In a study conducted by Famers Insurance, Wichita ranked as the seventh most secure place to live in the United States in 2011 (Davies). Each and every year, Wichita and the surrounding suburbs are building attractions to help make

the city tourist friendly and help the local economy. Cabela's, Kansas Star Casino, the Ambassador's Hotel, and the Redbud's Bike Trail are a few of the tourist attractions that are aimed to help make Wichita a tourist friendly city. Intrust Bank Arena, located in downtown Wichita, which ranked 22nd in a Pollstar's Top 50 Area Venues list, has dozens of large

performances each and every year, such as George Strait, Taylor Swift, Brad Paisley, and Dave Matthews Band (KAKE).

The Unified School District 259 includes all of the public schools in Wichita, Kansas. In 2011, the school district had an all time high enrollment of 50,103 students (WPS). Based off of the 2011 state assessments, forty-five USD 259 schools received the Standard of Excellence

awards in math, reading and science. USD

259 provides students with numerous

extracurricular activities, such as AVID

(Advancement via Individual Determination),

Debate and Forensics, Orchestra, DECA and

Drama club. In addition to academics, students in USD 259 have the ability to be involved in a

variety of sports. In 2011, Wichita Northwest High won the 6A State Soccer Championship. In

the 2010-2011 school years, Wichita Heights won first place in the 6A State Championship for

Men and Women's Basketball, Football, Wrestling and Girls Bowling. While academics and

sports have had an outstanding record for USD 259, these students, along with students across

the United States, are setting all time records on social networking websites. According to

NetSmartz, 93% of teens go online (NetSmartz). This number is only predicted to grow as

technology enhances throughout the world.



Wichita Northwest Men's soccer team won the 6A State Championship after a 16 year dry spell for a Wichita school victory.

The primary target market for the WWW internet safety campaign are students ages 7-18 in USD 259 and the surrounding suburbs. Most students in this age group are unaware of the dangers of the Internet and do not have an adequate understanding of the precautions necessary to help keep safe on the World Wide Web. A majority of children in the primary target market are also unaware of the severity of information becoming public as it reaches the internet. The

earlier these children are aware of both the dangers and the reality of the internet and the necessary precautions to make, the longer these children can stay safe online and build a positive reputation for future employers, colleges and anyone else that searches for them. The secondary target market for the Wonder Who's Watching campaign is adults aging nineteen and older. The members of the campaign felt that it was feasible to educate the primary target market, the adolescents, by educating the secondary target market so that they would then educate their children. Although the campaign teaches both children and adults about the dangers of the internet, the focus was on the primary target market, both direct and indirectly.

III. LOCAL MEDIA AND OTHER PROMOTIONAL POSSIBILITIES

A. Local print and broadcast media available

As a promotional campaign, the objective of Wonder Who's Watching is to reach the greatest number of people possible within the community. In order to accomplish this objective, the campaign had to take advantage of the numerous media opportunities that the Wichita area has to offer. With a limited budget and seemingly endless possible media options, the campaign had to select a promotional mix that would reach the target audiences. The below promotional possibilities are available in the Wichita area:

Print Media:

There are various forms of print media in the Wichita area, which include newspaper advertisements and write-ups in local magazines. The primary local newspaper, The Wichita Eagle, is highly regarded and reaches people across Kansas. The following is the number of people that read the Eagle:

- 210,800 people read The Wichita Eagle daily (Monday-Saturday)

- 304,800 readers on Sunday

Local magazines across the Wichita area are also very prevalent. The following local magazines and their distribution are listed on the following page:

| Magazine | Target Market | Number of Copies printed per month | URL |
|--------------------------|---|------------------------------------|---|
| Wichita Business Journal | People interested in the local and national economy | 26,000 | http://www.bizjournals.com/wichita |
| Naked City Wichita | People with interest in fine arts | 10,000 | http://www.nakedcitywichita.com/ |
| Splurge | College Education/ Middle class and above | 20,000 | http://splurge.inspiredkoncepts.com/ |
| Vype | Sports affiliated/ fans | 60,000 | http://ihigh.com/centralkansas/ |

Broadcast Media:

Having four major news stations and countless radio stations in the area, Wichita is full of broadcast media opportunity. The Northwest DECA Chapter felt that television commercials could be a very effective tool for the campaign and would be very useful in targeting specific audiences. In order to accomplish the task of television commercials, however, some type of sponsorship would be necessary.

| Television in Wichita |
|-----------------------|
| NBC |
| ABC |
| CBS |
| FOX |
| Cox Communications |
| ATT&T U-Verse |

| Radio in Wichita |
|------------------|
| KDGS 93.9 |
| KICT 95.1 |
| KZCH 96.3 |
| KSKU 97.1 |
| KRBB 97.9 |
| KVWF 100.5 |
| KFDI 101.3 |
| KZSN 102.1 |
| KFBZ 105.3 |

Numerous radio stations target not only Wichita, but also the suburbs surrounding the city. Radio is very inexpensive in comparison to television advertising and is much easier to produce, it has many advantages. Not only is it inexpensive, but it is also extremely effective in targeting specific markets in the

area. Radio is a very popular media choice in Wichita for adults and parents, which could be extremely effective to the campaign. Popular local radio broadcast options and their target audiences are listed on the table to the left.

Outdoor Advertising:

Outdoor media often provides a great reach. Many people driving have the opportunity to pay attention to large outdoor advertising because of its placement. The majority of outdoor advertisements that are on highways are still vinyl, but technology has created an evolution on the outdoor advertising industry by introducing and implementing electronic signs which are far more practical for any use. Although the WWW campaign has no sufficient budget, advertising on outdoor electronic signs that would be sponsored by businesses is a considerable opportunity.

Internet:

The internet provided many opportunities for advertising the Wonder Who's Watching campaign. Most social media websites are free so this equips the campaign with a targeted, effective promotional tool at no cost.

B. Other possible promotional activity(ies)

Community Events:

Community events are a great way for the WWW campaign to interact with the public and to make people aware of the pressing issue of internet dangers. Community events could include parent nights, school presentations, and presenting or interviewing at sporting events in the community. Community events offer a restricted audience and are a perfect way to help the public learn more about the Wonder Who's Watching campaign.

School Announcements:

School announcements for a week would be a great way to get the entire student body at Northwest High school involved with the WWW campaign. The announcements are daily so this allows the Northwest DECA chapter the ability to make students outside of DECA aware of the dangers of technology and the internet. On the announcements, the chapter could share daily facts with the 1,500 students at Northwest, along with the 100 faculty members.

Tip Cards:

Tip cards could be a valuable tool for the WWW Campaign to produce. The cards would include the WWW logo, contact information, and facts about being safe online. Tip cards could be distributed to local elementary and middle schools, along with area businesses. This would be a great way to get more parents aware of the dangers that many of their children are facing on the internet and to provide children with a card that could be referenced at any given point. These would also allow both parents and children to keep a physical piece of paper at home for future reference incase it was needed at a later time. Tips cards could include information such as:

- 75% of children are willing to share personal information online.
- 4,000,000 people post content on the web daily.
- 58% of people post information about where they live.

Pizza Box Tops:

Placing informative fliers on pizza box tops would be an advantageous way to reach multiple people at once. This flier would gain the attention of the consumer and hopefully change the thought process of posting information on the internet. The shocking information on the vast amount of unaware people on the internet would captivate the attention of people in homes, making them more likely to pass the word along to others within the community. This

marketing concept is low cost, yet still has the ability to make an impact a substantial amount of people with the Wonder Who's Watching message.

C. Media mix and rationale for media and other promotional activity(ies)

Through the process of selecting what media to use for the WWW campaign, the Northwest chapter utilized as many of the possible media opportunities that Wichita has to offer. When deciding what media mix would be best for the campaign, a budget was not an option. Although funding did present the campaign with a challenge that had to be overcome, the Northwest chapter utilized numerous business connections and took advantage of every opportunity possible. The following criteria for selecting the most effective media mix were created to help spread the WWW campaign's message:

- Create partnerships with businesses and organizations who could help create opportunities for growth.
- Effectively spread the WWW campaign's message through promotional activities with a zero operating budget.
- Gain community involvement through promotional activities by efficiently spreading the campaign's message to the primary and secondary target markets.
- Used social media websites as a centralized location for the public to be able to communicate, learn and post additional resources regarding internet safety.

Northwest chapter members met with over 560 children from area schools. During these school presentations, chapter members asked several questions, some of which include:

- What is Internet Safety?
- Have you heard of cyberbullying before?
- What information is safe to share online?
- What are the dangers of the Internet?
- How do you identify a predator on the internet?

After asking these questions, campaign members

used a PowerPoint, created and donated to the

WWW campaign by NetSmartz, to help educate

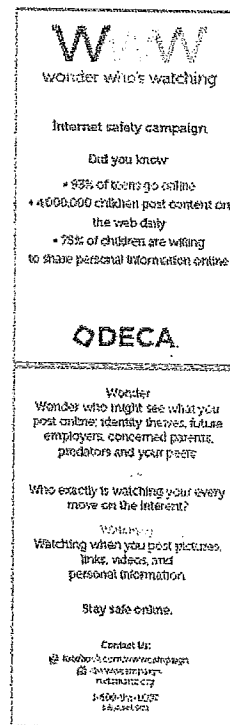
the youth about the internet and the potential risks that the internet can pose. This Netsmartz



Above picture shows Northwest Students presenting to 4th and 5th grade students at Kensler Elementary.

presentation helped explain to kids what can be shared on the internet, who to share it with, and what is not appropriate to be doing online. The school presentations presented by the WWW campaign were a crucial part of the campaign because it specifically reached out to the primary target market with a high impact, personal message.

Members of the Northwest DECA Chapter also distributed Tip Cards (shown on the right), donated by DonLevy Lithograph, to the children that listened to the presentations. Tip Cards are exceedingly beneficial to the campaign because it provides the audience with contact information about the campaign and the recipients can also share the Tip Cards with family members and friends. The Tip Cards also went out to area businesses such as Wendy's, Pizza Hut, and Freddy's Frozen Custard in order to reach out to a larger segment of the population. This Tip Card was possible with the generosity of Sullivan Higdon & Sink and their willingness to donate their time and skills to help create the design for this promotional print media.



Wonder Who's Watching primary sponsor, Mel Hamblen Ford, worked with the campaign and provided many broadcast opportunities that allowed for substantial reach to the primary and secondary target markets. Through this sponsor, the campaign was able to participate in a radio interview during the Kansas 6A State Football Semi-Final game on 98.7 FM and 1240 AM. They also helped the campaign produce a radio commercial that played on various radio stations that were specifically tailored to the primary and secondary target markets. Along with Cox Media, Mel Hamblen Ford helped with the production of a television commercial that aired on a variety of cable stations, playing at various times throughout the day.

In addition to providing numerous resources and contacts, Mel Hamblen Ford also donated space on an LED billboard on the outskirts of their parking lot, reaching a substantial amount of highway traffic on US 54.

Another substantial opportunity presented itself when the WNW DECA Chapter made contacts with the Intrust Bank Arena, the premier concert venue in Wichita. Inside the arena, the campaign message was posted on the large 30' by 30' LED sign in the atrium of the arena. This advertisement, sponsored by the Arena, was very beneficial in reaching families and many adults that visited the venue in the month of December.

The chapter also pursued one other form of broadcast media with the help of John Walsh, the children's advocate for the National Center for Missing and Exploited Children. John Walsh donated his time and talents to do a voice over for a radio commercial that the WNW campaign created. With the help of local businesses, the John Walsh radio commercial aired numerous times in the Wichita area.

School announcements also provided the important opportunity to reach out specifically to the students within Northwest High school. The announcements ran for 5 school days, reminding students to stay safe online, and to always remember to wonder who is watching them on the internet.

Whether it is listening to the radio, watching television, or seeing the Wonder Who's Watching message on a billboard, the campaign exposed people across the Wichita area to the message of staying safe online. With the help of many businesses and outside tools, the selected promotional mix for the WNW campaign effectively reached both its primary and secondary target markets.

IV. CAMPAIGN ORGANIZATION AND IMPLEMENTATION

A. Organizational chart, member involvement and job description

Before each promotional activity could be implemented, several steps were taken to ensure that there was adequate man power to successfully perform each and every activity. In order to do this, the WWW campaign developed a list of volunteers that were willing to help achieve the activities and a business or sponsor that would be willing to donate their time and efforts to help make the promotional activity successful. The Wonder Who's Watching campaign was divided into three different sections: television/radio commercials, print press/other, and radio interviews. A manager was assigned to each of the three sections that helped oversee those specific promotional activities. The following section describes a brief job description of each activity that was carried out:

Television/Radio Commercials – Alex Wespi

John Walsh Radio Commercial: This task involved communicated with John Walsh and his affiliates and Entercom Studios and created a script that would be ready by both John Walsh and the campaign managers.

Radio Commercial on KIBB-FM (BOB) and KVWF-FM (WOLF): This radio commercial was thought of, scripted, and produced with the help of Paul Wyckoff and Big Corner Creative. This commercial was produced on site at Mel Hambelton Ford.

TV Commercial: With the volunteering from Cox Media and Mel Hambelton Ford, the WWW campaign produced a TV script and aired it live on location at Mel Hambelton Ford.

GoGrizzTV: The campaign's TV commercial and John Walsh radio commercial was played numerous times on seven different broadcasts which reached both the campaign's primary and secondary target market.

USD 259 TV Commercial: During a school presentation, the school district came out and filmed the campaign talking to the students. The school district made a segment and showed it on their personal television channel numerous times.

Print Press/Other – Taryn Thomas

Intrust Bank Arena & Mel Hambelton Ford Billboard: This activity was thought up by the Northwest DECA Chapter and with the help of Sullivan Higdon & Sink and Big Corner Creative. Once the billboard was created and finalized, it was then sent to Intrust Bank Arena and Mel Hambelton Ford to be put on their LED screens.

Wichita Northwest High Morning Announcements: With the help of two Northwest DECA chapter members, five separate scripts were created that informed the school about Internet safety and interesting quotes that related to the Internet.

Wichita Northwest High Awareness Posters: Four different awareness posters were created to be hung around Wichita Northwest High School. These posters were a great informative tool that got the attention of thousands of students in high volume hallways.

Peer to Peer Educators: Link Crew chair members met with the WWW campaign and agreed to have a specific meeting to educate Link Crew leaders about the campaign. The trained leaders then proceeded to talk to classrooms of freshman at Northwest High about how to be safe online.

Tip Cards: This promotional activity was developed by the campaign but had assistance from Sullivan Higdon & Sink. Once the mock up was finalized, DonLevy Lithograph donated five thousands cards for distribution.

Facebook Page: A Facebook page was created and monitored with the help of several WNW DECA students. This Facebook page played a key role in educating and creating awareness to the primary and secondary target markets of the campaign.

Mass Communication: The campaign created a press release informing the press about the campaign and a school presentation that was being held the following week. It was sent out to six different television and radio stations around the city of Wichita. This press release was created by the campaign and was proof read by Big Corner Creative.

School Presentations: The campaign visited three different schools in the USD 259 school district. At Benton and Kensler Elementary school, the WNW campaign talked to 4th and 5th graders, and at Hadley, 6th and 7th graders were educated over internet safety. The power-point presentation was given to the campaign by NetSmartz.

Radio/Television Interviews – Broc Cramer

Pre/Half Time Interview @ Semi-Final Game: Looking into the primary and secondary target markets, this game was a prime promotional activity. Mel Hambelton Ford helped the campaign interview on a pre and half time radio show during the game.

KIBB-FM (BOB) and KVWF-FM (WOLF) Radio Interview: This activity was conducted with the help of several WNW students. Once a script was written and produced, Connoisseur Media played the commercial as a Public Service Announcements. Mel Hambelton Ford also sponsored the radio commercial to play on prime time spots.

Weekend Crew TV Interview: Presented the campaign to the Weekend Crew television show. This interview aired on KWCH Channel 12 and KSCW Channel 6.

GoGrizzTV: The WNW DECA Chapter was able to talk live on several live broadcasts during GoGrizzTV.

KAKE News Interview: The WNW DECA Chapter sent out a press release inviting media to attend a school presentation. KAKE news filmed the campaign talking and posted us on their 5 & 6 o'clock news and on the website for two weeks.

Wonder Who's Watching Internet Safety Campaign

Alex Wespi
Taryn Thomas
Broc Cramer

Television/Radio Commercials

Alex Wespi

Print Press/Other

Taryn Thomas

Radio/TV Interviews

Broc Cramer

**John Walsh Radio
Commercial**
Taryn Thomas
Broc Cramer
Alex Wespi
John Walsh (AMW)
Entercom Studios

TV Commercial
Alex Wespi
Broc Cramer
Taryn Thomas
Austin Taylor (NWHS)
Cox Media
Mel Hamblton Ford

**Intrust Bank
Arena Billboard**
Broc Cramer
Alex Wespi
Taryn Thomas
Noah Parsons (NWHS)
Intrust Bank

**Mel Hamblton
Ford Billboard**
Broc Cramer
Alex Wespi
Taryn Thomas
Noah Parsons (NWHS)
Mel Hamblton Ford

**Pre/Half Time
Interview @
Heights/Derby Semi-
final 6A State
Football Game.**
Broc Cramer
Alex Wespi

**100.5 KVWF-FM
(WOLF) Radio
Interview**
Taryn Thomas
Broc Cramer
Alex Wespi
Austin Barnes

**Radio Commercial
KIBB-FM (BOB)**
Alex Wespi
Broc Cramer
Taryn Thomas
Paul Wyckoff (NWHS)
Big Corner Creative

**Radio Commercial
KVWF-FM
(WOLF)**
Alex Wespi
Broc Cramer
Taryn Thomas
Big Corner Creative

**Northwest High
Morning
Announcements**
Taryn Thomas
Alex Wespi
Hannah Duncan
(NWHS)

**Northwest High
Awareness Posters**
Broc Cramer
Caroline Casey
(NWHS)
Evan Davis (NWHS)
Hannah Duncan

**97.1 KIBB-FM
(BOB) Radio
Interview**
Broc Cramer
Taryn Thomas
Alex Wespi
Austin Barnes

**Weekend Crew TV
Interview**
Taryn Thomas
Alex Wespi
KWCH 12
KSCW 06
Austin Barnes

**USD 259 TV
Commercial**
Taryn Thomas
Broc Cramer
Alex Wespi
USD 259

GoGizzTV
Paul Wyckoff (NWHS)
Jordan Wiedemann
(NWHS)
Brian Taylor (NWHS)
Austin Evans (NWHS)

**Peer-to-Peer
Educators**
Taryn Thomas
Lori Robeson (NWHS)
Saajan Bhakta
(NWHS)
Emily Risley (NWHS)

Tip-Cards
Broc Cramer
Taryn Thomas
Alex Wespi
Blake Benton (NWHS)
Don Levy Lithograph
Sullivan Higdon &

GoGizzTV
Broc Cramer
Paul Wyckoff (NWHS)
Jordan Wiedemann
(NWHS)

**KAKE News
Interview**
Broc Cramer
Taryn Thomas
Alex Wespi

**Mass
Communication**
Alex Wespi
Big Corner Creative

Facebook Page
Alex Wespi
Broc Cramer
Taryn Thomas
Austin Evans (NWHS)
Mackenzie Lahar
(NWHS)

**School
Presentations**
Alex Wespi
Taryn Thomas
Broc Cramer
NetSmartz

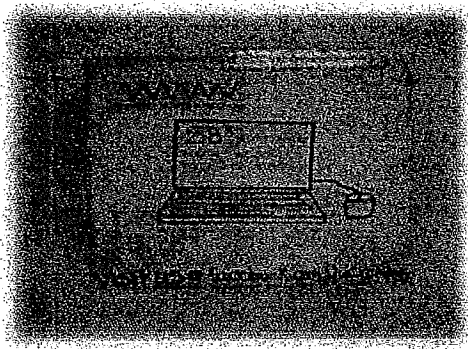
B. Description of the campaign and documentation

Community Outreach

Objectives: Promote NetSmartz Promote Facebook Page Educate Community



-The information Night was held during a basketball game at Wichita Northwest High School. T-Shirts were given out for students and parents to take home and to have information about Internet safety and the WWW Campaign whenever they might need it (far right). The WWW Campaign interacted with the sold out basketball crowd by passing out t-shirts and candy (far left) and with a tri-fold poster board at a booth, the campaign was able to hand out Tip Cards, candy and t-shirts (middle)



Posters were displayed throughout Wichita Northwest High School for students and faculty. The posters provided awareness regarding Internet Safety and information on the WWW Campaign

The Wichita Northwest DECA Chapter worked to achieve personable relationships with the students of Wichita Northwest High School and surrounding Wichita Schools while educating them about Internet Safety. The goal was to educate and inform children, the primary target market, about being safe on the Internet with methods such as:

- Informational Night during Basketball Games
- Presentations/Assemblies
- Interaction during school activities



Students and faculty were given reminders each morning from the DECA chapter about Internet Safety and the WWW Campaign through the school's morning announcements



The Wonder Who's Watching Campaign reached out to surrounding elementary and middle schools such as Benton and Kensler Elementary along with Hadley Middle school. Campaign affiliates gave informational presentations to students. Presentations included interactive activities, video clips and testimonials. An interview with the campaign affiliates and a selected few children from the listening audience was conducted preceding the Kensler presentation by a local news station.



The WWW Campaign involved other Northwest High School students by teaching them about Internet Safety and having them give presentations to the freshman during school.

Print Media

Objectives: Raise Awareness Promote Internet Safety Provide Resources for Internet Safety

WWW
wonder who's watching

Internet safety campaign

Did you know:

- 93% of teens go online
- 4,000,000 children post content on the web daily
- 75% of children are willing to share personal information online

ODECA

Wonder
Wonder who might see what you post online; identity thieves, future employers, concerned parents, predators and your peers.

Who?
Who exactly is watching your every move on the internet?

Watching
Watching when you post pictures, links, videos, and personal information.

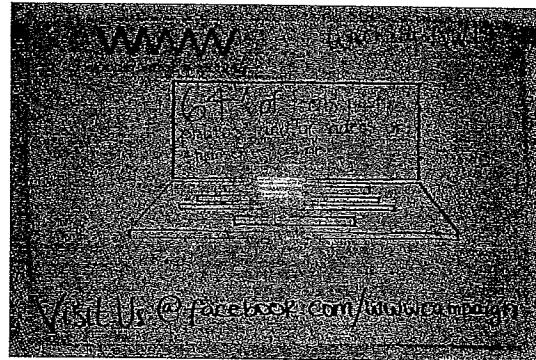
Stay safe online.

Contact Us:

Facebook: facebook.com/www/campaign
 @www.campagn
natismartiz.org
 1-800-the-LOST
 1-800-645-1872

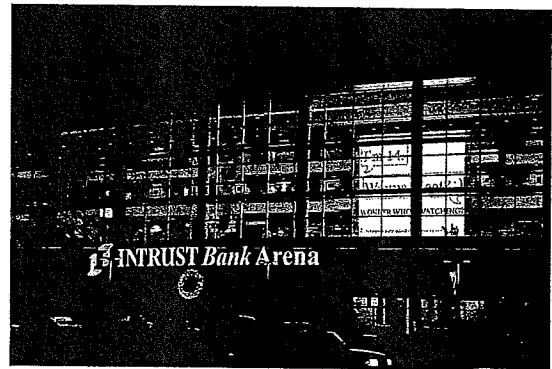
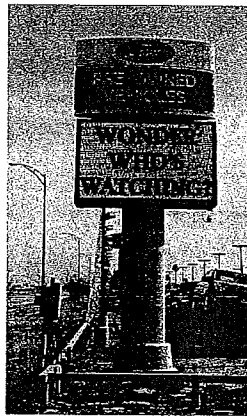
Left: 5,000 Tip Cards were handed out to students, adults, and community members. These Tip Cards played a key role in the WWW campaign because it allowed its target markets to keep a Tip Card with resources and facts regarding the internet.

Below: Four posters were randomly dispersed throughout Northwest High School in high saturated hallways. These posters reminded students daily about the importance of Internet safety



Outdoor Media

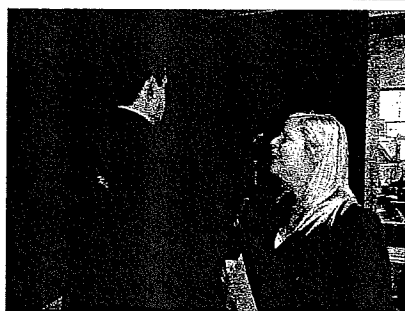
Objectives: Raise Awareness Promote Facebook Page Educate Community



These three billboards were designed specifically for each location. The billboard on the left is the WNW High School billboard which can be seen by the students and parents walking down a highly saturated hallway. The billboard seen in the above middle picture is a billboard on the corner of Mel Hamblton Ford's parking lot. This billboard received substantial reach from US 54 traffic. The billboard on the left was donated to the WWW campaign from Intrust Bank Arena. This billboard was seen by audience members that attended several events that took place during the duration of the billboard.

Radio Promotions

Objectives: Raise Awareness Promote Facebook Page Educate Community



The WWW campaign has created two different radio commercials that were broadcasted on numerous radio stations. The first radio commercial was co-recorded with John Walsh, long time host of America's Most Wanted. He agreed to use a script the WWW campaign created and did an audio recording with three of the campaign's members to create a radio commercial that would inform the community about cyber safety. The second radio commercial created was co-recorded with Jeff Horning, general sales manager at Mel Hambelton Ford. Both of these commercials had substantial reached and did an excellent job at making the community aware of the dangers of who is on the internet.

Interviews

Objectives: Raise Awareness Promote Facebook Page Promote NetSmartz



Left: The WWW campaign made an appearance on the Weekend Crew television show that aired on two different channels three times. This television interview was guided towards the secondary target market and helped spread the campaign's message to the city of Wichita. **Bottom Right:** In the month of December, Wichita Heights and Derby High played in the 6A State Semi-Final Football Championship. The WWW campaign had a pre-game and half-time interview during a radio broadcast of the game. This interview targeted both audiences in the campaign and created a lot of talk throughout the stands about the internet and the potential dangers.

Not Shown: During the daily morning rush, the WWW campaign was a special guest on two different radio stations, KVWF (the Wolf) and KIBB (Bob). Both of these interviews took place during the prime morning rush and reached primary the primary target market.



C. Estimated impact on the target population

When the WWW campaign began promoting through different media outlets, paperwork and details of each and every activity was filed. After a promotion was thought-out and the specifics were determined, the WNW DECA chapter contacted a company to donate their time and services to help the campaign implement a specific promotion. After that promotional activity was implemented, the Northwest DECA chapter talked with the company who assisted the WWW campaign and asked for an approximate reach for the number of people that saw, read, or listened to the promotion. All of the numbers used in this campaign have been provided

by companies specific to that promotional activity and are the most accurate figures obtainable for the chapter's campaign.

Due to two of the WWW campaign's largest promotional activities being billboards, the reach figures were obtained by a traffic count put together in 2009, which was provided by the Kansas Department of Transportation. The WWW campaign had two billboards which could be seen on US 54 from bypassing vehicles. These figures were vital in accurately determining how successful the billboards were for the campaign.

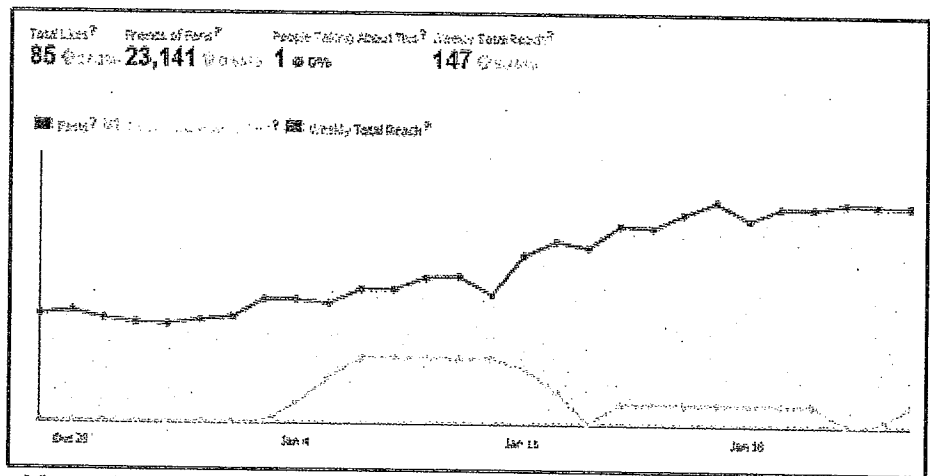
Within the Wonder Who's Watching campaign, the primary target market are children aging from seven to eighteen while the secondary target market are adults aging nineteen and older. Because a majority of the promotions the WWW campaign used were aimed at both children and adults, specific promotional activities were selected that would reach both target markets with the same advertisement. By educating the secondary target market about internet dangers, this would not only educate those in contact with the campaign's message, but would also be an indirect method of educating the primary target market of those who were related to the adults who were familiar with the campaign. This was ideal because of the limited budget that both the WNW DECA chapter and the WWW campaign were either given or had access too.

The main reason for the campaign was to help initiate a new thought process for adults and children while being active on the Internet. The Internet is still relatively new to people and is continually growing beyond anyone's control and because it's continually growing, it becomes dangerous for uninformed individuals. Many adults do not realize the dangers of the internet and how simple things can hurt their safety or their reputation. The campaign stressed the importance to people to "Wonder Who's Watching" their moves on the Internet. All activities ranging from blogs, to pictures and wall posts will forever be stuck on the Internet and once it's posted,

anyone in the world may see it. The supporters of the WWW campaign encourage Internet users not to stop using the Internet but merely be aware of what is posted. There are thousands of resources and tools that offer support and pleasure whether it is for school, work or fun. The Wonder Who's Watching campaign encourages people to not be afraid of the internet, but to monitor and think before posting anything online; and to wonder who's watching you online at all times.

The WWW campaign encouraged people of all ages to 'like' a Facebook page that was created for the sole purpose of education and safety tips concerning the internet.

Facebook page "fans" would read statuses, links, videos, and information provided by the campaign to



This graph shows a steady increase in the reach on the WWW Facebook page.

help understand the dangers of the internet if not taken seriously. Weekly emails were sent to our campaign which showed data from the previous week regarding the campaign's Facebook page. The campaign's page has over 121 fans and it is continually growing due to school and parent presentations, TV and radio commercials, and numerous other promotions. With the people not affiliated with Facebook, they can still have the ability to access the Facebook page and read the information posted, without having to sign up for the social networking website.

The following charts show an in-depth look at how certain promotional advertisements were unique to certain demographics for the WWW target markets and the total approximate reach for each promotional activity:

| Media/Promotion | Frequency | Reach |
|--|---|------------------|
| John Walsh Radio Commercial | 50 | 20,000 |
| Radio Commercial – KIBB-FM & KVWF-FM | 224 | 3,047,790 |
| Television Commercial | 429 | 3,244,690 |
| GoGrizzTV – Radio commercial & Live Interviews | 13 | 950 |
| Intrust Bank Arena Billboard Event Reach Only | 13 Events | 32,328 |
| Mel Hamblton Ford Billboard | 82 Days | 2,648,006 |
| WNW Morning Announcements | 5 Days | 7,000 |
| WNW Awareness Posters | 12 Days | 5,000 |
| WNW Link Crew | 1 Presentation | 300 |
| Tip Cards | 5,000 | 5,000 |
| Facebook Page | 1 Page | 123 |
| Press Release | 1 PR | 7 |
| Derby Semi-Final Football Game Pre/Half Time Interview | 2 Interviews | 1,500 |
| Radio Interviews – KVWF-FM & KIBB-FM | 1 Interview each | 5,700 |
| Weekend Crew Television Interview | 3 | 24,780 |
| School Presentations – Kenlser, Benton, Hadley | 3 | 560 |
| USD 259 Website/Television Channel | 6 Days on Website/14 days on Television | 196,000 |
| KAKE News Interview/Website | 2 news broadcasts, 14 days on website | 92,500 |
| Total Reach | | 9,332,284 |

| Target Audience | Approximate Reach per Category | Promotional Activity |
|-----------------|--------------------------------|---|
| Students | 15,560 | <ul style="list-style-type: none"> Presented facts and tips during Wichita Northwest High School Morning Announcements. Posted Posters with information about Internet safety on the walls of WNW High School. Peer-to-Peer Educators presented to WNW High School Freshman. Presented to 4th and 5th graders at Kensler Elementary School. Presented to 4th and 5th graders at Benton Elementary School. Presented to 7th and 8th grade students at Hadley Middle School |
| Adults | 32,328 | <ul style="list-style-type: none"> Had a WNW Billboard at Intrust Bank Arena with reach during various events. |
| Community | 9,284,092 | <ul style="list-style-type: none"> Pre/Half Time Interview at Heights/Derby Semi-final 6A State Football Game. Billboard reach during the Intrust Bank Arena Events Billboard at Mel Hamblton Ford |

- Exposed over 3,244,690 people with the Television Commercial
- Exposed over 1,339,500 people with the Radio Commercial on KIBB-FM (BOB FM)
- Exposed over 1,708,290 people with the Radio Commercial on KVWF-FM (WOLF)
- Exposed over 20,000 people with the Radio Commercial with John Walsh
- Handed out 5,000 Tip-Cards to students and adults.
- Informed both students and parents via the campaign's Facebook page.
- Had an estimated reach of 2,700 people with the Radio Interview (100.5 the WOLF)
- Had an estimated reach of 3,000 people with the Radio Interview (97.1 the WOLF)
- Gained an estimated reach of 24,780 adults and children on three different broadcasts of the Weekend Crew TV Interview
- Was featured front page on the USD 259 school district website for six days reaching over 21,000 people per day.
- Received media attention from KAKE news on both the five and six o'clock news and on their personal website.
- Was interviewed on GoGrizzTV and had both the TV commercial and John Walsh radio commercial play during seven live broadcasts.

Total Reach: 9,332,284

V. EVALUATION AND RECOMMENDATIONS

A. Evaluation of the process

In a presentation and luncheon with John Walsh, the idea of pursuing a campaign regarding Internet safety was decided. Walsh contacted the WNW DECA Chapter after recent success with last year's Public Relations Campaign. Stemming from John Walsh, the "Wonder Who's Watching" project took on help from Avery Mann, a public relations manager for John Walsh, and also NetSmartz.org, a website which educates individuals about Internet Safety and is directly related to the Center for Missing and Exploited Children. After developing the idea, businesses and mentors such as, Mel Hamblen Ford, Entercom Radio Studios and Cox Communications jumped on board by sponsoring the WNW Campaign's halftime interviews, billboards, and also television and radio commercials. Sullivan Higdon and Sink was involved in helping with the design of the visual media distributed for the project and aided in branding our logo and media for it to be identified throughout the public. The media, which included radio and television commercials, billboards, halftime interviews, presentations with schools and

advertising, was chosen with the hope of being efficient in reach and content. The Wichita Northwest DECA Chapter believes that the advertised media was well saturated in the community because it was heard, read, and seen over nine million times throughout Kansas. The production of this substantial amount of media was possible due to the amount of contacts which were developed, communication between mentors and effort put in by the chapter itself.

Even with all of the help from businesses and mentors, an effective message was needed. In order to have an effective public relations campaign, a precise message which people can remember and identify easily. For the Wichita Northwest DECA Chapter's public relations campaign, the message "Wonder Who's Watching" was developed to identify a project explaining that an individual never knows who is watching them online. The chapter believes the Wonder Who's Watching campaign was effective in communicating a message regarding Internet Safety with our primary and secondary target markets because of the numerous face to face promotional activities as well as the other promotions that were carried out.

B. Recommendations for future campaigns

The Wonder Who's Watching Internet Safety campaign incorporated hundreds of students, teachers and community members not only in Wichita, Kansas but also residents residing in all parts of the United States. Media promotions such as radio commercials, television commercials, billboards, in-school presentations and much more have been utilized to promote being safe on the Internet. The Northwest DECA chapter transformed the campaign from being solely informational to a genuine message sent to parents and adults about being safe online. The WNW DECA chapter believes the WWW Campaign has achieved its objectives, due to the fact that the message is extremely vital; it is essential that future chapters continue to reinforce our message. Although the chapter believes this campaign has been successful, there is potential to

improve techniques and introduce more media publicity. The following recommendations have been created by the WNW DECA chapter with hopes that they will be achieved in the future to assist further awareness in the community.

Recommendation 1: Reach out and contact schools through Peer-to-Peer advising more efficiently.

- Information is more valuable coming from individuals closer in age, pre-teens are the most influenced by their peers and chapter members can be role models for these students.
- Students in middle school education are able to develop safety habits on the internet during their early stages of using the internet.

Recommendation 2: Further promote internet safety on popular social networking websites.

- Remind users about the Wonder Who's Watching campaign and to be aware on the internet.
- Urge members to be careful on what they say online and how it can impact them later on down the road.
- Purchase advertising space on these websites promoting our Facebook page.

The public relations project has developed many connections throughout the community and created numerous media outlets. A positive portion that can be utilized by future campaigns includes strong resources and an influential message that educates adults and children about being safe online. It is the chapter's hope that this campaign has impacted many individuals and has the ability to save the lives of individuals by teaching the message of being safe on the Internet. With these recommendations, future campaigns can play a part on Internet Safety with the Wonder Who's Watching Campaign.

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VII. APPENDIX

Highschool Students Cyberbullying Campaign - Wichita KS.

NW DECA <nwdeca@gmail.com> Thu, Sep 15, 2011 at 3:03 PM
To: Avery.Mann@averymannpr.com
Reply | Reply to all | Forward | Print | Delete | Show original

Avery,

We would like to take this opportunity to thank you and Mr. John Walsh for allowing us the tremendous experience of presenting our "Control. Alter. Delete.," cyberbullying campaign during our lunch at Cox Communications in Wichita, Kansas. It is not every day that a group of high school students get an opportunity like this and we are very grateful.


During our lunch conversations, Mr. Walsh made the suggestion that we do our DECA Public Relations campaign this year on the National Center for Missing and Exploited Children. We would like to take on this opportunity to promote such a worthy organization. John also suggested that we could come to his studio in Washington, DC to film and produce professional quality television and radio commercials for the campaign. If this is still a possibility, we would like to take advantage of this opportunity to promote the purpose of the National Center for Missing and Exploited Children. Having Mr. John Walsh as our spokesperson for this campaign would give it a tremendous credibility that would be hard to find elsewhere. We would be willing to raise funds, find sponsors, pay out-of-pocket, etc. to fly to Washington, DC with our teacher, Mr. Jeff Darr to produce the commercials and learn more about the National Center.

If Mr. Walsh would still be willing to allow us this opportunity, or even the opportunity to communicate with us, we would be very grateful. You can email me, Alex Wespi, back on this email, nwdeca@gmail.com, or my teacher, Mr. Jeff Darr, at jdarr@usd259.com.

With appreciation,

Alex Wespi

Taryn Thomas, Broc Cramer & Alex Wespi
Public Relations Project
1st place in Kansas DECA 2011
5th place in the World 2011
Wichita Northwest High School



Above: An email that was sent from our campaign to John Walsh's manager, Avery Mann, thanking them both for their kindness and willingness to meet with our team while they were in Wichita, KS. **Below:** An email from Laurie, with NCMEC, informing us about NetSmartz being the appropriate organization to work with.

Avery Mann Thu, Oct 20, 2011 at 12:17 PM
Laurie Nathan <lnathan@ncmec.org> Thu, Oct 20, 2011 at 12:28 PM
To: NW DECA <nwdeca@gmail.com>
Cc: Jeff Darr <JDarr@usd259.net>, Roarke Lynch <RLYNCH@ncmec.org>, Rebecca Kovar <RKovar@ncmec.org>, Avery Mann <AMann@ncmec.org>
Reply | Reply to all | Forward | Print | Delete | Show original

External images are not displayed.
Display images below - Always display images from lnathan@ncmec.org

Alex,

Great to hear that you have chosen to focus on internet safety! I mailed you some resources earlier this week that do include online safety materials from NetSmartz. The online safety education program of NCMEC is NetSmartz, so you will probably be relying on these resources most heavily.

Please let us know if you have any additional questions.

Kind regards,
Laurie

Northwest High School DECA
Contact: Alex Wespi
316.208.4060
nwdeca@gmail.com

Jan. 19, 2012
FOR IMMEDIATE RELEASE

Wonder Who's Watching You?

WICHITA, KS – An 18-year-old girl tweeted about Governor Sam Brownback in November during a high school field trip. Little did she realize this tweet was seen by the Governor's office staff, which raised controversy with her, her school, and the Governor. This thoughtless tweet became viral, making international headlines.

Beginning in September 2011, three Northwest High DECA School students created an internet Safety campaign after being contacted by and having lunch with American's Most Wanted host, John Walsh, due to recent success from last year's Cyberbully Prevention Campaign.

The Wonder Who's Watching Campaign has planned an elementary school presentation to educate children about the dangers of posting information online. The elementary school presentation will be held at Kensler Elementary School located at 1030 Wilbur Lane, Wichita, KS 67212 on Wednesday, January 25th at 9:45 am. This presentation will be held in the school gym.

What most people do not realize is that while they are posting information on the internet, future employers, colleges, and scholarship programs have the ability to review the applicant's entire online history.

The Wonder Who's Watching Internet Safety Campaign has promoted through several activities, the importance of being careful online and monitoring personal information posted online. This campaign stresses that phone numbers, addresses and even pictures can be dangerous when used incorrectly on the internet. The WWW Campaign has launched a billboard at Intrust Bank Arena, a billboard at Mel Hambelton Ford, spoken on both 100.5 the Wolf and 97.1 Bob FM, has both a radio and television commercial that is currently circulating Wichita and has been promoted through several different other outlets. This campaign has had an estimated reach of over 7.2 million people and with additional promotional activities will continually increase.

The tweet seen by Governor Sam Brownback's office from Emma Sullivan is a crucial reminder to children that once information is posted online, anyone in the world is capable of seeing it and it will never be permanently erased. "What you put on the internet is there forever," said Gabi Hardiman, a junior at Northwest.

"Children must be aware of what information they are putting online because you never know who is watching your every move. Relinquished personal information can lead to severe consequences both mentally and physically" said Broc Cramer, a Co-founder of the Wonder Who's Watching campaign.

For more information, call 316.208.4060, or e-mail nwdeca@gmail.com

###

Above: This was the press release that was sent out to seven local news/radio stations regarding an upcoming presentation that was held at Kensler Elementary School. One news crew covered the presentation because of this Press Release.

2013 INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

WRITTEN EVENT WINNERS



PUBLIC RELATIONS PROJECT

1st Place

Bri McCabe

Deborah Song

Sophie Tran

Olentangy High School, OH



PUBLIC RELATIONS PROJECT

BEYOND
the
BOD

The word 'BOD' is rendered in a large, bold, black, sans-serif font. The letters 'B' and 'D' are significantly larger than the 'O'. A white belt with a silver buckle is wrapped around the middle of the 'B' and the 'D'. The word 'BEYOND' is written in a smaller, black, sans-serif font above the 'BOD'. The word 'the' is written in a black, cursive font between 'BEYOND' and 'BOD'.

*Be Confident!
Be Brave!*

Olentangy DECA Chapter
Olentangy High School
675 Lewis Center Road
Lewis Center, OH 43035

Bri McCabe
Deborah Song
Sophie Tran

April 22, 2013

I. EXECUTIVE SUMMARY

The Olentangy DECA chapter selected the issue of body image as the subject of the 2012-2013 Public Relations Chapter Project due to several factors: personal experience with classmates suffering from poor self-confidence, incidents of bullying having to do with body image at Olentangy High School, a pop culture idolizing a certain body type, and national recognition of negative body image spreading across the country. The chapter conducted interviews, surveys, and focus groups that confirmed the severity of the issue in the Olentangy community. Thus, the “Beyond the Bod” campaign was created to encourage students to appreciate themselves and each other for more than just their physical appearance.

Campaign Objectives

- ❖ Educate the Olentangy community about the media’s influence on the body image of teens.
- ❖ Involve the entire student body in promoting a positive body image in others through Operation Beautiful®.
- ❖ Decrease bullying among students involving physical appearances.
- ❖ Advocate for the students at OHS to have a positive body image for themselves.
- ❖ Leave a lasting impression of positive body image on the school for years to come.

Target Audience

The primary target market of the “Beyond the Bod” campaign was Olentangy High School students between the ages of 13 and 18. Students enrolled in Olentangy’s middle schools, ages 11-14, serve as the secondary target market.

Campaign Execution

The members of the Olentangy DECA Chapter decided to take on the challenge of promoting positive body image throughout the school and community with a public relations campaign called, “Beyond the Bod.” The slogan “Beyond the Bod” was chosen to encourage target markets to look beyond physical features and extinguish the unrealistic standards set by the media for teenagers regarding body image. After designing the logo and outlining the promotional events, campaign managers executed the organized plans to successfully implement the positive body image campaign.

Beyond the Bod Week

Taking place November 27-30 2012, “Beyond the Bod Week” raised awareness and educated the student body on the spreading issue of negative body image in the school and community.

Specialty Items

Campaign t-shirts were handed out during special events as prizes and personal copies of Confidence Pledges served as reminders to promote positive body image.

Operation Beautiful®

Teaming up with Caitlin Boyle and her nationally-known Operation Beautiful® program, “Beyond the Bod” expanded positive body image with anonymous encouragement in the form of post-its, gaining recognition from NBC4i Columbus.

Media

School and community print and broadcast media, social networking sites, outdoor media, banners, and posters were utilized in the process of this campaign to further awareness, promote events, and encourage positive body image.

Evaluation and Recommendations

By achieving the goals stated above, the “Beyond the Bod” campaign was deemed a success. 302 students pledged to be more confident in themselves and their abilities. Over 200 students participated in Operation Beautiful. The campaign was able to reach the entire central Ohio community through features on NBC4i Columbus and the Olentangy Valley News. This campaign also received positive feedback from the students, staff, and community members of Olentangy. Recommendations for future campaigns are to focus on time-management, financing, flexibility, and to enjoy making a difference in people’s lives.

II. CAMPAIGN THEME OR FOCUS

A. Statement and description of the issue to be addressed

The way society defines beauty, or being attractive to the opposite sex, has changed over time. During the Renaissance period, being voluptuous was considered the ideal beauty of the era; women were prized for their *natural* bodies. This idea stems from the art and literature of ancient Rome and Greece where sculptures and books portrayed women as round and healthy. In some countries, such as India, more weight is admired –it is seen as a sign of prosperity. This has even been the case in American history. During the Great Depression, being slightly plump was seen as being well-fed and wealthy. This trend is seen again in the Baby Boom Era of the 1950's in the U.S. when the importance of fertility was a main concern for America. A more curvaceous frame became popular again, as child bearing became more popular.¹ Since then, ideal beauty has fluctuated between being rail thin and curvy.

Today in America, the media has adopted a negative “ideal” body image for men and women.² Women are portrayed in magazines and on TV as having unobtainable, small waists and large busts. Men are seen with bulging biceps and sculpted abs. The reality is that most magazines airbrush and Photoshop pictures to hide blemishes and cover up flaws. Magazines, like Teen Vogue, have documented cases of using teenage models that are altered with Photoshop and airbrushed, or they are underweight and unhealthy³. But to the teens that are exposed to these images, they see these models as one thing: a goal.

Due to the unachievable standards the media sets for Americans,

- ❖ 41 % of males ages 13-19 are dissatisfied with their bodies.⁴
- ❖ 54% of females ages 13-19 are dissatisfied with their bodies *and* want to lose weight.⁴
- ❖ In a survey of adolescents in grades 7-12, 30% of females and 25% of males reported being teased by peers about their weight.²

Ad from 1891 promoting “Fat-Ten-U” Foods,” a special formula to help women gain “an honest fleshiness of form.”¹

¹ <http://www.thebeautybiz.com/78/article/history/beauty-through-ages-renaissance>

² <http://ap.psychiatryonline.org/article.aspx?articleid=50181>

³ http://www.huffingtonpost.com/2012/07/06/teen-vogue-photoshop-spark-summit_n_1654702.html

⁴ <http://www.bellefairejcb.org/counseling/image-isnt-everything#>

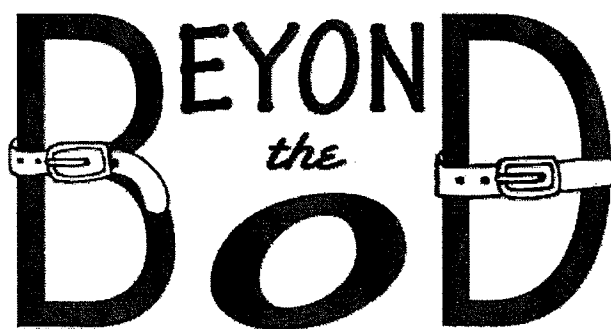
Men and women try to make their bodies mirror those they see in the media, which leads to low self-esteem and confidence problems, and in severe cases, eating disorders such as Anorexia Nervosa and Bulimia Nervosa. It can also lead to depression and anxiety disorders.⁵

This is a concern in the Olentangy community as teens say they feel the pressure of the media to look a certain way. To research this issue further, the Olentangy DECA Chapter conducted a preliminary survey, focus groups, and interviews. By educating teens about the corruptive manner in which the media portrays beauty, the Olentangy DECA Chapter aims to influence the students in the Olentangy community to be at peace with their physical appearance and to accept themselves and others for who they are by signing the Confidence Coalition Pledge© and participating in Operation Beautiful©.

The objectives of the campaign are as follows:

- ❖ Educate the Olentangy community about the media's influence on the body image of teens.
- ❖ Involve the entire student body in promoting a positive body image in others through Operation Beautiful©.
- ❖ Decrease bullying among students involving physical appearances.
- ❖ Advocate for the students at OHS to have a positive body image for themselves.
- ❖ Leave a lasting impression of positive body image on the school for years to come.

To begin appealing to our primary target audience, students at Olentangy High School, a unique and memorable slogan was devised, which will be displayed in all aspects of the campaign. This slogan, "Beyond the Bod," is verbal as well as visual. As the first belt is cinched but the second is not, this portrays the focus of the campaign: looking beyond the physical appearance.



Logo used throughout the campaign.

⁵ <http://ap.psychiatryonline.org/article.aspx?articleid=50181>

B. Rationale for selecting the issue

STUDENT SURVEY

The Olentangy DECA chapter first conducted a preliminary survey to ensure that a problem existed in regards to negative body image at Olentangy High School. Notable findings from 211 student surveys include:

- 74% of males at OHS are currently unhappy with their weight.
- 70% of females at OHS want to lose weight.
- 53% of students at OHS have suffered or know someone who's suffered from an eating disorder.
- 60% of students at OHS admitted to judging people based on their appearance.
- 74% of students at OHS say they have felt judged based on their appearance.

From our findings, we concluded that a majority students at Olentangy High School are not satisfied with their physical appearance. Results also show that a large percentage of students also feel pressured to look a certain way.

FOCUS GROUPS

To further investigate the issues, 20 focus groups were held with Olentangy High School students. These focus groups were separated by gender and were asked questions that required more in-depth responses.

QUESTION 1: What do you notice first about the opposite sex?

Male Response: A surprising amount of males said that when seeing a female for the first time, they notice her face first, more specifically her "eyes and teeth." The majority, however, said they look at a female's curves.

Female Response: Some females said they notice a male's face or sometimes "his height" first. Although, a large number mentioned "muscles" or build when looking at a male.

QUESTION 2: What part of your body are you most insecure about?

Male Response:
"My arms." Senior Male
"Muscles." Freshman Male
"My height." Junior Male
"My abs." Senior Male

Female Response:
"My boobs." Senior Female.
"My stomach." Senior Female.
"Thighs, for sure." Junior Female
"Stomach." Sophomore Female.

QUESTION 3: Where do your insecurities stem from?

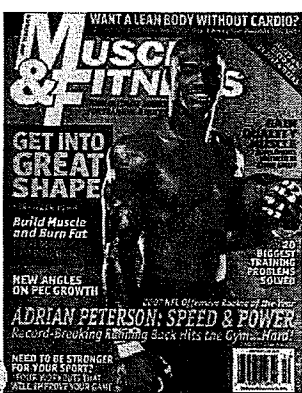
Male Response: "I guess it's from seeing all the athletes on TV. They all look so ripped and I just don't look like that." Senior Male

"I guess people like Ryan Gosling... all the girls love him because he has 'the best body', No one talks about me like that." Junior Male

Female Response: "The Victoria's Secret Fashion show, I always want to go work out and eat celery after watching it." Senior Female

"Guys see those girls on TV and expect us to look like that. And when we don't, they judge us." Junior Female

QUESTION 4: Have you ever changed your appearance based on someone in the media? If so, elaborate.



Adrian Peterson, running back for the Minnesota Vikings

Male Response: Many students answered "yes," to this question. For example, multiple male groups idolized professional athletes, such as "Adrian Peterson" or

"Ryan Lochte" because they have "huge muscles."

Image from muscleprodigy.com



Miranda Kerr in the 2012 Victoria's Secret fashion show

Female Response: Every focus group mentioned the Victoria's Secret Fashion Show and how it reminds them of "what we should be aiming for." One female student said she changed her

hair and makeup to resemble Taylor Swift

because "she is flawless." Image from nydailynews.com

Students believe that negative body image at OHS is a problem and that people set "ridiculous goals" for themselves in regards to how they want to look. The focus group results provided more insight on negative body image being a rising problem at Olentangy High School with both females *and* males. We discovered that the pressure to look a certain way comes mainly from personal insecurities caused by media standards, instead of pressure from the opposite sex. However, the pressure that does come from the opposite sex stems from the same offender: the media. The media causes people to not only set unrealistic expectations for themselves, but for members of the opposite gender as well.

INTERVIEWS

Finally, to gain professional opinions and knowledge of the topic, interviews were held with Olentangy High School psychologist, Kara Corpman and Dean of Students, Brad Henry.

With Mrs. Corpman, we discussed how negative body image affects self-esteem and how they tie into eating disorders and depression. She told us that self-esteem is “directly related to negative body image.” If teenagers “continuously set the high standards they see in the media for themselves, and they aren’t meeting them over and over again, that’s when they start feeling bad about themselves.” We discovered that personal insecurities linked with body image start with the media, “especially at a young age.” Eventually, this low self-esteem can lead to “some of the most common disorders in America.” With 53% of our students linked to eating disorders, we concluded that this is a relevant problem at OHS.

To gain knowledge on how negative body image affects the interactions between peers, we talked with our Dean of Students, Mr. Henry. He has seen cases at Olentangy where “students bully other students based on their appearance.” He believes that negative body image among teens is “a growing problem” and that the media is to blame. He talked specifically about one instance he experienced where a girl at OHS was “being made fun of by her peers for her weight.”

After both primary and secondary research was conducted, a problem with negative body image has been brought to the attention of the Olentangy DECA Chapter. The chapter seeks to help solve this problem with a proactive public relations campaign.

C. Description of the target population

PRIMARY TARGET MARKET

The Olentangy Local School District is one of the fastest growing school districts in America.⁶ There are currently three high schools, five middle schools, and 15 elementary schools within the district. Delaware County is not only the fastest growing county in Ohio, but one of the fastest growing in the nation.⁷ Olentangy High School is located in the city of Lewis Center, in southern Delaware County, and

⁶ <http://www.olentangy.k12.oh.us/ohs/files/2012/03/OlentangyProfile2012v3.pdf>

⁷ <http://www.co.delaware.oh.us/>

resides approximately 20 miles north of Columbus, Ohio, the state capital. There are 1,379 students enrolled at Olentangy High School between the ages of 13 and 19. By targeting this age group, the “Beyond the Bod” campaign will attempt to stop body image issues when they are at their peak. According to school psychologist Kara Corpman, high school students are at the age in which they are the most susceptible to negative body image. The students of Olentangy High school serve as our primary target audience because they allow us to focus on the people specifically pertaining to our data and the age level where these issues are most prevalent.

SECONDARY TARGET MARKET

Our secondary target market consists of the students in the five middle schools of Olentangy Local School District: Olentangy Berkshire, Olentangy Hyatts, Olentangy Liberty, Olentangy Orange and Olentangy Shanahan. A strong focus will be put on Olentangy Shanahan Middle School, as it is the only middle school in which all students will feed directly into Olentangy High School. The “Beyond the Bod” Campaign will indirectly target the middle schools by doing a trial at the high school. If it is successful, recommendations will be developed to be implemented at earlier grade levels in order to prevent negative body image issues as they arise.

III. LOCAL MEDIA AND OTHER PROMOTIONAL POSSIBILITIES

A. Local print and broadcast media available

A variety of media options are available in Delaware County. Selections were made based on the accessibility of these resources and the market that they reach. The chapter made decisions with a limited budget in an effort to maximize exposure to target markets.

School Print Media

- **The Beacon:** Olentangy High School’s news publication that is sold monthly to students and staff for one dollar.
- **The Golden Arrow Yearbook:** Olentangy High School’s award-winning yearbook.

Community Print Media

- **The Delaware Gazette:** Newspaper of Delaware County that is printed and issued on weekday afternoons and Saturday mornings
- **This Week Newspaper:** Weekly newspaper that focuses on events in the Olentangy School District as well as the surrounding community.

- **The Columbus Dispatch:** A daily newspaper that contains community news, sports, health, and political issues.

School Broadcast Media

- **Tangy Today:** Morning news show that airs every morning during second period and informs students and staff about current school announcements.

Community Broadcast Media

- **97.9 WNCI Radio Station:** A well-known radio station in Columbus, OH that primarily plays Top 40/Contemporary Hit Radio music.
- **ABC6 News Station:** Informs people about current local and state issues.
- **NBC4i News Station:** An informative news station that holds the highest ratings for their morning, evening, and Sunday programs.

Internet Media

- **Facebook:** A worldwide social networking website used by individuals to create groups and share pictures, videos, ideas, and current events.
- **Twitter:** A top social network used to share thoughts and pictures through “tweets.” Individuals can tag people or groups in posts and “retweet” things they enjoy.
- **Instagram:** An online photo-sharing network where one can edit pictures with various filters and post them for others to see.
- **Youtube:** A worldwide website used to share and watch videos with opportunity to comment on those videos being available.
- **Olentangy High School home page:** Updated with information concerning the high school for parents and students to see.

Outdoor Advertising

- **High School Marquee:** A communiqué located at the main road of the high school. The board posts current events and announcements and is subject to a high trafficking area.
- **High School Rock:** A large boulder in front of the school that students are free to paint. Used to promote clubs, sports, events, and other school related activities. It is seen by a large portion of the student body every day.

B. Other possible promotional activity(ies)

Special Events

Special events are used to raise awareness in larger groups. If executed correctly, they can involve the entire student body and leave an impact that extends beyond the school and into the community. These include school assemblies, spirit weeks, competitions, raffles and events held during lunch periods at school.

Business Sponsorship

Sponsorship by a business is a way to gain further resources and materials in order to raise awareness. This is also an effective way to collaborate throughout the community and spread the message of the campaign outside of school.

Flyers, Signs, Banners

These are inexpensive methods of advertising that can be strategically placed to target large audiences. They are used to inform and raise awareness of the campaign's message and its future events.

Specialty Items

Giveaways are items that raise awareness, create support, and provide a link between the campaign and members of the target market. These may include ribbons, tee-shirts, cookies, candy, bracelets, etc.

C. Media mix and rationale for media and other promotional activity(ies).

Media Mix

| | |
|------------------------|--|
| Print Media | <ul style="list-style-type: none">◆ <u>School Media</u>◆ The Beacon◆ The Golden Arrow Yearbook◆ <u>Community Media</u>◆ This Week Newspapers |
| Broadcast Media | <ul style="list-style-type: none">◆ <u>School Media</u>◆ Tangy Today◆ <u>Community Media</u>◆ NBC4i News Station |
| Internet Media | <ul style="list-style-type: none">◆ Facebook◆ Twitter |
| Outdoor Media | <ul style="list-style-type: none">◆ High School Rock |

Promotional Activities

| | |
|---|--|
| <p style="text-align: center;">Special Events</p> | <ul style="list-style-type: none"> ◆ <u>Beyond the Bod Week</u> ◆ Tuesday–Life Size Barbie© exposed ◆ Wednesday– Caricatures drawn by art students ◆ Thursday& Friday– Sumo Wrestling ◆ <u>Operation Beautiful</u> ◆ Twitter Competition ◆ Wigwam Post-its ◆ <u>Challenge Day©</u> |
| <p style="text-align: center;">Banners and Posters</p> | <ul style="list-style-type: none"> ◆ Pledge banner hangs in the school ◆ Promotional banners for the campaign ◆ Posters promoting Operation Beautiful© |
| <p style="text-align: center;">Specialty Items</p> | <ul style="list-style-type: none"> ◆ Hershey’s Kisses© given to those who pledged ◆ Campaign t-shirts given to DECA members ◆ Personal copies of the Confidence Pledge |

When selecting media and promotional activities, the goal was to inform the student body, promote a positive body image, and leave a lasting effect. In order to achieve this goal, the media choices had to suit the primary target market.

With high school students being the primary target, the focus was on OHS media options, which were the most available and inexpensive promotional opportunities. Banners and posters with body image statistics were hung throughout the school, promoting “Beyond the Bod Week”. An article in The Beacon featured the purpose and plans of the campaign. Tangy Today broadcasts were used to inform the student body about “Beyond the Bod Week” and Operation Beautiful©. Outdoor advertising, such as the school rock, were employed to promote the campaign and events. “Beyond the Bod Week” was also featured in This Week Newspaper. Operation Beautiful gained recognition through NBC4i. With all these media choices, we sought to connect students to the campaign and inform them about having a positive body image.

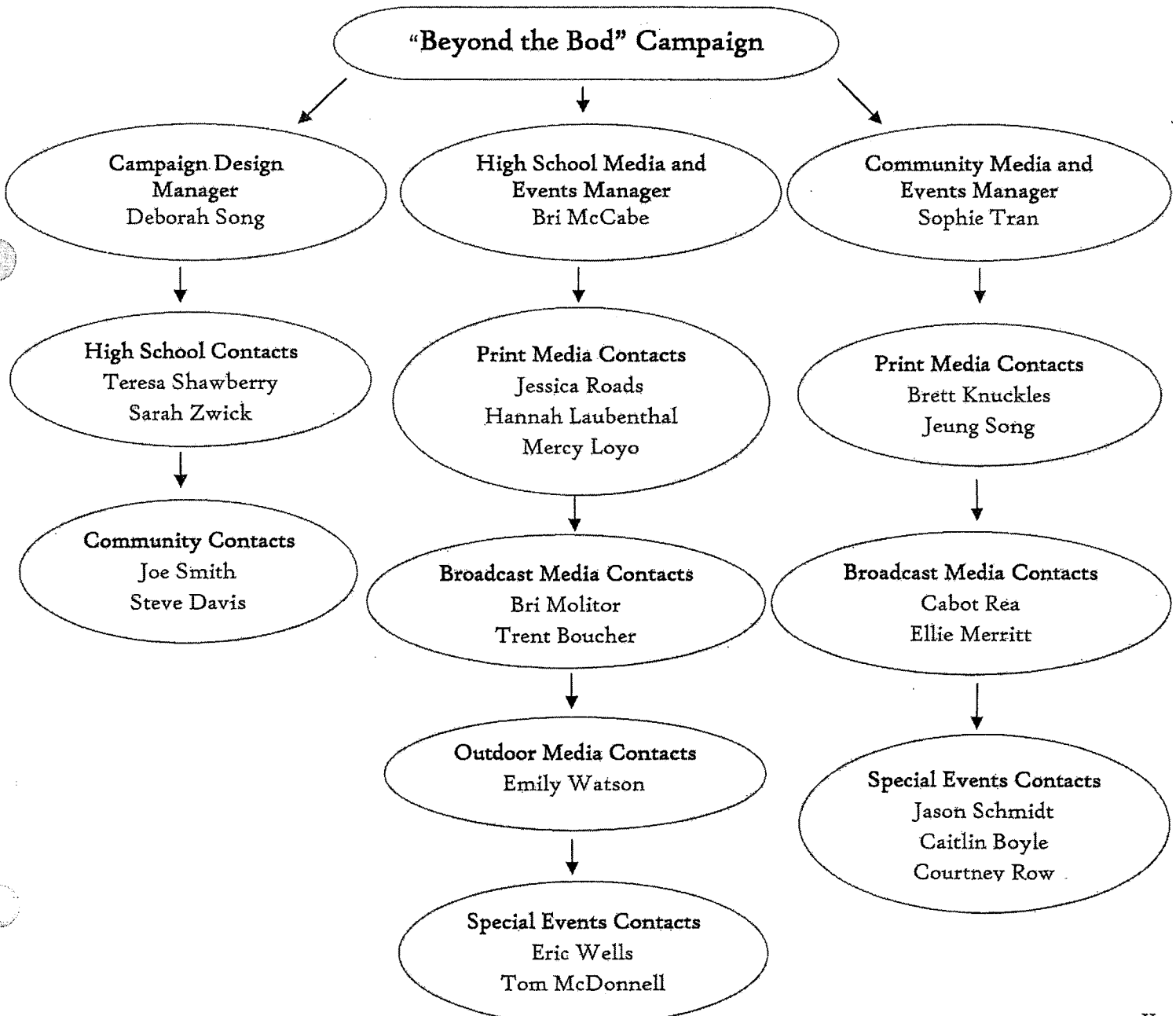
IV. CAMPAIGN ORGANIZATION AND IMPLEMENTATION

A. Organizational chart, member involvement and job description

To accomplish such an immense project, teamwork was needed. The campaign was divided into three areas to distribute responsibilities evenly. The three areas chosen were campaign design, high school events and media, and community events and media.

Assigning managers who possessed special qualities would aid in procuring success. Each campaign manager was responsible for selecting appropriate contacts and overseeing the activities for their respective areas.

The DECA Chapter at Olentangy High school and members from the community were successfully involved in promoting and creating the campaign.



Campaign Design Manager: Creator of all things visual in the campaign including t-shirts, banners, posters, and flyers. The manager designed the “Beyond the Bod” logo and was responsible for executing all design plans throughout the campaign.

High School Contacts: Contacts provided materials and time to aid the campaign design manager with designing.

Community Contacts: Contacts were responsible for executing the campaign design manager’s plans, specifically with the t-shirts and the posters.

High School Media and Events Manager: This position required advertising strategies that would specifically target high school students. She was responsible for planning events for the high school, communicating with school related media outlets, and creating a marketing plan that would appeal directly to students while achieving the goals of the campaign.

High School Print Media Contacts: Contacts were responsible for interviewing appropriate sources, writing newsworthy material about the campaign, and distributing all print media throughout the school. These individuals represented the school’s newspaper, The Beacon, and kept constant contact with the High School Media and Events Manager to confirm facts and quotes.

High School Broadcast Media Contacts: Contacts were responsible for creating videos that informed the student body about the campaign and advertised events and promotions being held at the high school. These contacts were affiliated with the school’s broadcast program, Tangy Today.

Outdoor Media Contacts: This contact was responsible for all outdoor media promotions, such as the rock, which she accomplished by being a part of Student Council.

High School Special Events Contacts: Contacts were high school officials who administered approval for all events and promotions in the campaign and were responsible for providing materials and resources.

Community Media and Events Manager: She was responsible for keeping in contact with all community connections and organizing events, promotions, and media advertising for the “Beyond the Bod” campaign.

Community Print Media Contacts: This contact was responsible for all printed media in the community and keeping the Community Media and Events Manager updated.

Community Broadcast Contacts: Contacts were responsible for scheduling time to film with the Community Media and Events Manager and promoting the message of the campaign to the community.

Special Events Contacts: These contacts sponsored the campaign and donated resources for events and promotions within the school and the community.

B. Description of the campaign and documentation

To create a successful campaign, organization, distribution of responsibilities, and strategic planning were employed. A calendar of events, meetings, and participation from all members of our DECA Chapter were necessary to accomplish this goal. The following mass media and special events were used to aid the “Beyond the Bod” campaign progression:

Meetings with School Officials

Dean of Students, Brad Henry- Focus points (November 6, 2013)

- ◆ Approval of initial survey for the student body
- ◆ Approval of the “Beyond the Bod” Campaign

Principal, Tom McDonnell- Focus Points (November 15, 2013)

- ◆ Approval for sumo wrestling in the cafeteria
- ◆ Dates of “Beyond the Bod Week”: November 27-30, 2013
- ◆ Approval for Operation Beautiful and dates: February 4-8, 2013

Principal, Tom McDonnell- Focus Points (February 4, 2013)

- ◆ Approval for NBC4i to film at OHS on February 8, 2013
- ◆ Approval for the follow up survey with the student body

Research Methods

STUDENT SURVEYS

Objectives:

- ◆ Determine if negative body image is a serious problem affecting Olentangy High School.
- ◆ Acquire relevant statistics regarding the number of students who are affected.

Approximately 300 students at OHS were surveyed for initial data. The results of the surveys were helpful in raising awareness within the school.

FOCUS GROUPS

Objectives:

- ◆ Understand student opinions on the effects of negative body image.
- ◆ Discover how females and males perceive each other physically.
- ◆ Determine the source of negative body image in teens.

Twenty focus groups consisting of 5-6 students were conducted to gain each gender's perspective on the problems teenagers face with body image. The focus groups were helpful in gaining personal experiences and planning how "Beyond the Bod" would target students during the campaign.

INTERVIEWS

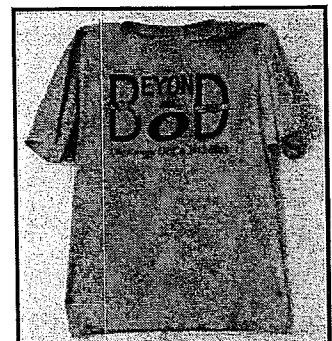
Objectives:

- ◆ Gain a professional opinion on how negative body image develops and leads to low self-esteem.
- ◆ Gain a professional opinion on how negative body image relates to bullying among peers.

Interviews were held with Dean of Students, Brad Henry, and school psychologist, Kara Corpman, to gain expert experience and knowledge pertaining to negative body image. We talked to Mrs. Corpman about how negative body image and pressure from the media leads to self esteem. The interview with Mr. Henry focused on negative body image and its correlation to peer pressure and bullying. Both interviews were extremely helpful in understanding how negative body image issues affect students.

Campaign T-Shirts

T- Shirts were donated by Worthington Industries© to the Senior class of the Olentangy DECA Chapter, featuring the new "Beyond the Bod" logo. The purpose of the t-shirts was to associate the campaign with a visual that students could recognize. DECA members wore their shirts during events and promotions for the campaign. T-shirts were also given as prizes during "Beyond the Bod Week" from November 27-30, 2012.



"Beyond the Bod" t-shirt.



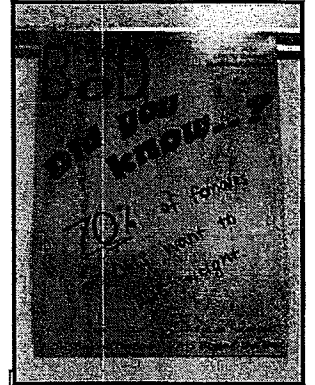
Senior DECA class wearing their "Beyond the Bod" shirts.



Wearing a "Beyond the Bod" shirt during a special events.

Posters

In order to spread awareness throughout the school, 20 posters that displayed statistics about negative body image were hung. Some of the statistics involved the nation while the majority pertained to the data acquired from the OHS Student Survey. Ten of the posters were placed around the first floor of the school in high traffic areas, such as bulletin boards and water fountains. The other ten were placed in a similar fashion on the second floor.

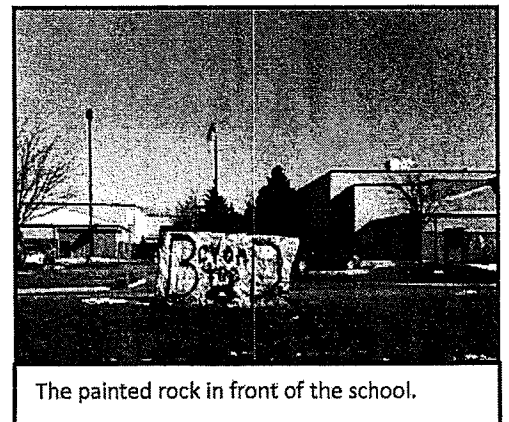


A poster displaying an OHS statistic.

Outdoor Media

THE ROCK

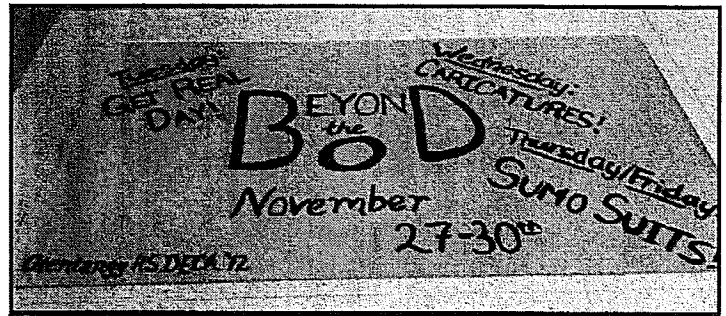
Painting the rock that resides in front of OHS is a tradition that began with the school. It is painted for various reasons, including announcing upcoming events, promoting sports teams, and showing school spirit. The rock is placed in front of the junior parking lot and is seen by a large majority of students and staff who pass by it going to and from school each day. By using this opportunity we were able to connect with a large audience in spreading the word about "Beyond the Bod." The side of the rock facing the road featured the message "Confidence is beauty." This method of outdoor media is the most effective because it is placed in a high traffic area of the school campus, unlike the marquee which is situated at an entrance that only a fraction of the population of student drivers use.



The painted rock in front of the school.

Beyond the Bod Week

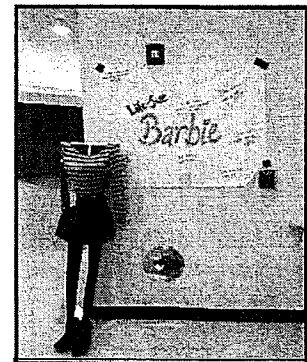
One of the special events decided on for the campaign was "Beyond the Bod Week." The week consisted of various confidence building activities that promoted positive body image. The goal was to spread confidence and inform the student body of "Beyond the Bod." This event took place during November 27-30 in the commons of the OHS.



Banner announcing the events of "Beyond the Bod Week"

TUESDAY

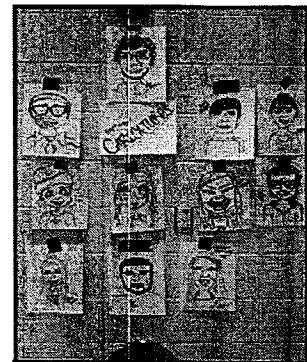
The first day of "Beyond the Bod Week", Get Real Day, was devoted to exposing the media. A proportionally accurate, life-size Barbie® and corresponding facts were displayed during lunch periods in the commons of OHS. The goal was to reveal how grotesque and unobtainable Barbie's® body really is. Also displayed during lunch, was a slideshow of the process a picture undergoes in Photoshop to be magazine-ready.



Life-Size Barbie in the cafeteria

WEDNESDAY

During the second day of "Beyond the Bod Week", students from the OHS art program drew caricatures during lunch periods. The drawings were hung up on the walls of the commons during the rest of the week. The caricatures were a way to accentuate the students' best features such as eyes or smile. The caricatures used to involve more of the student body and provide a confidence boost for the students at OHS.



Caricatures drawn by OHS art students.

THURSDAY & FRIDAY

On Thursday and Friday of “Beyond the Bod Week”, students were invited to participate in sumo wrestling. Students signed up with a friend and were given one minute to “duke it out.” The start and end of each one minute time slot was signaled by a gong, which was borrowed from the OHS Band. The idea behind the sumo wrestling was to involve a large portion of the student body in a positive, confidence building activity. The sumo suits let students feel silly and have fun in a safe way.



The sumo wrestling in the commons during “Beyond the Bod Week.”



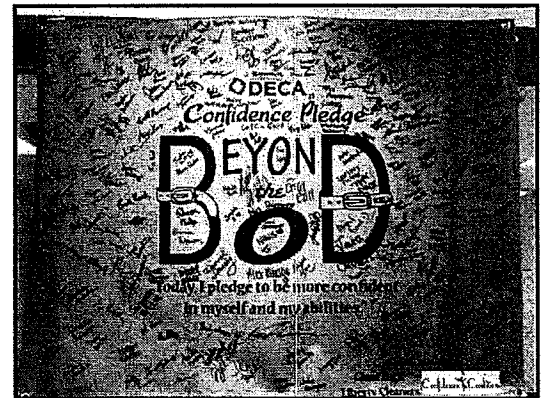
Getting suited up for sumo wrestling.



The gong that signaled the end of a round.

THE PLEDGE BANNER

During “Beyond the Bod Week,” a pledge banner was displayed in the cafeteria. Through collaboration with the Confidence Coalition®, “Beyond the Bod” received a custom pledge tailored to the goals of the campaign. Students were encouraged to sign their names, pledging to “be more confident with myself and my abilities.” Students who signed received a Hershey’s Kiss®. Each



The pledge banner for “Beyond the Bod Week”

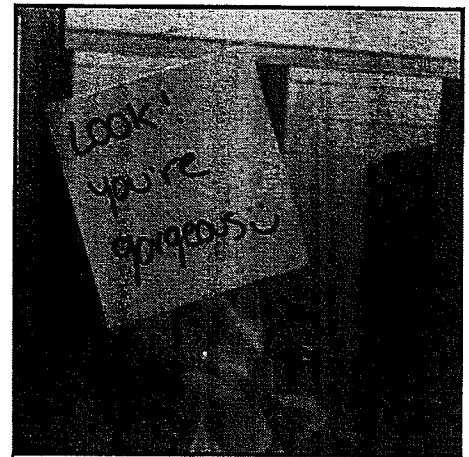
day of the week a random signature was chosen and that person received a free “Beyond the Bod” t-shirt.

Operation Beautiful®

Operation Beautiful® is a nationwide campaign created by Caitlin Boyle. It started as a motivational blog for women in Florida and has now impacted the nation. The goal of Operation Beautiful® and operationbeautiful.com is to “transform the way you see yourself, one Post-It Note at a time.” We thought a great way to get the student body involved in “Beyond the Bod” was to bring Operation Beautiful® to Olentangy High School.

THE CONTEST

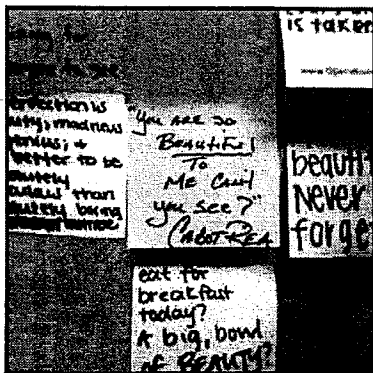
The first Operation Beautiful© activity was a contest. Students would put positive notes in public for strangers to find, and then post a picture of each note they created to the OHSBeyondTheBod Twitter feed or Facebook page. Caitlin Boyle “retweeted” two of the posts, exposing “Beyond the Bod” to her 6,687 followers. At the end of the competition, for every post they made, students were placed into a raffle drawing. The winner received three donated gift cards from various local establishments, such as Chipotle and Steak and Shake. The purpose of this contest was to motivate students to make a change in the community.



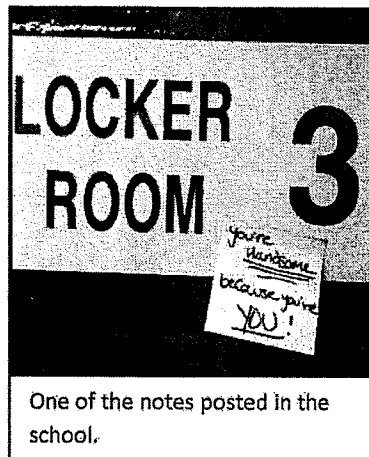
One of the notes posted in the community.

THE WIGWAM WALL

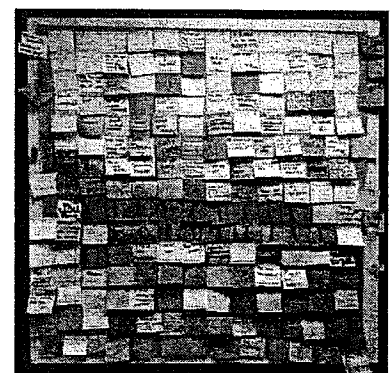
Another piece of Operation Beautiful© at OHS took place in the school store, the Wigwam. Students were encouraged to fill up the Wigwam with positive notes during their lunch periods. This event was meant to inspire confidence and positive body image within the school. Eventually, it became so popular that notes were showing up all over the school and not just the Wigwam.



Cabot Rea's note on the wall in the Wigwam.



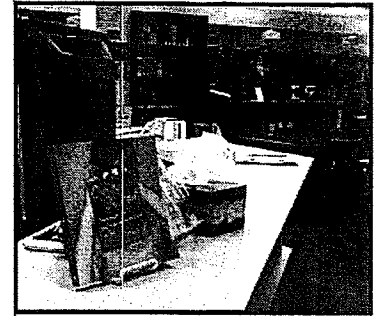
One of the notes posted in the school.



Wall of notes from students in the Wigwam.

THE OPERATION BEAUTIFUL BOOK

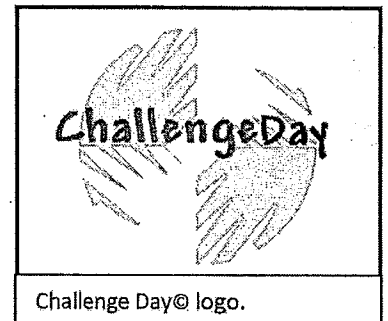
To supplement the contest and the notes in the Wigwam, Caitlin Doyle sent the Olentangy DECA Chapter an autographed copy of her book, Operation Beautiful: Transforming the way you see yourself one Post-It Note at a time. To leave a lasting impression for generations to come we donated the book to the Olentangy High School Library. During the week of Operation Beautiful, it was in display on the counter in the library.



The book on display in the OHS library.

Challenge Day©

Challenge Day© is a program made famous by MTV that strives to eliminate stereotypes and unite students in schools across America. Students participate in team building activities and listen to each others' testimonies about problems in their lives. The mission of this program is "to provide youth and their communities with experiential programs that demonstrate the possibility of love and connection through the celebration of diversity, truth, and full expression."⁸ On February 20, 2013, Challenge Day© took place at OHS in the auxiliary gym, including 100 students and 25 staff members. One of the main focuses of the day was overcoming differences and accepting each other, ultimately addressing the bullying concern in this country and at OHS. Afterwards, students said they felt "changed" and "moved."

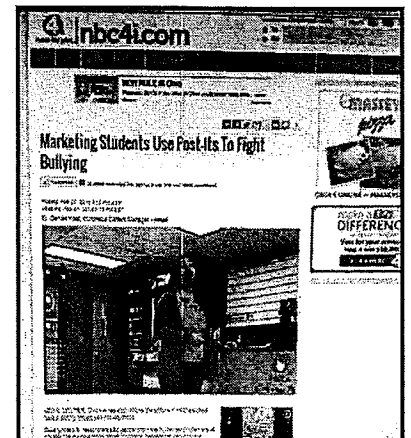


Challenge Day© logo.

Broadcast Media

COMMUNITY

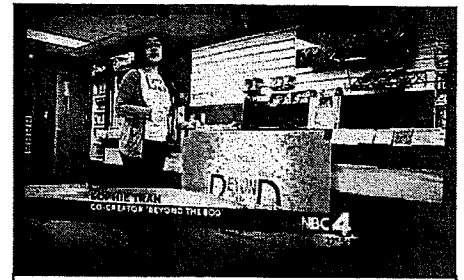
NBC4i is a branch of NBC that broadcasts to Columbus, Ohio and the surrounding suburbs. In order to reach a large audience in the community, this news station was contacted. Anchor Cabot Rea agreed to do a story on "Beyond the Bod" and meet with our DECA Chapter at OHS at the end of the Operation Beautiful event. On February 8th 2013 he and his crew came



"Beyond the Bod" featured on NBC4i news station's website.

⁸ <http://www.challengeday.org/mission-vision.php>

and filmed the Wigwam wall of notes, the Operation Beautiful book in the library, the “Beyond the Bod” posters, the painted rock in front of the school, and the pledge banner. He also interviewed members of the chapter and our marketing advisor, Eric Wells. The “Beyond the Bod” story was featured in NBC4i’s Battle Against Bullying segment on Thursday, February 21st at 5:30 p.m.



“Beyond the Bod” featured on NBC4i news station.

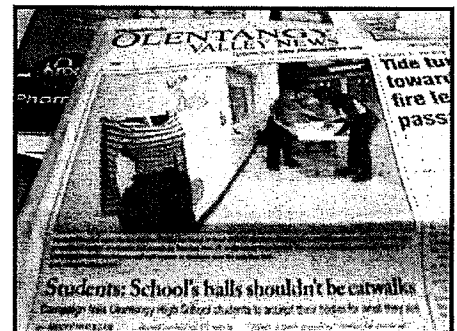
SCHOOL

Tangy Today is Olentangy High School’s broadcast news show that airs every morning at approximately 8:10 a.m. It is created by students in the Advanced Broadcast course and is seen by the entire student body and the staff of OHS. To inform the students at OHS about upcoming “Beyond the Bod” events and promotions, commercials were made by Advanced Broadcast students.

Print Media

COMMUNITY

ThisWeek Newspaper is a local newspaper with a circulation consisting of “25 communities in and around Columbus, Ohio.”⁹ To reach the community and inform them on the issue of negative body image being a prevalent issue facing teens, it was decided to contact this newspaper. Journalist Brett Knuckles wrote a story about

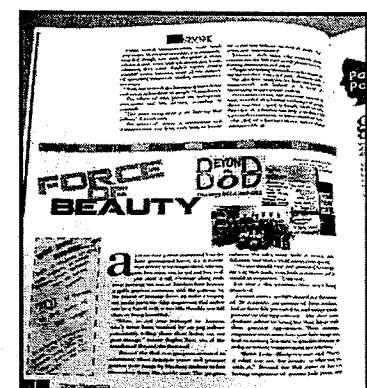


“Beyond the Bod” featured in ThisWeek Newspaper.

“Beyond the Bod Week” called “Students: School’s halls shouldn’t be catwalks” that was featured in the December 8th, 2013 issue of ThisWeek Newspaper.

SCHOOL

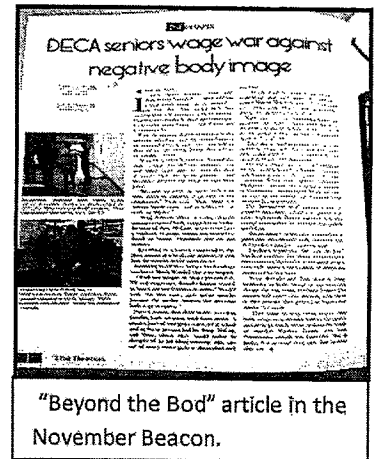
The Beacon is Olentangy High School’s school magazine/newspaper. It comes out once a month and is sold for a dollar. All aspects of The Beacon are designed, written, and financed by the Advanced Journalism



“Beyond the Bod” sidebar article in the February Beacon.

⁹ <http://www.thisweeknews.com/content/sections/services/aboutus.html>

course at OHS. To inform the students at OHS about “Beyond the Bod” and the problems affecting their own school, an article was written by staff writer Mercy Loyo. The “DECA seniors wage war against negative body image” article appeared in the November 2012 issue of The Beacon. “Beyond the Bod” was also featured in The Beacon’s February 2013 cover story, “Sexting: the dirty truth,” as a sidebar source. Another form of school print media used was The Golden Arrow Yearbook. Beyond the Bod gained recognition throughout the school and earned a page in the Olentangy’s yearbook, which will be designed by Hannah Laubenthal, member of the yearbook staff. The 2012-2013 edition of The Golden Arrow Yearbook will be published in the fall of 2013. This will allow “Beyond the Bod” to affect students even after they graduate and for many years to come.



“Beyond the Bod” article in the November Beacon.

C. Estimated impact on the target population

By using the media selections and corresponding promotional events mentioned above, “Beyond the Bod” received much positive feedback. Both students and staff commented on the great effects the campaign was having on the school. During the Operational Beautiful® contest on Twitter, one student tweeted, “Attention all OHS students: this [Beyond the Bod] actually makes me feel better!” With so many students currently affected by negative body image and low self-esteem, “Beyond the Bod” successfully raised awareness on the issues at hand and created ways for students to overcome them. A follow up survey was distributed to students to gauge their reaction to “Beyond the Bod.” Notable survey results include.

- ◇ 97 % of students have heard of the “Beyond the Bod” Campaign.
- ◇ 2/3 of the student body agreed that “Beyond the Bod” left a positive impact on the students at OHS

The goal is to eventually eliminate bullying involving physical appearance entirely and ensure that in the future students are satisfied with their bodies and embrace and celebrate the physical differences of others. With the success at Olentangy High School, implementing the program at the middle school level in years to come should also receive a positive response and prove to be successful.

V. EVALUATION AND RECOMMENDATIONS

A. Evaluation of the process

In order to evaluate the success of the “Beyond the Bod” campaign and put forward recommendations for future campaigns, a careful reassessment of the campaign’s primary goals was necessary.

1. **Educate the Olentangy community about the media’s influence on the body image of teens.**
 - ◆ Special events, advertising, and the media mix were all chosen based upon the target audiences.
 - ◆ Statistics were provided for the target audience through posters and school broadcasting to ensure that they were aware of the issue.
 - ◆ Revealed the shocking effects of Photoshop in the media through school broadcasting.
 - ◆ Appeared on community media, NBC4i, for their Battle Against Bullying segment and in This Week Newspaper to display that negative body image is a problem that can be found beyond the walls of OHS.
2. **Involve the entire student body in promoting a positive body image in others through Operation Beautiful®.**
 - ◆ Operation Beautiful was conducted throughout the school and community to promote encouragement and positive body image in others.
 - ◆ A Twitter account was created that often tweeted positive quotes to boost self-confidence.
3. **Decrease bullying among students involving physical appearances.**
 - ◆ “Beyond the Bod” was featured on NBC4i’s Battle Against Bullying segment.
 - ◆ OHS hosted Challenge Day in which the goal was to overcome differences and bullying.
4. **Advocate for the students at OHS to have a positive body image for themselves.**
 - ◆ A Confidence Pledge was available for all students to sign pledging to “be more confident in themselves and their abilities.”
 - ◆ Students were given their own personal paper copy of the large pledge banner they signed.
 - ◆ During “Beyond the Bod Week” various confidence building activities were presented.
5. **Leave a lasting impression of positive body image on the school for years to come.**
 - ◆ Caitlin Boyle’s book is now a part of the OHS library and is available to be checked out by students.
 - ◆ “Beyond the Bod” will be featured in the 2012-2013 Golden Arrow Yearbook.
 - ◆ Notable findings from the student follow up surveys include:
 - ◆ 97 % of students have heard of the “Beyond the Bod” Campaign.
 - ◆ 2/3 of the student body agreed that “Beyond the Bod” left a positive impact on the students at OHS

MEASURING SUCCESS

- 302 signatures on the Confidence Pledge banner.
- Over 200 positive notes posted in the Wigwam.
- Reached the central Ohio community through the Anti-Bullying Segment on NBC4i Columbus.
- Influenced the Olentangy Community through the article in ThisWeek Newspaper.
- Two weeks of promotional Beyond the Bod events at Olentangy High School.
- 2/3 of students at Olentangy High School were positively affected by the campaign.
- Operation Beautiful book remains in the OHS library for the future of Beyond the Bod.

B. Recommendations for future campaigns

The "Beyond the Bod" campaign was successful in educating the students at OHS and the community about the media's negative influence on teens. The campaign was also successful in inspiring a positive body image. Due to the campaign's achievement at the high school level, we recommend for it to be further implemented at the middle school level. Activities and promotional messages should be altered to prevent, rather than remedy, negative body image.

Management of a strenuous workload was necessary from all group members in order to complete a Public Relations project of this extent. The following are a few suggestions for future campaigns:

- ❖ Formulate a calendar at the beginning of the campaign with specific dates, assigning deadlines for group members to follow.
- ❖ Leave a considerable amount of time in between events in case unexpected complications occur.
- ❖ Obtain as many sponsors as possible early in the campaign to avoid budget concerns.
- ❖ Take advantage of all available resources.
- ❖ Be flexible when approached with any obstacles.

The most valuable advice in executing a successful campaign would be to try and accomplish every goal with the best effort possible. Be constantly reminded of the differences being made in the lives of others. Even if just one person has taken something away from the campaign, it has been successful.

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Research: Interviews

Corpman, Kara. Personal interview. 8 Nov. 2013.

Henry, Brad. Personal interview. 12 Nov. 2013.

FOCUS GROUP QUESTIONS

GIRLS

- What do you notice first about the opposite sex?
- Which part of your body are you most insecure about?
- Where do these insecurities stem from?
- Do you usually wear makeup to school?
- Would you feel comfortable coming to school without makeup?
- Have you ever been on a diet? And if so, describe it.
- Have you or anyone you know ever had an eating disorder?
- Have you ever changed your physical appearance because of someone in the media (TV, Magazine, etc.)? If so, elaborate.
- Do you ever judge boys based on their body?
- Do you ever feel judged about the way you look? Elaborate.
- What is the most important physical feature you look for in a guy?
- Is it true, that the more muscular the guy, the better? Why or why not?

BOYS

- What do you notice first about the opposite sex?
- Which part of your body are you most insecure about?
- Where do these insecurities stem from?
- Have you ever been on a diet? And if so, describe it.
- Have you or anyone you know ever had an eating disorder?
- Have you ever changed your physical appearance because of someone in the media (TV, Magazine, etc.)? If so, elaborate.
- Do you ever feel judged about the way you look? Elaborate.
- Do you ever judge girls based on their body?
- What is the most important physical feature you look for in a girl?
- Is it true, that the thinner the girl, the better? Why or why not?

INTERVIEW QUESTIONS

Interview Questions for Psychologist

- How does the media influence what teens think about their own body image? The body image of others?
- How does poor body image affect self-esteem?
- Does the pressure from the media to look a certain way have any connection to eating disorders or depression?

Interview Questions for Mr. Henry

- Have you seen any cases of bullying having to do with body image? Elaborate.
- Do you think this has been an issue that has grown worse? Why or why not?
- Does this issue typically occur between people of the same gender or opposite genders?
- What do you think is the biggest influence on students in regards to body image and self esteem?



Purpose Statement: This survey is being conducted in order to draw conclusions about the Beyond the Bod campaign. Please answer honestly and seriously. All answers will remain anonymous and confidential.

Gender: M F

Grade: _____

CIRCLE ONE:

1. Have you heard of "Beyond the Bod"?

YES NO

2. Has "Beyond the Bod" affected you in any way?

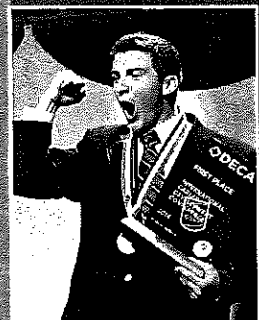
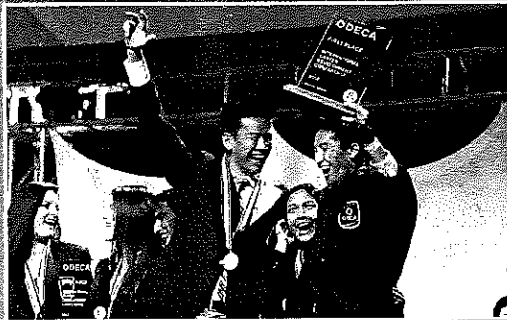
YES NO

3. Do you believe that "Beyond the Bod" left a positive impact on the students at OHS?

YES NO

ODECA WRITTEN EVENT WINNERS

2014 INTERNATIONAL CAREER DEVELOPMENT CONFERENCE



PUBLIC RELATIONS PROJECT

1st Place

SYDNEY PARK
ERINN SMALLEY
NICK GARDNER

Herriman High School, UT

PUBLIC RELATIONS PROJECT



HERRIMAN DECA CHAPTER

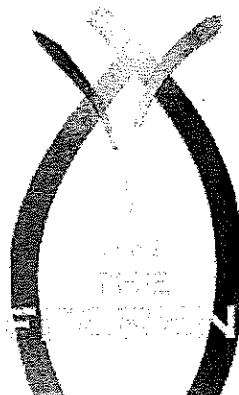
HERRIMAN HIGH SCHOOL
11917 SOUTH 6000 WEST
HERRIMAN, UT 84096

SYDNEY PARK, ERINN SMALLEY, NICK GARDNER

MAY 5 - 6, 2014

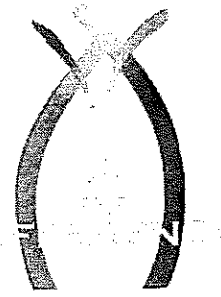
Table of Contents

| | |
|---|----|
| I. EXECUTIVE SUMMARY | 1 |
| II. CAMPAIGN THEME OR FOCUS | |
| A. Statement and description of the issue to be addressed | 2 |
| B. Rationale for selecting the issue..... | 3 |
| C. Description of the target population..... | 4 |
| III. LOCAL MEDIA AND OTHER PROMOTIONAL POSSIBILITIES | |
| A. Local print and broadcast media available..... | 5 |
| B. Other possible promotional activities..... | 6 |
| C. Media mix and rationale for media and other promotional activities | 9 |
| IV. CAMPAIGN ORGANIZATION AND IMPLEMENTATION | |
| A. Organizational chart, member involvement and job description | 12 |
| B. Description of the campaign and documentation..... | 16 |
| C. Estimated impact on the target population..... | 21 |
| V. EVALUATION AND RECOMMENDATIONS | |
| A. Evaluation of the process | 23 |
| B. Recommendations for future campaigns..... | 25 |
| VI. BIBLIOGRAPHY..... | 28 |
| VII. APPENDIX | 29 |



Description:

In a letter from the assistant secretary representing the United States Board of Education, it stated, "Bullying fosters a climate of fear and disrespect that can seriously impair the physical and psychological health of its victims and create conditions that negatively affect learning, thereby undermining the ability of students to achieve their full potential." This and many other aspects prompted the counselors at Herriman High School to send out a survey to gauge how welcome students felt at our school. What they discovered was that 20% of the students surveyed were bullied every single day. After they received these results, the counseling center approached the Herriman DECA Chapter and asked us to create a student driven anti-bullying campaign.



We recognized the opportunity we had to impact the lives of students at Herriman. While brainstorming for ideas we decided against a traditional anti-bullying campaign and created a different angle. We wanted to inspire students to be the difference for good in others life. Our entire theme was focused on taking action. We wanted students to embrace our theme by saying, "I Am the Difference", helping students to realize that they can change the culture at our school with the simplest of actions.

When we began creating our campaign we had three major objectives.

Campaign Objectives:

- Raise awareness about the issue of bullying within our school.
- Encourage friendship and unity among the students.
- Empower students to stop bullying.

Campaign Implementation:

Hallway Posters

We created a variety of posters that were hung throughout the school.

Lunchtime Activities

We organized 3 different activities to promote friendship during lunch.

Classroom Presentations

We gathered 160 students to present our campaign to the student body.

Social Media

We utilized Facebook and Twitter to communicate with the students.

News Media

We worked with various news outlets to promote our campaign in the community.

World Record Assembly

We attempted to break a Guinness World record to unite our school.

Evaluation and Recommendation:

Through the I Am the Difference campaign we were able to reach approximately 99% of our target market. The school became united around our theme of being able to change people's lives, and began reaching out to others. We recommend that future campaigns avoid a traditional anti-bullying campaign. These bullying campaigns single out students who bully others, often resulting in them being bullied. Our DECA chapter felt a lot of the success of our campaign was because we took a different approach on a message that is always taught to students. By focusing on the change each student can create we spread a positive message throughout the school.

II. CAMPAIGN THEME OR FOCUS

A. Statement and description of the issue to be addressed

Over the course of one year, more than 13 million American children will be bullied through various means, making bullying the most common form of violence that children are exposed to in the United States (Sears). Bullying has become an increased problem in our country's schools. The severity of these attacks has pushed more children to attempt to take their own lives rather than face the cruelty of their peers. Bully victims are between two to nine times more likely to consider suicide than non-victims, according to studies by Yale University¹. Day after day there are heartbreaking stories about how some youth are bullied constantly and decide to end their lives because of the unnecessary hatred. We did not want this to be the culture at Herriman High School.

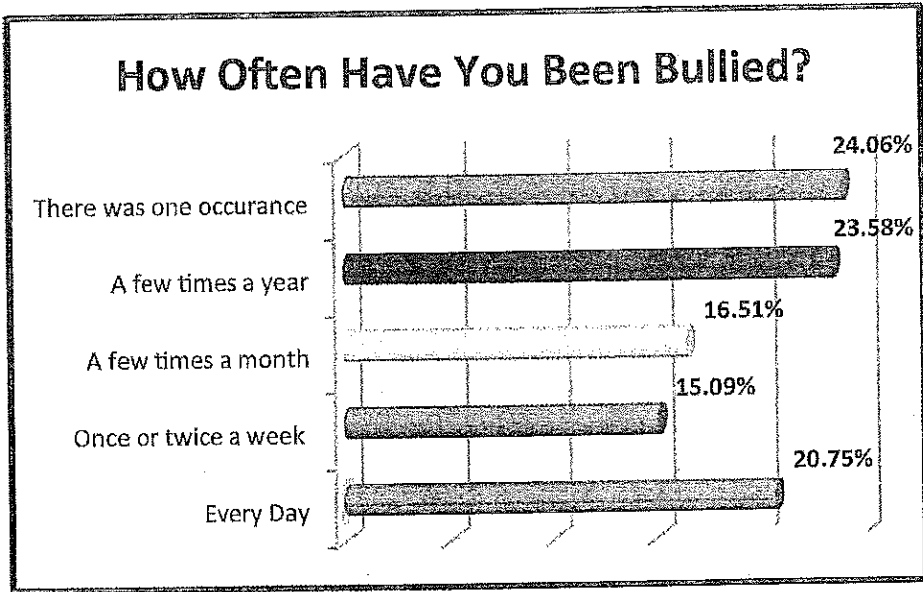
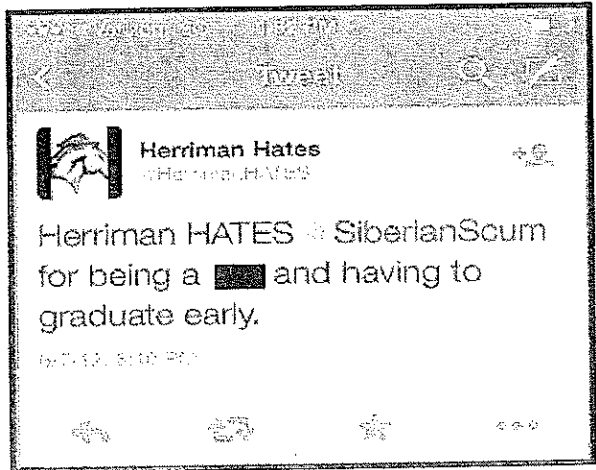
Instead of creating a conventional anti-bullying campaign, the Herriman DECA Chapter created a paradigm shift. We wanted to take the focus off of stopping the bully, and encourage our classmates to befriend each other. Our goal was to focus on spreading kindness rather than exclusively focusing on the bullies. We wanted to show the students the influence that each of them has to change another person's life. Rather than focusing on the negative aspect of the campaign—bullying and the pain caused by it. We focused on the positive—the smallest actions can change a person's life. Instead of singling out the students who are the bullies, we wanted each student to challenge himself or herself to be kinder to one another, ultimately showing the student body that they have the power to be the difference in other students' lives.

Through this angle we created our theme, I Am the Difference. The purpose behind our theme was for students to take it upon themselves to want to be kind and reach out to others, thereby creating a difference in someone else's life. In this sense we make it a responsibility they accepted as they embrace our theme.

¹ <http://www.sears.com/anti-bullying-statistics/dap-120000000283435>

B. Rationale for selecting the issue

Of all of the bullying that can take place at a high school, cyber bullying is one of the cruelest, there is no escape from it, and it never goes away. Cyber bullying is a huge problem at Herriman High School. Several students were singled out by Twitter accounts such as "Herriman Hates"², or they had entire twitter pages created about them where other students would post rude or discouraging things. For example "Herriman Hates" singled out a student, Austin Weir; he was called several names and ridiculed for his personality. Unfortunately the bullying at Herriman



extends beyond Social Media. The attacks have ranged from verbal to physical to vandalism.

This year we discussed possible solutions to the wide variety of problems with our administration. As we

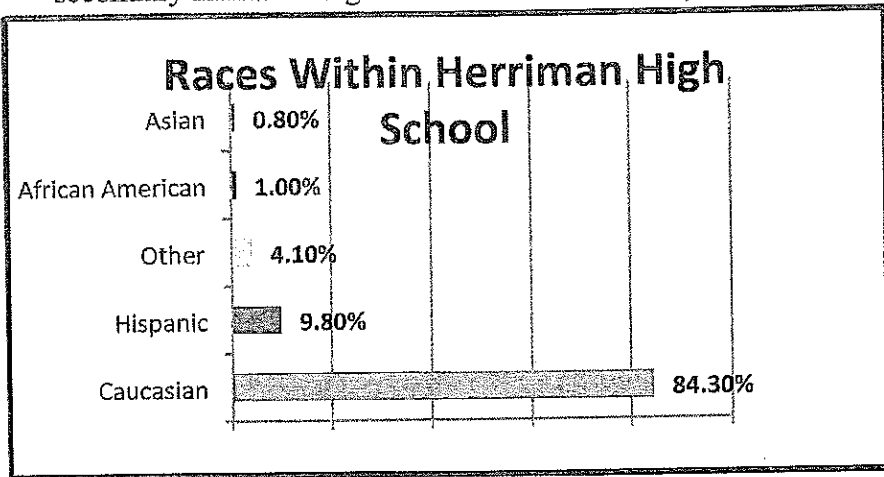
began looking into bullying at Herriman, we met a student who was a member of the swim team told us of an experience that helped us realize that this was a real problem at our school. After practice one day, this swimmer went out to his car and found that someone had drawn graffiti on it. Written across his car in paint were multiple offensive words. He drove home with the

² A Twitter page that criticizes and puts down students.

windows down in the middle of winter so the words were less visible. He told us of the pain this caused him, he wasn't as concerned with the damage done to his car, but rather with the pain he felt. He felt like he had no one to turn to, he began to believe that the whole school viewed him in a derogatory way because of the actions of one person. Our goal was to change the atmosphere at Herriman High so no student would feel that way again. If we could encourage kindness, these incidents would cease to occur. The students would also be surrounded by friends who could strengthen them. If the negative actions of one student can have such a profound effect on a student, the positive actions of one student should have a similar effect. After reviewing the survey results our high school counseling center³ sent out last year, and discovering that incidents like Austin's and the swimmer's happen daily to some students, we decided that this issue was necessary to address at Herriman.

C. Description of the target population

Our chapter chose our primary target population to be Herriman High School, with our secondary market being the Herriman Community. There are approximately 24,433 people living



in Herriman as of 2012, 41.1% of which are children between the ages of 0-19. This means that Herriman alone has approximately 10,042 children. We also noticed that

Herriman has a 93.28% Caucasian population, with an average household income of \$56,361⁴.

This shows that Herriman is a higher income community with little diversity.

³ Herriman High School's group of dedicated counselors.

⁴ The national household income is \$50,054.

Within Herriman High School specifically, there are 729 seniors, 743 juniors, and 874 sophomores; our student body consists of 2,346 students. Having a larger student body⁵, we wanted to have a more interactive campaign to keep all of our students involved. We also tried to tailor our campaign to something that students would enjoy and participate in.

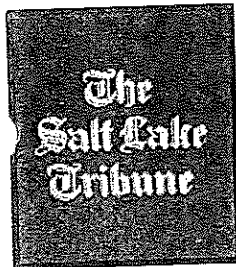
THE LOCAL MEDIA AND OTHER PROMOTIONAL POSSIBILITIES

A. Local print and broadcast media available

Print Media



The Telegraph: The telegraph is a student created newspaper. Every month the Telegraph is distributed to every 8th period for every student. The newspaper consists of a variety of articles about various things occurring throughout the school.



Salt Lake Tribune: The Salt Lake Tribune is one of the leading two newspaper distributors through the Salt Lake Valley. Every week they have a circulation of more than 22,000 papers.



Deseret News: The Deseret News is the other leading competitor distributing newspapers in Utah. They have a circulation of 18,000 newspapers every week. The majority of their views come from online with a circulation of more than 21,000 a week.



South Valley Journal: The South Valley Journal is a regional newspaper that delivers papers to 4 different cities, Herriman, Riverton, South Jordan, and Draper. Every week 17,800 newspapers are delivered throughout the region.

⁵ The national average public high school size is 854.3 students.

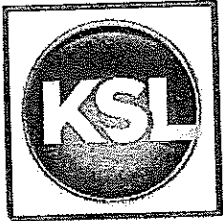
Broadcast Media



MTV 3: MTV 3 is a weekly video sent out to every second period to watch on Fridays. Students create the video in the broadcasting class, and talk about events that are occurring throughout the school. MTV 3 reaches approximately 2,100 students every week through its video.



KUTV 2: KUTV 2 is a Utah News Company owned and operated by Sinclair Broadcasting Group, Inc. Everyday KUTV 2 has approximately 88,978 viewers. They have a 9.7 rating, and have 21 shares out of the 51 total shares of viewers in Utah. That means they have 41% of the viewers.



KSL 5: KSL 5 is a local television network that broadcasts all throughout Utah. They have an average of 64,211 viewers per day. That is the second highest amount of viewers per day in Utah. They also have a 7 rating and hold 15 shares out of 51 total shares of viewers in Utah (29%).



KSTU 13: KSTU 13 has the third highest viewers in Utah. They have 40,361 viewers per day. They also hold 9 out of 51 shares of viewers (17%), as well as having a 4.4 rating.



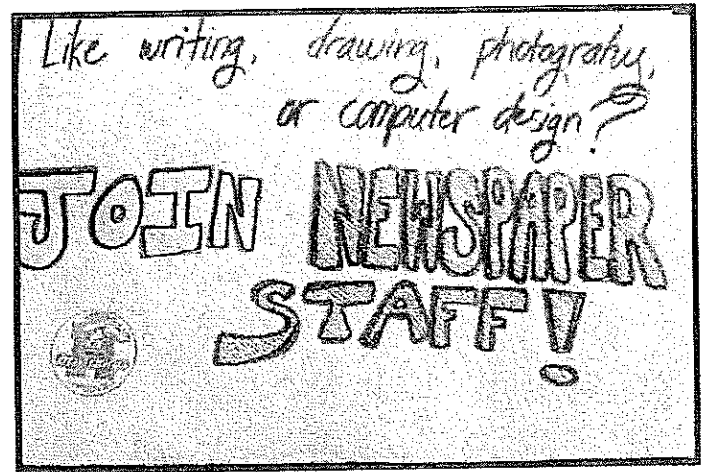
KTVX 4: KTVX 4 have the lowest amount of viewers per day. Their news station only broadcasts to 26,601 people per day. They also have a 2.9 rating and hold 6 out of 51 of shares of the viewers in Utah. That is 11% of the viewers in Utah.

B. Other possible promotional activities

In addition to the media possibilities there are several other promotional activities that can be utilized to promote our campaign. We have identified five other promotional activities that will allow us to spread our message through Herriman High School.

1. Hallway Posters

Throughout the day over 21,000 students are in the hallways of Herriman High School. There are two main hallways that run parallel to each other through the school, all classrooms and other hallways branch from the two main ones. These hallways are connected by a main space called the "commons". Placing posters in these central areas ensures that students will pass them various times during the school day. Hallway posters inform students of various activities and events taking place in the school. The main issue with hallway posters is the excess of posters. Often smaller posters can get lost amidst the other posters and bulletins.



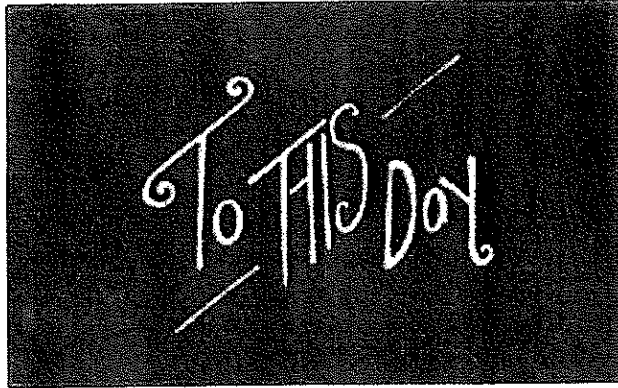
2. Lunchtime Activities

There are two separate lunches at Herriman High School. We have open campus lunch, which means that students are free to leave the school during their lunch period. However the majority of students remain at the school, and after finishing their lunch they gather in the "commons" and talk with their friends, or roam the halls waiting for class to start. This provides an opportunity for lunchtime activities that would promote our theme. These activities would be engaging team-building activities to encourage students to reach out and make new friends during their lunchtime.



3. Classroom Presentations

There are 76 second period classes with an average of 40 students a class. Classroom visits afford the unique opportunity of interacting with students on a more personal level. By visiting all the classrooms in a high school the majority of students would have the campaign focused explained to



them on a very personal level. This would provide the opportunity to get feedback from students and allow their questions to be answered. Student driven messages allow other students to respond positively and relate to the subject. Having students present the theme would invite others to embrace it.

4. Social Media

About 78% of high school students have smart phones according to research done by

Harvard University, and over half of Herriman High School is already on social media. Twitter is quickly becoming one of the most popular forms of social

Our goal is to help Mustangs realize that they can be the difference in the lives of other Mustangs. #IamtheDifference

Herriman, UT

media among highschoolers. It is a mini blog that has continuous streaming of updates. The different users follow accounts that they want to hear from, these people post updates that others can “retweet” or share on their own timelines.

Although Facebook’s popularity has been declining recently, it is still the most popular form of social media with over 1 billion users. Facebook allows users to connect with their friends, and other organizations they are interested in or affiliated with. These organizations can post

information, and events that send notifications to the people who have “liked” or followed their page.

5. World Record Assembly

A school assembly where we attempt to break a world record creates an opportunity for the entire student body to come together and be a part of something together. The students would be gathered together and a theme or message can easily be shared with everyone.

C. Media mix and rationale for media and other promotional activities

1. Hallway Posters

Our DECA chapter created twenty-one posters total, three for each of our seven volunteers. We asked students to volunteer to be on these posters and share a time when someone made a difference in their life for the better. Our group picked students that are well-known throughout the school, so that people could see that bullying is an issue, but they can be the difference and change someone’s life and we wanted students to hear it from their peers. We chose to display these posters in several entrances and exits of the school, and the main hallways and in the “commons”. We hoped that this would allow students to see different posters several times throughout the day.

2. Lunchtime Activities

The Herriman DECA Chapter planned six lunchtime activities to take place during our campaign. We worked with the Herriman High Chamber Singers, the Future Farmers of America club, the Peer Leadership team⁶, and several other athletic groups and clubs to accomplish help is plan and execute these activities. There was a student from the art department that created a banner for us that said I Am the Difference, which students could sign to take up the pledge to be the difference. The Chamber Singers did a four-legged race activity in which three students would tie their legs together, and try to cross a finish line. The FFA club

⁶ Students that work to better the school as a whole.

played different get to know you games in the commons with students to encourage reaching out to different students. The PLT group did an activity where students would sit in kiddie-pools full of balloons, with a student that they didn't know, and they would pick a balloon that had a get to know you activity on it. The DECA chapter created an activity called "New Friend Friday". The Herriman DECA Chapter asked several sports teams, and other clubs to wear their warm-ups, or t-shirts to represent their club, and sit by someone they didn't know at lunch. We asked that they get to know the person they were sitting with and then tweet a picture with their new friend at our account. Our group created a hula-hooping competition to raise awareness and excitement about our world record attempt. Together we chose to do lunchtime activities because we wanted to present our theme in an interactive way to the students, and we wanted to encourage students to get to know other people in a fun way.

3. Classroom Presentations

The Herriman DECA Chapter decided to visit each of the second period classes at Herriman High School. We asked the advisors from several different clubs to select students from their organizations to help us present our theme. Our group asked the advisers to select exemplary students who they thought best embodied



our theme. Our DECA Chapter gathered the students together and explained our purpose and what we hoped to accomplish. We gave them a mock presentation and then an outline of what they could say. We purposely left it loosely guided so that the students could share personal experiences and include their own feelings to make the presentations more personal. Our purpose in using several different groups of students was to make sure that students felt like they could

relate to someone presenting. Our group wanted students to understand that this was a student created, and student driven campaign. This is the main reason we chose to do classroom presentations, we wanted each student to understand our theme completely and be able to relate to the entire campaign.

4. Social Media

We created a Twitter account that had 1500 followers that we posted updates about the campaign and inspirational quotes for the students in the school. We also utilized the high school Facebook page. The Herriman DECA Chapter used this to promote our campaign among non-twitter users. Our group did this so that students could see things about our campaign outside of school.

5. News Media

During our world record attempt we invited various news outlets to come and cover the event. While in the assembly we were interviewed for our school newspaper, as well as The South Valley Journal. Our purpose was to let the community know what is happening at the school and help support us. We also hoped that this would encourage discussions at home with families.

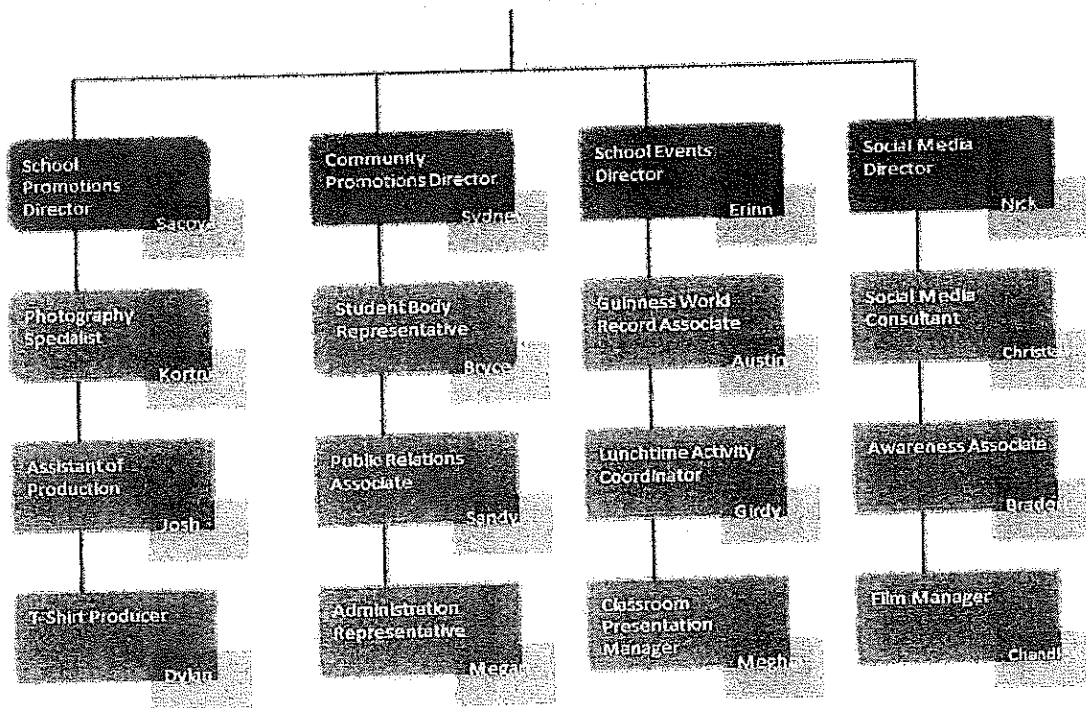
6. World Record Assembly

Our school attempted to break the Guinness world record for the longest human chain to pass through a hula-hoop. In the assembly we gathered over 800 students who volunteered to help us in an assembly where they stood holding hands for an hour while the hula-hoop worked its way through the chain. Our purpose in this was similar to the classroom presentations, however rather than focusing on the personal understanding we wanted all the students gathered together to get excited about the campaign by breaking this world record. Our hopes were to pick an activity that students would need to work together to accomplish, hoping that it would build unity and friendship in the school. During the time it took to complete our world record attempt we showed

several inspirational clips about the difference that reaching out to people can make. We hoped that this would allow students to see the positive influence that they can have.

IV. CAMPAIGN ORGANIZATION AND IMPLEMENTATION

A. Organizational chart, member involvement and job description



There were several people who helped us create our campaign. We wanted to involve as much of Herriman High School as possible so that our message could spread quickly and affect as many students as possible. Each member of our team had specific responsibilities. By working together we were able to reach out to the vast majority of the school.

Sacoya Pederson: School Promotions Director

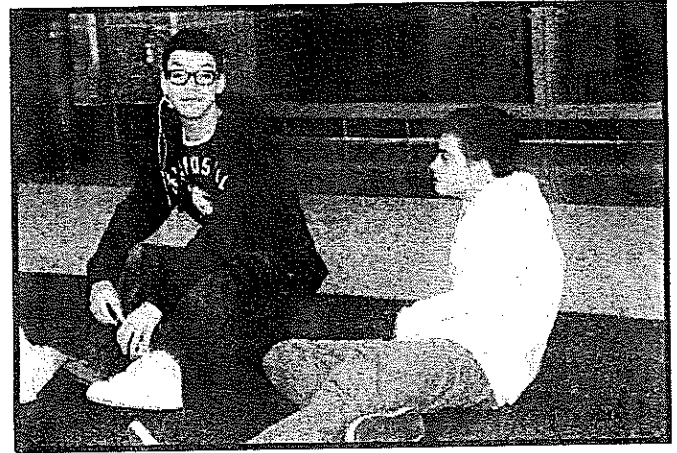
Sacoya oversaw the creation of the posters and T-shirts. She also worked within the school broadcasting class and newspaper staff to share our story with the school.

Kortni Hottel: Photography Specialist

Kortni worked with the photography classes to take the pictures for the posters. They used the school's photo studio to take the pictures of each of our student volunteers. She edited each of the pictures and helped to implement our posters.

Josh Crawford: Assistant of Production

Josh worked with Sacoya to place posters where they would be most viewed by students. He was also featured on one of the posters. Josh assisted in fulfilling small tasks that occurred throughout the campaign.

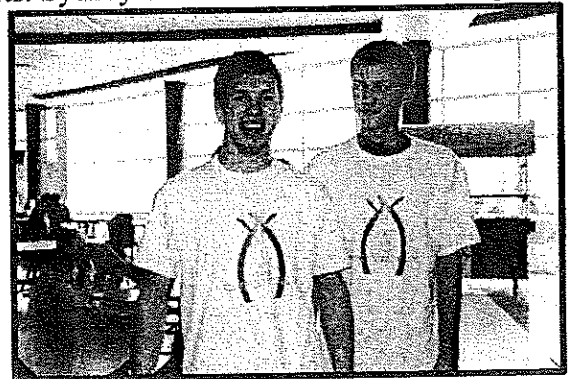


Dylan Pike: T-Shirt Producer

Dylan helped with the printing all of the t-Shirts for the campaign, and he helped distribute them to our volunteers. Dylan also went around to all of the eighth period classes of our volunteers to give them their shirts.

Sydney Park: Community Promotions Director

Sydney was in charge of finding students for our classroom presentations. She was also in charge of public relations and getting media attention. She worked with Student Government⁷ and Peer Leadership Team⁸ to coordinate our efforts. Sydney worked with the Counseling Center at the high school to collect data for our campaign.



Bryce Jackson: Student Body Representative

Bryce is a Student Body Officer at

⁷ A small group of students who plan school activities and help throughout the school.

⁸ A group of students who are actively involved in the community by sponsoring different events.

Herriman High School. He was our contact with the student government. He made sure that both DECA and student government knew what was taking place.

Sandy Reisgraf: Public Relations Associate

Sandy is Jordan School District's Public Relations manager. Sydney worked with her to gain publicity within our community for our campaign. Sandy informed news stations and newspapers of our efforts, and she gave them our contact information so we could share more information about our campaign with them. She also wrote a press release to invite various news outlets to our world record attempt assembly.

Megan Stone: Administration Representative

Mrs. Stone was our representative from the administration who helped us gather quantitative data about students who are affected by bullying. She also helped us brainstorm ideas for the campaign by informing us about what other schools had done previously⁹. Sydney worked with Mrs. Stone to use that data, and implement Mrs. Stone's ideas.

Erinn Smalley: School Events Director



Erinn was in charge of running all the major events, such as the world record-breaking assembly, the implementation of the classroom presentations, lunchtime activities, and the administration presentation. She worked with all organizations to schedule and coordinate the events with the school and student body.

Austin Blood: Guinness World Record Associate

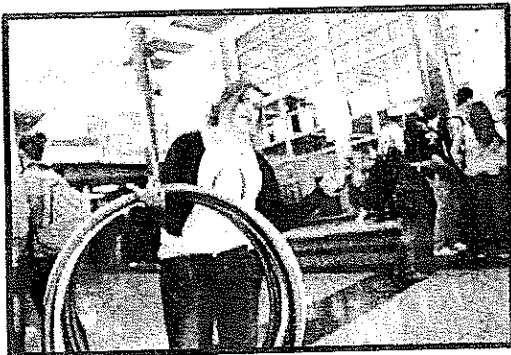
Austin submitted our request to Guinness World Records, and made sure we met all the requirements for our



⁹ Previous schools have held campaigns that focused on eliminating the bullies.

attempt. He purchased our hula-hoop and helped with the logistics of the world record assembly.

Girly Guertler: Lunchtime Activity Coordinator



Girly worked with three other students and several organizations to create the lunchtime activities. Her group scheduled the time and the area for the activities. They also contacted the local elementary schools to borrow their hula-hoops for one of the activities. Finally they reported their progress to Erinn, who then managed the event, communicating with students to spread awareness and the purpose of the campaign.

Meghan Remund: Classroom Presentation Manager

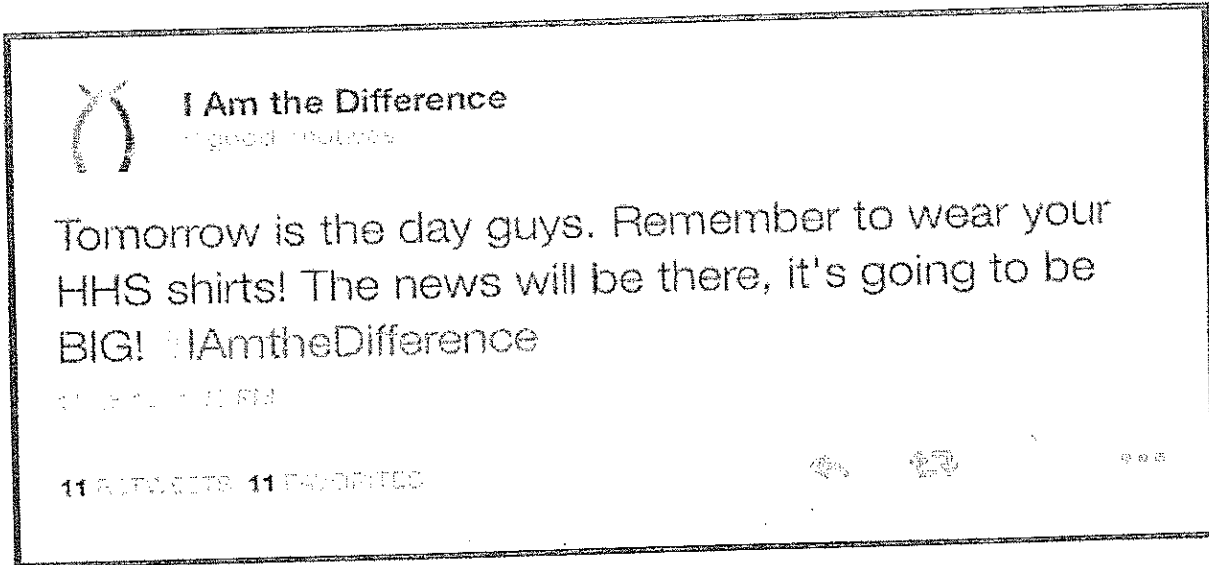
Meghan approached teachers to collect representatives from each organization at Herriman High to help with classroom presentations. Meghan managed this list, and kept track of delivering all the information to these students. She assisted us in finding people to be on our posters. She also created the I Am the Difference banner for Herriman's DECA chapter. This banner was presented during the first lunchtime activity where the students had the opportunity to sign it and take up the pledge to be the difference for someone else. Meghan worked with Erinn on the design and create the banner, and reported student volunteer progress to her.



Nick Gardner: Social Media Director

Nick was in charge of social media. He managed our Twitter account making sure that the student body was up to date on all the events throughout the campaign. He managed the account through a website called hootsweet.com where he drafted and scheduled each tweet. He also worked on interacting with the student body through twitter, answering any questions that

they might have.



Christian Heaps: Social Media Consultant

Christian worked with Nick managing the twitter account. He helped brainstorm ideas for all of the tweets and helped schedule them. He drafted the informative tweets, so that the students were well informed of all activities and events.

Braden Anderson: Awareness Associate

Braden helped raise awareness throughout the student body for our campaign. He did this by announcing the events and activities over the intercom and throughout lunches. Braden also worked on printing all 160 of our campaign T-Shirts.

Chandler Stevenett: Film Manager

Chandler filmed our world record attempt and helped us set up all the required cameras for the event. He also filmed our other events and helped us to document all the activities.

B. Description of the campaign and documentation

1. Hallway Posters

To help promote our campaign we chose to have seven very different students share their story with the student body through 21 posters, three posters per person. Each poster had a picture of the student, their name, and their brief story sharing their experience of when someone

made a difference in their life. Every poster was placed in different locations throughout the school to enable the students to read all of the stories.

When choosing to make hallway posters, we knew that we would have to capture the students' attention through an attractive looking poster. Herriman High School typically advertises with posters so we wanted to make ours stand out in a sea of hand painted posters. To accomplish this, we worked with the photography classes to hold a photo shoot for the selected students, and then proceeded to work with the design classes to create our posters. On each poster we chose a different accent color so that students were able to associate the posters together, but understand that each poster was different. Ultimately our posters drew a lot of attention towards our campaign. We were gratified to see groups of students huddled around our posters, reading the stories before they went to class.

2. Lunchtime Activities

Throughout the I Am the Difference week we had various clubs throughout our school plan lunchtime activities. The purpose of these activities was to allow students to work together, and make new friends, in the hope that through this, we could promote school unity. On November 21st, the first day of our campaign, we had Chamber Choir and the Future Farmers of America work together and plan an activity. They chose to have people sign a banner to pledge to be the difference

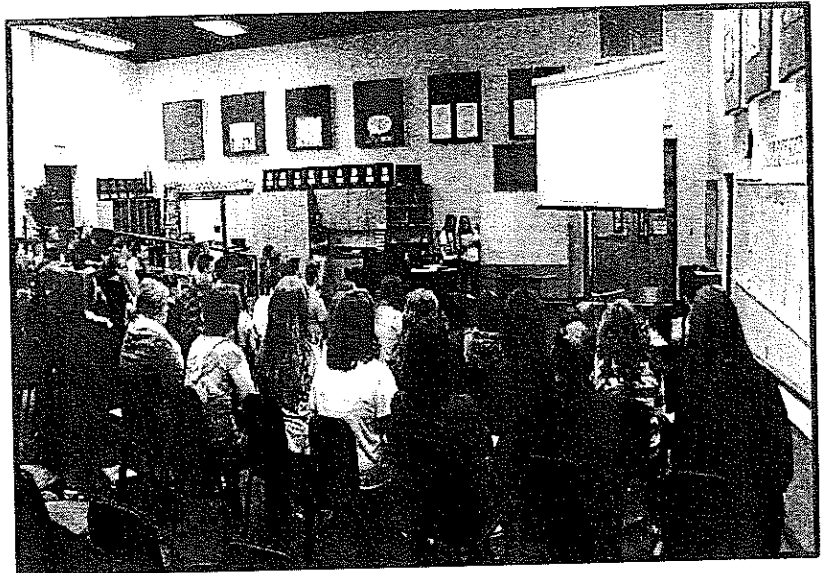


in someone else's life, and they held four legged races throughout the commons. On the second day of our campaign the Peer Leadership team hosted a get-to-know-you balloon pit. Students would sit down with someone they didn't know and talk about topics written on the balloons, in

the hope that they would get to know each other. Our main event for that day was New Friend Friday, this is when we encouraged students to sit by someone they didn't know and get to know them during lunch. Then we asked them to take a picture with their new friend and post the picture on their twitter account using the hash tag "NewFriendFriday." Our Twitter feed was full of different pictures of students with their new friends at lunch that day. Our last lunchtime activity was a hula-hoop contest in which our DECA chapter was in charge of. There were a series of groups that would hula hoop and the last person going would win a free Frazil¹⁰. We hoped to use the hula-hoop contest to get people excited about the world record assembly the following day.

3. Class Presentations

To kick off our campaign we gathered 160 students from multiple clubs and sports. We asked advisors to give us names of exemplary students to help us present to classes. These clubs included: Peer Leadership Team (PLT), Technology Student Association (TSA), the swim team, the water polo team, DECA, the



basketball team, the debate team, the football team, the wrestling team, Future Farmers of America (FFA), the girls and boys tennis teams, National Honors Society (NHS), Student Government, Family Career Community Leaders of America (FCCLA), and other organizations. We tried to include a wide variety of responsible students from all the clubs and sports teams at Herriman High, so that we could appeal to as many students as possible. We removed all of the

¹⁰ A delightful blend of flavor and ice.

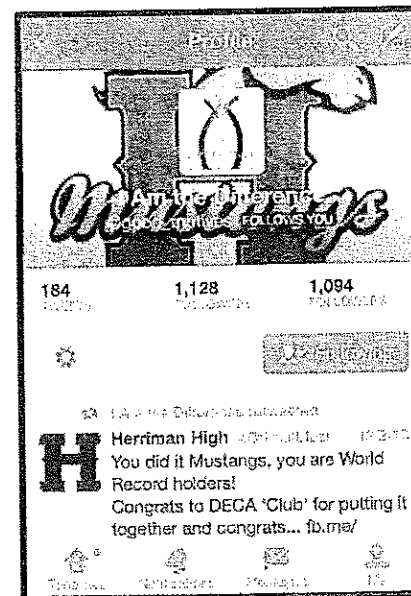
students out of class to prepare them for their presentation and gave them a t-shirt with the I Am the Difference logo on it. In each presentation they began by showing the popular video “To This Day”. This video was put together by teachers and compiled by a man named Shane Koyczan. The video currently has 12,144,208 views on Youtube. “To This Day” explains the effects of bullying in a way that teenagers are able to connect with on a more personal level. Then each group passed out a prompt asking each student to share a time when somebody made a difference in their life. While the students were filling out the prompt the presenters were asked to share about a time when somebody made a difference for them to the whole class. The intended effect of this was to help students realize that people change lives by the simplest actions all the time, and they have that ability as well. The student presenters then proceeded to share all of the activities that were going to occur throughout the week. They also shared our twitter account that the students could follow to get more information and updates about the campaign. At the end of the presentations they gathered the prompts, brought them to Sydney, Nick, and Erinn, and then returned to their class.

4. Social Media

Our main media use was social media, specifically Twitter. We felt Twitter would be the best way to communicate with our students effectively because so many of our students are already on Twitter. We also hoped Twitter would help us spread the word about all the things we were doing quickly and efficiently. This helped us to get people talking about what we were doing and spreading our hash tag, #IAMTheDifference.

To make our social media campaign more interactive, we had a small group of students continuously watch our Twitter account.

Throughout the week they would communicate with various students who had any questions



about the campaign or simply commenting on how they felt things were going. We also used our account to post inspirational quotes and moving stories about children who overcame bullying. We hoped these stories would keep people thinking about our campaign even if they weren't at school.

5. World Record Assembly

To finish off our campaign we wanted to have a culminating event. Herriman DECA chapter chose to attempt to break a world record. We chose to try and break the longest human chain to pass through a hula-hoop. To break this world record, our student body had to hold hands and step through a hula-hoop one at a time without breaking the chain. There were a total of 850 students that participated in the world record attempt. Unfortunately we were unable to break the world record because one of the students participating got sick and had to break the chain to leave. Overall we are still very pleased at the support and enthusiasm we received throughout that day. To us, it is not all about breaking the world record, but rather the experience of everyone working together and meeting others while still having fun. Ultimately the world record still brought our school together like we had hoped it would.

6. News Media

To increase the publicity for our school within the community and to further spread our message, we invited various media outlets to cover our world record event. On Tuesday November 26th, 2013 we held our assembly to which two local news stations, FOX 13 and ABC 4, attended. They filmed some of the process to break the world record, as well as the celebration after our attempt. Their filming also included an interview with one of our DECA members, as well as our DECA advisor to help clarify what we were doing for our campaign and why. The South Valley Journal had called one of our DECA members to interview her about the process of running the campaign and the purpose for it.

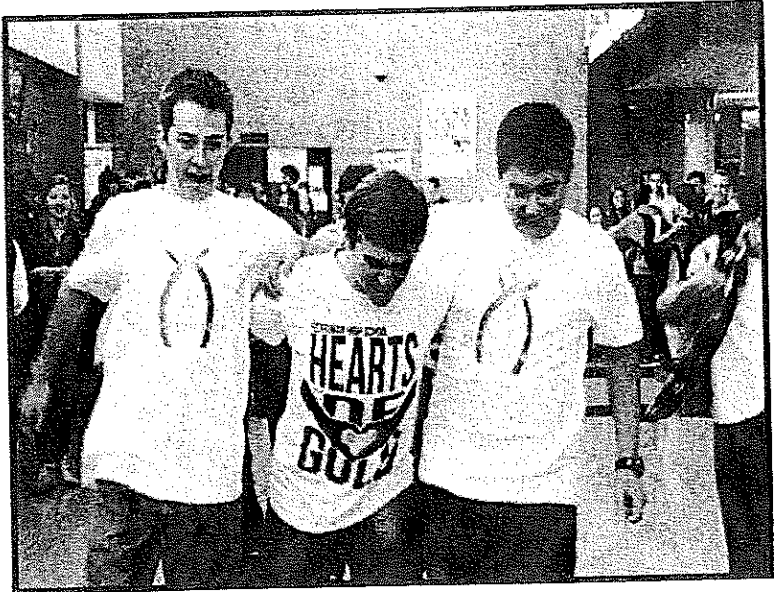
C. Estimated impact on the target population

Hallway Posters

Our posters had an estimated reach of 2,400. There was an estimated impression of 48,000. Each poster was placed near the major entrances and exits of our school so that students would be sure to see them. They were also placed in areas where the students often assemble; this allowed our posters to have the maximum possible exposure. The design of each poster was easily identifiable with our project.

| Campaign Event | Estimated Reach | Estimated Impression |
|---------------------------|-----------------|----------------------|
| Hallway Posters | 2,400 | 48,000 |
| T-Shirts | 2,400 | 38,400 |
| School Broadcast Media | 1,800 | 9,000 |
| School Print Media | 700 | 700 |
| Lunchtime Activities | 2,100 | 8,400 |
| Community Broadcast Media | 910,000 | 910,000 |
| Community Print Media | 40,406 | 40,406 |
| Classroom Presentations | 2,000 | 2,000 |
| Lunchtime Activity | 1,200 | 7,200 |
| Assembly | 900 | 900 |
| Twitter | 2,264 | 13,584 |
| Facebook | 982 | 5,892 |

Lunchtime Activities



The lunchtime activities had an estimated impact of 1,200 people, with an estimated impression of 7,200. We were able to include a variety of students and promote our message in an exciting manner to the student body. The lunchtime activities also served as a way for the student body to participate in the campaign.

Classroom Presentations

The classroom presentations had an approximate reach of 2,000. During these presentations many students shared stories where they were constantly bullied, and how they overcame their trials. As a result they were able to impact the lives of others in a positive way. During the classroom presentations the student volunteer showed the classes the "To This Day" Video. We noticed that for many students this was an emotional topic. We showed the same video at the community council meeting, producing the same outcome.

Social Media

1. Twitter

Our Twitter page had an estimated reach of 2,264 people, and an estimated impression of 13,584. Our page had 1,094 followers, and 190 mentions with our hash tag attached to it. We also had students tweet to our account; again we had multiple people share their feelings and emotions, and were able to inspire others to make a difference.

2. Facebook

The official mustang account had several posts updating students on the progress of the campaign. This page had a reach of 982 people and an impression of 5892.

Our campaign overall reached over 99% of our target market, Herriman High School, allowing us to make a significant impact on the student body. We also managed to reach out to thousands of members in our community throughout Herriman, South Jordan, and Riverton.

World Record Assembly

Our assembly was the hook for our publicity. It had an estimated impact and impression of 900 people. We were able to include almost 900 students in the school, the majority of the faculty and several businesses from the local community as well as other community members.

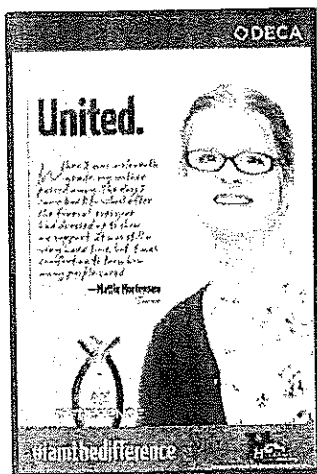
News Media

The intercom announcements and video that were broadcasted over the intercom had an estimated reach of 1,800 and impressions of 9,000. The intercom announcements were played daily for the duration of our campaign in every second period class throughout the school. The video announcements were played once a week on Fridays during second period classes throughout the school. The small clip of our world record attempt had an estimated reach and impression of 910,000. This clip was played on ABC 4, which is a very popular news station in our area.

The school paper "The Telegraph" is delivered school wide once a month. The paper is also available to students and parents online¹¹. We worked with the newspaper classes to advertise for our campaign on their website. The Telegraph has an estimated reach and impression of 700 people. The article in the South Valley Journal reached approximately 40,406. The article had extensive details about our campaign, its theme and the activities we completed.

V. EVALUATION AND RECOMMENDATIONS

A. Evaluation of the process



Hallway Posters

The posters created by Herriman High's digital media classes were one of the most effective ways that we promoted our campaign. Our posters were very noticeable compared to the other posters hung throughout the school. We noticed that students actually stopped on their way to class to read the stories, rather than just ignoring them like all of the other posters.

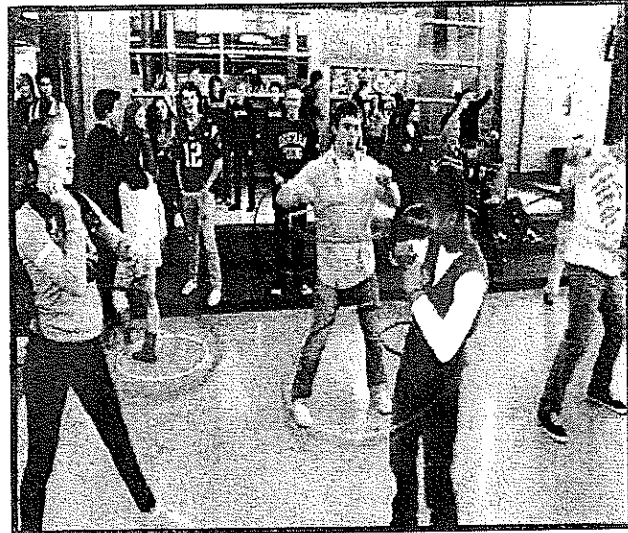
¹¹ <http://herrimantelegraph.org/>

Classroom Presentations

The Herriman DECA incorporated the entire school successfully in our campaign. With classroom presentations we were able to introduce our campaign to the students in an intimate environment. This allowed us to connect with the students more than many other campaigns have done.

Lunchtime Activities

Lunchtime activities enabled us to promote our campaign through fun games. By doing four legged races, students were able to meet each other and build a new friendship. With the balloon ball pit, students had the opportunity to meet new people and blossom new friendships.



Social Media

The Herriman DECA chapter could also have done more on social media with our students. We used two sources of social media, but if we had used other various types of social media-Instagram, and Vine- we would have been able to reach more students. Although we could have branched out more, we had a large amount of success using Twitter and Facebook.

After running our whole campaign, the Herriman DECA Chapter felt we had an overall positive reaction. There were definitely things we could have improved on, but we felt the campaign was more successful taking a different approach on the matter, rather than doing a traditional anti-bullying campaign.

World Record Assembly

By doing a school assembly we were able to provide our student body with an unforgettable experience. This activity enabled the students to get to know other students they hadn't yet met. They also had to work with these other students throughout the duration on the assembly, hopefully also forming a friendship with these students. This, we felt, was a benefiting factor in our positive response.



B. Recommendations for future campaigns

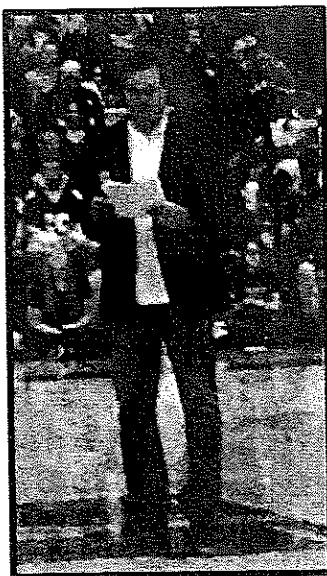
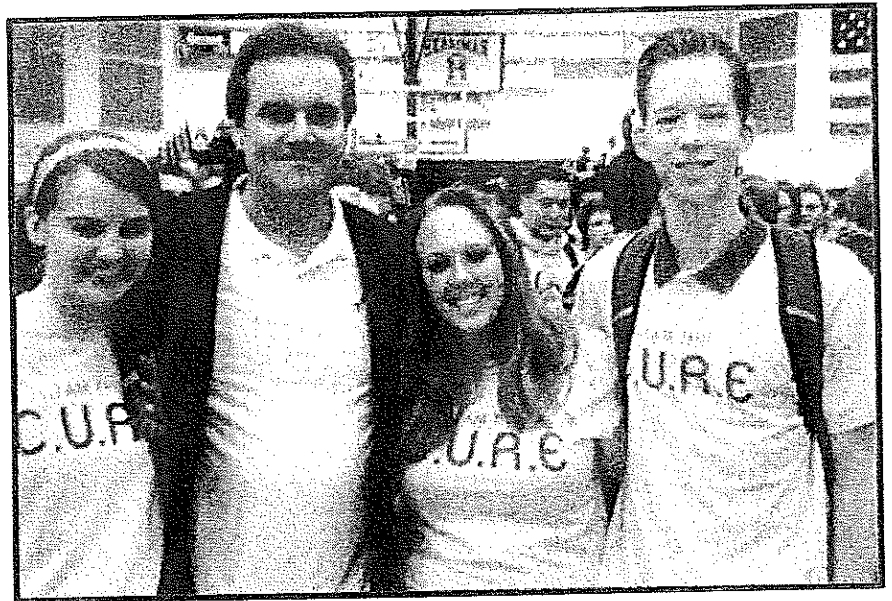
1. Our first recommendation is using a variety of people for posters. This allowed for students to see a variety of people who had been bullied, some whom they may not have expected to actually have been bullied. Our only caution with this is to be careful on who is selected. The whole student body will never be completely happy with who is chosen, but choose the students who best represent the theme or focus.

2. We recommend utilizing more resources to increase involvement from the local community. Use a variety of different outlets such as posting things around the community, or going to the local middle and elementary schools. This will enable the entire community to be more involved throughout the campaign.

3. Our group would like to recommend that the theme of the campaign should be presented with some prior knowledge. Although the class presentations worked as a way to present our ideas, none of the students had any idea about our campaign until that day. Even by doing simply an introduction video, we would have been able to inform our students prior to class presentations so they knew what to expect. By making these changes, we would anticipate a more successful campaign.

4. The Herriman DECA chapter's recommendation for social media is to be more encompassing. Social Media is a huge trend right now and has a large potential to spread the message throughout the community. Utilize as many different mediums as possible to spread the message because with each new medium there are different types of people who will see and hear about the campaign. Several people will begin to see repeating messages throughout their different types of social media. This will ultimately increase the frequency of the campaign's exposure and will help the people remember the theme.

5. Our last recommendation is to work with outside sources to expand the campaign. This February we were approached by the Utah Anti-bully Coalition to expand our campaign into a statewide campaign. Rather than using the I Am the Difference slogan, together we developed the



I Am the C.U.R.E. slogan. The C in cure stands for courage. The U in cure stands for unity. The R in cure stands for revolution. The E in cure stands for empower. With this new slogan we began the campaign with a kick-off assembly at Herriman High School. Don Olsen, the Utah Anti-bully Coalition executive director, Craig Bolerjack, the Utah Jazz Broadcaster, and Chris "Little Boogymen" Hollyfield, a former professional wrestler, all attended the assembly. There were also performances by the Utah Jazz Dancers, the Utah Jazz Dunk Team, and the Jazz Bear. Throughout the duration of the assembly multiple

news media's attended in order cover the story. The partnership with the Utah Anti-bully Coalition helped us to expand our campaign not only throughout our school, but also throughout the entire state.



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Bullied.

In sixth grade, I rode the bus to school daily. An eighth grader often picked on me while on the bus. One time he called 911, then gave the phone to me so I would take the blame for it. I felt scared and alone. I never wanted to feel that way again.

I now know that I can "be the difference" for others, so no one will have to feel the way I did on the bus.

—Ben Richard
Senior



#iamthedifference



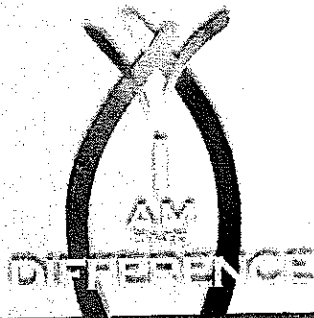
Appendix A: This is a copy of one of our poster that was hung throughout the school.

Each poster had the student's name, picture, and story.

Helped.

When I was in the fifth grade, a kid grabbed by arm and dragged me to the back of the bus. He told me that "my kind" belonged at the back. A boy named Kaden walked up and told him that was unacceptable. Kaden then helped me back to my seat. Now I want to "be the difference" for others too.

—Rylee Pearce
Senior



#iamthedifference



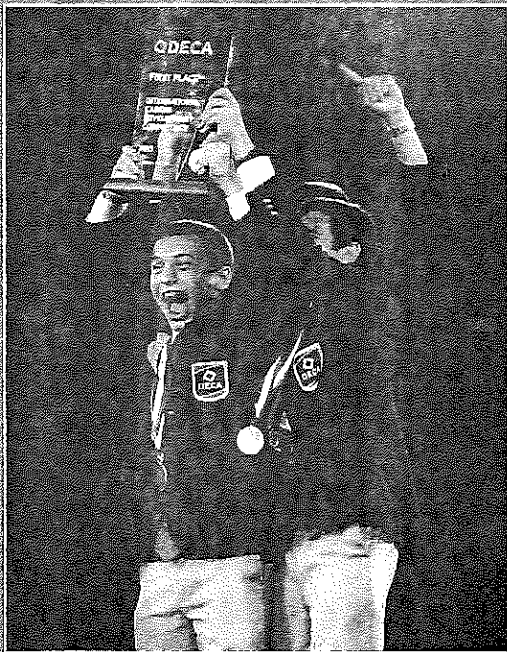
DESIGN BY HERRIMAN HIGH SCHOOL COMMUNITY ARTISTS ON SEPTEMBER 2011

Appendix B: This is another one of our posters that we showcased within Herriman High School.

DECA

WRITTEN EVENT WINNERS

2015 INTERNATIONAL CAREER DEVELOPMENT CONFERENCE



PUBLIC RELATIONS PROJECT

1st Place

BETHANY CADY
MEGHAN MACE
TRINITY WILES

Olentangy Liberty High School, OH

Public Relations Project



Olentangy Liberty DECA
Olentangy Liberty High School
3584 Home Road
Powell, Ohio 43065

Meghan Mace

Bethany Cady

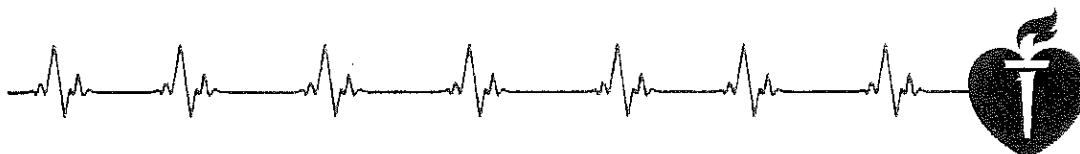
Trinity Wiles

April 25, 2015



Table of Contents

| | |
|--|----|
| I. EXECUTIVE SUMMARY | 1 |
| One-page description of project | 1 |
| II. CAMPAIGN THEME OR FOCUS..... | 2 |
| A. Statement and description of the issue to be addressed | 2 |
| B. Rationale for selection the issue..... | 4 |
| C. Description of the target population (such as community, school, etc.) .. | 5 |
| III. LOCAL MEDIA AND OTHER PROMOTIONAL POSSIBILITIES | 6 |
| A. Local print and broadcast media available | 6 |
| B. Other possible promotional activities | 8 |
| C. Media mix and rationale for media and other promotional activities..... | 10 |
| IV. CAMPAIGN ORGANIZATION AND IMPLEMENTATION | 12 |
| A. Organizational chart, member involvement and job description..... | 12 |
| B. Description of the campaign and documentation..... | 16 |
| C. Estimated impact on the target population | 21 |
| V. EVALUATION AND RECOMMENDATIONS | 24 |
| A. Evaluation of the process | 24 |
| B. Recommendations for future campaigns..... | 26 |
| VI. BIBLIOGRAPHY | 27 |
| VII. APPENDIX..... | 28 |



I. EXECUTIVE SUMMARY

Campaign Focus:

The Olentangy Liberty DECA chapter focused its efforts this year on fighting the number one killer in America: cardiovascular disease. The campaign, entitled "**Liberty Has Heart**", focuses on the **American Heart Association (AHA)** and its mission to build healthier lives, free of heart disease and stroke. The campaign's goals are:



- To **create awareness** for the **American Heart Association** and its activities
- To **advocate for healthy living** and other preventative measures against heart disease
- To **raise \$5,000** to donate to the **AHA** to fund research and outreach
- To gain over 100,000 impressions on the target market

The primary target market of the "**Liberty Has Heart**" campaign includes **students and staff of Olentangy Liberty High School** and the surrounding elementary and middle schools. The campaign's secondary target market reaches out to the entire **community of Powell, Ohio**.

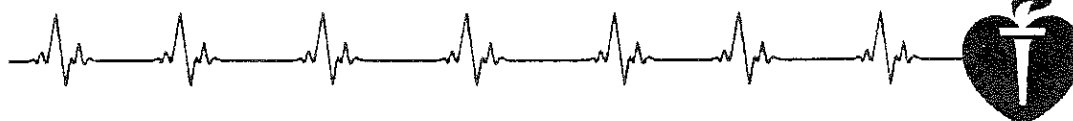
Public Relations Activities

Because our primary audience was centered within Olentangy Liberty High School, we determined that the most effective method of outreach would be to organize events within the school district. However, the campaign also incorporated conventional media. The campaign's public relations activities are listed in the chart below.

| Events | Media |
|---|--|
| ➤ A Black Out football game and AHA t-shirt sale within OLHS and the surrounding elementary and middle schools | ➤ A Mayoral Proclamation of Powell's first "Heart Disease Awareness" day |
| ➤ A Hoops for Heart event at Wyandot Run Elementary School | ➤ A featured article in <i>The Cannon</i> , the OLHS school newspaper |
| ➤ A "Liberty Has Heart" awareness week at OLHS | ➤ A radio ad and PSA on iHeart Radio and 97.9 WNCI |
| ➤ A Red Out Varsity Boys' basketball game | ➤ Promotional videos on the 8:10, the OLHS morning announcements |
| | ➤ School web and text announcements |
| | ➤ Flyers and displays throughout OLHS |

Total amount of money raised: \$5,445

Total number of impressions made: 141,677



II. CAMPAIGN THEME OR FOCUS

A. Statement and description of the issue to be addressed

"My husband and I had one life one day — and a whole different one after his stroke."

This caregiver quote provided by the American Heart Association (AHA) truly illustrates the devastating effects of heart disease on those diagnosed and their loved ones. Heart Disease



American Heart Association®

is something that affects not just our community but the entire nation. The American Heart Association's mission is to help people throughout the country build healthier lives and to

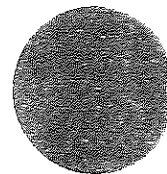
prevent cardiovascular illness through education and training.

Heart Disease Facts:

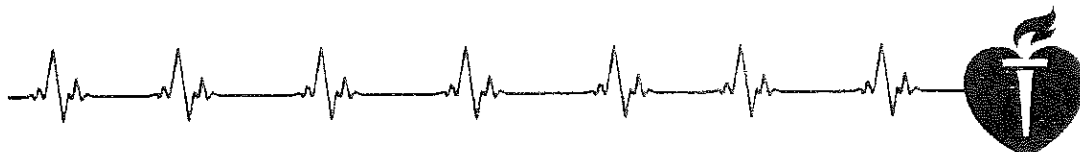
- ♥ Heart disease is the **#1 cause of death worldwide**
- ♥ Someone in the U.S. has a stroke **every 40 seconds**
- ♥ The annual cost of heart disease in the U.S. is **\$448.5 billion**
- ♥ **1 in every 100 babies** is born with a congenital heart defect
- ♥ **Every 33 seconds** someone in the U.S. dies of cardiovascular disease

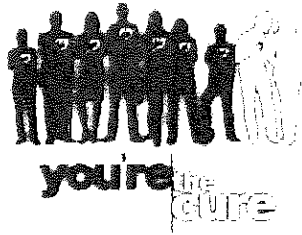
The AHA is already widely known throughout the U.S. and has more than **22.5 million volunteers, 144 offices, and 2,700 employees**. It is the nation's oldest, and largest voluntary organization devoted to fighting

cardiovascular disease and stroke. Spending \$135 million dollars on cardiovascular disease and stroke research every year, it is the best-equipped organization in the United States for educating and preventing heart disease. The organization also funds millions of dollars' worth of individual treatments, covering hospital bills and the costs of medicine. News sources such as *Chicago Tribune*, *New York Times* and *USA Today* share the AHA's research and findings to their audiences regularly.



USA TODAY
A GANNETT COMPANY





The organization also funds life-saving surgeries and treatments for citizens suffering from cardiovascular issues. Several of its additional programs include the "Play 60 Challenge", "You're the Cure" and "Power to End Stroke".

The **American Heart Association** is currently running a campaign entitled "Life is Why" which acknowledges the impact of heart disease on loved ones as well as those fighting it. This campaign emphasizes both the importance of living a healthy lifestyle and the benefits from doing so. In a time where so many people struggle to live healthy, this message is especially important.

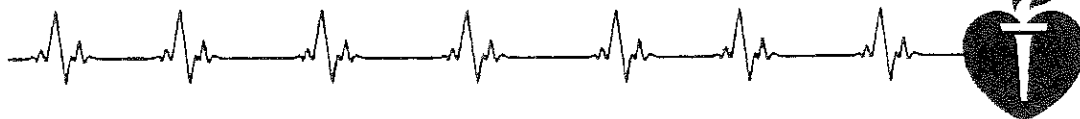
life is why™



To assist the **American Heart Association** in its efforts, the Olentangy Liberty DECA chapter has organized a campaign called "Liberty Has Heart". The campaign targets students in Olentangy Liberty High School and the surrounding community within Powell, Ohio. It targets both students ages 6-18 and their parents as well. Through a variety of local events and media, the chapter wants to represent the **AHA** throughout the 2014-2015 school year with our public relations campaign.

The "Liberty Has Heart" campaign's goals are to:

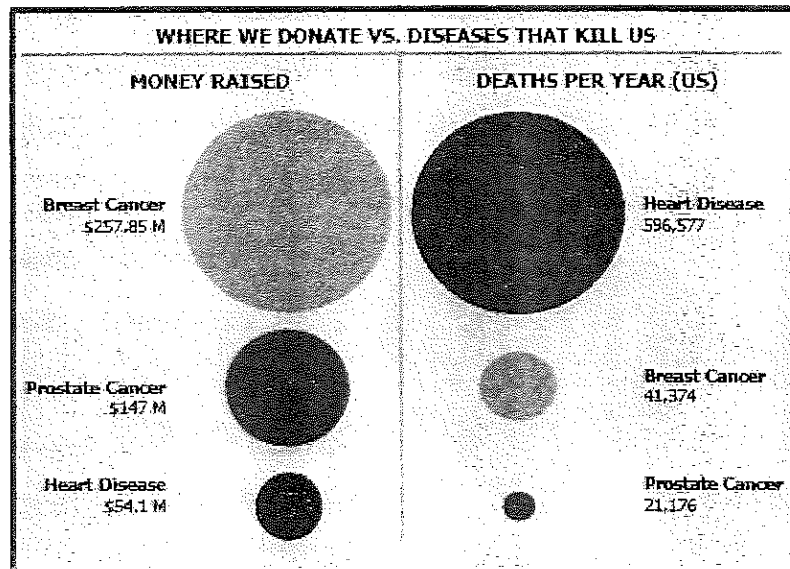
- Create awareness for the **American Heart Association** and its activities
- Advocate for healthy living and preventative measures against heart disease
- Raise \$5,000 to donate to the **American Heart Association** to fund research and outreach
- To gain over 100,000 impressions on the target market



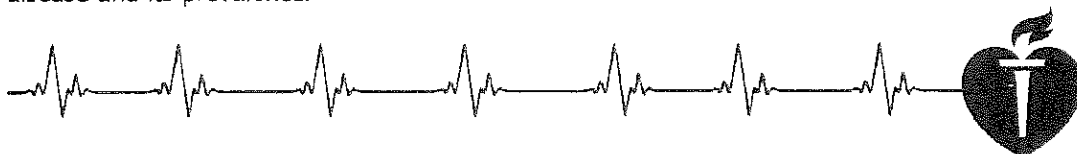
B. Rationale for selection the issue

For three years, the Olentangy Liberty DECA chapter has teamed up with the **American Heart Association** to raise money and awareness through a t-shirt sale. However, past public relations teams have stopped there. The “**Liberty Has Heart**” campaign was designed to go beyond fundraising. Like most Americans, many students and teachers at Olentangy Liberty High School have either suffered personally or have lost a loved one through this disease, so the chapter has both a personal and business relationship to assist the **AHA**.

Liberty DECA also recognizes its efforts only touch the surface of the issue. **Heart disease is the Number One killer in America.** However, many people don't realize this. For every fatal case of breast cancer there is \$6,232 worth of research funding compared to



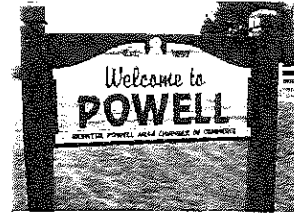
the \$90 per fatal case of heart disease. This is incredibly disproportional, considering **heart disease has⁶ over 1,400% more fatalities than breast cancer and over 20,000 more fatalities a year than every type of cancer combined.** This discrepancy is due to a lack of awareness in our society and selective attention to other diseases. The **AHA** needs has been around for over 80 years, making it necessary to develop new and creative campaigns to break through the clutter of incessant fundraising. That's why Olentangy Liberty DECA has partnered with the **American Heart Association** to inform and educate our target market about heart disease and its prevalence.



C. Description of the target population (such as community, school, etc.)

Community:

Founded in 1857, Powell, Ohio is a flourishing suburban community located twenty minutes north of Columbus, Ohio. The town maintains a safe environment for citizens and prospective businesses. In 2005, CNN Money named the town the **16th best place to live in the United States**. With a median income of \$133,000, Powell fits into the demographic that the Esri Tapestry labels the **"Boomburbs."** Its low crime and poverty rates have caused an over



| Boomburbs Characteristics: | |
|-----------------------------------|------------------------------------|
| ♥ | High income community |
| ♥ | Busy, young families |
| ♥ | 71% labor force participation |
| ♥ | Fastest growing market in the U.S. |

500% population increase in the last twenty years. In 2010, Powell's population reached 11,500 citizens, 36% of which were below the age of 19. This high youth population has caused

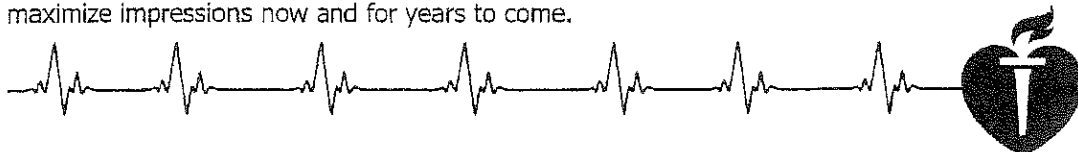
significant development in the local school system.

School:

The **"Liberty Has Heart"** campaign is primarily focused on the students and staff in the

| Olentangy Liberty Stats: | |
|---------------------------------|--|
| ♥ | 1,923 students |
| ♥ | 120 staff members |
| ♥ | "Excellent" rating |
| ♥ | 19.6% projected growth for 2020 |
| ♥ | 5 th best high school in Ohio |

Olentangy Local School District and the parents and residents of the surrounding area. In particular, the campaign targets students ages 6-18 in Wyandot Run Elementary School, Hyatts Middle School, Liberty Middle School and Olentangy Liberty High School. The Ohio Department of Education has given an "Excellent" rating to Liberty, which has been ranked as the top high school in Central Ohio. The school currently has 1,923 students enrolled and 120 certified staff members. However, the districts projects that in 2020, over 2,300 students will attend. This large audience and its projected growth present a great opportunity for our campaign to maximize impressions now and for years to come.



III. LOCAL MEDIA AND OTHER PROMOTIONAL POSSIBILITIES

A. Local print and broadcast media available

In order to create awareness for the American Heart Association in our campaign, we needed to scout out multiple promotional activities. The most effective way to maximize impressions is through the effective implementation of media, which can efficiently reach large audiences in seconds. We found the following potential media resources in our targeted area:

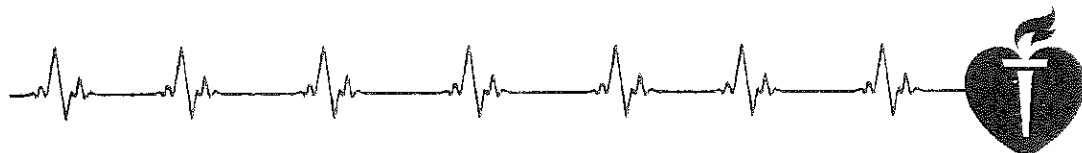
Print Media

Columbus is home to a variety of print media, including newspapers and magazines. The city's largest printed resource is *The Columbus Dispatch*, and has **137,148 daily readers** and **257,479 Sunday readers**. The following are other newspapers in the area:

| Newspaper | Target Market | Circulation | Website |
|-----------------------|--|-------------|----------------------|
| Delaware Gazette | Delaware citizens with interests in local news, sports and classifieds | 56,000/week | www.delgazette.com |
| Olentangy Valley News | Citizens of Powell, Liberty Township and southern Delaware | 20,103/week | www.thisweeknews.com |
| The Cannon | Students and faculty within Olentangy Liberty High School | 300/issue | N/A |

Columbus also has many local magazines, which we've listed below with their circulation:

| Magazine | Target Market | Circulation | Website |
|------------------|---|-------------|---------------------------|
| Ohio Magazine | Ohioans interested in statewide travel and food opportunities | 52,424/mo | www.ohiomagazine.com |
| Columbus Monthly | People with interest in art and entertainment | 29,000/mo | www.columbusmonthly.com |
| CityScene | Those who live in Columbus' upper and middle class suburbs | 70,000/mo | www.cityscenecolumbus.com |
| Columbus CEO | Columbus citizens with interest in business affairs | 25,000/wk | www.columbusceo.com |



Broadcast Media

Television: Our proximity to Columbus allows us a variety of television stations to potentially utilize in our campaign. Columbus is home to four major news stations that cover local, national and global stories.

| Columbus News Stations | Viewership Ratings |
|------------------------|--------------------|
| NBC 4 | 36,972/day |
| ABC 6 | 31,225/day |
| 10 TV News | 39,876/day |
| Fox 28 | 41,554/day |

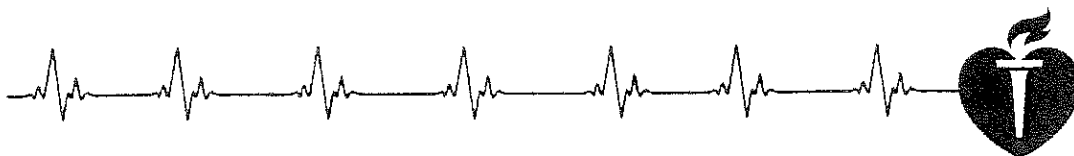
Another available broadcast is Olentangy Liberty's school announcements, titled **The 8:10**. **The 8:10** is a daily show available to everyone in the high school through each classroom's TV with school news, sports updates and club announcements.



Radio: Radio provides another potential media outlet. Columbus citizens have access to nearly 60 radio stations and utilize them frequently, as many commute from the suburbs daily. The largest radio provider in Columbus is **iHeart Media**. The national company that provides a variety of radio stations such as **iHeart Media** to listeners around the country is **Clear Channel**. Columbus

is home to seven **iHeart Media** radio stations, each catering to a different demographic within the city and the surrounding area. Listeners also have the option of downloading the free **iHeart Radio app**, which provides even more personalized music options. Radio provides an alternative to the costs of television advertising.

| iHeart Radio Stations |
|-----------------------------|
| 92.3 WCOL – Country |
| 93.3 WODC – Classic Hits |
| 97.9 WNCI – Hot AC |
| 105.7 The Brew – '80s Rock |
| X106.7 - Alternative |
| 610 WTVN – News |
| AM 1230 Fox Sports – Sports |



B. Other possible promotional activities

A variety of opportunities are available to potentially create awareness for the **American Heart Association** within our targeted audience. These activities include school announcements, fundraisers, athletic event promotions and community-based events.

School Announcements:

Because of the school's large population, Olentangy Liberty's administration has developed several methods of communicating information to students and parents. "Patriot Parent" email

- | |
|---|
| <p>School Announcements:</p> <ul style="list-style-type: none"> ♥ PA announcements ♥ "Remind" text system ♥ Principal's Twitter feed ♥ "Patriot Parent" email newsletter |
|---|

newsletters and the principal's Twitter feed are used in addition to announcements over the school's public address system. Also, Liberty utilizes an app known as Remind, which allows



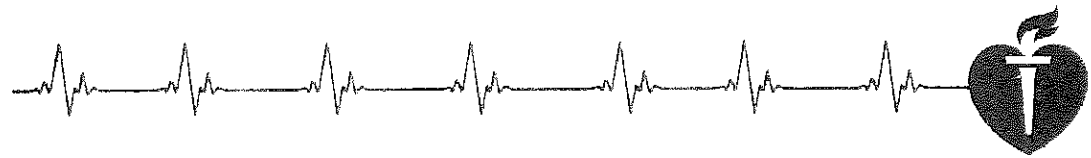
teachers and our principal to send mass text messages to students who sign up for the program. This would help maximize impressions with the parents and students in the district.

Fundraisers:

The **American Heart Association** has worked with Olentangy Liberty DECA for several years. This year, the chapter has organized a t-shirt sale to wear the association's annual theme shirt at a specified football game sometime during the fall, while also expanding and enlarging the campaign outside of this event allowing our chapter to fundraise through other potential

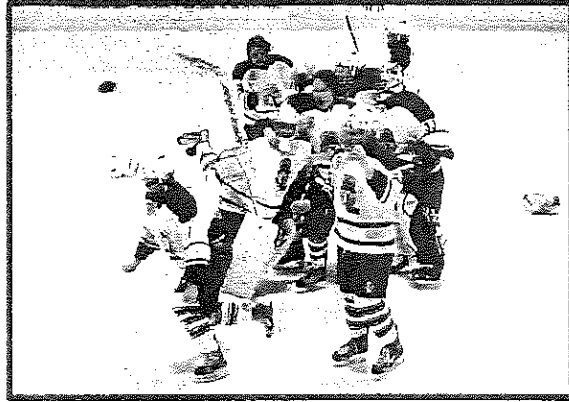


methods including an elementary school's Hoops for Heart week or fundraising night at a local restaurant is also a potential promotional activity.



Athletics:

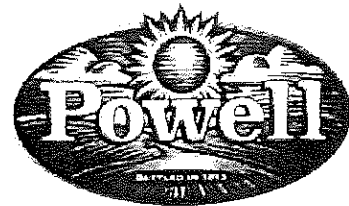
Olentangy Liberty High School is home to hundreds of student athletes, which allows the campaign to become involved in games other than football. What makes athletic events a good potential promotional activity is the opportunity for announcements



throughout the game and also involvement of the multiple groups that attend. Typically, multiple student organizations attend the games, including the team, the student section and for some sports, the band and cheerleaders. Potential, high-audience sports include men's and women's basketball, soccer, ice hockey, wrestling and field hockey.

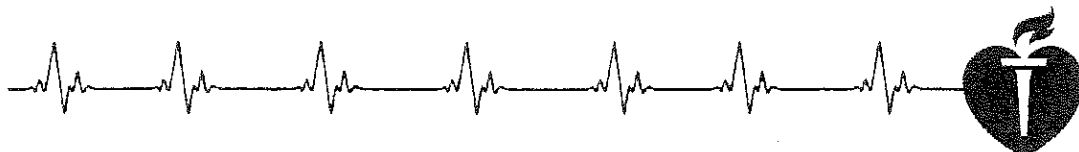
Community Events:

To reach our target audience from a different perspective, Powell's close-knit environment provides opportunity for community events. These events would spread our reach beyond the school district, increasing the number of impressions.



Possible community events include:

- ♥ An informational night for the community to learn about Heart Disease and easy ways to avoid a higher risk in this disease
- ♥ A proclamation from the mayor of Powell to establish the town's first official "Heart Disease Awareness" Day.
- ♥ A day where volunteers from the **American Heart Association** come to the school and discuss ways to reduce the risk of heart disease
- ♥ Participate and raise awareness for established **American Heart Association** events



C. Media mix and rationale for media and other promotional activities

To ensure the greatest possible impact on the small target market we chose for the “**Liberty Has Heart**” campaign, we determined that events within the school district were the best method of outreach. We plan to organize a **Black Out** t-shirt sale, participate in Wyandot Run Elementary School’s **Hoops for Heart**, and have a “**Liberty Has Heart**” awareness week. We seek to gain support from the local government, the school newspaper and broadcast an ad over **iHeart Radio**. This media mix has a projected 100,000 impressions.

Black Out

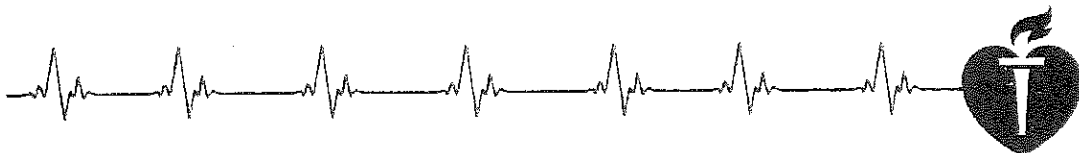
The first and most important event in the “**Liberty Has Heart**” campaign was a Black Out event at a Varsity boy’s football game. This incorporated an **AHA** t-shirt sale and a game dedicated to heart disease awareness.

We choose to sell black t-shirts with the “**Life is Why**” campaign theme to students and staff at the high school, middle and elementary schools. A **Black Out** allows us to sell t-shirts to those who had previously bought a red shirt. Not only is this a way to raise funds, but it has become a growing tradition within the school. The **Black Out** allows us to achieve all three of the campaign’s goals in one event.



Hoops for Heart

One of the campaign’s goals is to advocate for a healthy lifestyle and preventative measures against heart disease. We sought to appeal to a younger audience through this activity because children can build good habits early and carry those on later in life. Shawn Mickens, the physical education teacher at Wyandot Run Elementary, was more than willing to partner with us for the campaign for this very reason.



Mayoral Proclamation

In support of the "**Liberty Has Heart**" campaign, Mayor Jim Hrivnak of Powell, Ohio announced the city's first official "**Heart Disease Awareness**" day at our request. The purpose was to increase awareness for healthy living through the local government. This was an effective way to incorporate the community outside of the school district into our campaign.

Awareness Week

To target the primary audience, we decided to organize a "**Liberty Has Heart**" awareness week in our school. This would allow us a **direct impact** with the primary audience and increase student involvement. An entire week allowed a variety of media within the school to be used such as flyers, the DECA display case, bulletin boards, announcements and a **Red Out** theme basketball game. The "**Liberty Has Heart**" awareness week was the first week of February which encompassed Powell's "**Heart Disease Awareness**" day, **National Wear Red day**, and **National Heart Month** all at once.

The Cannon Article

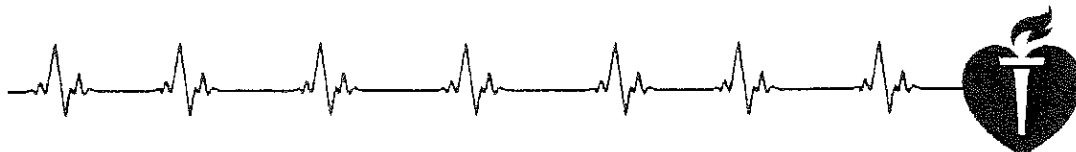
To incorporate traditional media into the campaign, we reached out to the school's newspaper, *The Cannon*. The newspaper is sold within the school, so having an article about the campaign and heart disease awareness in this publication would allow us to reach our audience through a written media outlet. The circulation is about 500 copies sold per issue.

iHeart Radio Ad

We plan to broadcast an advertisement on **iHeart Radio** because this form of media caters to our specific audience.



According to Esri Tapestry, the "Boomburbs" category listens "to soft contemporary, alternative, sports and all-talk radio." iHeart Radio and WNCI 97.9 fit the bill, thus presenting the a relevant, cost-effective and wide-ranging method of media.



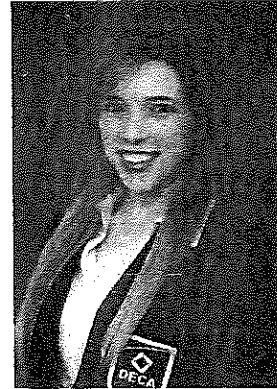
IV. CAMPAIGN ORGANIZATION AND IMPLEMENTATION

A. Organizational chart, member involvement and job description

Campaign Managers:

Event Manager: Bethany Cady

As the event manager, Bethany was in charge of organizing events within the school. Her primary responsibilities included planning the **Black Out** and "Liberty Has Heart" awareness week, raising awareness for them through school media and getting DECA member involvement.

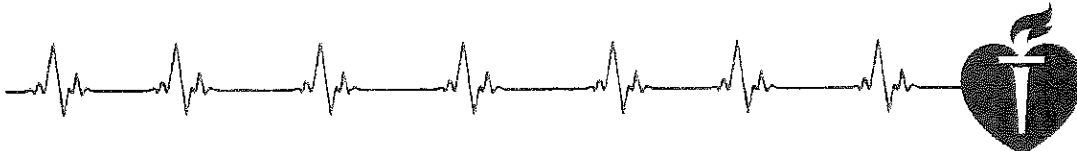
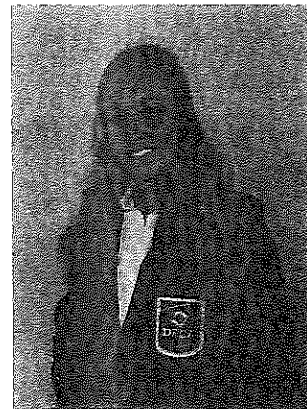


Communications Manager: Meghan Mace

During the campaign, Meghan was responsible for all internal and external communications. She was responsible for gaining support for the campaign from local businesses, the Powell city government, the school administration, and a representative of the American Heart Association.

Media Manager: Trinity Wiles

As the media manager, Trinity was in charge of media outlet opportunities and is the Public Relations representative for our chapter. Her primary responsibilities included setting up media outlets to use, and evaluating how impactful our campaign was on our target market.

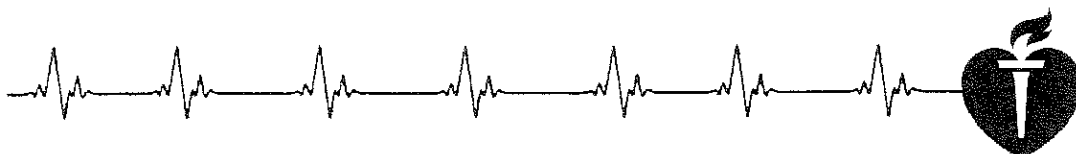


Black Out

The "Liberty Has Heart" campaign started out with the **Black Out** with great involvement of our DECA chapter. We had 15 chapter members personally market to their school organizations to buy this year's "Life is Why" **American Heart Association** t-shirts. Three of our chapter members went to the two middle schools to make up Olentangy Liberty High School and sold t-shirts for the students and teachers there. We also had chapter member standing by the gate entrance of the varsity football game to sell any last minute t-shirts to any family members and students who were not able to previously buy a t-shirt at the school throughout the week. We were able to sell many t-shirts during the varsity football and accepted donations with the help of our chapter members shouting and persuading the passing by audience to buy t-shirts.

OLHS Chapter Members and their School Organizations:

- | | |
|---|---|
| ♥ Katie Best: Girls' Soccer | ♥ Chris Adams: Junior State of America |
| ♥ Ben Hagman: Boys' Soccer | ♥ Jessica Clutchey: TAASC |
| ♥ Eliabeth Radkiewicz: Tennis | ♥ Brinda Bhatt: Red Cross Club |
| ♥ Kristin Menges: Volleyball | ♥ Matthew Donahue: Cannon |
| ♥ Trinity Wiles: Girl's Cross Country | ♥ Bethany Cady: Marching Band |
| ♥ Wes Snyder: Boy's Cross Country | ♥ Meghan Mace: Choir |
| ♥ Sean Carney: Fellowship of Christian Athletes | ♥ Lily Wang: Orchestra |
| | ♥ Meghan Piero: Teen Advocates |



Awareness Week

We had the help of other chapter members that assisted in posting media facts around the school, and setting up display boards around the school to raise awareness for cardiovascular disease. This included the strenuous effort from all members to promote the **Red Out** theme for the boy's varsity basketball game at the end of the "Liberty Has Heart" awareness week.

Hoops for Heart

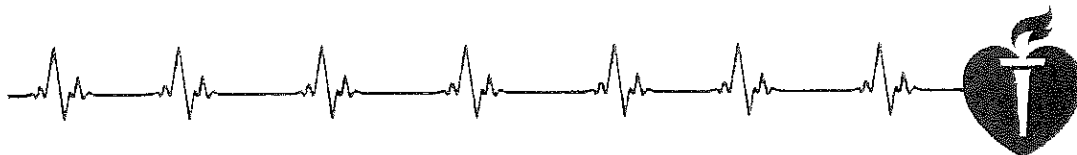
With the help of Mr. Mickens, we were able to send a team of OLHS DECA members to participate in the school's **Hoops for Heart** week for a day. Because of the time commitment, we were limited to one day with ten volunteers; each teaching kids the value of diet and exercise to keeping a healthy heart and recognizing their hard work and dedication in raising \$11,500 toward the **American Heart Association**.



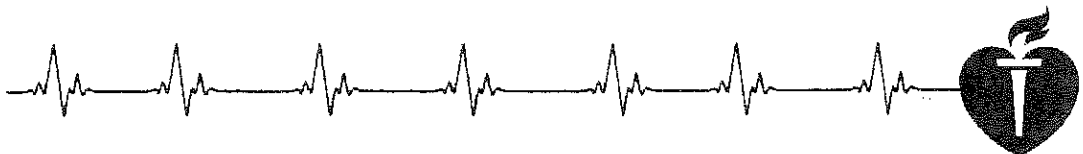
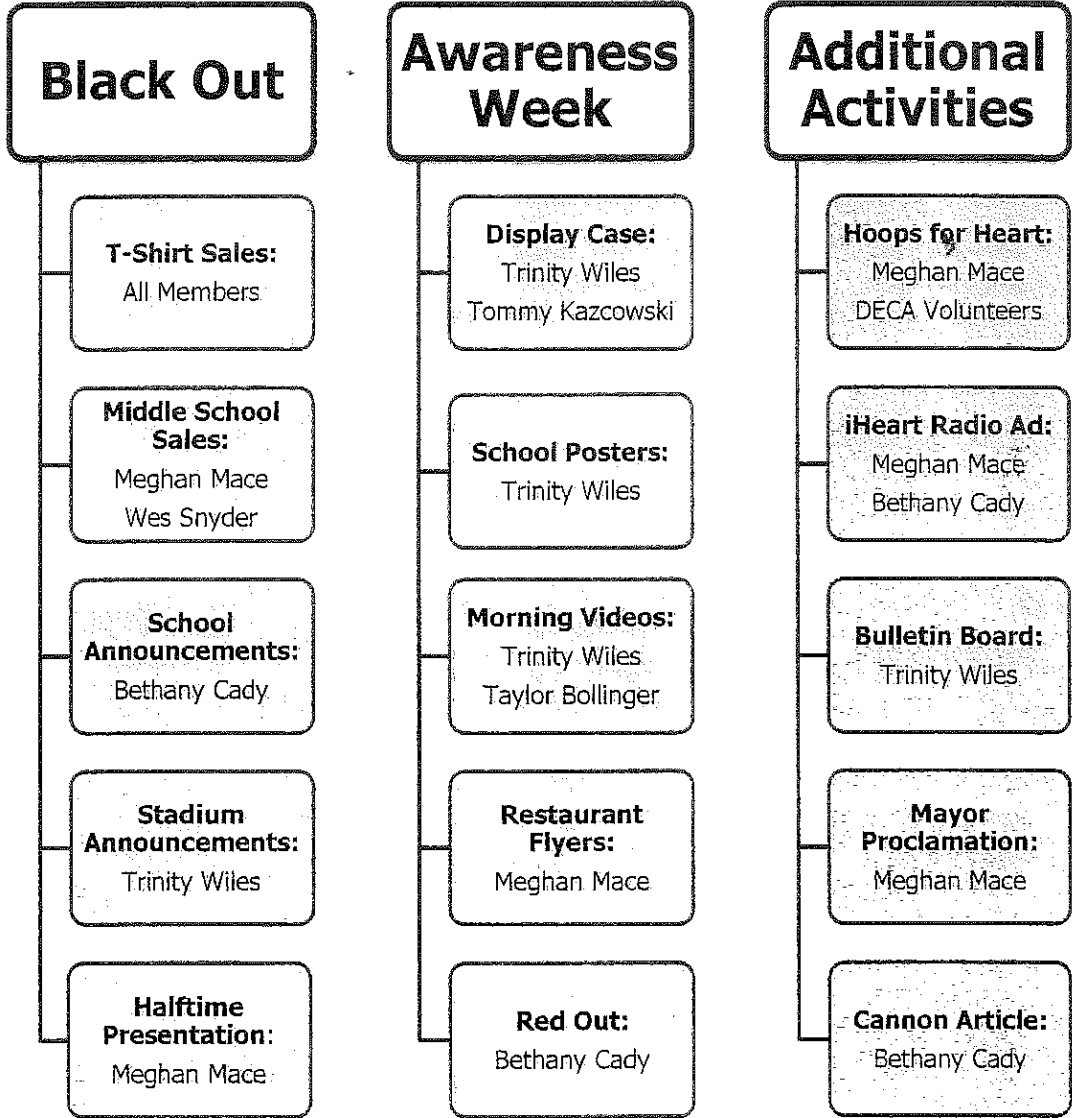
The **AHA** Life Saver Duck passed out to the students at Wyandot Run Elementary School for their hard work

Hoops for Heart Chapter Member's Involvement

- ♥ Meghan Mace
- ♥ Trinity Wiles
- ♥ Taylor Bollinger
- ♥ Wes Snyder
- ♥ Ethan Flemming
- ♥ Abby Holecek
- ♥ Alyssa Marcarello
- ♥ Michael Musilli
- ♥ Matthew Donahue
- ♥ Anthony Raphael
- ♥ Elizabeth Radkiewicz
- ♥ Joseph Paolo
- ♥ Jeremy Karr
- ♥ Alex Vansteyn

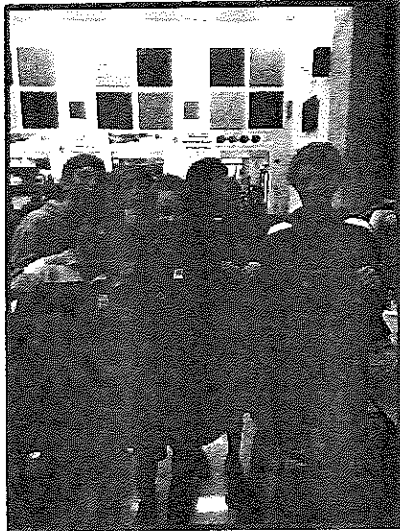


Organizational Chart
Campaign Managers:
Bethany Cady, Trinity Wiles, and Meghan Mace



B. Description of the campaign and documentation

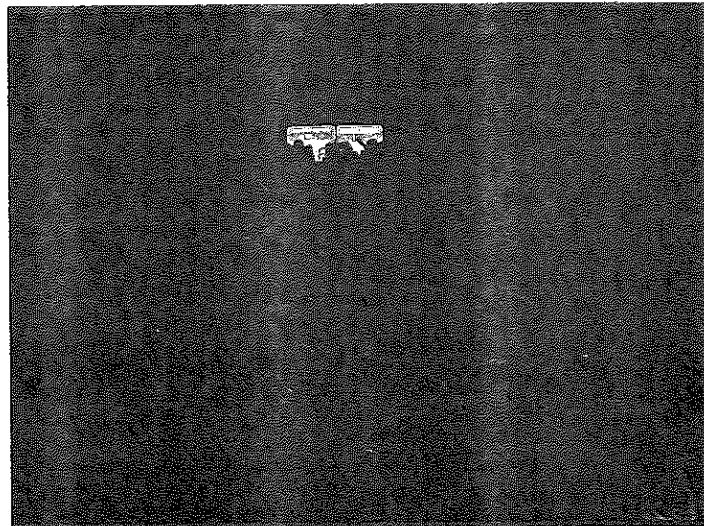
Black Out: September 26, 2014



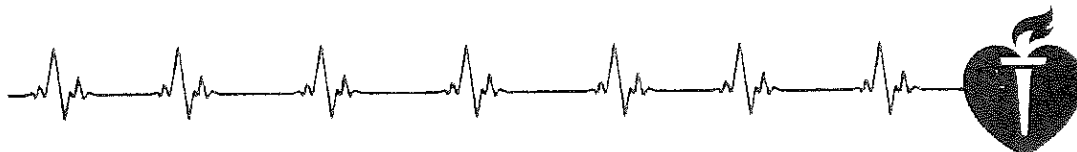
Hyatts Middle School students showing off their "Life is Why" t-shirts

The "Liberty Has Heart" campaign's most visible Public relations event was the **Black Out**, which began with a sale of **AHA** t-shirts featuring this year's "Life is Why" campaign slogan. Sales were directed to students at every grade level in the district. Elementary students were sent home with order forms. Two-sale days occurred at both Hyatts and Liberty Middle Schools. At the high school, t-shirts were available at our school store, The Rusty Musket. T-shirts were advertised on the school announcements and through the "Patriot Parent" email newsletter.

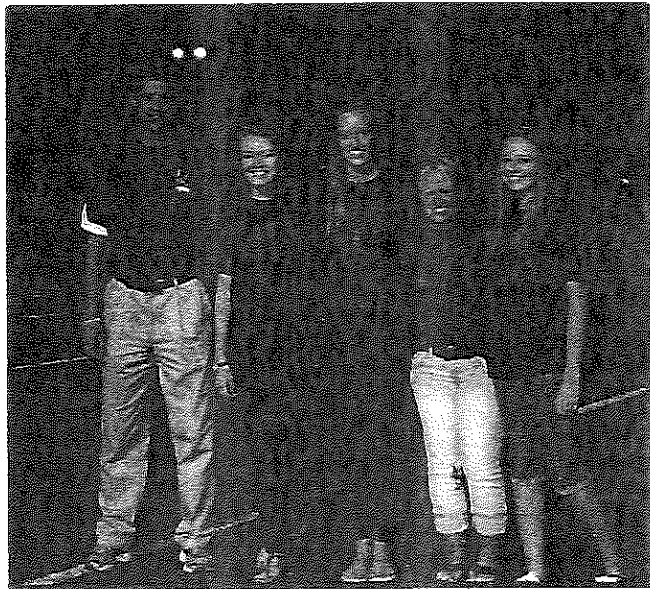
The **Black Out** was held on September 26, 2014. Group involvement was critical in this event. The football team, cheerleaders, student section and marching band all participated. This not only increased sales, but also the total number of impressions created by the event.



OLHS Student Section making heart signs during the Black Out

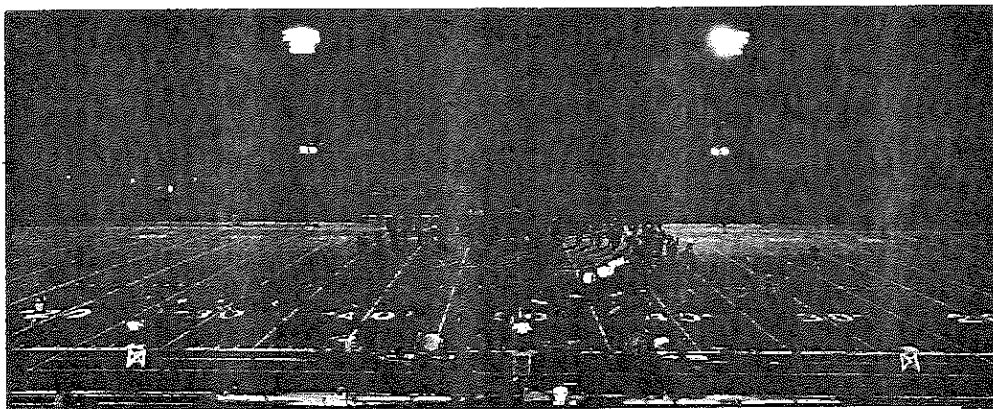


Throughout the game, the announcers broadcasted facts about heart disease and the **AHA** to the entire stadium. During halftime, Meghan Mace joined the school's athletic director, Darin Meeker, in honoring Caitlin Chatto and her family for representing those affected by heart disease. Caitlin has had a defibrillator for two years and has spoken several times about how it has impacted her and her family's lives. This made her a prime candidate to be a "face" for our campaign.

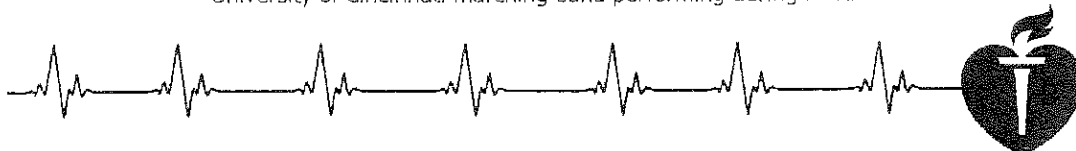


Mr. Meeker and Meghan Mace honoring the Chatto family at football game

During the game, DECA members were manning a booth to provide information about the **American Heart Association**, collect any donations and sell additional t-shirts. Coincidentally, the University of Cincinnati marching band performed during halftime. With their red and black uniforms, they fit the theme of the event very well.



University of Cincinnati marching band performing during halftime



Hoops for Heart: January 20, 2015

For one day in January, a group of Oientangy Liberty DECA members volunteered to travel to Wyandot Run Elementary School and participate in the school's **Hoops for Heart** week. They taught students the importance of healthy living and how to keep their hearts healthy through playtime, something they will carry with them for the rest of their lives.



Junior DECA members playing ball with 3rd grade girls

Mayoral Proclamation: February 3, 2015



Bethany Cady and Meghan Mace receiving proclamation from Mayor Jim Hrivnak

During a Powell executive council meeting, city Mayor Jim Hrivnak proclaimed February 6, 2015 to be our city's first **"Heart Disease Awareness"** day. He recognized Liberty DECA's involvement in raising awareness within the community. He then expressed his full support of the **"Liberty Has Heart"** campaign. Bethany and Meghan then gave a speech, thanking them for the

support and reporting on the success of the campaign at that time.



Awareness Week: February 2-6, 2015

During the first week of February, America's Heart Month, the Olenangy Liberty DECA chapter conducted a "Liberty Has Heart" awareness week. Each day was dedicated to a different factor of heart disease, through a diagnosis or the demographic trends. The days were displayed in the school cafeteria and facts about the AHA were posted throughout the school. The 8:10 broadcasted one of

our videos every morning, sharing facts and posing a question about the day's topic. The videos also promoted the Red Out theme basketball game that Friday.

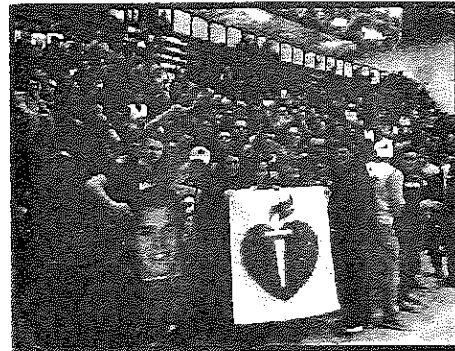
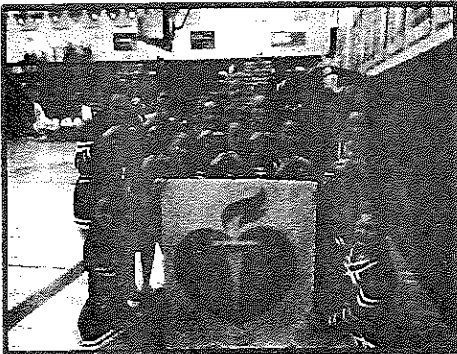
The Red Out basketball game was organized much like the **Black Out**, but on a much smaller scale. It was advertised through the school videos, flyers at local restaurants and the principal's Remind app. The game itself was a very fun event. Students in the student section, pep band and basketball team all wore red. The cheerleaders even wore red bows to participate.

Awareness Week Theme Days

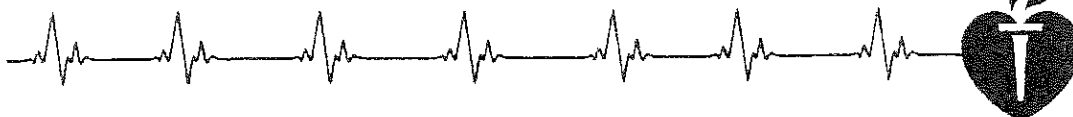
- ♥ Heart Murmur Monday
- ♥ Trans-fat Tuesday
- ♥ Woman Heart Wednesday
- ♥ Blood Pressure Thursday
- ♥ Fundraise Friday

Prof. Patriot: Don't forget - tonight's Boys Basketball game is a Red Out for the Liberty Has a Heart Campaign!

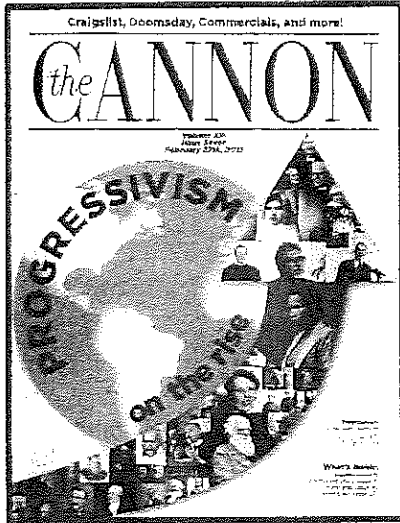
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Liberty cheerleaders and student section participating in the Red Out with AHA logos



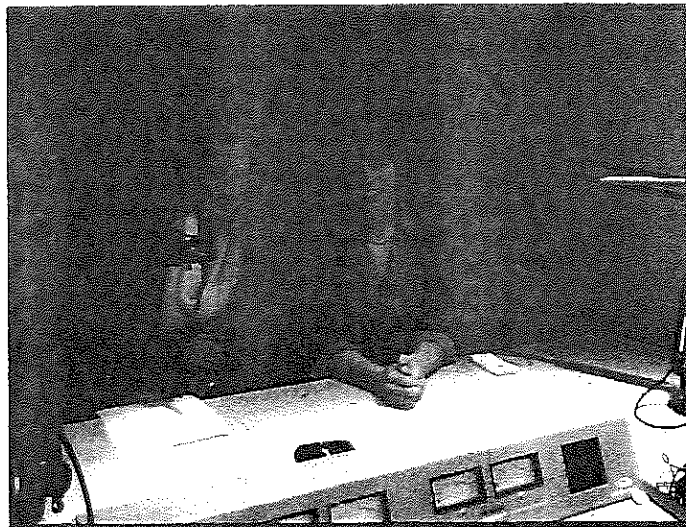
The Cannon Article



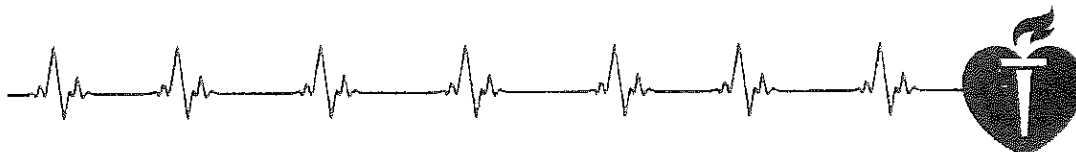
One last form of outreach within Olentangy Liberty High School was through an article in Liberty's school newspaper, *The Cannon*. The newspaper welcomed Bethany Cady as a guest writer and placed her editorial on the second page. Due to its magazine format, the article was featured next to the issue's introduction, written by senior editor Spencer Dirrig. In the editorial, Bethany summarized the activities within the "Liberty Has Heart" campaign and its impact within the school and community.

iHeart Radio Ad: March 2-7

To finish the "Liberty Has Heart" campaign, the Olentangy Liberty DECA chapter funded the airing of 23 runs of a personalized radio advertisement and was allowed additional runs through PSA announcements for free on **iHeart Radio** and 97.9 WNCI.



Meghan Mace and Bethany Cady recording the iHeart Radio ad



C. Estimated impact on the target population

The "Liberty Has Heart" campaign was able to impact its target population through multiple facets of their life. The "Liberty Has Heart" campaign was able to create awareness of the **AHA**, improve upon healthy life style choices, donate to the **AHA**, and support curiosity by revealing an excellent source of information on cardiovascular disease and stroke.

Awareness of the American Heart Association

Through our "Liberty Has Heart" campaign, we wanted to impact the lives of our community, showing them and the young generation at Olentangy Liberty High School what the **American Heart Association** is and how they help our community.

Healthy Living Standards

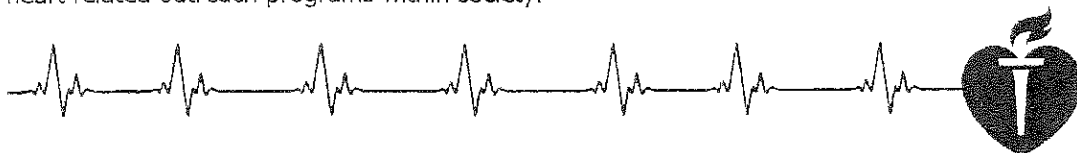
With the "Liberty Has Heart" campaign, we wanted to impact the community by recognizing that many will change their eating lifestyle and increase their daily exercise to reduce their chance of receiving heart disease or stroke.

Source of Information

Through the "Liberty Has Heart" campaign, we wanted to give our target population a reference source for any future questions about their heart and risk of cardiovascular disease or stroke.

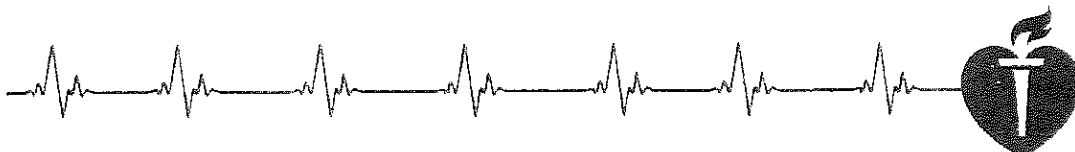
Donations to the American Heart Association

With the "Liberty Has Heart" campaign, we wanted were able to donate \$5,445 dollars to the **American Heart Association**, helping them to save lives through research and heart related outreach programs within society.



With our last goal of reaching 100,000 impressions we were able to quantify the number of people at multiple event giving an estimate the number of impressions on the target population. This was compacted from school profiles, sales, and population demographics.

| Estimated Impressions for each Event | |
|---|--------------------|
| Activity | Impressions |
| Black Out | 62,347 |
| T-shirt Sales | 1,503 |
| Middle School Sale Days | 2,500 |
| School Announcements | 16,344 |
| Football Game Announcements | 35,000 |
| Halftime Presentation | 7,000 |
| Hoops for Heart | 250 |
| Mayoral Proclamation | 500 |
| Awareness Week | 24,680 |
| 8:10 Videos, Patriot Parent Newsletter | 10,215 |
| School Displays | 10,215 |
| Restaurant Flyers | 1,250 |
| Red Out Game | 3,000 |
| <i>The Cannon Article</i> | 500 |
| iHeart Radio Ad | 53,400 |
| Paid Advertisement | 40,050 |
| Public Service Announcements | 13,350 |
| Total Impressions | 141,677 |



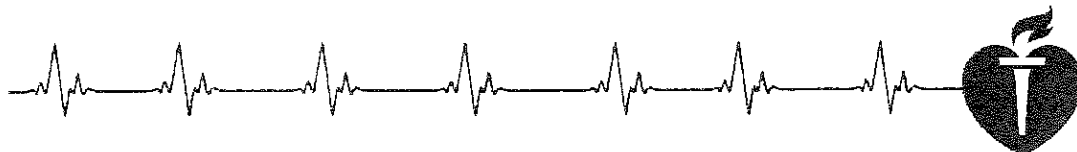
For the **Black Out** event we had t-shirt sales throughout the week leading up to the football game at the high school and middle school as well as an information table at the middle schools. We had the whole audience of 2,492 patrons listen to statistics throughout the game while also showing short commercials throughout Olentangy Liberty High School (a building of 2,043 faculty and students) daily and the Patriot Parent newsletter sent weekly to about 2,450 parents of students that are enrolled at Olentangy Liberty High School. This raised 62,347 impressions on our primary and secondary target market.

For the **Mayor Proclamation** and the **Hoops for Heart** events we had roughly 750 impressions throughout the Powell community by assisting in the Hoops for Heart at Wyandot Run Elementary School and the "Heart Disease Awareness" day.

We broadcasted a radio commercial to the Columbus metropolitan area estimating about 53,400 impressions on the community. This was estimated through viewership ratings on 97.9 WNCI and the **iHeart Radio** as well as how many times our advertisement was played.

The "**Liberty Has Heart**" awareness week we had 24,680 impressions on the student body population at Olentangy Liberty High School. This allowed us to remind the student body of the impact of heart disease and finish the campaign strong. We estimated this amount by having daily videos viewed by 2,043 students and faculty members, and having the parent newsletter be sent to 2,450 parents about the event at Olentangy Liberty High School.

The *Cannon* published an article that was sold to 500 students was read and viewed summarizing our accomplishments and allowing our team to have our last impressions on our primary target market



V. EVALUATION AND RECOMMENDATIONS

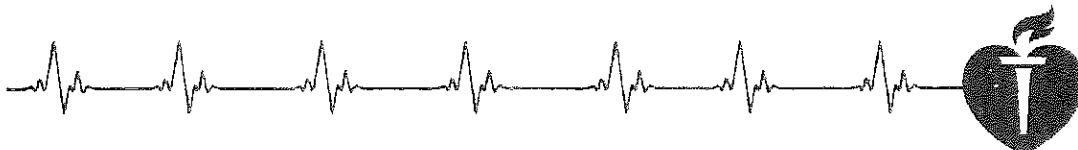
A. Evaluation of the process

In order to evaluate ourselves and our success in implementing the different events regarding our "Liberty Has Heart" campaign, we developed a rating chart to determine where we succeeded and what we could improve upon. Below is our evaluation on four different

| Rating Scale | |
|--------------|--------------------------|
| ♥ | Poorly Planned |
| ♥♥ | Below Expectations |
| ♥♥♥ | Meets most expectations |
| ♥♥♥♥ | Meets all expectations |
| ♥♥♥♥♥ | Exceeds all expectations |

measures: planning, chapter involvement, implementation, and the final outcome.

| Activity | Planning | Chapter Involvement | Implementation | Outcome |
|-----------------------------|----------|---------------------|----------------|---------|
| Black Out | ♥♥ | ♥♥♥♥♥ | ♥♥♥♥♥ | ♥♥♥♥♥ |
| Hoops for Heart | ♥♥♥♥♥ | ♥♥♥ | ♥♥♥♥♥ | ♥♥♥ |
| Mayoral Proclamation | ♥♥♥♥♥ | ♥ | ♥♥♥♥♥ | ♥♥♥♥♥ |
| Awareness Week | ♥♥♥♥♥ | ♥♥♥ | ♥♥♥♥♥ | ♥♥♥♥♥ |
| The Cannon Article | ♥♥♥♥♥ | ♥ | ♥♥♥♥♥ | ♥♥♥♥♥ |
| iHeart Radio Ad | ♥♥♥♥♥ | ♥♥ | ♥♥♥♥♥ | ♥♥♥♥♥ |



The **Black Out** was a successful outcome in raising awareness for cardiovascular disease and the **American Heart Association**. Our "**Liberty Has Heart**" campaign needed improvement on the planning because we were unsure of how to fully plan for our first event causing a few problems in the implementation of the event.

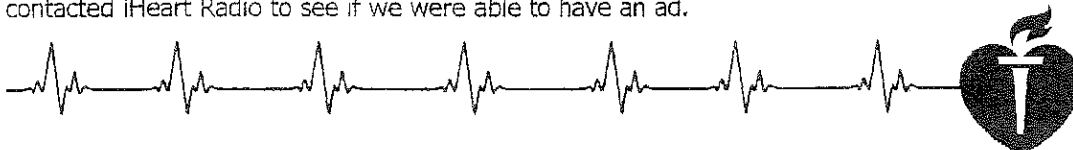
The **Hoops for Heart** was a well-planned event that had difficulty with implementing chapter members into this event as there was inclement weather affecting the amount of time that we originally planned to help at Wyandot Run Elementary School.

The **Mayoral Proclamation** was a huge success with great planning and setting up the proclamation in the city of Powell, and the implementation was on the day of the Red Out at the Varsity Boys' Basketball Game. The only weakness was chapter involvement since only the public relations team contacted and implemented this activity into the "**Liberty Has Heart**" campaign.

The "**Liberty Has Heart**" **Awareness week** was planned and implemented exceptionally allowing for a large number of impressions on our local school. The involvement of DECA chapter members was low which accounted for the fact that this event was farther along the month of February than our other events decreasing the motivation to volunteer to help instead of working out their own written projects.

The **Cannon article** was successful in every aspect of topic except for chapter involvement. The weakness of chapter involvement was because only our public relations team wrote and contacted the *Cannon* senior editor, Spencer Dirrig, to incorporate the article into the newsletter.

The **iHeart Radio Ad** was, like the *Cannon* article successful in every aspect of planning and implementing the activity except for the chapter involvement as only a few members contacted iHeart Radio to see if we were able to have an ad.

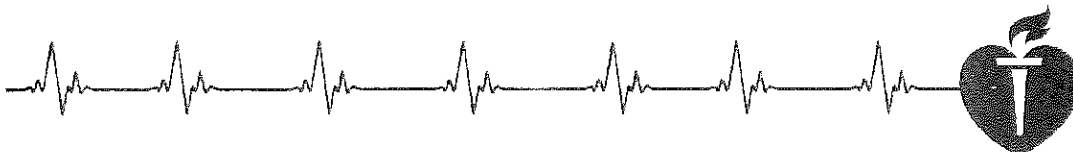


B. Recommendations for future campaigns

To increase the awareness of the **American Heart Association** and cardiovascular disease in future campaigns incorporating these following concepts would be beneficial:

| Recommendation | Explanation |
|------------------------------|--|
| Media Coverage | Involve more media outlets in campaign events such as television channels, and newspapers. While we wrote and sent out several press releases, we were not able to have any articles released by community newspapers. This is why having television advertisements and articles in the community and city newspaper will help to expand our target market and still have an impactful impression. |
| Time Management | Be conscious of the time constraint and to time events accordingly to allow for the biggest impact on the community and Olen tangy Liberty High School. Allowing time for mistakes to arise helps to alleviate any impediments during the event. |
| Communication | Communicate with the chapter and team members effectively so that the chapter members clearly know how to help at campaign events. |
| Delegation | Establish a management system within the chapter and public relations group to account for all aspects of the campaign. |
| Balance | Work hard at incorporating new and large events to increase the impressions made on the community and to broaden and strengthen the reach to other towns while also keeping a focus on the importance of well executed events. |
| Future Possible Event | As our campaign was very successful with the events we conducted, with a broaden target market in the future, there are more possible events to accomplish our goals such as conducting a 5k race for the AHA , a healthy-snack bake sale at school, or even a "Heart of Powell" night where the local businesses donate a percentage of sales to the AHA . |

Incorporating these ideas into future public relations campaigns will result in a successful and rewarding campaign like the "**Liberty Has Heart**" Campaign and will broaden the reach to the surrounding communities.



VI. BIBLIOGRAPHY

Consultants:

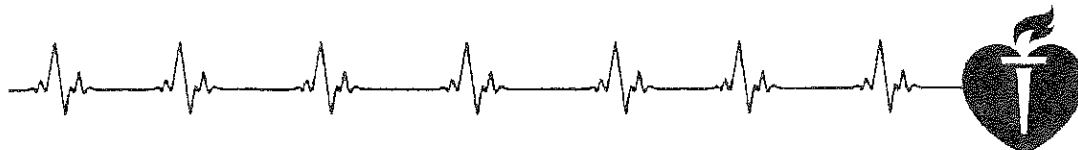
- ♥ Mike Rees: OLHS Marketing Education and DECA Advisor. Powell, Ohio.
- ♥ Randy Wright: OLHS Principal. Powell, Ohio.
- ♥ Darin Meeker: OLHS Athletics Director. Powell, Ohio.
- ♥ Shawn Mickens: Wyandot Run Physical Education Teacher. Powell, Ohio.
- ♥ Jenny Hollabaugh: American Heart Association Contact. Columbus, Ohio.
- ♥ Jim Hrivnak: Mayor. Powell, Ohio.

Websites:

- ♥ The American Heart Association Website: www.heart.org
- ♥ "Heart Disease Facts" Report: www.cdc.gov/heartdisease/facts
- ♥ "Olentangy Local Schools Enrollment Report": www.olentangy.k12.oh.us/wp-content/uploads/2014/10/EnrollmentReport_10-1-2014.pdf
- ♥ "Olentangy Local Schools Quality Profile": www.olentangy.k12.oh.us/wp-content/uploads/2014/10/OLSD-Quality-Profile-2014-151.pdf
- ♥ "Powell Demographic Statistics": census.gov/faces/jsf/pages/community_facts
- ♥ Powell, Ohio Community Website: www.city-data.com/city/Powell-Ohio
- ♥ "Communications and PR Measurements": www.prsa.org/measurementresource
- ♥ Go Red for Women website: www.GoRedForWomen.org
- ♥ "Esri Boomburbs Analysis" www.esri.com/data/esri_data/pdfs/tapestry

Reference

- ♥ 2007 "Life-Savers" Campaign Kelsey McNamara & Erica Lewis
- ♥ 2009 "Don't DUI It" Campaign Chelsea Guill, Jessica Mason & Juliana Rocha
- ♥ 2010 "Road Rules" Campaign Jesse Baker, Hannah Sigurdson & Jordan Huston
- ♥ 2012 "Wonder Who's Watching" Campaign Broc Cramer & Alex Wespi



VII. APPENDIX

Official Proclamation of Powell's first "Heart Disease Awareness" day:

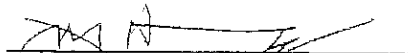


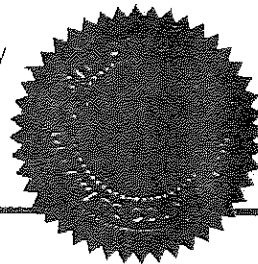
Proclamation

Declaring February 6, 2015 Heart Disease Awareness Day in the City of Powell, Ohio

- WHEREAS: heart disease is the leading cause of death for both women and men in the United States;
- WHEREAS: about 600,000 Americans die from heart disease each year - that's 1 in every 4 deaths;
- WHEREAS: in the United States, someone has a heart attack every 34 seconds. Each minute, someone in the United States dies from a heart disease-related event;
- WHEREAS: high blood pressure, high LDL cholesterol and smoking are key heart disease risk factors for heart disease. About half of Americans have at least one of these three risk factors;
- WHEREAS: the American Heart Association and American Stroke Association are committed to fighting heart disease and stroke throughout the United States;
- WHEREAS: the Olentangy Local School District is also joining the fight to end heart disease and stroke in central Ohio;
- WHEREAS: through the Olentangy Liberty DECA chapter, their public relation team's goal is to educate the Powell community alongside the American Heart Association about heart disease and preventive measures to lower the risk involved;
- WHEREAS: many students in the Olentangy Local School District as well as members of the Powell community have been impacted by heart disease, bringing this issue close to home;
- THEREFORE: I, Jim Hrivnak, by virtue of the authority vested in me as Mayor of the City of Powell, Delaware County, Ohio, do hereby designate February 6, 2015 in Powell, Ohio to be

Heart Disease Awareness Day


Jim Hrivnak, Mayor



Article in the February issue of *The Cannon*:

LIBERTY HAS HEART

February is a big month for Liberty. We get senior exams, winter formal and now those word PARCC testing schedules. But the month is also special in a larger context. February is American Heart Month, a time dedicated to raising awareness for heart disease and stroke. It's also a time to acknowledge the efforts of organizations, such as the American Heart Association (AHA), that work every day to save more lives from any heart-related ailments. The AHA raises millions of dollars every year to fund individual treatments and research new cures. Heart disease kills 25 percent of Americans. The American Heart Association seeks to lower the amount of cardiovascular fatalities 20 percent by 2020. So far, Liberty has done much to help meet that goal.

On September 26, Liberty held a black out football game against

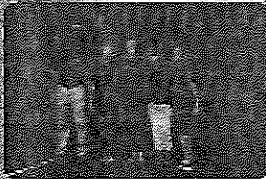
Upper Arlington. The t-shirt sales and donations raised \$4,500 for the AHA. However, our support has gone beyond fundraising. The AHA's mission is "to build healthier lives, free of cardiovascular disease and stroke." What's the best way to do that? Awareness. The AHA organizes events such as Hoops for Heart within elementary schools to get students started on the right track to healthy living. A healthy lifestyle is the best prevention measure against cardiovascular disease. In January, Liberty students took a day out of school to volunteer at Wyandot Park's Hoops for Heart day. The students played basketball with the kids and taught the importance of staying healthy.

In February, Liberty did even more to show support. The biggest event was "Liberty Has Heart" week. Every day was dedicated to a different cardiovascular concern, whether that was Heart Month

Monday or Women Heart Wednesday. The Friday of that week was a big day. Not only was it National Wear Red Day, but also Powell's first Heart Disease Awareness Day. That night ended the week with a Red Out at the Varsity Boys Basketball game against Westland. Our team won, but everyone walked out supporting the American Heart Association.

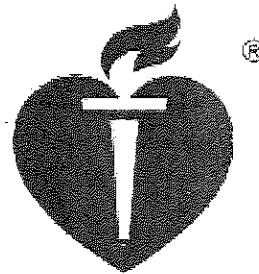
The biggest push for supporting the AHA is personal. Many students and staff at our school are either diagnosed themselves or have lost a loved one to heart disease. Because of that, our school has done a lot to support the American Heart Association, between fundraising and creating awareness. We've definitely proved one thing: Liberty has heart.

—Bernice Cady, IS, Grant Writer, DECA Team Member



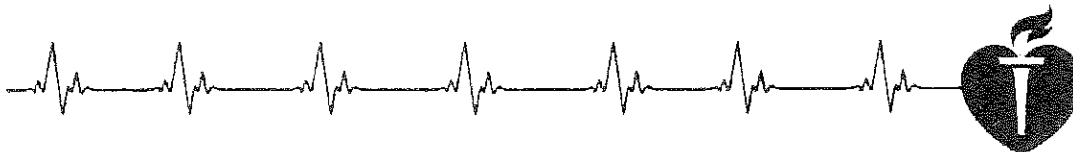
Donor Meekat, the Athlete's Union of CLAS and Students working together to support the American Heart Association at the black out game, February 6th.

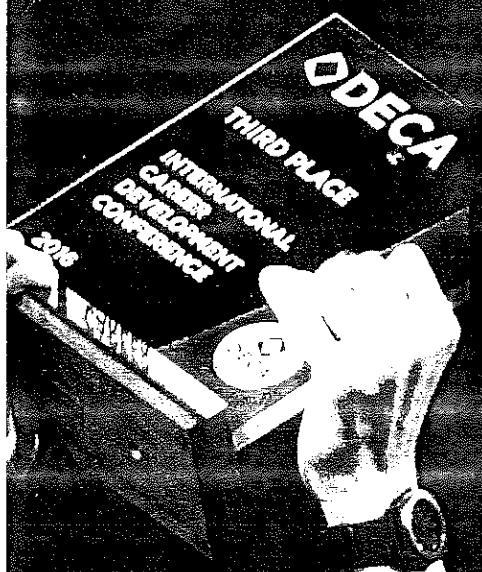
American Heart Association



Learn and Live

The American Heart Association | www.heart.org





DECA

WRITTEN EVENT WINNERS

— 2016 —

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE



PUBLIC RELATIONS PROJECT

1st Place
RACHEL SORENSEN
JESSICA DEADY

Carmel High School, IN



**COMMUNITY
CONNECTIONS
CAMPAIGN**

.....
PUBLIC RELATIONS PROJECT
Carmel DECA Chapter
Carmel High School
520 East Main Street
Carmel, Indiana 46032

.....
Jessica Deady
Rachel Sorensen

April 23, 2016

TABLE OF CONTENTS

| | |
|-----------|---|
| 1 | I. EXECUTIVE SUMMARY |
| 2 | II. CAMPAIGN THEME OR FOCUS |
| 2 | A. Statement and description of the issue to be addressed |
| 3 | B. Rationale for selecting the issue |
| 4 | C. Description of the target population |
| 5 | D. Description of the chapter |
| 6 | III. LOCAL MEDIA AND OTHER PROMOTIONAL POSSIBILITIES |
| 6 | A. Local print and broadcast media available |
| 7 | B. Other possible promotional activities |
| 8 | C. Media mix and rationale for media and other promotional activities |
| 13 | IV. CAMPAIGN ORGANIZATION AND IMPLEMENTATION |
| 13 | A. Organizational chart, member involvement and job description |
| 17 | B. Description of the campaign and documentation |
| 25 | C. Estimated impact on the target population |
| 26 | V. EVALUATIONS AND RECOMMENDATIONS |
| 26 | A. Evaluation of the process |
| 29 | B. Recommendations for future campaigns |
| 30 | VI. BIBLIOGRAPHY |

I. EXECUTIVE SUMMARY

CAMPAIGN OBJECTIVE

Connect Carmel DECA students with the community in order to foster professional relationships and to create more authentic and meaningful learning experiences for our developing professionals.

“*The only source of knowledge is experience.*”

Albert Einstein

RATIONALE

By integrating DECA with the professional community, we can bridge the gap between “textbook education” and real-world experience while simultaneously promoting local business.

TARGET POPULATION

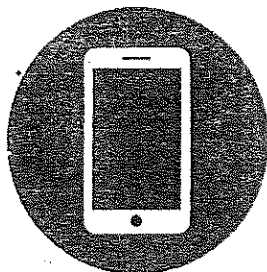
The Community Connections Campaign targets executives at businesses located in the city of Carmel and the surrounding area that have extensive experience and expertise in their field.

MEDIA MIX



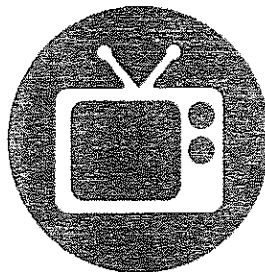
PRINT

*Current in Carmel
Informational Sheets
Indianapolis News Beat*



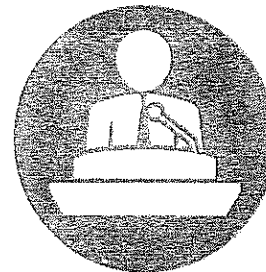
DIGITAL MEDIA

*Social Media
Carmeldeca.com*



BROADCAST

*CHTV
Extraordinary Indiana*



COMMUNITY EVENTS

*Chamber of Commerce
School Board Meeting
Partners Banquet*

COMMUNITY CONNECTIONS CAMPAIGN

FORMING PARTNERSHIPS

The Public Relations Team contacted and met with executives from local businesses to form corporate partnerships. These businesses would serve primarily as mentors, but also as financial sponsors.

RONALD McDONALD

Carmel DECA worked with our partner, the Ronald McDonald House in Indianapolis, to host events, donate, and raise money and awareness for the organization.

GUIDE CONFERENCES

*LEAD Conference
October 24, 2015*

*Cupcake Cuties: Women's Empowerment Conference
November 7, 2015*

Representatives from corporate partners led workshops at these events.

SRT WORKSHOPS

*CPA Day
GUIDE Trilogy
Mentorships
Guest Speakers*

Corporate partners worked with students during our school-wide study hall time to help prepare them for competition and create authentic learning experiences.

PARTNERS BANQUET

January 13, 2016

Carmel DECA invited all of its corporate partners to a formal dinner. Members presented on what Carmel DECA does, why it is important, and how they can get involved.

II. CAMPAIGN THEME OR FOCUS

A. Statement and description of the issue to be addressed

Academic institutions around the world provide their students with opportunities to learn through textbooks and lectures; however, it has been proven that the most meaningful and authentic education comes through hands-on, real-world experience. Only so much can be taken away from the traditional method of teaching. It takes a different approach- one that integrates participation in actual business scenarios with the guidance of knowledgeable business mentors- to give students the professional background necessary for success.

The only source of knowledge is experience.

Albert Einstein

The mission of Carmel DECA is "to provide Carmel High School students with a channel to excel in the knowledge, understanding and practice of business by establishing a competitive platform that prepares students for success beyond DECA." Operating under this mission, the Carmel DECA Public Relations Team developed its own overarching aim and supporting objectives to help fulfill the purpose of the chapter. The main goal of this public relations campaign is **to connect Carmel DECA students with the community in order to foster positive relationships and to create more authentic and meaningful learning experiences for our developing professionals.** The underlying objectives serve to define the various ways in which we will extend our opportunities for real-world education and connecting with the community.

GOALS

Connect Carmel DECA students with the community in order to foster positive relationships and to create more authentic and meaningful learning experiences for our developing professionals.

Obtain 100 official partnerships with businesses in the local community by January 13, 2015.

Connect DECA students with professional mentors that can share their expertise and experience.

Establish a strong presence in a variety of media outlets.

Attend and host community events to network and promote Carmel DECA.

B. Rationale for selecting the issue

As Daniel Smith, the dean of Indiana University's Kelley School of Business, stated, "The case for business education begins with a simple reality: Every organization, whether it's the Red Cross, a local library, a museum, a hospital, or even a church, operates like a business."¹ Professional skills and business knowledge are in high demand in today's working world; however, there is a general lack of quality business education at the high school level. Students develop a basic understanding of terms and concepts, but they never actually experience the world of business. To resolve this issue, Carmel DECA implemented a plan to take community outreach to the next level, thus extending our members' opportunities to learn beyond the classroom. By accompanying our members with the proper interactive learning structure, as well as partnering them with local business leaders in their field, we would be able to bridge the gap between textbook standards and real-world application. Partnerships formed by the Public Relations Team served to benefit both the students of Carmel DECA and the local businesses. We strategically chose partners that could act as a mentor for a specific DECA event, so our students had the opportunity to gain the skills and knowledge needed from a professional with experience in their event. Partners also had the opportunity to sponsor some of our DECA students to help with costs of travel and competition for ICDC so that all of the members who had worked hard to succeed would have the chance to make it to the international level.

Additionally, the campaign allowed us to support local business. Many executives saw the opportunity to be involved in DECA as a way to be involved in the community, which provides them with positive publicity. The owner of a local restaurant, Punch Burger, reached out to us saying, "Punch Burger is all about...supporting our community so we rarely invest our money in advertising. Instead we would rather partner with our local organizations to spread awareness about the great things being done in our community while introducing new people to our restaurant." Other partners

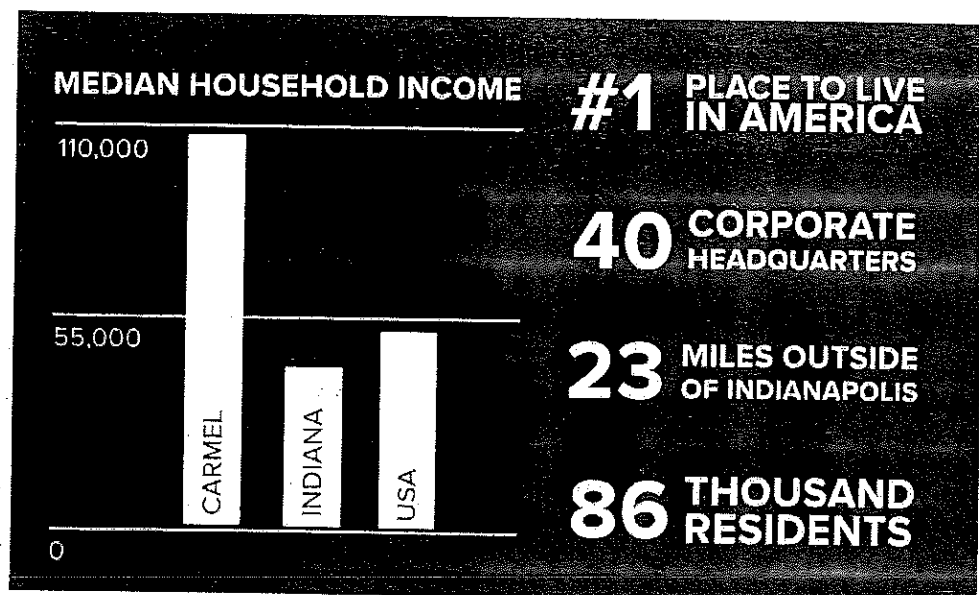
¹http://www.businessweek.com/business/schools/the_case_for_business_education-07-21-2011.html

gained the same advantage from their relationship with Carmel DECA. These people see the value in both teaching business skills and being a part of the community, so we were able to unite under the common objective of improving business education. Companies benefitted from the promotion they received through the Carmel Café and Market and Carmel DECA's social media campaign. Owners had the option to work with us to create a case study about their business to be used in class, thus combining promotion with education. We were dedicated to assisting our partners in any way possible.

C. Description of the target population

Carmel, Indiana is located just 23 miles north of downtown Indianapolis. The city is home to 40 corporate headquarters and 86 thousand residents². Due to its thriving economic environment, the median household income is \$106,000³. In 2012, CNN Money Magazine named Carmel the Number One Place to Live in America⁴. Carmel is an attractive location for businesses as the large market has a relatively high amount of disposable income and it is near the state capital, a major center of economic activity. With such a wide range of businesses comes a multitude of educated professionals. The public relations campaign targeted members of this professional community. Specifically, we were looking to connect with executives from local businesses that had significant experience and expertise in their field. Many

of them were interested in being involved in the community, and Carmel DECA provided them with a means to share their talent in support of a good



¹ www.CarmelIn.gov

² US Census Bureau

³ CNN Money Magazine (2012)

cause, that is business education. We tried to match every DECA event with a business that could provide the students with mentors for their subject. For example, we partnered with the Indiana CPA Society who provided us with volunteer accountants to help members with the financials in their entrepreneurship papers.

D. Description of the chapter

Carmel High School

Located in Carmel, Indiana, Carmel High School services a student body of just under 5,000 ranging from ninth through twelfth grade with a supporting staff of approximately 535. It is a part of the Carmel Clay Schools District, which includes three middle schools and eleven elementary schools. The mission of Carmel High School is “to create a positive environment in which all are challenged and inspired to achieve their potentials.”⁵ Providing a rigorous academic curriculum, Carmel offers 34 Advanced Placement (AP) classes, 17 International Baccalaureate (IB) classes, and 29 dual credit courses through various collegiate institutions. In order to help students reach their full potential, Carmel also offers numerous electives, including 22 business courses.⁶ This strong business department supports the co-curricular DECA program.

Student Resource Time (SRT)

Every other day, Carmel High School sets aside an hour and a half for a school-wide study hall time, called SRT. Students can meet with teachers, work on homework or group projects, or use the time to get to doctor appointments. During SRT, Carmel DECA hosts workshops, guest speakers, competition training sessions, etc. We also use the time to plan and prepare for events.

Carmel Café and Market

Carmel DECA also operates the student-run business enterprise, the Carmel Café and Market, at its location in Carmel High School. It was founded in 2014 as a way to provide a real-world learning opportunity for our members. We serve lattes, frappes, coffee, tea, Italian soda, and other

<http://www.ccs.k12.in.us/ds/about/profile>

http://www.ccs.k12.in.us/ds/uploads/File/ds/general/Academics_Program%20off%20Studies/POS_2016-2017_01.04.16.pdf

beverages, in addition to CHS spirit wear, to the students and staff of Carmel High School. All products are designed, made, and sold entirely by the student employees. Due to their hard work, the Café reached a landmark of \$50,000 in sales in just the first four months of operation this school year. In total, we have brought in \$81,000 in revenue this year. As this is a location that caters to thousands of Carmel citizens, we can utilize our business to promote our corporate partners within the store.

III. LOCAL MEDIA AND OTHER PROMOTIONAL POSSIBILITIES

A. Local print and broadcast media available

PRINT

| OUTLET | TARGET | PRODUCER |
|-------------------------------|------------------------------------|-------------|
| INDIANAPOLIS STAR | INDIANAPOLIS AND SURROUNDING AREAS | 335,303/DAY |
| HILITE | CARMEL HIGH SCHOOL | 5,000/DAY |
| CURRENT IN CARMEL | CARMEL, INDIANA | 31,488/WEEK |
| INDIANAPOLIS BUSINESS JOURNAL | CENTRAL INDIANAPOLIS | 50,000/WEEK |

BROADCAST

| OUTLET | TARGET | PRODUCER | VIEWERSHIP |
|--------|--------------------|-----------------------|--|
| CHTV | CARMEL HIGH SCHOOL | CARMEL HIGH SCHOOL | 5,000/DAY |
| WTHR | CENTRAL INDIANA | NBC | #1 MOST WATCHED NEWS STATION IN CENTRAL IN |
| FOX59 | HAMILTON COUNTY | CISION U.S. INC. WXIN | #2 MOST WATCHED NEWS STATION IN HAMILTON COUNTY. |

B. Other Possible Promotional Activities

Social Media

As Carmel DECA already has both a Twitter and an Instagram account, we can use these social media outlets to reach our partners, members, and other stakeholders. Social media is a new source of mar

As Carmel DECA already has both a Twitter and an Instagram account, we can use these social media outlets to reach our partners, members, and other stakeholders. Social media is a new source of mar-

Carmel DECA Website

Launched this year, www.carmeldeca.com is Carmel DECA's new center of digital activity. Members and parents regularly view the website regarding information for competition. We can use this channel for a variety of purposes, including providing information to prospective partners, connecting students with businesses, and promoting our partners.

Partners Banquet

In order to increase the sense of community between Carmel DECA and its partner organizations, we would like to host a banquet in which business owners can learn more about our group and how they can get more involved. The banquet will be free of charge for guests, and they will get the opportunity to hear directly from members about their experiences with Carmel DECA.

PRINT MEDIA

Indianapolis Star
HiLite
Current in Carmel
Indianapolis Business Journal

BROADCAST MEDIA

CHTV
WTHR
Fox59

OTHER PROMOTIONAL ACTIVITIES

Social Media
Carmel DECA Website
Partners Banquet

C. Media mix and rationale for media and other promotional activities

PRINT

Current in Carmel

Our partnership with the local newspaper, the Current in Carmel, provides an outlet for mass publicity. In July of 2015, after DECA's International Career Development Conference, the Current published an article on the success of Carmel DECA in Orlando and our plans for the following year. The article received positive feedback and helped our chapter increase its membership from 508 students

to 604 students. In light of this, we wanted to continue receiving coverage for the events we hosted throughout the year. After meeting with the editor, she offered to cover any Carmel DECA event in the paper throughout the year. To kick off the campaign, we sent out a press release highlighting the success of the Carmel Café and Market, which had recently reached a landmark of \$50,000 in sales. The Current published an article using the information from the press release in the following edition. As this particular organization circulates 31,488 newspapers in the 46032 and 46033 zip codes (Carmel, Indiana) on a weekly basis, we knew our article had an enormous potential audience.⁸

Informational Sheets for Prospective Partners

Our first partnership meeting was with the owner of a local restaurant, MacKenzie River Pizza. Chief Marketing Officer Jessica Deady and Vice President of Public Relations Rachel Sorensen gave their presentation on what Carmel DECA does and how the business could get involved, but at the end of the meeting, the owner expressed that he would have liked to have a hard copy of the information presented. We did not have paperwork to provide. From that experience, we learned that we needed a physical description of what a partnership entails to hand to our prospective partners, so the Public Relations Team wrote the content for an Informational Sheet and had our chapter's graphic designer, Aneesh Luthra, make it aesthetically appealing. Throughout the year, we used these handouts to promote Carmel DECA in meetings with local businesses. They explained our purpose and what the organization had accomplished in the past, as well as what it hoped to accomplish in the future with the help of partners. In addition, they outlined the ways in which a partnership would benefit the local businesses. It turned out that these handouts could serve purposes beyond these meetings, as we took them to community events such as the Chamber of Commerce meeting and the school board meeting.

⁸ www.thecurrent.com

Indianapolis News Beat

A journalism student from Butler University, assigned to cover a story about Carmel Clay Schools, decided to write her article on our organization. She interviewed several executive DECA members about the success of the Carmel Café and Market as well as other projects conducted throughout the year. She posted the article on Butler's online newspaper, the Indianapolis News Beat.

BROADCAST

CHTV

We utilized our school's television network, CHTV, to promote various events throughout the year. One segment of the morning news show that airs every other morning to all of Carmel High School includes a segment for in-studio announcements. This allows students to come on the air for about thirty seconds to speak about anything they would like to promote to the school. Prior to the LEAD Conference, Julianna Merry and Jessica Deady did an in-studio announcement to inform DECA students about the upcoming event. Additional announcements were made to inform students about upcoming SRT workshops.

School Board Email with YouTube video

As described in further detail below, a few of Carmel DECA's executive members had the opportunity to speak about Carmel DECA to the school board and several other people from the community. Only a small portion of the population saw the presentation live, but afterwards, a recap of the meeting was sent out to all parents and faculty at Carmel Clay Schools via email. It referred to Carmel DECA's presentation as a part of their "Spotlight on Success" segment and included a link to the YouTube video of the meeting itself.

Extraordinary Indiana

In November of 2015 we received an unexpected opportunity to tap into a channel of broadcast me-

dia. The film company, Extraordinary Indiana, aired an episode about the City of Carmel on PBS. As a part of the "Quality of Life" segment, the producers came into the Carmel Café and Market to interview the Chief Marketing Officer, Jessica Deady, and to take candid shots of the Cafe during operational hours. The program debuted on November 20, 2015 on Lakeshore Public Television, the PBS station with the largest potential audience, as it reaches 3.4 million households in Indiana. This program spread the word about the success of Carmel DECA's student-run business enterprise throughout the state.

OTHER PROMOTIONAL ACTIVITIES

Chamber of Commerce State of the Schools Address

On September 16, 2015, Carmel DECA was invited to present at the local Chamber of Commerce State of the Schools luncheon about the success of our student-run enterprise, the Carmel Café and Market. Over 500 executives from local businesses were in attendance. The purpose of the event was to inform the professional community of the current status of the local schools. A student keynote speaker was chosen from each of the school districts to highlight some of the student's entrepreneurial accomplishments. Molly McGuire, the EVP of Retail Operations, was selected by the Carmel Clay School Board to speak about the success of the Café and Market. Chard Reid, the chapter advisor, and Jessica Deady, the Chief Marketing Officer, were also in attendance to network with some of the business owners. Afterwards, several people approached the group inquiring how to get involved with Carmel DECA. Publicity continued after the event when a picture of the VP of Public Relations talking with the Community Relations Liaison from Carmel Clay Schools was published in the Current in Carmel.

School Board Meeting

After success at the Chamber of Commerce luncheon, the Carmel Clay Schools Board invited the students to present at a school board meeting as a part of their monthly "Spotlight on Success" por-

tion of the meeting. Molly McGuire spoke again on the Carmel Café and Market. Our president, Shakeel Zia, gave a general overview of the purpose and actions of Carmel DECA. Jessica Deady presented all of the ways in which the chapter was reaching out the community, including partnerships, the LEAD Conference, the financial literacy promotion project, and the community service project. In addition to the school board members, several people from the community were in attendance at the meeting.

Social Media

Social media was a huge part of the media mix used to reach the professional community. Julianna Merry, our Vice President of Social Media, kept our Twitter and



Instagram accounts updated with information about the chapter throughout the year. We posted before, during, and after every Carmel DECA event. She used competitions to promote the Café. We also utilized our social media accounts to promote and connect with our partners. Every time we acquired a new partner, Merry followed the business's page. Whenever we worked with a partner company, we did a shout out to thank them for their help and generate publicity. Furthermore, several executive members used their LinkedIn accounts to promote Carmel DECA and reach out to prospective partners. We posted regular updates on chapter events and provided descriptions of our organization. LinkedIn, as a site for professionals, catered more specifically to our target population than Twitter and Instagram.

Partners Banquet

In order to bring our connection with our partners to the next level, we organized and executed the Partners Banquet to thank them for their support and inform the professional community about Carmel DECA. Throughout the evening, our guests heard presentations from several executive members about the chapter. During these testimonials, students shared the various projects that had

been taking place throughout the year. We assigned seats at the banquet, placing one to two DECA members at each table of professionals so that partners would have the opportunity to connect personally with the students. Over dinner, students shared their experiences in Carmel DECA and how it had made a positive impact on their lives. After attending this banquet, our partners had a greater understanding of what our organization is really about, and because of this, signed up to mentor more often, as well as made financial contributions toward our competition costs.

Carmel DECA Website (www.carmeldeca.com)

Just this year, we launched the Carmel DECA website as a way to communicate with all of our stakeholders, including members, parents, and partners. The website provides information to the general public on the goals of the chapter, highlights some of the past accomplishments, introduces the leaders of the organization, and provides students with resources as they prepare for DECA competition. Additionally, the "Business Partners" tab is dedicated to prospective partners. It provides further information on how a partnership works and links to a Google Form on which business owners can fill out how they would like to support Carmel DECA online. The data from the form goes straight to a spreadsheet, so we had all of the contact information and contributions of our partners in one place. This spreadsheet was stored using the Google Sheets application so multiple members of the PR Team could access it on the Internet.

PRINT

*Current In Carmel
Informational Sheets
Indianapolis News Beat*

ACTIVITIES

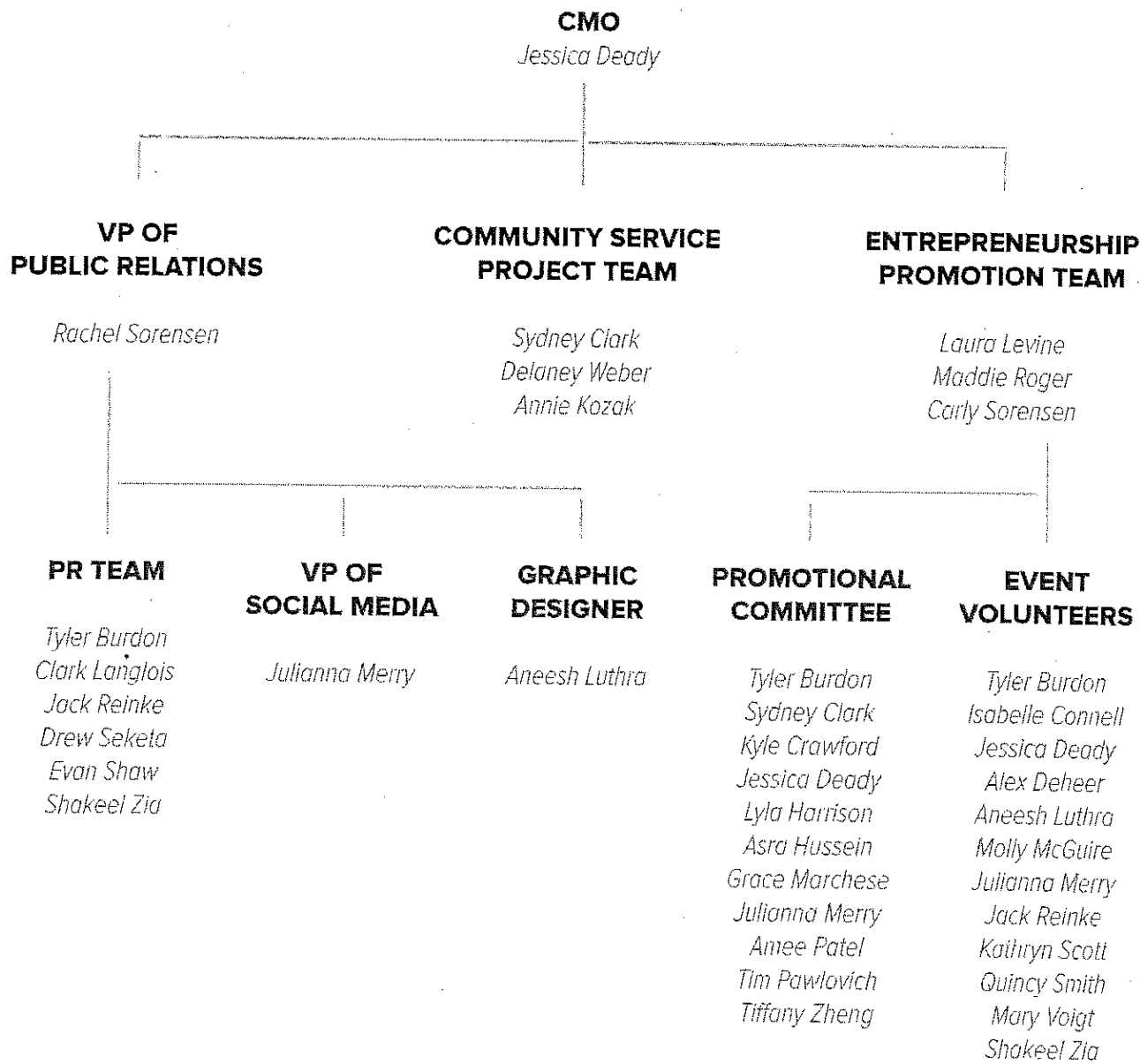
*Chamber of Commerce
School Board Meeting
Social Media
Partners Banquet
Carmel DECA website*

BROADCAST

*CHTV
Youtube
Extraordinary Indiana*

IV. CAMPAIGN ORGANIZATION AND IMPLEMENTATION

A. Organizational chart, member involvement and job description



PUBLIC RELATIONS TEAM

Chief Marketing Officer, Jessica Deady
 Vice President of Public Relations, Rachel Sorensen

The CMO and Vice President of Public Relations are responsible for overseeing operations that relate to the objective of developing positive, symbiotic relationships with individuals and organizations in the professional community. They coordinate partnerships by scheduling and attending meetings with executives from local companies. After a partnership is formed, they maintain posi-

tive working relationships through constant communication with representatives from the business. Deady and Sorensen were in charge of the planning and execution of the Partners Banquet. To reach out to the community, they attend local events and speak about Carmel DECA. They manage the associates of the PR Team.

Associate Directors of Public Relations:
Tyler Burdon, Clark Langlois, Jack Reinke, Drew Seketa, Evan Shaw, and Shakeel Zia

The Associate Directors of Public Relations assisted in multiple capacities. They helped call businesses to set up meetings, attended meetings with the VPs, and help with operational decision-making. This team also played a significant role in preparation for the Partners Banquet.

**Partnership
 Banquet
 Preparations**

| | |
|---------------------------------|---|
| Jessica Deady & Rachel Sorensen | <i>Responsible for invitations, RSVPs, list of attendees, table assignments, venue preparation, and coordination of catering, center pieces</i> |
| Shakeel Zia | <i>Created nametags for guests, gathered tablecloths</i> |
| Drew Seketa | <i>Designed table numbers that were posted on each table, created placecards</i> |
| Evan Shaw | <i>Drinks Menu</i> |
| Jack Reinke | <i>Agenda</i> |
| Tyler Burdon | <i>Signs to direct, serveware</i> |

Vice President of Social Media: Julianna Merry

The Vice President of Social Media played a vital role in promotion and community outreach. She maintains the Carmel DECA Instagram and Twitter pages. Merry launched a variety of social media competitions to bring customers into the Carmel Café, kept the accounts updated with information about the chapter, and connected with our partners to help promote their businesses.

Graphic Designer: Aneesh Luthra

The graphic designer created the Informational Sheets given out to prospective partners.

COMMUNITY SERVICE PROJECT TEAM

Sydney Clark, Annie Kozak, and Delaney Weber

The Community Service Project Team worked directly with our partner, the Ronald McDonald House, to raise money and awareness for the organization. They coordinated the fundraising through the Carmel Café and Market, hosted parties and meals for RMH residents, organized the Giving Tree project, the middle school donations project, and donated their time to decorate the House for various holidays. This team created a strong relationship between our chapter and the employees and residents of the Ronald McDonald House.

GUIDE

Entrepreneurship Promotion Team:

Laura Levine, Maddie Roger, and Carly Sorensen

The Entrepreneurship Promotion Team is responsible for organizing and executing events that promote entrepreneurship to DECA students. They planned the LEAD Conference, Cupcake Cuties, and an SRT workshop trilogy. The team works directly with the event coordinators to develop a plan for the events and ensure that each committee is getting their work done in a timely manner. In planning these events, they reached out to partners from the community to obtain speakers.

Promotional Committee:

Tyler Burdon, Jessica Deady, Asra Hussain, Grace Marchese, Sydney Clark, Annie Kozak, Tiffany Zheng, Lyda Harrison, Julianna Merry, Ameer Patel, Sam Sinder, Tim Pawlovich, Kyle Crawford

This committee worked together to promote each GUIDE event to DECA students and encourage participation. They handled all advertisements such as informational flyers, posters to hang around the school, CHTV announcement, and social media posts. As a result of their efforts, 130 DECA

students from around the state of Indiana registered for the LEAD Conference, all 25 spots at the Cupcake Cuties conference were filled, and each SRT workshop catered to about 20 students every session.

Event Volunteers:

Quincy Smith, Mary Voigt, Shakeel Zia, Jack Reinke, Liam Mountain, Tyler Burdon, Kathryn Scott, Julianna Merry, Isabelle Connell, Jessica Deady, Molly McGuire, Alex Deheer, and Aneesh Luthra

At every GUIDE event, volunteers were needed to help set up, check students in and out of conferences, help serve the professional guest speakers, and ensure that each event operated smoothly. At LEAD, volunteers took shifts checking people in, directing traffic in the hallways, monitoring workshop rooms, working the Innovation Idea Challenge, and serving the professional guest speakers.

B. Description of the campaign and documentation

FORMING PARTNERSHIPS

In order to achieve the goal of connecting Carmel DECA students with the community, the PR Team implemented a plan that focused on forming partnerships with local businesses. The first step of the process was to obtain contact information for owners, managers, or community relations directors from the companies. We had representatives speak in front of the IB Business Management and Marketing classes for which DECA is a co-curricular requirement, thus involving 334 of our students in the public relations campaign. All of these students participated in a project for the class in which they worked with a local business to conduct research on how that business operates. The students emailed their local business owners explaining how they could get involved with Carmel DECA and directed them to our website where they could sign up to serve as a partner. Additionally, the PR team researched contact information for local businesses using company websites, the phone book, LinkedIn, trade journals, and networking events.

After we had developed a list of prospective partners and their contact information, we systematically reached out to the owners in order to set up a meeting to discuss the potential relationship. We used a direct marketing approach to contact these executives. The PR team as well as other volunteers from the chapter at

tended three call sessions, each lasting about two hours. Rachel Sorensen, the Vice President of Public Relations, wrote a stump speech for the volunteers to reference during their conversation with the business owner. Members would pick a business from the list, mark it off so no one received a duplicate call, and attempted to reach the potential partner. They gave a brief explanation of Carmel DECA and inquired as to whether or not the person would be interested in setting up a meeting to further discuss the partnership. If they agreed, the volunteer would figure out a date that would work best for that executive to meet and put it on the group calendar. While several partnerships were obtained using this method, we encountered a few problems, especially because only ten percent of the businesses called would answer the phone. The volunteers left voicemails; however, owners were less likely to call back. After a few trial runs, we discovered that email received an overall better response, as 72% of businesses contacted emailed back and agreed to meet.

Once meetings were set, the PR team utilized a personal selling approach to finalize partnerships. PR Team members were scheduled to attend meetings with a representative from the prospective partner company. Meetings followed a predetermined but unscripted outline and used the Informational Sheets as a reference. The two PR team members would start by introducing themselves and their role in the organization. Then they would explain the purpose and function of Carmel DECA, including a description of DECA competition, the Café and Market, and statistics on the chapter. This led into how the local business could get involved. Obtaining mentorships was the primary goal, but they also explained that partners could choose to be financial sponsors to help send students to ICDC. If the representative expressed interest in supporting our group, we then directed them to carmeldeca.com where they could fill out a Google Form indicating how they would like to help.

Meetings served two main purposes. First, they increased awareness about Carmel DECA within the professional community. They also helped to establish partnerships with businesses, thus progressing toward the goals of 100 partnerships and student-community connections. Face-to-face meetings helped establish a more personal connection between Carmel DECA and its partners.

The two primary ways in which corporate partners could get involved were by mentoring students or by sponsoring the organization financially. We invited these executives to speak at various DECA events throughout the year in order to create more authentic and meaningful learning experiences for our members. Any financial contributions went toward offsetting the costs of the international competition for our students. Certain levels

of sponsorship were encouraged by advertising incentives. We utilized the Café to promote our partners. Once we formed partnerships, the next challenge in the project was to maintain positive relationships with the businesses. One of the ways we did this was by integrating our partners in chapter activities.

INCENTIVES FOR SPONSORSHIP

| \$250 | \$500 | \$1000 |
|---|---|---|
| <i>Logo on sponsorship poster in Cafe</i> | <i>Logo on 300 Carmel DECA State T Shirts</i> | <i>Logo on 300 Carmel DECA state shirts and logo on 500 latte sleeves</i> |

RONALD MCDONALD HOUSE COMMUNITY SERVICE PROJECT

RMHC Mission Statement:

To create, find, and support programs that directly improve the health and wellbeing of children.

The Ronald McDonald House is a foundation that provides financial assistance, housing, counseling, and other medical services to families that must stay with their hospitalized children or other relatives as they endure lasting illness. Many families must travel hours from home in order to gain access to advanced medical care, but with the high costs of treatment, it is extremely difficult to afford long-term residence in hotels in addition to regular meals. This charity alleviates some of these financial struggles. Today, there are 349 Ronald McDonald Houses worldwide.

Carmel DECA partnered with the Ronald McDonald House of Indianapolis in 2014 in order to give back to the community and support an incredible cause. Sydney Clark, Annie Kozak, and Delaney Weber led the effort to raise money and awareness for the organization. Every year, Carmel DECA designs and sells T-shirts to its members. T-shirts were sold for \$20 apiece, and \$5 from every shirt was donated to Ronald McDonald. Additionally, the Carmel Café and Market served as an outlet for fundraising. With every drink order, cashiers would ask customers if they would like to donate to the Ronald McDonald House. Customers began to join in the effort, some donating every time they purchased a beverage. A few students came to the Café just to contribute. Tyler Bickle, a Carmel High School student and frequent Café customer, remarked, "I just think that this is a really great thing that the Café does. The Ronald McDonald House is an awesome organization, and it's so cool that our school does so much to help them out." Carmel DECA was able to raise over \$6,000 for the Ronald McDonald House of Indianapolis.

We also organized three holiday parties for the families currently living in the House: one at Hallow-

een, one at Thanksgiving, and one at Christmas. DECA volunteers made festive treats and led holiday crafts for the kids. The events brightened the days of people who were going through extremely tough times as they were dealing with the serious illness of their loved ones. All in all, Carmel DECA served five meals at the Ronald McDonald House. In the spirit of the giving season, the Community Service Project Team hosted the Giving Tree project in our Café and Market. After contacting RMH Chief Operations Officer Beth Johnson, we compiled a wish list from the children living at Ronald McDonald House. During the holiday season, we put up a Christmas tree in the Café, decorating it with ornaments with a gift written on each. Carmel High School teachers could take an ornament off the tree and buy the gift, receiving a coupon for a free coffee in exchange. These gifts were wrapped and brought to the RMH children at the Christmas party.

To further involve the community in the Ronald McDonald Service Project, we organized Star Wars pin sales at the local movie theater, Flix Brewhouse, and a Book, Game, and Movie Drive at the three Carmel middle schools. With all the excitement surrounding the release of the new Star Wars movie, we utilized this opportunity to raise funds for Ronald McDonald. We gave 800 pins to the business and instructed the ticket salesmen on how to sell the pins and simultaneously educate customers on what they were supporting by purchasing the product. By the end of the project, all 800 pins had been sold. To involve the middle schools, we hosted a competition among the grades of the three middle schools to see which class could bring in the most donations, all of which went to the House.

RMH Indiana Has serviced over 35,000 families from every county in Indiana.

RMH Indiana currently hosts 58 families.

Original location on IUPUI campus in downtown Indianapolis

46 Sleeping rooms
6 Apartments

SRT WORKSHOPS

CPA Day

On November 30, 2015, we had accountants from five of our corporate partners come into class to work with students individually on the financials for their DECA papers. All of the CPAs were a part of the Indiana CPA Society, a group that also takes a role in the promotion of business education,

PARTNERS FOR CPA DAY

*Kevin Koven, CPA
L.M. Henderson & Company, LLP*

*Monica Nelson, CPA
DWA Healthcare
Communications Group*

*Jenny Quinnette
CPA, CGMA
Alegent LLC*

*Scott Williams, CPA
RSM US LLP*

*John Smith
Donovan CPAs & Advisors*

100%

said that the CPA provided knowledgeable advice for the financials in their DECA paper.

77%

said that the CPA Day expanded their knowledge on real-world financial planning.

100%

said that their DECA paper improved after the consultation.

90%

said that they learned something that they had not previously learned in a textbook.

particularly in the financial arena. Each group signed up for a fifteen minute consultation with one of the CPAs. Many of the entrepreneurship events require a thorough set of financial statements, often created from hypothetical data. A majority of students do not have the background in accounting and financial planning to accurately create these statements. CPA Day was meant to resolve this issue, integrate Carmel DECA with the professional community, and give students the opportunity to gain more knowledge about an important business skill: finance. Throughout the day, 27 groups had the opportunity to meet with the accountants. The CPA Society also provided us with financial magazines geared towards high school students. We passed these out to the participants as a way to promote financial literacy, as well as the efforts of our partner. To measure the effectiveness of CPA Day, we had the participating students fill out a survey. Through CPA Day, 5 of our corporate partners became more directly invested in the work of our members.

GUIDE Trilogy

The GUIDE Team organized a series of three workshops during SRT (school-wide study hall) for DECA members. The first workshop was about university business programs, because this would be the next step in our students' career. Entrepreneurship and franchising were the focus of the second and third workshops, respectively, because many students were doing projects with emphasis on these two topics.

Partner Mentorships

In addition to the workshops set up by GUIDE, other corporate partners came in to mentor students during SRT. We strategically chose partners with expertise in the various DECA events so that everyone would have access to a professional mentor. Working one-on-one with businesspeople from the real world helped students gain the knowledge and skills needed for success in DECA competition, as well as skills they will need in their later careers.

GUIDE PARTNERS

Carol Gillian
Northwood University

David Klain
Zingl Cafe

Mark Roger
FrankNet

| Name | Corporate Partner | Area(s) of Specialty |
|---------------------------|---|--|
| Tara Storm | Marriott | Hospitality |
| Gabe Connell | Hothex Pizza | Hospitality, Entrepreneurship, Finance and Accounting |
| Joe Hudock | Knauf Insulation | Advertising and Promotion, Entrepreneurship, Management and/or Human Resources, Marketing Research |
| Bill Toole | Benefit Hotels | Hospitality |
| Stephanic Miller | Skriva Media & Cortex Safety Technology | Advertising and Promotion, Entrepreneurship, Manufacturer sales |
| George Sechrist | Business Media Group, Inc. | Advertising and Promotion, Hospitality, Entrepreneurship |
| Dan Moriarity | Studio M Architecture | Entrepreneurship, Finance and Accounting, Architecture |
| Paul O'Connor | Renaissance Indianapolis | Hospitality, Management and/or Human Resources |
| Courtney Taylor | Bright House Networks | Advertising and Promotion |
| Bob Browning | Scopelliti, Jarvin | Business Law |
| Matt Frey | Bub's Burgers and Ice Cream | Entrepreneurship, Restaurants |
| David Klain | Klain Construction | Hospitality, Entrepreneurship |
| Bryan Arnold | The Pint Room | Hospitality |
| Matt McGraw | Quickdraw Foods, LLC | Hospitality, Entrepreneurship |
| Michael Giannamore | MGA Professional | Finance and Accounting, Business Law |
| Alex Morozov | SWAN Software Solutions | Entrepreneurship |
| Caleb Bullock | Somerset CPAs and Advisors | Finance and Accounting |
| Julia Schildmyer-Heighway | The Center for the Performing Arts | Advertising and Promotion, Hospitality |
| Cindy Armour | Armour Property Management | Entrepreneurship |
| Mark Deady | Mutual of America | Management and/or Human Resources, Sales |
| Patrick Tate | Chickfila | Hospitality, Entrepreneurship Management and/or Human Resources |

EST 1982

GUIDE CONFERENCES

LEAD Conference

LEADERSHIP EDUCATION, APPLICATION AND DEVELOPMENT

The LEAD Conference was organized by the GUIDE Team as an interactive way to introduce the LEAN Business Model to Indiana DECA. The goal was to help students achieve an entrepreneurial mindset and develop leadership skills. We invited chapters from around the state of Indiana to attend the conference. Located in the center of the state, Carmel was an ideal place to bring all of Indiana DECA together. GUIDE worked with the business department at our high school as well as other DECA programs in In-

diana to create the most useful curriculum for the event. In order to make LEAD possible, we had professional guest speakers from a variety of backgrounds and businesses lead workshops throughout the day on the topics from the LEAN Business Model. These guest speakers were drawn from partners we developed in the Community Connections Campaign. To support the entrepreneurial spirit, we also organized the Innovation Idea Challenge (IIC), inspired by the DECA Idea Challenge. This portion of the conference allowed students to compete in a Shark Tank-like environment with their ideas for a product or a business. The PR Team gathered a group of professional judges from our pool of corporate partners, as well as Carmel High School business teachers, to judge the tournament-style competition.

LEAD PARTNERS

Carolyn Goerner
Indiana University

Jim McKnight
Butler University

Michael Wiese
Anderson University

Mark Roger
Frontier

Dan Wagoner
Rivier Merch

Gabe Connell
Pizzeria Pizza

Susan Buterbaugh
TBS/TV

Paul O'Connor
PetalOunce Hotel

Doug Boehme
BOC

IIC JUDGES

Steve Durdan
Eli Lilly

Claudia Casas
Butler University

Mark Deady
National of America

Dan Moriarity
Studio M Architecture

Holly Hochstedler
Business Teacher

Jerrold Hochstedler

Jeremy Hochstedler

Julle Kazak
Cigna

PARTNERS

Katy Drury
Flying Cupcake

Deb Meyers
Women Like Us

On October 24, 2015, Carmel DECA opened its doors to 130 student participants from around the state of Indiana. After the opening session, students broke off into their respective workshops. There were four rotations throughout the day. Each rotation hosted two options for a workshop and the preliminary rounds of the IIC. The IIC operated in five different rooms during all four of the rotations. Students received ten minutes to pitch their business idea to the judges and five minutes for expert feedback.

Cupcake Cuties: Women's Empowerment Conference

On November 7, 2015, the GUIDE Team hosted Cupcake Cuties at a local, female-owned business: the Flying Cupcake. The conference was open to all Carmel DECA students, but as the emphasis was on women's empowerment, a majority of the 25 attendants were female. Katie Drury, the owner of the Flying Cupcake, spoke about her entrepreneurial success story. Our other guest speaker was Deb Meyers from the Women Like Us Foundation, a group that promotes women's empowerment to young people. The event helped in the development of business skills for our students and simultaneously created publicity for the organizations that assisted with the conference.

PARTNERS BANQUET

On January 13, 2016, Carmel DECA hosted the first ever Partners Banquet. We invited the corporate partners that we had accumulated throughout the year to join some of DECA's executive members for a formal dinner. This was a way to say thank you for their support and increase awareness about Carmel DECA in the professional community. We chose to host the event at Carmel High School for several reasons. First of all, we would be able to serve beverages directly from the Carmel Café and Market. Also, the school provides an excellent catering service that we utilized for cost effectiveness and logistical efficiency. On December 13, we sent out formal invitations by snail mail to all of our corporate partners, as well as members of the community that had assisted our organization throughout the year such as the Carmel Clay School board and the Carmel High School administration. Prior to the banquet, we had a training session for the managers that would serve as waiters and the executive members that would be sitting at the tables with our guests. We placed an emphasis on the importance of friendliness and hospitality.

On the evening of the event, each table was set up with a number on a stand, formal placecards for each seat, glasses of water, agendas, menus, and a stack of partnership flyers. At 6:30, representatives from our partner companies started to arrive. A group of our executive members greeted them at the door to check them in, handing them a nametag that indicated their company and the table to which they were assigned. After fifteen minutes, the program began. As Jessica Deady and Rachel Sorensen did brief introductions, our managing staff at the Café and Market came around to their assigned tables to take drink orders. The managers served as waiters throughout the evening. Then, the guests were released to the buffet to get their meals. Each table was seated so that one or two DECA members were with a group of partners. We encouraged the guests to ask these students about their experience in Carmel DECA so that they could get a more personal introduction to the organization. Once people began finishing dinner, we kicked off the remainder of the presentations with a Carmel DECA promotional video, created by Julianna Merry and Kyle Crawford. The rest of the program consisted of speeches from executive DECA students and our advisor, Chard Reid. Our partners left the banquet with a better understanding of the organization they were supporting. The event brought together members of a professional community, uniting under the common objective to educate future business leaders.

C. Estimated impact on the target population

45 GUESTS ATTENDED THE PARTNERS BANQUET

Our guests had the opportunity to learn more about the organization they were supporting through personal conversation with the students seated at their tables as well as speeches from executive members. We were able to highlight our accomplishments as an organization and thank them for all the help they had given in the process of achieving our goals.

29 MENTORS FOR SPECIFIC DECA EVENTS

Representatives from 21 business partners came in during our SRT time throughout the year to help students prepare for their respective events. These partners became directly involved and invested in the work of the students. We made sure to inform every mentor of how the students that they worked with performed at competition. Carmel DECA was able to unite with these mentors under the common cause of educating our future leaders.

12 LEAD CONFERENCE WORKSHOP LEADERS

These 9 partners had the opportunity to be a part the first ever LEAD Conference. They got the chance to share their knowledge and experience with a group of students, simultaneously promoting their organization. Many of our partners expressed that they thoroughly enjoyed being involved in the community through the LEAD Conference, because as one partner stated, "We are helping to educate our future business owners."

2 SPEAKERS AT THE CUPCAKE CUTIES: WOMEN'S EMPOWERMENT CONFERENCE

Partners Katy Drury and Deb Meyers expressed to the GUIDE team how extremely impressed they were with the organization of the event and that they thoroughly enjoyed leading the discussion over a controversy that is so relevant in today's society. They liked it so much that they have already volunteered to speak at the Women's Empowerment Conference in the spring.

1 RONALD MCDONALD HOUSE

Our work with RMH Indiana was extremely rewarding for Carmel DECA, but more importantly, for the organization that does so much to help families going through difficult times. One resident described the community service project as "a beacon of light." The team did so much more than surpass their goal of raising \$5,000. They donated their time to help RMH carry out their mission of improving the health and wellbeing of children.

Through our use of media, our partnership meetings, and Carmel DECA events, we were truly able to spread the word about our work to a majority of the community. We estimate around 20,000 impressions made from our media mix to the general population in our geographic area, which included a portion of our target population. We were able to more directly approach members of our target population through our partnership campaign, including meetings, community events, conferences, and mentorships. This strategy of taking a more direct pathway to individuals in the professional community made an estimated 1,000 impressions. While the quantity of these impressions was significantly less, the quality of these impressions outweighed that of the media mix, because it was these impressions that led directly to corporate partnerships. 47 partnerships were formed as a result of the Community Connections Campaign.

V. EVALUATION AND RECOMMENDATIONS

A. Evaluation of the process

WHAT DID WE ACCOMPLISH?

WHAT MISTAKES DID WE MAKE IN THE PROCESS?

WHAT ARE SOME THINGS WE DID WELL?

MEDIA MIX

1. GOALS ACHIEVED

- ✓ ESTABLISH A STRONG PRESENCE IN A VARIETY OF MEDIA OUTLETS.
- ✓ ATTEND AND HOST COMMUNITY EVENTS TO NETWORK AND PROMOTE THE CARMEL DECA MISSION.

Through publicity in local print mediums, television broadcasts, and digital media, we were able to create more awareness about the Carmel DECA organization throughout the general population of the Indianapolis area. To reach our target market specifically, we attended and hosted events that catered to the professional community. Our media mix helped increase recognition and support for Carmel DECA and highlight our members' accomplishments, which was particularly beneficial throughout our campaign to acquire corporate partnerships.

2.

One of the promotional channels in which we were lacking a presence was broadcast media. While we did utilize our school's network and appeared in a couple segments, we could have expanded our potential audience by working our way onto radio and additional external television broadcasts. Some outlets that might be beneficial for the future are WTHR, the most-watched television network in Central Indiana, or 92.3 WTTS, a radio station that broadcasts in our area.

3.

One of our biggest strengths in regard to the media mix was our partnership with the Current in Carmel. We received as-needed coverage for our events as well as the ability to highlight and promote our relationships with our corporate partners.

FORMING PARTNERSHIPS

1. GOALS ACHIEVED

- ✓ CONNECT DECA STUDENTS WITH PROFESSIONAL MENTORS THAT CAN SHARE THEIR EXPERTISE AND EXPERIENCE TO HELP MEMBERS PREPARE FOR COMPETITION

While we did not achieve our goal of 100 corporate partners, we were able to develop a strong pool of businesses and professional mentors that were enthusiastic about supporting Carmel DECA and its members. Our students had access to business leaders from the community that provided invaluable experience and expertise. We were also able to support local business as we generated positive publicity for our partners.

2.

Initially, we were aiming for quantity of partnerships over quality of partnerships. Instead of carefully selecting who we would choose to partner with, we were sitting down to meet with any business that was willing. Once we realized our mistake, we redirected our focus to forming partnerships that could substantially contribute to our mission. While we did not form the 100 partnerships that we first set out to obtain, we were able to form 47 quality partnerships and had time to work with all of them.

3.

A strong point in the Partnership Campaign was our strategy of meeting individually with businesses as we were trying to obtain partners. The meetings allowed both the members of PR team and the prospective partners to be introduced personally. We were able to explain the organization and answer any questions. Additionally, the partnership flyers we provided covered all the information we discussed in meetings, so people could refer back to the handouts later.

PARTNER-INTEGRATION EVENTS

GUIDE CONFERENCES, SRT WORKSHOPS, RONALD MCDONALD HOUSE COMMUNITY SERVICE PROJECT, PARTNERS BANQUET

1. GOALS ACHIEVED

- ✓ CONNECT DECA STUDENTS WITH PROFESSIONAL MENTORS THAT CAN SHARE THEIR EXPERTISE AND EXPERIENCE TO HELP MEMBERS PREPARE FOR COMPETITION
- ✓ ATTEND AND HOST COMMUNITY EVENTS TO NETWORK AND PROMOTE THE CARMEL DECA MISSION

Through the various events hosted throughout the year by our chapter, we were able to successfully integrate the partners we had formed in the Community Connections Campaign with our chapter's activities. Professionals became more directly invested in the work of our members. Corporate partners had the opportunity to get involved with the community, help educate future professionals and generate publicity for their business especially among the high school market. Additionally, our partnership with the Ronald McDonald House of Indianapolis allowed our members to experience the philanthropic side of business and take time to volunteer for the benefit of a greater cause.

2.

One of the things that we could have improved about this aspect of our campaign was the timing of the events. Some events, especially those geared towards improving member's papers, should have taken place closer to the beginning of the year so that they would have had the needed information going into the project rather than having to edit their content after the event.

3.

A strength of this component of the project was the wide variety of events offered. We found a place for every corporate partner to be involved. Whether they served as guest speakers, mentors, or financial sponsors, we were able to integrate all of our partners in our chapter activities, maintaining positive relationships.

B. Recommendations for future campaigns

Establishing partnerships can be a difficult process. Contact past partners over the summer to inquire as to whether or not they would be interested in continuing a partnership with Carmel DECA. Then, start contacting prospective partners as soon as possible. Create a well thought out plan in order to do so. Also, one of the mistakes we made was going for quantity of partnerships over quality. Look to meet with organizations that have something unique to offer and focus on forming stronger relationships with these select businesses.

Utilize LinkedIn to build a network of professionals in the community by creating a Carmel DECA account that members and partners can join or follow. Frequently update the page with information about the chapter's activities.

For future campaigns, we are currently in the process of planning for Carmel DECA Jr., a simplified DECA program for the three middle schools in our city. The kids will compete at our high school. Our corporate partners will participate as judges for the event. This is a way to further involve the professionals from partner businesses in the work of our chapter.

Involve the community in the Ronald McDonald House project. We enjoyed serving such a wonderful cause, and we would like to offer that opportunity to people outside of Carmel DECA as well. In the future, we will educate people on what RMH does for families and encourage them to get involved. Also, our members learn a lot about for-profit businesses through DECA; however, there is almost no emphasis on nonprofits. We will use the project to teach our members about the functions of organizations like RMH.

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 **DECA.**

WRITTEN EVENT WINNERS

PUBLIC RELATIONS PROJECT

1st PLACE

BRANDON CRAWFORD
ZACHARY CRAWFORD
LAUREN ZIMMERMAN

West Bloomfield High School, MI

2017

INTERNATIONAL CAREER
DEVELOPMENT CONFERENCE



KNOWLEDGE IS POWER:

WHAT YOU DON'T KNOW ABOUT DRUGS CAN HURT YOU

PUBLIC RELATIONS PROJECT

West Bloomfield High School DECA Chapter

West Bloomfield High School

4925 Orchard Lake Road

West Bloomfield, MI 48323

Brandon Crawford

Zachary Crawford

Lauren Zimmerman

April 25, 2017

TABLE OF CONTENTS

| | | |
|-------------|--|----|
| I. | EXECUTIVE SUMMARY | 1 |
| II. | CAMPAIGN THEME OR FOCUS | 4 |
| | A. Statement and description of the issue to be addressed | 4 |
| | B. Rationale for selecting the issue | 5 |
| | C. Description of the target population (such as community, school, etc) | 7 |
| III. | LOCAL MEDIA AND OTHER PROMOTIONAL POSSIBILITES | 9 |
| | A. Local print and broadcast media available | 9 |
| | B. Other possible promotional activity(ies) | 11 |
| | C. Media mix and rational for media and other promotional activity(ies) | 12 |
| IV. | CAMPAIGN ORGANIZATION AND IMPLIMENTATION | 13 |
| | A. Organizational chart, member involvement and job description | 13 |
| | B. Description of the campaign and documentation | 15 |
| | C. Estimated impact on the target population | 24 |
| V. | EVALUATION AND RECOMMENDATIONS | 25 |
| | A. Evaluation of the process | 25 |
| | B. Recommendations for future campaigns | 26 |
| VI. | BIBLIOGRAPHY | 27 |
| VII. | APPENDIX | 28 |

I. EXECUTIVE SUMMARY

Passion:

As the worldwide death toll rises, addiction continues, loved ones are lost, and change becomes necessary. Every year, the number of drug related deaths is growing and has surpassed the amount of deaths caused by cars and guns combined. Granted, even though this epidemic is becoming more widely known, no news article can prepare you for the shock of realizing your closest friend and support system has overdosed on heroin. In the summer of 2016, Chad Rutkowski, a 25 year-old college student and also a cousin to our DECA team member Lauren Zimmerman, was rushed to the hospital while experiencing a seizure in the back of an ambulance. He has since been battling MRSA and Hepatitis-C in the hospital for 3 months after coming out of a drug induced coma. Most recently, his parents have had to take out 2 mortgages and had to file for bankruptcy to pay for his rehabilitation. Even though Chad has seemingly escaped death, his overdose was just an addition added to a long list of cruel statistics regarding this drug epidemic that is all too common.

Campaign Theme and Goals:

Although Chad has become the motivation and passion behind this campaign, he is only one of too many horror stories impacting us personally and our community. Our group developed the theme: Knowledge is Power: What you DON'T know about drugs CAN hurt you. Furthermore, we focused on three goals below:

Awareness

- Raise awareness of the serious and rampant drug epidemic in West Bloomfield

Educate

- Educate the West Bloomfield community about the dangers of substance abuse and inform them of the help that is available

Implement

- New drug education and prevention programs at the two West Bloomfield middle schools and West Bloomfield High School

Target Market:

To capture as many members of our community, we separated our target market into two groups shown below:

| | |
|------------|--|
| Primary: | West Bloomfield High School students, parents, faculty, and administration |
| Secondary: | West Bloomfield Township community and other schools in the surrounding area |



Implementation:

First, we needed to gather information about the current drug use at West Bloomfield High School (WBHS). To do this, our team developed a survey that was emailed to students. This was a complicated and time consuming process because both the WBHS administrators and the West Bloomfield School District (WBSD) administrators had to approve the survey. Regardless, we gained valuable information that helped guide our project. Such as 34% of the students surveyed said that they have been offered hallucinogens, narcotics, or intravenous drugs and that the second leading place where students got alcohol was from their parents. These responses confirmed our idea that not only students needed education, but also adults and parents.

Using results from our survey, we contacted the Greater West Bloomfield Community Coalition (GWBCC). The mission statement as it appears on the GWBCC website is:

"To build community partnerships to reduce high risk behaviors including alcohol, tobacco, and other drug use, to help ensure that our youth may grow to their greatest potential."

Brandon was the first team member to have a meeting with Ms. Lisa Berkey, Executive Director of the GWBCC, and Ms. Lisa Kaplan, Program Coordinator for Henry Ford Maplegrove Community Education. Brandon discussed the project idea and how to implement it. Following Brandon's initial meeting, we planned several more meetings. After these meetings with Ms. Berkey and Ms. Kaplan, we knew that we found the perfect organization to help us achieve our project mission. Together, we developed three different events outlined below:



Red Out

- WBHS students and faculty wore red to show support of those affected by substance abuse



Informative Panel

- Panelists from Henry Ford Health System, Beaumont Health System, West Bloomfield Police Department and Families Against Narcotics
- Free drug lock boxes given out to everyone who attended

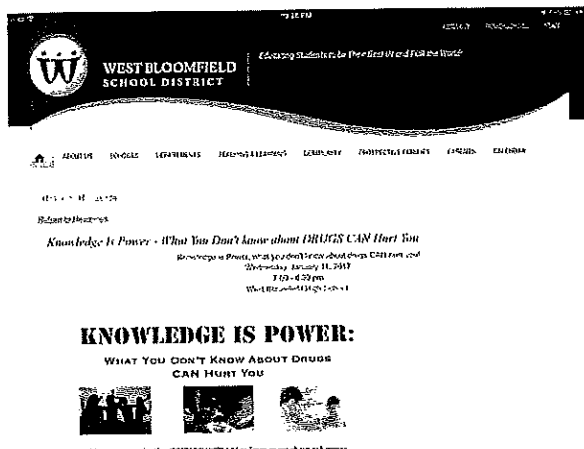


Public Service Announcements

- Informative videos that aired on Civic Center TV, WBTW 19, 89.3 WBLD-FM, and Laker Update

Local Media and Promotions Used:

Our team utilized various forms of media and promotions. First, Brandon and Zachary designed a poster for our events. This had to be revised several times due to added sponsors and requirements from the GWBCC. After the flyer was approved, Brandon emailed it to area school districts, community organizations, and local news stations and asked them to add the flyer to



their website and post the event on their community calendar. We were fortunate to have our event posted on the WBSD website, the Farmington Public Schools (FPS) website, the GWBCC website, Civic Center TV events calendar, 89.3 FM community calendar and WXYZ-TV 7 "Around Town" calendar. Our flyer was also emailed by several organizations including WBSD, FPS, and the GWBCC.

In addition to websites, our event was posted on multiple social media platforms, Facebook, Twitter, and Instagram, by multiple

different accounts. It was posted on Brandon, Zachary and Lauren's personal social media, and posted by the WBHS Business Academy Facebook, Twitter and Instagram, the GWBCC Facebook and Twitter, the WBHS Facebook and Twitter and the FPS Facebook and Twitter. Our panel was also featured on Civic Center TV's "The Splash" during the community events section.

Impact:

Following our events above, our team was interviewed by a reporter from Civic Center TV about our project, how we developed the idea and explained why we chose to do these three events. Our interview aired during their prime-time show "The Splash." Our team was also interviewed by Spectrum, the student newspaper at WBHS, and an article was published on their website about our panel and the impact it had on the WBHS community. Our team was also asked to attend the January, 2017 WBSD Board of Education meeting. At this meeting, WBSD Superintendent Dr. Gerald Hill and school board member Mrs. Carol Finkelstein recognized our team and the events we hosted and then she presented the "Stars of West Bloomfield award" to our team. After the meeting, Dr. Nelson Hersh, the WBSD school board President, spoke with our group saying:

"This project motivated the school board to develop more substance abuse education throughout the school district."

Conclusion:

Due to the overwhelming support of the WBSD Board of Education and administrators, we are confident that our events will have a lasting impact. In planning for next school year, the administration and staff are discussing a similar informational panel to reach an even larger portion of our student body, parents, and community members. This event was a stepping stone in the fight against substance abuse. Each of us, as individuals, plan to continue to be involved in education and fight this epidemic; both in college and in our future endeavors.



II. CAMPAIGN THEME OR FOCUS

A. Statement and description of the issue to be addressed

Across the nation, there is an epidemic arising. Within Michigan in particular, as drug and alcohol related deaths rise to record heights, it seems that not enough is being done to counteract this epidemic. For instance, "Recent statistics from the Michigan Department Health and Human Services show heroin overdose deaths in Michigan increased from 271 in the four-year period of 1999 to 2002 to 728 between 2010 and 2012." Consequently, from this epidemic, most people know someone who has been affected in some way.

This substance abuse epidemic in Michigan, and specifically in the metro-Detroit area, affects most teens and young adults. Some feel the need to experiment with drugs to get their parents attention, have a good time, be socially accepted, or to numb the pain of tragedy and challenges in life. However, very few people ever realize the consequences of their actions until it is too late. This cycle of self-destruction appears to be happening in most cities. It is not just prevalent in low-income areas, but also in areas where adolescents have the disposable income and the stress to perpetuate their drug addiction.

Moreover, education is lacking on the matter of drug use and alcohol consumption. In the WBSD, anti-drug curriculum courses cease to exist after elementary school, and only resurface for half a semester during 9th grade. This is a huge problem as this epidemic begins in the teenage years. More specifically, it begins during the summer between eighth and ninth grade according to Beaumont Health System professionals. This huge problem can often carry into adulthood, if the victim makes it that far, creating a maelstrom of problems and pain for all those involved with the victim. Because of this, we have created the Public Relations Campaign called "Knowledge is Power: What you don't know about drugs CAN hurt you" and joined forces with

the GWBCC, Henry Ford West Bloomfield Hospital, Henry Ford Maplegrove Center, Beaumont Health System and the West Bloomfield Police Department (WBPD). Each of these associations has strong influences, support and visibility within our community and specifically our community's youth. Below is a table outlining each organization and their unique focus:

| Organization | Purpose of Joining Forces: |
|-------------------------------------|---|
| GWBCC | Assisted in creating our panel, and financially sponsored the Prescription Drug Lock Boxes distributed at our informative panel event. |
| Henry Ford West Bloomfield Hospital | A nationally recognized hospital with support services and the nation's leading doctors. This hospital has, and continues to have, many patients who are treated for drug related injuries and drug overdoses. |
| Henry Ford Maplegrove Center | A drug addiction help center located within West Bloomfield that helped sponsor our informative panel event due to their longstanding relationship in the community and knowledge with this issue. |
| Beaumont Health System | Michigan's largest health care system with eight metro-Detroit hospitals, over 150 health centers and a staff of over 40,000. This health system has seen increases in drug overdoses and deaths each year for the past 10 years. |
| WBPD | Making sure that teens know the consequences if caught using, or in possession of, alcohol or other drugs. WBPD also has real-time data about the drug epidemic in our area. They are very concerned, involved and actively want to help solve this epidemic. |

B. Rationale for selecting the issue

We selected this issue because we noticed an increasing number of news articles and classmate stories relating to the use of substance abuse and the effects they had on students. Most influential in selecting this issue were the stories of close friends and family members that were



affected by a drug or alcohol related issue. This especially had a direct and personal impact at WBHS because last year there were four suicide deaths; three students and one teacher. Everyone at WBHS was traumatized. This was one of the major reasons that we started this campaign. We did not want students' drug use or alcohol consumption to increase after these suicides as statistics would suggest.

Another reason we started this project was because this issue affects one of our very own team members: Lauren Zimmerman. Lauren's driving force is her cousin, Chad. Chad went from being a star hockey player to the reason for his parent's bankruptcy and depression after three near death experiences with heroin overdoses. Currently, Chad is in the hospital suffering from MRSA and Hepatitis-C from intravenous drug use. While Chad's story is what makes this horrific issue so personal for Lauren, we all know someone affected by this epidemic whether we realize it or not.

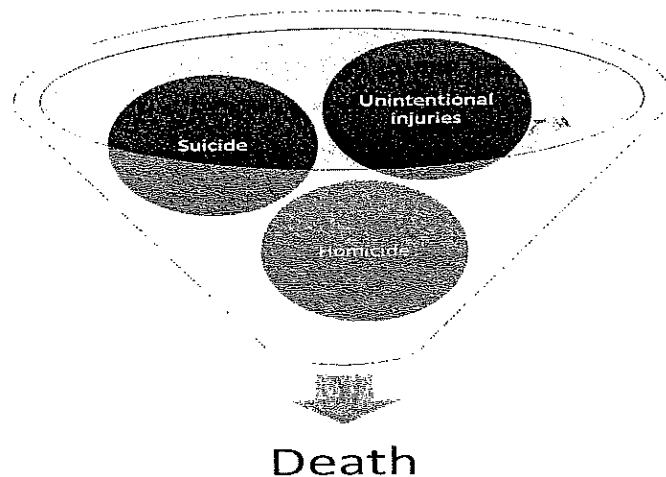
As stated before, more and more news stories are emerging about teen deaths due to substance abuse, including alcohol. In May, 2015, three teens were killed at Stony Creek Metro Park because of high speeds and alcohol consumption. It was reported that five teens were in the car and all of them had traces of alcohol in their body. The driver of the vehicle had a .08 blood alcohol level, according to Macomb County law enforcement officials. According to the Detroit Free Press, "one of the teens used a fake Ohio ID to buy beer at a Shelby Township party store."

A more recent incident occurred this past summer. A teen drowned in Middle Straits Lake in West Bloomfield Township. According to the WBPD, there were indications that the teens had been drinking alcohol. The teen did not attend West Bloomfield Schools, but lived in West Bloomfield



Township. In a statement from the student's school, Walled Lake Consolidated Schools, the student that drowned will be remembered as "A well-liked student who performed in several musicals and dramatic productions and was an integral member of the Walled Lake Central High School family."

While the overall consumption of alcohol in teens ages 12 to 17 is down, it still continues to be a large problem. According to the Foundation for Advancing Alcohol Responsibility, 7.7 million people, in the age range of 12-20, have reported current alcohol consumption. This is about 20% of the population where alcohol consumption is still illegal. Alcohol also plays a key role in the three leading causes of death in youth:



This is a serious problem that does not seem to be going away or decreasing. We hope to reintroduce, and update, prevention programs in order to try to decrease these statistics.

C. Description of the target population (such as community, school, etc.)

To help bring awareness and education about the substance abuse epidemic occurring in West Bloomfield, and the surrounding communities, the DECA Chapter of West Bloomfield has organized the Public Relations Campaign "Knowledge is Power: What you don't know about drugs CAN hurt you." With this campaign, the primary target market was the WBHS students,



faculty, and parents. The secondary target market was others in the immediate community that attend WBSD middle schools, private schools, or surrounding school districts, as well as various news outlets. The chart below demonstrates a breakdown of our primary and secondary target market:

| Target Population | Reach |
|--|--|
| Primary: WBHS students, faculty and parents. | <ul style="list-style-type: none"> ● WBHS has over 1,700 students enrolled, with over 100 staff and faculty members ● Students age range is 13-18 years old ● Actively engage, educate and inform students, staff faculty, administrators and parents to help make this campaign long-lasting. |
| Secondary: Others in the immediate area attending WBSD middle schools, private schools or other area school districts. | <ul style="list-style-type: none"> ● Abbott Middle School and Orchard Lake Middle School (WBSD middle schools) ● Contacted area school/districts including: <ul style="list-style-type: none"> ○ Bloomfield Hills School District (BHSD) ○ Walled Lake Consolidated School District (WLCSD) ○ Farmington Public Schools (FPS) ○ Orchard Lake St. Mary's Preparatory ● Various media outlets received our flyer and event information |

West Bloomfield Township, where WBHS is located, is considered a very affluent area. The average income in West Bloomfield is \$90,317, and over 50% have earned, at least, a Bachelor's degree. Approximately 77% of the population is white, 11% is African American, and



8% is Asian. This defies the stereotypical location for a drug epidemic. But the community's youth, on average, has disposable money from parents to spend on whatever they choose, and some choose substances that have a negative impact on them.

At WBHS, there is a student population of 1,770. Within the WBSD, serving over 5,500 students, there is already an anti-drug campaign implemented. But, unfortunately, the program is

only implemented in the school district's elementary level. The program is called "Kids in Charge" which is organized by the GWBCC. Although this is an outstanding program and is proven to be effective, it does not continue in either of the middle schools or at the high school. This is concerning because according to the Teen Rehab Center, "approximately 11% of all the alcohol consumed in the United States is consumed by 12-20 year old teens and young adults." This statistic is a stronger reason as to why WBSD student's education on the hazards of drug and alcohol abuse must continue after elementary school.

Concurrently, our target market of high school students was chosen because of their age group as this is the stage where students become stressed with school, standardized tests, sports teams, relationships, and their future career. For instance, this is the time when students are held accountable for their academic performance and also may begin to fail classes. Also, in high school, the pressure of ACT and SAT testing begins as well as college admissions.

III. LOCAL MEDIA OR OTHER PROMOTIONAL POSSIBILITIES

A. Local print and electronic broadcast media available

Local print available:

There are a variety of both print and broadcast media available in both West Bloomfield Township and WBSD. The West Bloomfield Beacon, a local newspaper distributed weekly throughout the Greater West Bloomfield area, comprised of West Bloomfield Township, Orchard Lake Village, Keego Harbor and Sylvan Lake cities. This newspaper features local stories, sports, and township events happening in West Bloomfield and the surrounding cities.

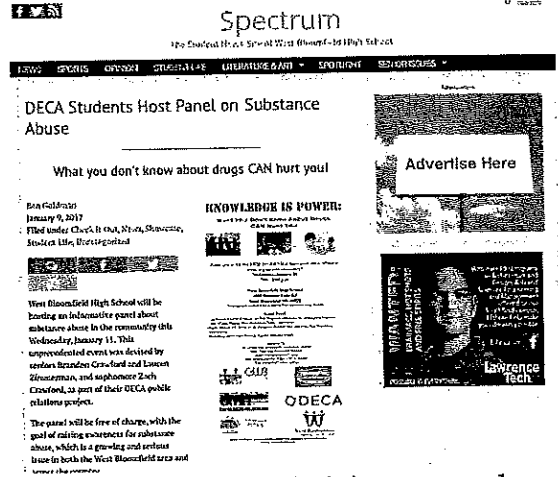
In addition to the township print media, WBSD and WBHS have their own newspapers. The WBSD distributes a quarterly newspaper called The Laker. The Laker is inserted in the West Bloomfield Beacon and is distributed throughout the city and surrounding cities. The Laker



features stories about the different events and news happening within the school district. At WBHS there is Spectrum, an online student newspaper. Spectrum features stories about WBHS news and events, written by WBHS students.

Student reporter, Ben Goldman, interviewed our team, as well as our DECA advisors, on what impact we wanted to have on our community and what we wanted people to learn after leaving our informative panel. This was a successful and

productive way to promote our event because many students, teachers, administrators and community members read Spectrum



Broadcast media available:

Focusing more on broadcast media, there is a plethora of outlets. West Bloomfield



Township has its own public access TV channel, Civic Center TV 15. This broadcasts to subscribers who have either Xfinity, AT&T U-Verse cable, or an internet connection via the online stream. WBSD also has its own public access TV channel, WBTV 19, and also its own

school district radio station, 89.3 WBLD-FM. We were interviewed by Civic Center TV reporters before and after our event. We discussed our project, why we chose substance abuse as our topic and what we wanted the audience members to learn. Civic Center TV also recorded our event and it is currently airing on the channel and available online. In addition to being interviewed, our team aired informational Public Service Announcements (PSAs) to inform

people about the drug epidemic in our area and to promote our event. WBHS also has morning announcements called "Laker Update." These announcements are streamed online. All teachers, in their classrooms, have a "Promethean board" which is an interactive white board, so all students could watch it. Our event was featured during their community events update.

B. Other possible promotional activity(ies)

Social Media:

In addition to utilizing print and broadcast media, our team used social media to promote our events. This included Facebook, Twitter and Instagram. Each of our team members has their own social media account where we posted our event. We also sent our flyers and event information to Mr. Patrick Watson, WBHS principal, and Ms. Julie Zalla, WBHS teacher and DECA advisor, so they could post the information on their individual social media. In addition to WBHS, our event was posted on the GWBCC social media and FPS social media.

Email:

Equally as important to social media, our events were mass emailed by several organizations including WBSD, FPS, BHSD, GWBCC, and WBHS Counseling. In addition to the mass emails, each member personally invited members of the WBSD administration, the WBSD school board and a West Bloomfield Township official. Dr. Mara Hoffert, Associate Principal of WBHS stated, *"This is a great event and I am so happy that you are part of it. I am looking forward to attending. Thank you for inviting and thinking of me."*



Farmington Public Schools added a new photo.
January 4 · 0

KNOWLEDGE IS POWER:

WHAT YOU DON'T KNOW ABOUT DRUGS CAN HURT YOU



Please join us for this FREE PROGRAM to learn more about substance abuse in your own community!
Wednesday, January 11
7:00 - 8:30 p.m.

West Bloomfield High School
4925 Orchard Lake Rd
West Bloomfield MI, 48322

(Presentation is located in the gym at West Bloomfield High School)

Guest Panel:

- Lisa Kaplan, LMSW, CAADC, ACSW, Program Coordinator for Employee Education
- Chief Michael Patten, West Bloomfield Police Department
- DRICDH TBA, Henry Ford Hospital West Bloomfield
- Rooming at Risk from Frontier Applied Sciences (FAS)

Sponsored by:

The Greater West Bloomfield Community Coalition
Henry Ford West Bloomfield Hospital
Henry Ford Michigan Center
West Bloomfield High School DECA Chapter
West Bloomfield School District



Write a comment...



WBHS Marquee

Our event was featured on the WBHS marquee. The marquee is in front of WBHS prominently on Orchard Lake Road, a major thoroughfare in the area. It was on the marquee for over a week with an estimated viewership of 14,000 people per day, according to the Southeast Michigan Council of Government (SEMCOG).



Flyers

We posted flyers throughout WBHS, as well as Abbott and Orchard Lake Middle Schools. The flyers had our event information as well the sponsors. We posted flyers from the Michigan Department of Health and Human Services (MDHHS). These flyers featured statics on substance abuse, as well as treatment centers.

C. Media mix and rationale for media and other promotional activity(ies)

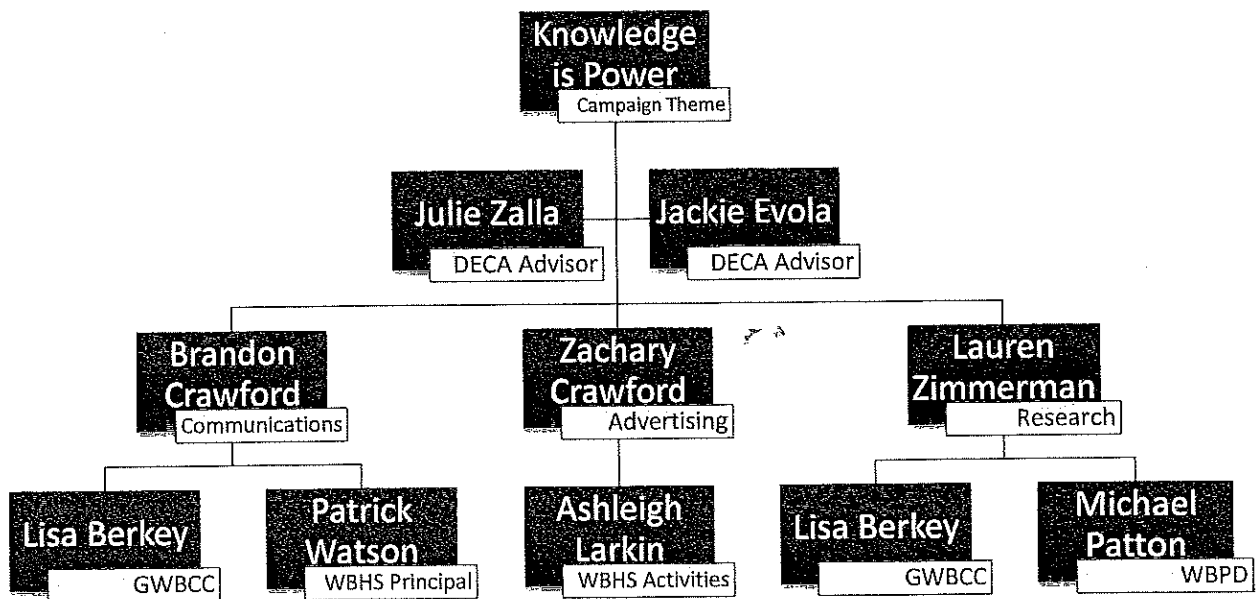
Below is a table of our media mix and rationale for each, as well as other promotional activities.

| Media Mix | Rational | Estimated Metrics |
|-----------------|--|-------------------|
| Print Media | This was the most effective way to reach our secondary target market as the Beacon and Laker are distributed on a weekly or quarterly basis. | 70,000 + |
| Broadcast Media | This was the most effective way to target people who do not directly live in West Bloomfield. Civic Center TV, WBTB 19 can be viewed in surrounding communities on cable and 89.3 FM which can be heard throughout the area. | 30,000 + |
| Social Media | This was a successful way of targeting our primary target market, as many students and staff members at WBHS use social media. | 12,000 + |
| Email | This was a successful way to reach a large audience quickly. | 17,000 + |

| | | |
|---------|--|----------|
| Marquee | This was a successful way to communicate to people who were driving in our community who may not have any connections to WBSD or West Bloomfield Township. | 14,000 + |
| Flyers | Flyers were another tool we used to communicate and inform students, faculty, administrators, and visiting guests. | 19,000 + |

IV. CAMPAIGN ORGANIZATION AND IMPLEMENTATION

A. Organizational chart, member involvement and job description



Each DECA team member in this campaign was equally involved in roles and responsibilities. We each took a role as a specialist in either communications, advertising or research, in this Public Relations Project. With an effort from not just us, but also our DECA advisors, the GWBCC, the DECA chapter, our fellow student body, and the staff, this public relations project would not have been as successful. Below is a detailed description of each team member's role in this project:

Brandon Crawford:

Brandon was our communications specialist. He communicated and maintained strong contact through emails and meetings, with team members, WBHS administration, GWBCC, and



the different sponsors of our events. This was one of the many keys to the success of our project. Without communication, none of our events would have been possible. Additionally, Brandon interns at Civic Center TV which was extremely beneficial to our project. Brandon also emailed different school districts and community organizations to ask if they could include our event on their website and social media. In addition to communicating with sponsors and group members about our events, Brandon was responsible for communicating with the WBHS and WBSD administrators regarding our survey. He needed to ensure that the survey was school appropriate before it was emailed out. Then, he communicated the information about the survey, distributed it, and then calculated the results.

Zachary Crawford:

Zachary was our advertising specialist. He maintained contact with WBHS teacher and student activities director, Mrs. Ashleigh Larkin. Mrs. Larkin and the student leadership class helped promote our events within WBHS. Zachary designed both of our posters and got them approved by the high school administration. From there Zachary, along with the help from Ms. Julie Zalla, wrote a press release for our events. Zachary also organized the different interview dates and made sure that each team member was available, as we all participated in every interview.

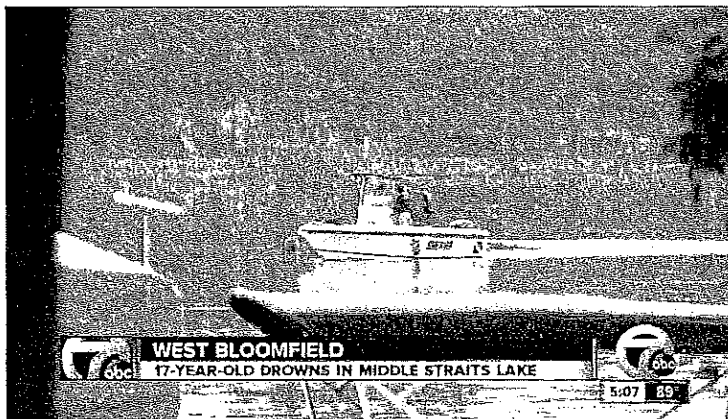
Lauren Zimmerman:

Lauren was our research specialist. She found quantifiable data regarding the substance abuse epidemic in our area. Additionally, she found information about our target market from the United States Census. Lauren also found a plethora of local, state and national news articles about substance abuse to support our rationale for choosing this specific issue. Furthermore, Lauren attended Walled Lake Central High School and knew the student who drowned during

the summer. Besides having the personal connection to this epidemic, Lauren also helped conduct our survey as part of her research. After our survey results were analyzed by Brandon, Lauren turned the results into usable data.

B. Description of the campaign and documentation

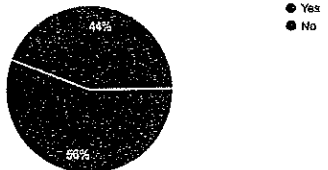
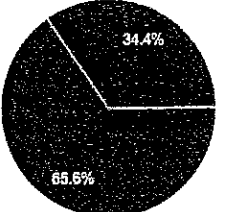
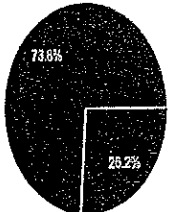
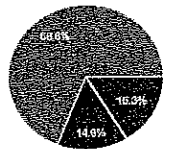
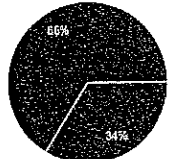
The idea for our campaign started in the spring of 2016. As the school year came to a close, Lauren and Brandon had a general idea of what they wanted to incorporate into the project. This was also around the



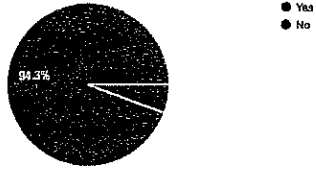
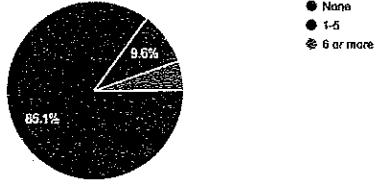
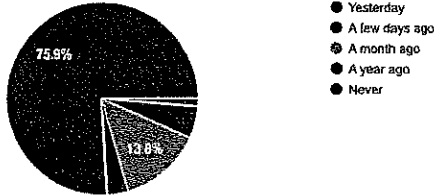
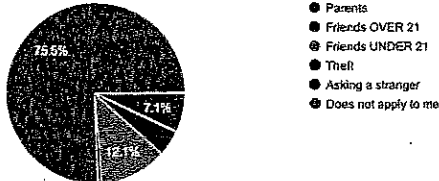

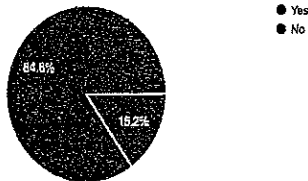
same time that Lauren's cousin was hospitalized for a heroin overdose. Following this, tragedy struck once again. On July 21, 2016 a 17 year old West Bloomfield resident drowned in Middle Straits Lake. This student was a high school senior who was on the lake around 1 a.m. with classmates. The student and classmates were said to be drinking as well as rumored to be using acid at the time he drowned. This was a clear sign to Brandon and Lauren that something immediately needed to be done. In the fall of 2016, Zachary joined the team. To begin and gather research, Brandon, Zachary and Lauren created a survey for WBHS students. We were pleased with the over 250 responses we received. The results of the survey are below:

| Question | Rationale and Findings |
|---|--|
| <p>What grade are you in? (282 responses)</p> <ul style="list-style-type: none"> ● Freshman ● Sophomore ● Junior ● Senior | <p>The graph to the left represents the different grades that participated in our survey. The most responses were from Junior class.</p> |

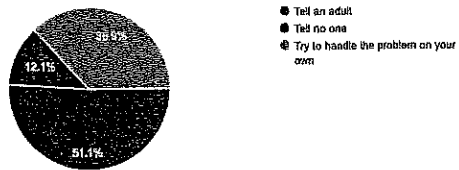
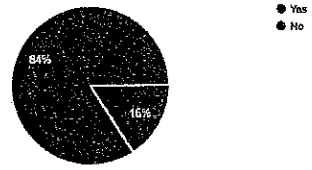
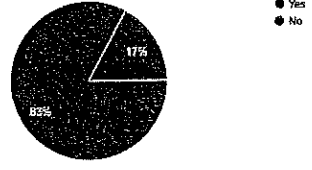


| | |
|---|--|
| <p>Do you know someone who has been affected by drug/alcohol abuse? (282 responses)</p>  <p>● Yes ● No</p> | <p>The percentage of people who knew someone who has been affected by a substance abuse. This figure is shocking with just over 50% responding "Yes," this further emphasizes the immediate need for education and awareness.</p> |
| <p>Do you consider alcohol to be a drug? (282 responses)</p>  <p>● Yes ● No</p> | <p>The graph to the left represents the percentage of students who consider alcohol a drug. Approximately 65% of the respondents said that alcohol is a drug.</p> |
| <p>Would you identify any close family members as alcoholics? (282 responses)</p>  <p>● Yes ● No</p> | <p>The figure to the left represents the percentage of students who identify close family members as alcoholics. Approximately 26% of the respondents consider a close family member an alcoholic.</p> |
| <p>If you answered Yes to the previous question does this affect your decisions about drug and alcohol usage? (282 responses)</p>  <p>● Yes ● No ● I answered No</p> | <p>To the left is a follow-up question to the previous one. This represents that of the 26% of students who responded "Yes" to the previous question, about half said having an alcoholic family member affects their drinking decision.</p> |
| <p>Have you ever been offered to try hallucinogens, narcotics, or intravenous drugs? (282 responses)</p>  <p>● Yes ● No</p> | <p>To the left represents the percentage of students who have been offered to try hallucinogens, narcotics, intravenous drugs. Approximately 33% responded "yes."</p> |



| | |
|--|---|
| <p>Have you ever driven under the influence of drugs or alcohol? (282 responses)</p>  <ul style="list-style-type: none"> ● Yes ● No | <p>The percentage of students who reported having driven under the influence of drugs or alcohol was approximately 6%. Thankfully, approximately 94% have not driven under the influence.</p> |
| <p>How many times have you been drunk in your lifetime? (282 responses)</p>  <ul style="list-style-type: none"> ● None ● 1-5 ● 6 or more | <p>Approximately 86% of students have never been drunk in their life, but what is astonishing is that approximately 14% of students surveyed have been drunk sometime in their lifetime.</p> |
| <p>Last time I had an alcoholic drink was... (282 responses)</p>  <ul style="list-style-type: none"> ● Yesterday ● A few days ago ● A month ago ● A year ago ● Never | <p>The graph on the left represents the percentage of students who have had an alcoholic drink and when they consumed it. Approximately 76% of students have never had an alcoholic drink, 14% had an alcoholic drink a year ago, the other 10% responded saying a few days ago, a month ago, or yesterday. This aligns with national statistics.</p> |
| <p>Who supplied you with alcohol? (282 responses)</p>  <ul style="list-style-type: none"> ● Parents ● Friends OVER 21 ● Friends UNDER 21 ● Theft ● Asking a stranger ● Does not apply to me | <p>The question to the left is a follow-up to the previous question. The number one source that respondents got alcohol from is teens UNDER 21, the second leading source is surprisingly parents. These results shocked both our DECA team, as well as the WBHS administration.</p> |
| <p>Do you or people you know use intravenous drugs? (282 responses)</p>  <ul style="list-style-type: none"> ● Yes ● No ● I don't know what this means | <p>Approximately 39% did not know anyone who used intravenous drugs or didn't know what an intravenous drug was. Unfortunately, 21% of respondents know someone who does.</p> |
| <p>Do you know about the Greater West Bloomfield Community Coalition? (282 responses)</p>  <ul style="list-style-type: none"> ● Yes ● No | <p>This graph represents the percentage of people who know about the Greater West Bloomfield Community Coalition. This was a major turning point in our project as we realized this great organization was underappreciated.</p> |



| | |
|--|---|
| <p>If you knew of a friend with a drug or alcohol addiction would you... (282 responses)</p>  <ul style="list-style-type: none"> ● Tell an adult ● Tell no one ● Try to handle the problem on your own | <p>The graph to the left represents what a student would do if they knew of a friend who had a drug or alcohol addiction. 50% said that they would tell an adult, 12% said they would tell no one, and 37% said that they would try and handle it on their own.</p> |
| <p>Have you ever used any form of illegal drugs (including alcohol or pills not prescribed to you) (282 responses)</p>  <ul style="list-style-type: none"> ● Yes ● No | <p>The graph represents the percentage of respondents who have used illegal drugs. While this is a relatively new category, 16% of the respondents reported they have used illegal drugs.</p> |
| <p>Do you know about the legal implications if caught using drugs or alcohol? (282 responses)</p>  <ul style="list-style-type: none"> ● Yes ● No | <p>This was an important question because it shows how well the students know what will happen to them legally if caught possessing of drugs and alcohol. Shockingly, 17% of the respondents didn't know the legal consequences.</p> |

This survey was both shocking and highly beneficial. We were able to find out this viable information, anonymously. This allowed us to get more accurate results as people felt comfortable answering truthfully.

Using the results from our survey, Brandon contacted the GWBCC to ask if they could help with our project. On October 26, 2016, Brandon met with Lisa Berkey and Lisa Kaplan at Henry Ford Maplegrove Center, a substance abuse help center for West Bloomfield. During this meeting, they discussed the drug epidemic occurring in West Bloomfield, and the surrounding communities, and the different ways our campaign could bring awareness to this issue. Ms. Lisa Berkey discussed the possibility of hosting an informational panel of experts. Brandon discussed this idea with Zachary and Lauren and they both liked it. Brandon and Lauren had another meeting with Ms. Lisa Berkey and Ms. Lisa Kaplan on November 22, 2016, to talk more about this informational panel. Also during this meeting, Lauren received more research from the

GWBCC, which included history and previous surveys about the drug epidemic in West Bloomfield and surrounding communities.

Immediately following the meeting, Brandon and Zachary started working on the panel flyer. Brandon communicated continually with guest speakers verifying information such as correct spellings, organization logos, etc. to add to our flyer. Our flyer had to be changed several times due to new organizations joining the panel. Finally, after several revisions, our flyer was finalized, approved and distributed to the GWBCC, WBSD, BHS FPS entire student and parent email list, posted on social media and various school district and organization websites.


Then, we sent personal emails to important members of our community, including Township Supervisor, WBSD Superintendent, WBHS administration and Board of Education members inviting them to our event.

Substance Abuse Public Service Announcements (PSAs)



Our DECA group utilized Laker Update, Civic Center TV and 89.3 WBLD-FM to broadcast informational PSAs about the dangers of substance abuse. With the help of Civic Center TV and the Ad Council employees, Brandon, Zachary and Lauren recorded both radio and TV PSAs. In addition to

KNOWLEDGE IS POWER:
WHAT YOU DON'T KNOW ABOUT DRUGS
CAN HURT YOU



Please join us for this FREE PROGRAM to learn more about substance abuse in your own community!
Wednesday, January 11
7:00 - 8:30 p.m.


West Bloomfield High School
4925 Orchard Lake Rd
West Bloomfield MI 48323
(Presentation is located in the Gym at West Bloomfield High School)


Guest Panel:

- Lisa Kaplan, LMSW, CAADC, ACDW, Program Coordinator for Maplegrove Education
- Chief Michael Patton, West Bloomfield Police Department
- Naomi Ibtisaki, RN, MSN, CEN, Beaumont Hospital Troy and Royal Oak Emergency Departments
- Recovering addict from Families Against Narcotics (FAN)


Sponsored by:

The Greater West Bloomfield Community Coalition
Henry Ford West Bloomfield Hospital
Henry Ford Maplegrove Center
Beaumont Health
West Bloomfield High School DECA Chapter
West Bloomfield School District







DECA



Beaumont



CIVIC CENTER TV



**WEST BLOOMFIELD
SCHOOL DISTRICT**

For more information, please contact the Greater West Bloomfield Community Coalition
Website: www.gwbcc.org



our own PSAs, Brandon found pre-made PSAs by the Ad Council that aired on Civic Center TV and 89.3 FM.

Red Out

To effectively target the WBHS community, our group hosted a "Red Out". This was an event where students, staff and

administration wore red to show their support of substance abuse. Red is the color that represents, among other things, substance abuse. The color red was designated to this cause by the Red Ribbon Campaign who also hosts Red Ribbon week



in October. Our "Red Out" took place on Wednesday, January 11, 2017. As we walked into school, we were taken aback in regard to how much red we saw. Hundreds of students and teachers were wearing red. This was not only empowering to see, but also showed how many



people care about substance abuse. We asked several students why they chose to wear red. Many answers included the student knowing someone in their family or friends who have been affected by substance abuse. When asked, student Brock Thomas said, "I wore red because I personally know someone who

is affected by substance abuse. I am very glad this issue is finally being addressed in our school. Thank you WBHS DECA for hosting this event."

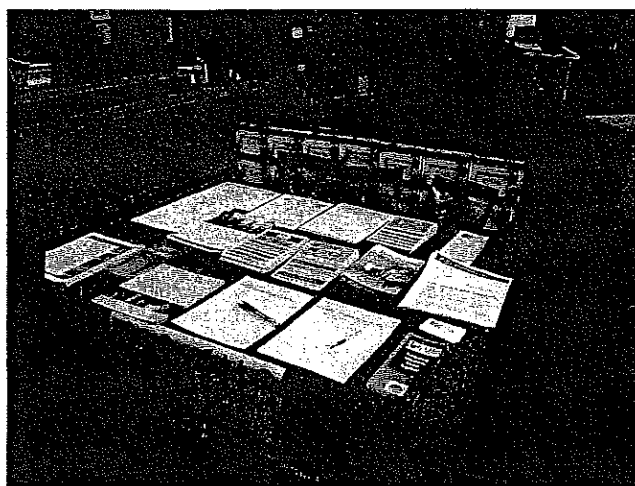


Panel

On Wednesday, January 11, 2017, our DECA team hosted an informational panel at WBHS of four experts on substance abuse. Brandon, Zachary, and Lauren started setting up around 6:00 p.m. The janitorial staff at WBHS graciously moved the furniture and arranged the chairs in rows. When we arrived, we turned



on the computer, TV's and tested the microphones. At 6:15 p.m., Mrs. Crawford arrived with two cookie trays and two cases of bottled water. These light refreshments were available before



and after our panel, and donated by Mr. and Mrs. Crawford. At 6:30 p.m., Ms. Lisa Berkey arrived with informational materials relating to substance abuse and the GWBCC, as well as the prescription drug lock boxes. The lock boxes were donated by the GWBCC and everyone who attended the event received

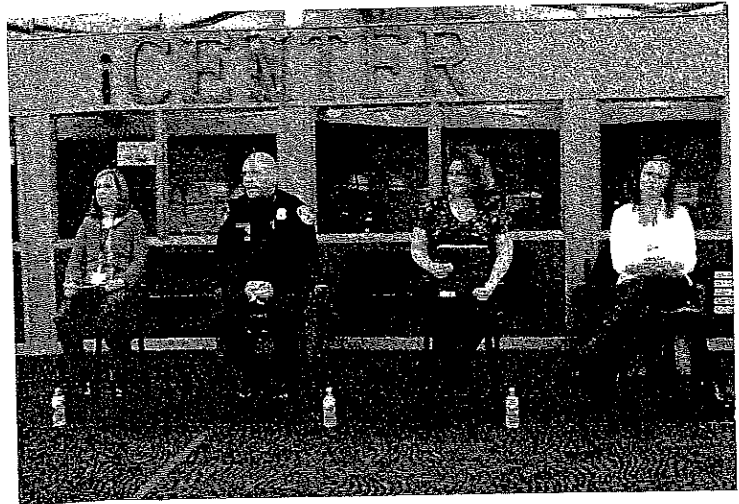
one to take home.

Our panelists arrived around 6:40 p.m. Zachary welcomed them at the entrance of WBHS and directed them to the iCenter. Brandon and Lauren greeted them in the iCenter, thanked them for coming, and verified how they would like to be introduced. People attending the panel started



arriving around 6:50 p.m. They enjoyed the light refreshments and reviewed the literature that Ms. Berkey brought. The presentation started promptly at 7:00 p.m.

Brandon, Zachary, and Lauren hosted the panel. Each team member introduced themselves, then Zachary introduced the distinguished guests and each of our panel members. Our panel included Ms. Lisa Kaplan, Program Coordinator for Maple Grove Education, Mr. Michael Patton, Chief of WBPD, Ms. Naomi Ishioka,



Beaumont Heath Emergency Room (ER) Nurse, and Ms. Angela Spino, recovering addict from Families Against Narcotics (FAN). Each panelist was allotted approximately 15 minutes to speak about their unique perspective regarding substance abuse as it relates to their line of work or experiences. Below is a diagram of what each panelist spoke about:

Lisa Kaplan

- Referenced everyday household items that can be abused
- Safety measures parents can take to secure their substances
- Discussed programs available at Henry Ford Maplegrove

Michael Patton

- Gave statistics that directly related to the substance abuse epidemic in our area
- Brought awareness about the controversies between jail and recovery

Naomi Ishioka

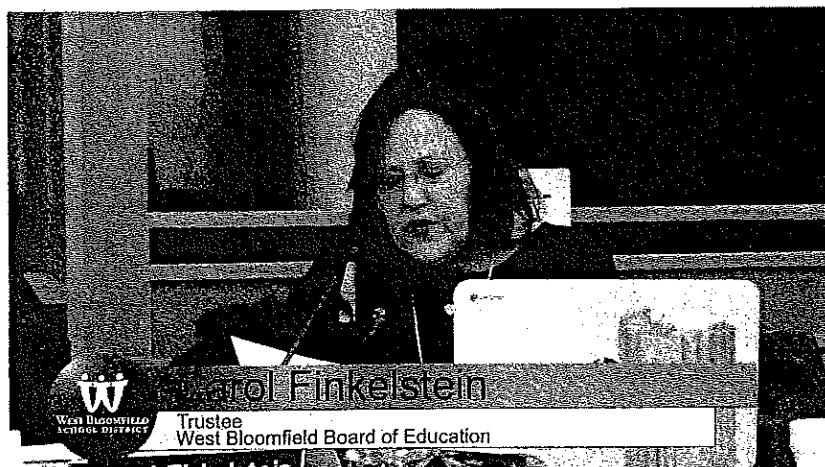
- Shared ER stories about the rise in substance abuse related patients needing treatment
- Revolutionary treatment for narcotic overdose

Angela Spino

- Shared her very personal details about her substance abuse and journey toward recovery
- Hard consequences helped her take responsibility for her actions
- Currently drug free for over two years

After all the panelists spoke, Lauren offered a question and answer session. Many audience members had questions that furthered the discussion. After question and answer session ended, Brandon closed the program by thanking the panelists and audience members for attending and invited the audience to stay, enjoy light refreshments, take home a complimentary lock box and speak to our panelists one-on-one for more personal questions.

While audience members were mingling, a video about the GWBCC played on the iCenter TV screens. This provided more information to attendees in regard to the epidemic in our



area, as well as information about the coalition.

A few weeks after our event, our group was invited to attend the January, 2017 WBSD Board of Education meeting. At the school board

meeting Ms. Carol Finkelstein, board member, and Dr. Gerald Hill, Superintendent of Schools, presented our event to other school board members and provided a quick summary about our campaign. Mrs. Finkelstein said *“Brandon, Lauren & Zachary took the initiative to organize, promote and host the program. Through the outstanding efforts of these students, the public was provided with a unique opportunity to learn more about substance abuse right here in our own community.”* Ms. Finkelstein further stated, *“Attendees heard from an expert panel, including West Bloomfield Police Chief Michael Patton, an Emergency Room nurse, Social Worker Lisa Kaplan, from Henry Ford Maplegrove center, as well as a recovering addict who shared her very powerful, personal story.”* She followed this up by presenting our group with the, “Stars of



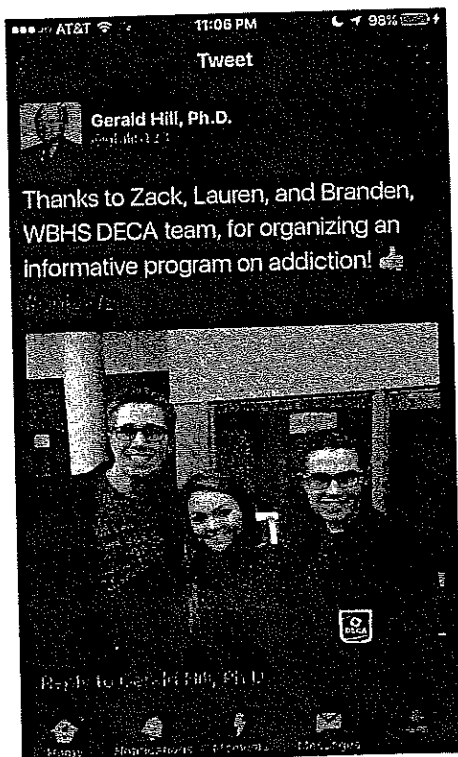
West Bloomfield" recognition award for our involvement in increasing awareness of substance in our local community. This was truly an honor for our group, but more importantly brought the issue of substance abuse to the board of education where a possible lifelong plan will be developed. In our appendix you will find two letters on pages 29 and 30. They are from Dr. Gerald Hill and Ms. Lisa Kaplan commending our efforts on this project.



C. Estimated impact on the target population

Shortly after our presentation, our group received numerous emails from students, parents and community members thanking us for hosting this event. Many emails included how the

stories shared by the panel impacted them personally because they personally know someone who is, or has been, affected by substance abuse.



Initially, we set out to educate the WBHS community and make them aware of the substance abuse problem in our area, and how to get the necessary support and resources they need. Secondly, we wanted the general public in West Bloomfield Township, and surrounding areas, to be aware of the substance abuse issue, and the signs to watch for.

Our project will continue to have a lasting impact on our community as it continues to broadcast on our local cable channel allowing viewers in the area an opportunity to further gain from our event. Additionally, since this issue has been



brought to the attention of the WBSD Board of Education, we are thrilled to share that more substance abuse education will soon be implemented in the school district curriculum.

Additionally, the Board of Education and administrators at the high school shared they would like to do the same program again in the future. This is key to the future success of our project, as it has evolved from an informational panel, to a district-wide education plan.

V. EVALUATION AND RECOMMENDATIONS

A. Evaluation of the process

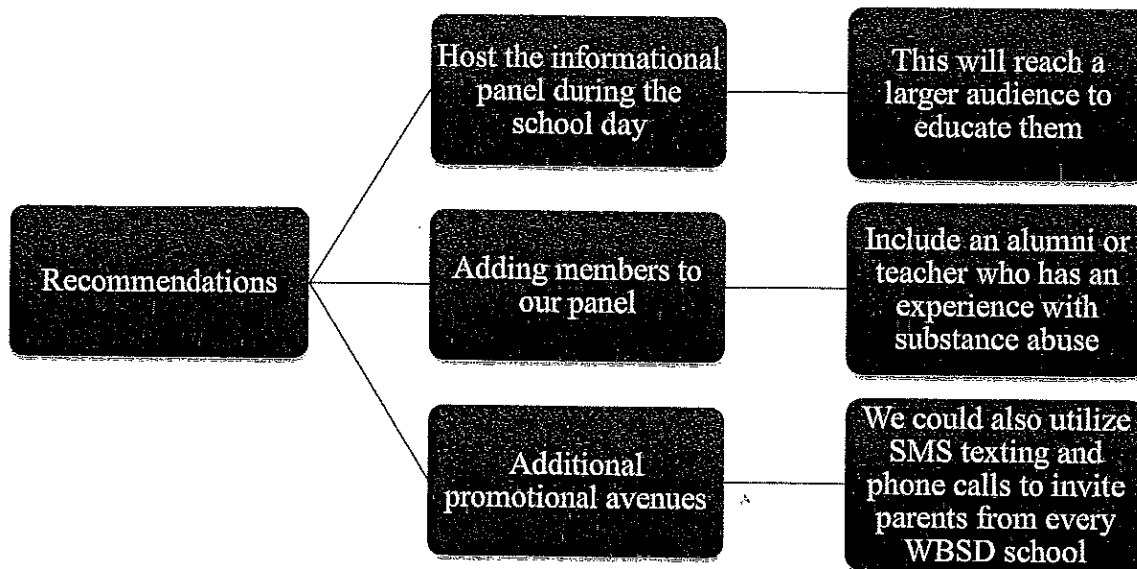
Our group had a fantastic and educational experience gathering information, surveying students, and completing this project. Following our events, we evaluated our impact by distributing a follow-up survey to the panelists, as well as the guests in attendance. We used their responses to help provide us with strategies for both presenting, as well as organizing future events. Furthermore, we attended another school board meeting where there was an entire portion of the meeting dedicated to the conversation of continuing the “Kids in Charge” program in the middle schools and high school, holding assemblies on the dangers of substance abuse, as well as furthering the WBSD involvement with this campaign.

In addition to evaluating our events and their impact on the community, we evaluated the research, the organizing, planning, and the implementation of the public relations process overall. For instance, we began thinking and discussing this project over a year ago and throughout the entire process, we have learned and grown as people more than we could have ever expected. We learned that communication is essential to the success of any public relations project. Constant communication about each event is necessary. Communicating using many different vehicles is also critical to the success of the event and overall project. Our messages were accurate, clear and concise.



B. Recommendations for future campaigns

Although we feel our campaign was successful, we have compiled suggestions for doing this same event in the future. After analyzing the effectiveness of our campaign, our group compiled recommendations for future events as shown below:



In conclusion, the most rewarding aspect of this project was that it will last for many generations. As the WBSD Board of Education knows the severity of this epidemic, they have implemented policies to make lasting educational experience for all students. They intend to expand the “Kids in Charge” program into the middle schools and incorporate a new program at the high school. In the end, we hope that lives will be saved and addiction will be minimized.



a

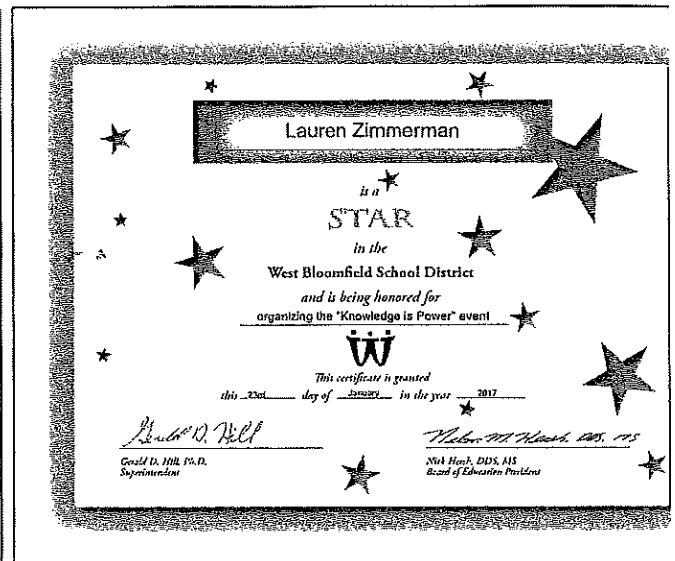
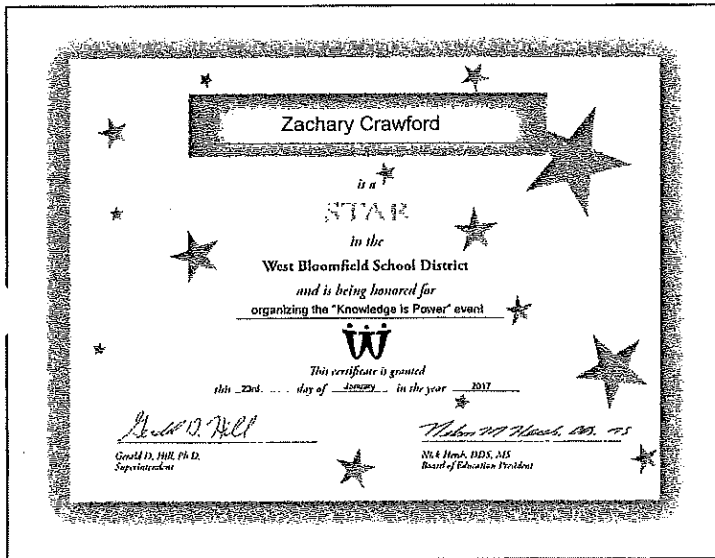
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VII. Appendix

- “The Kids in Charge (KIC) program is offered in all West Bloomfield School District elementary schools to children from kindergarten to 5th grade. Students are educated about dangers and health risks of cigarettes, alcohol, and drugs. Apart from teaching kids the hazards of these substances, they are also instructed on how to effectively, assertively, and confidently say no to peer pressure. The KIC program has helped significantly reduce drug use rates throughout West Bloomfield.” – GWBCC
- “Families Against Narcotics (FAN) is a community based program for those seeking recovery, those in recovery, family members affected by addiction and community supporters. FAN seeks to change the face of addiction, dispel the stigma of addiction, and educate the community as well as those affected by addiction.”- FAN





WEST BLOOMFIELD
SCHOOL DISTRICT

GERALD D. HILL, Ph.D.
SUPERINTENDENT

January 17, 2017

To Whom It May Concern,

I'm pleased and proud to write this letter of commendation on behalf of the West Bloomfield High School DECA team composed of Lauren Zimmerman, Brandon Crawford, and Zachary Crawford. The program they organized and promoted, "Knowledge Is Power: What You Don't Know About Drugs CAN Hurt You", was excellent. It was information, involved key community members on the expert panel, and targeted both youth and their parents.

Brandon, Zachary, and Lauren facilitated the panel discussion and the audience interactions during the presentation. The fact that they were able to partner with the Greater West Bloomfield Community Coalition, the West Bloomfield Police Department, Henry Ford Maple Grove Center, Beaumont Hospital and Families Against Narcotics was impressive. Representatives from these organizations brought unique, yet complimentary perspectives to the issue of substance abuse in the community. This was one of the best such panels I've heard in the past several years!

This DECA team represents what's best about the West Bloomfield School District, especially the spirit of community service present at West Bloomfield High School. Congratulations on a job well done!

Sincerely,

Gerald D. Hill, Ph.D.
Superintendent

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E-MAIL: gerald.hill@wbsd.org





HENRY FORD BEHAVIORAL HEALTH

January 20, 2017

Maple Grove Center

6773 West Maple Road
West Bloomfield, MI 48322
(248) 661-6100 Office
(248) 661-6184 Fax

Department of Psychiatry
Consultation-Liaison Service
Brain Stimulation Service
Neuropsychology Service
Pediatric Psychiatry
Psychiatry Residency

Kingswood Hospital

Maple Grove Center

Outpatient Centers
Clinton Township
Dearborn
Detroit
Troy
West Bloomfield

To Whom This May Concern:

Lisa Berkey, Executive Director of the Greater West Bloomfield Community Coalition and I met face to face with Brandon Crawford initially, and then Brandon and Lauren Zimmerman. We also had multiple email conversations to plan an educational program on substance abuse. The event, held at the West Bloomfield High School iCenter on Wednesday, January 11 from 7:00-8:30 p.m., was planned and publicized by Brandon, Lauren, and Zachary Crawford. They created a flyer and poster, which assisted in promoting the program.

Lisa and I assisted by assembling a panel, which included me (a social worker in the field of addiction care), Chief Michael Patton from the West Bloomfield Police Department, Naomi Ishioka (a nurse in Beaumont Hospital's Emergency Department), and Angela Spino (a young woman in long-term recovery who represents Families Against Narcotics). We agreed that each panel member would discuss addiction from our own perspectives.

Brandon, Lauren and Zachary welcomed guests at the door and provided cookies and water bottles. They secured a microphone, had the Coalition logo on the large screens in the iCenter, and introduced the topic. After each of the panelists spoke, they opened up the discussion to questions from the audience. They then thanked everyone for attending, and guests were encouraged to peruse the table of resources and have a snack.

Both Lisa and I enjoyed working on this valuable program with these impressive young people!

Sincerely,

Lisa Kaplan, LMSW, CAADC, CPC-R, ACSW
Program Coordinator-Maple Grove Community Education

