

Scripps PRSSA 50th Anniversary Media Plan

Initial planning: Scripps PRSSA has demonstrated their influence as the leading top public relations student organization through achievements like Outstanding Chapter in 2018, Honorable Mention in the National Bateman Case Study Competition and Best Chapter Firm. We want our alumni to celebrate and see the progress and growth that has taken place within the organization over the last 50 years and continue financially supporting current and future members.

Overview: The organization operates on a limited budget and is restrained in what they can provide to members. With extra funding from alumni and the journalism school we believe we could offer members many more opportunities for professional development like networking trips and travel opportunities, mentorship programs and extended PR Bootcamp and workshops.

Goals: We hope to raise \$10,000 through the gala to continue funding chapter activities including travel and networking opportunities, mentorship programs and other career development services and workshops.

Strategies:

- Email campaign, email monthly blast to alumni
- Reaching out to alumni through social media #50Facts campaign
- Feature alumni edition of PR Success
- Partner with 1804 Communication to create and design mail invitations for alumni in the United States

Target audiences: Alumni are a key target because they know how hard we work as members and how we benefit strategic communication majors. We know they will want to fund the development of members and see them grow as top-notch PR professionals that they could possibly hire someday. The Scripps Journalism School is also important to consider, as faculty oversee our impact on the school and we want them to understand how we further the education of their strategic communication students.

Key target media:

- PR Newswire – electronic distributor of press releases, used frequently by PR professionals
- The Post – student-run newspaper at Ohio University
- Compass – weekly newsletter to Ohio University students, faculty and staff

Recommendations: We recommend bi-weekly email blasts to alumni within the database to remind them of the gala and to check out the alumni edition of PR Success. Include within the edition student testimonials of attained internships, travel, and other career development they were able to get as part of Scripps PRSSA. Tag and target alumni through the #50Facts campaign and offer as part of the campaign incentives such as prizes or vouchers to local Athens restaurants that they can use when they're in town for the gala.

Component	Key Date:
Launch Day	50 th Anniversary Gala – Sunday, October 20
Press Release	After fundraising gala on Monday, October 21
Media Advisory	Friday, October 18, @ 9 a.m.
Fact Sheet	Send with media advisory on 10/19
Background Memo	Send to confirmed pitched reporters on 10/15

Booking Memo	Book Aaron Brown and Heather Mitchell week of 9/30, send to reporters 10/1
Email Pitch	Send to press list on 9/30; pitch interview and story to the Post
Press List	Completed by 7/10