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- **280 Words per page,** 12 font size (break it into paragraphs when possible, 3-4 a page)
- If some information can be made into a graphic please let us know as soon as possible and we can create one
- Please leave the format of document as is (do not try to adjust doc, let us know and we can assist)
- Page numbers are subject to change

Any questions or concerns please let the Creative team know. Thank you!

Table of Contents

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Table of Contents 1

Executive Summary (Creative)

Research and Analysis 12

Situation Analysis (Events) 12

Secondary Research (Social + video) *Data should be reflective of the objectives of the campaign plan* 13

Primary Research (Events) 14

Target Audience/Personas (Creative) 3

Campaign Overview 4

Situation Analysis (events) 4

Challenges & Opportunities (video) 5

Objectives (Social & Creative) 6

Strategies & Tactics (Social) 7

Key Messaging (Video) 8

Timeline and Budget (Events) 15

Creative Brief (Creative) 16

Conclusion/Evaluation (Creative + Social) 17

Appendix 20

Secondary Research

Primary Research 20

Creative 22

Events 22

Social 26

Video Production Overview 29

Executive Summary (Creative)

The University of Wisconsin Oshkosh (UWO) AMP department, formally known as the journalism department, would like to increase awareness and visibility to attract interested prospective students. During the 2023 spring semester, the department underwent a formal name change to transition from the journalism department to the Advertising, Multimedia Journalism, and Public Relations, or AMP, department. To embrace this new identity, the department partnered with the J455 Public Relations Campaigns course to develop a public relations campaign to drive interest, engagement, and excitement. The 2023 AMP rebranding campaign theme was to *discover your creative future*. The theme is consistent with the department's programs and highlights the creativity and applied professional opportunities after graduation.

Based on primary and secondary research findings, the campaign targeted two key publics: undeclared UWO students and high school juniors. According to the research, both groups were found to be uncertain about what they will pursue in college. Over the course of six months, the campaign targeted both key publics through in-person events, social media posts and creating promotional materials. Using personas as a guide, the creative team developed a clear understanding of the ideal audience that the campaign aims to reach to maintain clear, consistent, and effective communication throughout.

The campaign focused on two personas: Undeclared Usher and High School Holly. Both personas are on a mission to find a career where they can be creative. They also want to choose a career without parental pressure. While working on the campaign, each team focused its messaging on the issues that mattered most to these two student personas.

The teams emphasized three key messages during the campaign: applied experiences, relationship building, and professional preparation. Based on research findings, these three messages were identified as the most important features of the department. Applied experience refers to knowledge and skills gained through hands-on experience essential to career success. Relationship building is about establishing and nurturing professional relationships through time, effort, and effective communication. Professional preparation involves taking relevant courses and learning best practices that will be applicable to the student's chosen career field.

As part of this campaign, all students are encouraged to *Discover Their Creative Future*.

Research Findings Summary

Secondary and primary research methods were used to explore current levels of awareness, opinions and willingness to take action amongst the primary and secondary key publics. This information provided the foundation for the campaign planning process.

Secondary Research Summary

Secondary research findings examined how the client's key publics currently define the term journalism, knowledge levels related to modern media, and which communication channels are most effective to reach high school and college students.

1. Definition of Journalism

While there are students who are aware of the journalism field, they are not aware of to what degree social and digital media are now considered part of journalism. Some critical information found includes:

- "Journalism has taken on a new form in recent years" (*The New Journalism and Struggle for interpretation*, 2014).
- "High school students have a lack of knowledge about journalism and what a journalism career could consist of" (Wisconsin Department of Public Instruction, 2022).

2. Modern Media Career Opportunities

Incoming students, undeclared college students, and high school juniors are unaware of all the versatile opportunities the journalism career path offers.

The research found that:

- In comparison to other majors, journalism fields are continuously evolving
- It is the responsibility of journalism departments to provide students with strategies to report accurate information

3. Effective Communication Channels

An article by the George Lucas Educational Foundation from 2022, found that our client's key publics process information better through social media. Using this information, we can conclude the best practices for how to reach **undeclared college students, incoming college freshmen, and high school juniors**.

Primary Research Summary- Qualtrics Survey of UW Oshkosh Students - Distributed Fall 2022

Primary research refined previous research findings and provided more in-depth insights related to UWO undeclared and prospective students searching for colleges.

There were 17 interviews conducted with journalism and non-journalism students to gain insights into their thoughts regarding UW Oshkosh and the journalism department. Key findings from the interviews included quotes regarding opinions about the journalism department.

A journalism student said, "I think the journalism department has some of the friendliest people who genuinely care about students' success. Even the other students are super friendly and I never feel uncomfortable when communicating with them."

UWO students were asked their opinions regarding the name change to 'AMP' during the interviews that were conducted. A non-journalism student said, "It is more representative, it seems to be a better representation of what's offered at the journalism department. I didn't even know PR was something UWO offered...."

Department Name Change

Questions pertaining to the name change AMP were asked to both groups of students. All journalism majors stated they were in favor and interested in the name change as it would better represent the department. Non-journalism majors stated it wouldn't have changed their mind but it seems more inclusive of what's offered.

The 45 responses from both journalism and non-journalism majors show:

- Overall, Journalism majors were in favor of the name change to 'AMP'.
- Non-journalism students agreed that AMP is a more accurate and inclusive representation of the majors.

Campaign Overview

Situation Analysis

The goal of this campaign was to raise awareness about the AMP department's offerings and professional opportunities, showcase inclusivity and creativity within the department, and ultimately increase enrollment.

Preconceived attitudes about the program majors, minors, and certificates needed to change to represent the multi-faceted modern media department and curriculum. In addition, the Journalism department was rebranded to "AMP, " representing the three majors offered; Advertising, Multimedia Journalism, and Public Relations. Using primary and secondary research, key publics were identified.

Challenges & Opportunities (video)

Awareness

Challenge: Undeclared UWO students and high school juniors are not aware of what the AMP (formerly journalism) department offers and what kind of opportunities are available to them.

Opportunity: Social media and in-person events will educate key publics about department programs, applied experiences, and modern media careers.

Attitude

Challenge: There is a common misconception about what the word “Journalism” represents and what kind of career paths graduates may pursue post-graduation.

Opportunities: The attitude of ‘journalism’ as a major, career, and industry is one that most students do not fully grasp. Therefore, the department's name has been changed to AMP, an acronym for Advertising, Multimedia Journalism and Public Relations. This new name will highlight the different majors and career opportunities.

Action

Challenges:

Getting prospective students to take action and declare a major within the AMP department has been challenging because many students are unaware of what the AMP department involves. Primary research indicates that many students have preconceived notions about department offerings centered only on writing. Along with declaring a major, getting students to attend club meetings and events is an obstacle.

Opportunities:

Once students have more knowledge and insight into the versatility and creativity that AMP encompasses, enrollment in the department will likely increase. Minors and certificates are key areas to increase enrollment, as students can easily add classes without changing majors.

Campaign Goal:

To have the nationally accredited AMP department (formerly the journalism department) be recognized for offering a high-quality, applied educational experience featuring professional opportunities in an inclusive community and creative environment taught by professionals.

Objectives

Awareness Objective: To raise awareness amongst 250 individuals about the AMP department offerings and applied career experiences by April 30.

Rationale: In the primary research, only 20% of respondents from the student survey found UWO through their high school counselor, while 25% said they were influenced by family connections to attend UWO. Also, in the primary research, 24% of college students that filled out the survey said they learned about the AMP department through advising. In comparison,

20% said they learned from word-of-mouth which may include conversations with professors, advisors and other students.

Evaluation: impressions, reach, website traffic (using the call to action button), profile visits, attending events

Attitude Objective: To increase positive attitudes of the AMP department as an innovative, creative, versatile, flexible, educational option that leads to an exciting future amongst 75 individuals by April 30.

Rationale: 40% of students that took the current UWO student survey associated journalism with writing and journaling. That provides an opportunity to change how prospective students view the department offerings and career paths. To maximize the effectiveness of the outreach efforts, the research team explored when high school students indicated when they chose their college major (27%=junior year, 40%=senior year).

Evaluation: Measure against current J472 survey results/focus group, positive conversations at events

Action Objective: Have 50 individuals take action to gain information about the AMP department's program offerings and applied career experiences by April 30.

Rationale: The social media team found that high school and college students use Instagram and other social media to consume information regarding UWO communication. The general student survey showed that 87% (69 students) followed UWO on Instagram more than any other platform. The events team found through secondary research that there are students aware of the journalism department; however, they are not aware of the extent that social media is used in journalism.

Evaluation: Social media followers, increased inquiries, QR code clicks, complete student information forms, event attendance, website traffic, salesforce data, email button

Strategies & Tactics

Strategy 1:

Create organic and paid social media content for UWO undeclared major students and high school juniors across partnership channels.

Tactic 1: Create original content on Facebook and Instagram to highlight the journalism department and what it offers (Majors, Minors, Certs., Clubs, Professors, and future careers).

Tactic 2: Create a video promo of student interviews that includes personal experience and Q&A.

Tactic 3: Use Instagram/Facebook stories to highlight campaign events (ACT Day Presentation, Reeve Union Tabling Event, Neenah High School Presentation, NEWSPA, Titan Preview)

Tactic 4: Include the AMP logo on the bottom right corner for each Instagram and Facebook post.

Tactic 5: Reach out to Reeve Union, UW Oshkosh, and UWO Admissions to share information about upcoming campaign events hosted by the AMP department

Strategy 2:

Create promotional materials to support in-person and online information distribution for majors, minors' certificates, etc.

Tactic 1: Partner with UWO, UWO admissions, Reeve Union, and Oshkosh Student Association (OSA) to relay accurate information on their social media platforms, such as Instagram story reposts, to undeclared and prospective students.

Tactic 2: Create an overall department promotional video that includes students and professor interviews to enhance students' understanding of what's offered

Tactic 3: Create a promotional poster board for the AMP department at a tabling event in Reeve on March 28 to inform students about the program's offerings.

Key Messages

1. Applied Experience

The nationally accredited department is recognized for having a curriculum focused on professional development, including three majors, four minors and four certificates students pursue. The curriculum incorporates applied professional skills such as writing, graphic design, social media management, building client relationships and campaign planning.

2. Relationship Building

Within the AMP department, the classes offer numerous opportunities for networking and relationship building. The small class sizes, applied experiences, connections with professors, alumni networking, guest speaker events and student organization activities allow students to build professional relationships that they can benefit from in the future.

3. Professional Preparation

Students will develop professional skills and experiences throughout the coursework and clubs. Writing, design and public speaking skills give students diverse and creative career opportunities. Student organizations also help students explore diverse career paths based on individual interests.

Timeline and Budget (Events)

Timeline: (put into graphic in chronological order)

February 13- Beginning of Video Creation
March 6- Social Media Launch
March 7 - ACT Day Presentations
March 13- Finalized Cover Page
March 15- Paid Social Initiative
March 28 - Reeve Table Event
April 11 - Neenah ACT Day Presentations
April 19 - NEWSPA Event
April 20 - AMP Name Change
April 21 - Titan Preview Table Event
TBD- Video Launch
TBD-Final Book Launch/End of Campaign:

Budget-

The campaign budget was \$250 based on funding provided through the Oshkosh Student Association to support campaign development. Based on projected spending estimates, the events team was given a \$50 budget, and the social media team was provided with a paid social media campaign budget of \$200.

Budget- (Create a bar graph representing 3 different categories of purchases)

Event supplies: \$66.85

- Incentives (food): \$44.57
- Promotional (paid social): \$100 (\$15 instagram, \$85 Facebook)
- Activities (game supplies): \$22.28

Social team (paid social): \$81.66 - Facebook Ad, \$14.03 - Instagram Boost

Image: Insert AMP logo on this page

Target Audience/Personas (Creative)

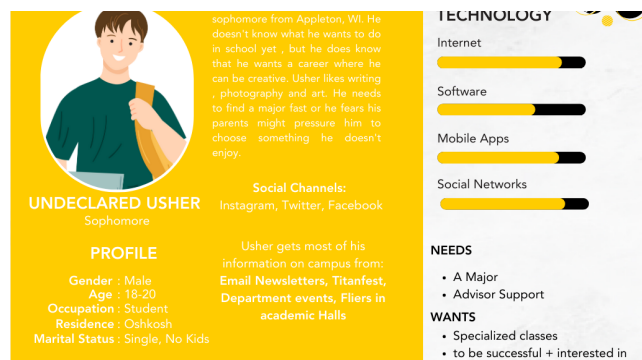
With goals revolving around increasing awareness of the journalism department as well as rebranding the department to AMP, the team decided to narrow the focus to two key publics through the creation of personas that represent the demographics, psychographics, and pain points that motivate action or behavior change. These personas were based on primary and secondary research.

The two personas created were: High School Holly and Undeclared Usher. Both personas were based on students, one persona was based around a high school student, and one was based on an undeclared student at UWO. Based on primary and secondary research, these publics were the best choices for the AMP rebranding, whether they are undecided college students or prospective high school juniors.

The personas were useful when creating key messaging, promotional and social media content, and special events. Referencing the personas throughout the campaign made all components consistent.

High school Holly embraces a junior wanting to obtain a college degree but is still determining what degree she wants to pursue. Holly is likely beginning to shop around for different colleges and majors. Holly likes to be active on social media and is confident in her social network knowledge. She fears how much tuition will be and is worried about picking the wrong major or college.

Undeclared Usher was based on a sophomore in college who has yet to find a degree they enjoy. Usher is worried about parents pressuring them to pick an unenjoyable major. He is confident in his abilities with social networks and the internet and wants to pursue a career where he can use his creativity, and the degree offers specialized classes.



Creative Brief (Creative)

The AMP rebrand showcases the three department majors in the logo: **A**dvertising, **M**ultimedia Journalism and **P**ublic Relations. In the research, some students identified the department as centered on writing. The rebranding effort focused on changing this perception by emphasizing the programs and applied opportunities provided through majors, minors, and certificates. Several visual elements and promotional materials were used to appeal to the key public in the campaign.

The overall look and feel of the campaign were created to fit within the broader University of Wisconsin Oshkosh branding guidelines provided by the University Marketing and Communications Department. UWO brand colors include yellow, black, white, and gray. The colors fit the energetic tone of the campaign, and the non-dominant colors are gray and white. The campaign was designed to create an informational representation of what the AMP department is, what it offers, and why the rebrand is beneficial.

Logo: The new logo for this campaign was created to bring a fresh, modern look to the department. For example, the “P” in AMP was substituted for a text bubble to convey the modern media careers represented through department offerings. This unique design in social media content helps distinguish the department and its focus on applied career outcomes. To adhere to UWO brand standards, the creative team also designed a supplemental logo for external audiences that aligns with university brand standards.

Trifold: The idea behind the design element of the trifold was to highlight the specific and detailed offerings of the department at tabling events. The original design was outdated and did not include the new logo and brand slogan, *Discover Your Creative Future*. This project would be used during in-person events on campus; the team wanted to ensure the content was visually appealing, clear, and concise.

Pamphlet: This visual element was created to allow the department to hand out these handbills with the most important information. The idea was to create a pamphlet that would represent AMP. The team intentionally added pictures of current and past students working collaboratively to fit the campaign's tone. The team also wanted the students on the cover for relatability. Students can connect more with a department if they can “see” themselves in that environment.

Sticker Graphics: To add that wow factor to the campaign events, sticker graphics were designed to create something memorable each visitor can take with them; even though the pamphlets were an essential component of the campaign, the stickers can be posted anywhere and may assist in spreading awareness of the department.

Evaluation/Conclusion (Creative + Social)

ANALYTICS FROM SOCIAL

Awareness: Increase awareness - Objective 1: EXCEEDED

The AMP campaign increased awareness of the department offerings by 250 individuals through organic and paid social media posts and local events.

- Starting from March 1, reach has increased by 786.6% on Instagram (3201 total reach), 5,918 total reach on Facebook and 16,512 impressions on Facebook.

Attitude: Increase students' opinion - Objective 2: EXCEEDED

The social media and event team created and executed events and a survey to help create a positive attitude towards the AMP department amongst 75 individuals by April 30.

- Events participated in two ACT day presentations where they shared with high school students what AMP is and why it's something to consider
 - ACT day Survey was given to 67 students, 23 of which (34.33%) were interested in the program
- The events team measured the attitude objective by tracking responses through a survey and positive conversations at events. They had a total of 53 students give feedback regarding the AMP department and of those responses, 39 students (73%) gave positive feedback
- Social media team: 343 likes, 8 comments and 18 shares.

Action: 50 individuals take action to gain information about the department - Objective 3: EXCEEDED

The social media and events team provided analytics beginning from the 5 events and the content posted on March 1, where the team posted organic and paid content, which increased interactions by 218%.

- Starting from March 1, Instagram profile visits increased by 297.6% (334 total visits), Instagram followers increased by 110% (21 new followers) and 101 website clicks through the promotional Facebook ad.
- There were a total of 125 students who filled out the form, and 56 were interested in learning more about the AMP department's offerings, a 44% positive feedback rate

Conclusion:

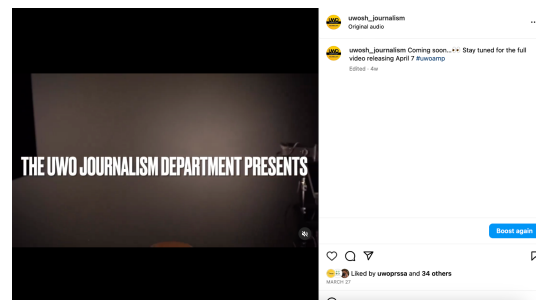
Over the course of six months, the AMP rebranding campaign exceeded all of the campaign's initial goals. The AMP department's social media channels (Instagram and Facebook) saw an increased reach of 9,119 over the course of the campaign. In addition to reach-the department's social platforms created organic and paid content that helped increase social media interactions by 218%. However, the rebranding campaign also focused on

in-person events. Through 5 different events, 125 students completed the interest form. The creative content, such as the AMP department video and creative deliverables, can help promote AMP for years.

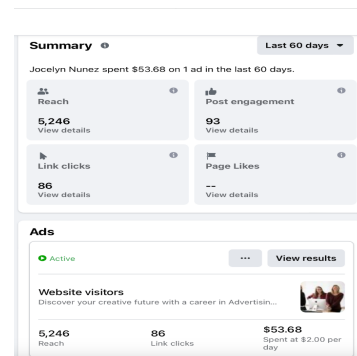
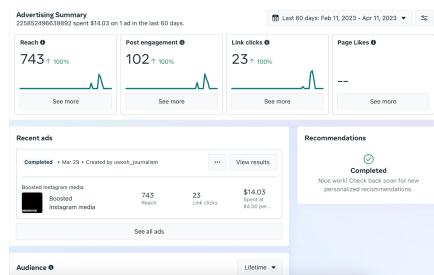
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Top 3 Performing Posts

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Appendix

To better understand the client's key publics, primary and secondary research was conducted.

Secondary Research

Secondary research helped determine the key public awareness and attitude regarding the perception of journalism as a field.

- Who and where are the key publics?
- How to reach the key public efficiently and effectively?
- What attitudes and predetermined thoughts do they have about journalism?

Who and Where are the Key Publics?

The secondary research indicated that the key publics are graduating high school juniors, incoming college freshmen, undecided college students and parents. Gaining information about the key publics, such as psychographics and demographics, will help to reach them effectively. Students within the key publics are located in or near the Wisconsin area and were born in the early 2000s, while their parents were born between the 1960s and 1970s. Knowing this concludes that our key public is well-versed in social media and is continuously updated on social media trends.

A study in the American Journal of Psychology investigated consistency across college students' decision-making. The study found that college students' choice of classes and decision-making criteria can change over the span of a few months. Moreover, when faced with many options, it becomes harder for students to apply their basic decision-making criteria (Galotti, 2014). This suggests that a student's choice of major may not be permanent, and they could change it over the course of their college career. The key public that this directly relates to is undeclared majors who are looking for a creative field like multimedia journalism, digital media, advertising and social media storytelling.

Social media can play a significant role in the lives of journalists and how it affects the field. It is known that social media plays a dominant role in journalism and the world today, with both positive effects and negative effects. A common positive effect is that *"social media helps journalists generate content for their stories and gives an idea of what their desired audience is thinking about, and social media helps promote stories they have written"*, (Pew Research Center, 2022). Over **87% of journalists** said that social media helps promote their stories and helps them find more content to write and broadcast.

How To Reach the Key Public Efficiently and Effectively?

Through secondary research, the findings conclude that the client's key publics retain and process information better using certain methods and communication channels in unique ways.

Reaching High School Juniors and Undeclared College Students

An article by the George Lucas Educational Foundation from 2022 found that younger generations, like Gen Z, process information better through social media. In addition, a study found that high schoolers process information better when presented in a chunking fashion, which means it's presented in small doses (ASCD, 2023). This information can be directly applied to the information messaging and strategies that this campaign is using.

In 2021 there was a study involving Gen Z students that found that their largest sources of information were online, TV, webpages, and social networks (Pérez-Escoda et al., 2021). This data reveals the AMP department's responsibility to provide strategies to report accurate information. Students will be receptive to information posted on these platforms simply because they are most likely to use these social media platforms to get information.

Reaching Parents

Our research findings conclude that parents play many roles in students deciding on colleges and declaring majors during their college career. According to the Final Research Report in the UWO Research and Strategic Communication: "Parents have always been heavily involved in their children's college journey" (Bers & Galowich, 2002). Parents care about their child's future and well-being, and they may have personal ties to a specific University or major, or they may be paying for their child's education. In order to reach parents, the journalism department needs to answer questions that parents may have about the department, or UWO in general.

According to the parent survey conducted in 2022, 87.5% of parents surveyed said that they would help their child choose a college, while 62.5% said they would choose a college for their child. Parents involved in this survey were also asked how they conduct their research about colleges for their kids. Of the 13 parents surveyed, four said that the college website was where they did most of their research, while four parents said that the internet in general was how they conducted research about colleges.

In order to reach the parents of college and high school students, the journalism department can be reliant on the department's website and social media sites to provide

crucial information about the majors, minors, certificates and opportunities. Along with that, if parents are aware of the projects going on in the department from the Facebook, LinkedIn page and website, they will be more likely to encourage their child to at least consider the journalism department at UW Oshkosh.

What are the Key Public's Attitudes about Journalism?

Findings from the secondary research emphasized multiple areas of the key public's perception of journalism. The rise of fake news over the years could be a factor in the decision-making of students considering a career in journalism. According to Science News Explores & Eldred (2017), consumers feel that they need to take on the role of a journalist because of social media. This could cause the spread of fake news and, therefore, negatively affect journalists' image. Due to this, potential students may veer away from the department.

A study in Gender & Society dissects factors that influence a choice of major in liberal arts. The study found that a student's choice of major depends on the type of career the degree will lead to. For instance, some students don't know what types of careers they could pursue: "...I would have never done, like, art history or, like, French or just something like that you never knew, or either that you know you're not going to make a lot of money in it no matter what, or it's very unclear what job you can get after it. (Mullen, 2014.)"

The attitudes that students may have about the journalism field have the potential to change if high school and college students are aware that: "Compared to other majors, journalism fields are continuously evolving, and the coursework is relevant to the field through applied experiences. With that, the skills that students gain in journalism classes can be applied to various careers, making them versatile for different positions" (Impact Academy, 2022).

Primary Research

Primary:

Disclaimer: The student interviews were conducted before the department made the name change to AMP. Therefore, the following responses will pertain to the formerly known Journalism department.

Qualtrics Survey of UW Oshkosh Students- Fall 2022

Two surveys were created and distributed to UWO students during the Fall 2022 academic semester. These surveys were created to evaluate non-journalism students' knowledge and understanding of their awareness, attitude, and action toward the journalism department. A total of 111 valid responses from the key public were collected. Here are the results:

- 88 percent of journalism students said they did not start college as a journalism major.

- 70 percent of students were familiar with the Journalism department.
- 40 percent of students said the new department name (“AMP”) represents the majors very accurately, which would lead the students to learn more about the department.

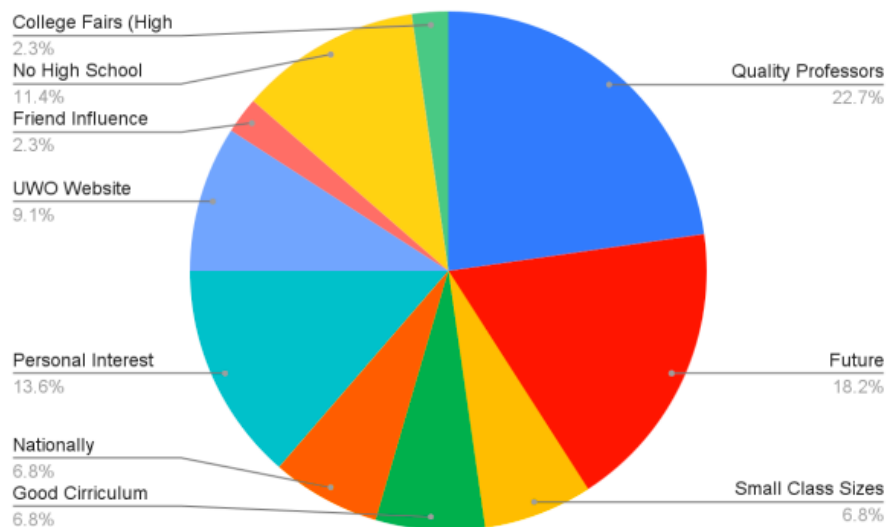
These survey results add to the research findings that students outside of the department are not aware of the opportunities involving journalism. Not only did the research include quantitative results, but qualitative survey results as well. In the UWO Research and Strategic Communication Final Report, conducted in 2022: When asked what non-journalism students thought of when they heard ‘Journalism,’ many of the answers revolved around newspapers and writing. They were not interested in the department because of the name and their associations (Final Report, 31).

“They would be turned away from the department for reasons such as it sounds boring, nothing could convince them to enter the department, and their concern for internship and job opportunities” (Final report, 31).

Students within the department were asked survey questions regarding their major, and what factors helped them decide which major they chose. Students who had declared Journalism, Advertising, Public Relations or Multimedia majors had many factors such as small class size, the nationally accredited program, future career goals, and personal interests.

The graph below gives a visual representation of this data, which in turn is directly correlated to how students can be reached to declare majors.

Figure 1.2 (Journalism Major Factors)



Interviews of UW Oshkosh Students- Fall 2022

Disclaimer: The student interviews were conducted before the department made the name change to AMP. Therefore, the following responses will pertain to the formerly known Journalism department.

Other strategies of research included individual interviews with current UW-Oshkosh students. These interviews aimed to get qualitative responses about the AMP department and preconceived ideas about the majors.

The interviews conducted included both journalism majors and non-journalism majors. A series of questions were asked about their background and why they chose the route they did. A few students shared that they switched from their previous majors and colleges to the Journalism department because of its offerings. Unanimously, non-journalism majors were not receptive to the Journalism department based on perceptions about what journalism really is. Their perception was that journalism is only about the news and writing. Research shows that journalism is a very involved field that includes social media, reporting, relationship building, event planning, and more.

In addition to the student survey conducted, there was previous primary research conducted, including surveys and focus groups. This primary research addressed prospective students and parents' awareness, attitudes, and actions toward journalism. Some of the questions asked in the focus groups and interviews were:

- Do you follow the UW Oshkosh Journalism Department on social media?
- Which factors played a role in deciding your major or minor?
- Where did you find information about educational programs/departments on campus?

Creative

The creative team was responsible for creating the overall look and feel of the campaign. As a group of five, the creative team created a poster, brochure, two stickers, retractable banner, and the campaign book. The team was responsible for overseeing most of the creative aspects of the overall campaign.

The overall theme for the campaign was *Discover Your Creative Future*. Throughout the campaign, the creative team created the design aspects. This included everything from the font and color scheme to the design of the book itself. The creative team made sure that all digital and physical copies of content stayed within the brand guidelines.

With a team of five, they were able to have at least one team member pair up with each of the other teams. This allowed for each team to have a singular creative team member to get graphics or content needed for any social media post, event, or video.

Potential Job Titles

- Public Relations Specialist
- Copywriter
- Social Media Specialist
- Assistant Sports Editor
- Digital Advertising Strategist
- Media Buyer
- Content Strategist
- Photo Journalist
- Web Content Creator
- Digital Marketing Strategist



Events

Overview of events:

The goal of the events team was to bring awareness to the key publics through in-person events. The key publics included high school juniors and University of Wisconsin Oshkosh students who have not declared a major.

The events team incorporated hands-on activities, creative quizzes, surveys, personal stories, and information about what the AMP department offers. The team made an effort to have interactive and exciting events for the key publics that would give students a positive introduction to the majors, professors, peers, and career paths. Current journalism students' personal experiences in the department and prospective students were given the opportunity to ask questions, address concerns, and listen to relatable stories. The semester-long promotional campaign included five events that delivered feedback from 125 high school students through the QR code survey. Overall, we shared conversations with about 198 key publics.

The events team collaborated with the creative team to update the tri-fold board to share information at events.

Events:

March 7th - Classroom Presentation (ACT day):



- # Students completing the form: 67
- # of interested students: 23
- % Interested: 34.33%

The events team brought awareness to the AMP department by highlighting the majors, minors and certificates offered. Doing a short presentation to students from Brookfield Central, Amherst and New Holstein high schools helped explain key aspects of the department such as skills used within various positions in the industry. Personal experiences were shared including career interests and internships.

The presentations incorporated hands-on activities for the high school students to participate in regarding the AMP department. The games included cup trivia, Pictionary and Face the Oreo challenge. The event provided a great opportunity to introduce high school students to the creative and fun experiences students have within the AMP department.

March 28 - Journalism Information Table Event in Reeve Union:

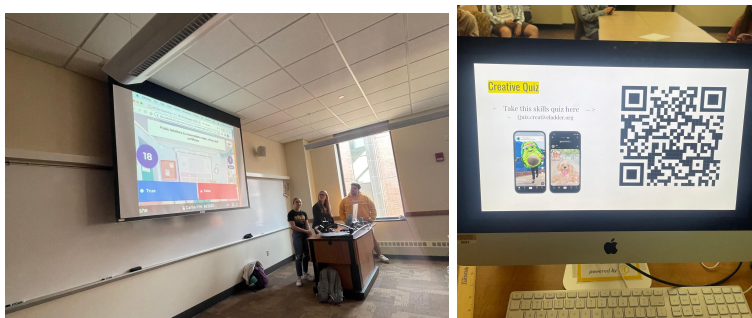


- Students completing form: 29
- # of interested students: 14
- % interested: 48.28%

This event was to connect with fellow students on campus to share knowledge of the AMP Department. The team provided students with a survey regarding their understanding of the department as well as opportunities to learn more information. Once the survey was completed they were offered a donut.

The team referenced career paths, internship opportunities and student organizations with prospective students. Once information from the tri-fold was shared, the team learned about the thoughts and interests of other students surrounding the AMP department.

April 11- Classroom Presentation (Neenah High School Students)



- Students completing form: 23
- # of interested students: 17

- % interested: 73.91%

The shared goal for this event and the previous high school presentation was to amplify awareness of the AMP department. The team put together a short presentation to share with students from Neenah High School explaining essential skills that are learned within the AMP department including writing, speaking and relationship building. The team shared their personal experiences with students, including career interests and internships.

AMP-related activities were incorporated at the event for the high school students to participate in including an AP-style Kahoot and Pictionary. Overall, this event introduced high school students to skills used within the advertising, multimedia, and public relations fields.

One of the responses from a high school student was, "I didn't realize journalism included advertising and social media aspects, I just thought it was limited to writing and newscasting..."

Another student said, "I'm more interested in going to college here, as well as pursuing a career in Journalism"

April 19 NEWSPA:

The goal for this event was to connect with high school students interested in journalism, public relations, or advertising through a day-long event on the UW Oshkosh campus. The event offered students many opportunities to connect with like-minded students, learn and hear from potential future professors and experience journalism in a professional setting. Students participated in a yearbook and newspaper contest where they received constructive feedback regarding their work.





April 21 Titan Preview Day:



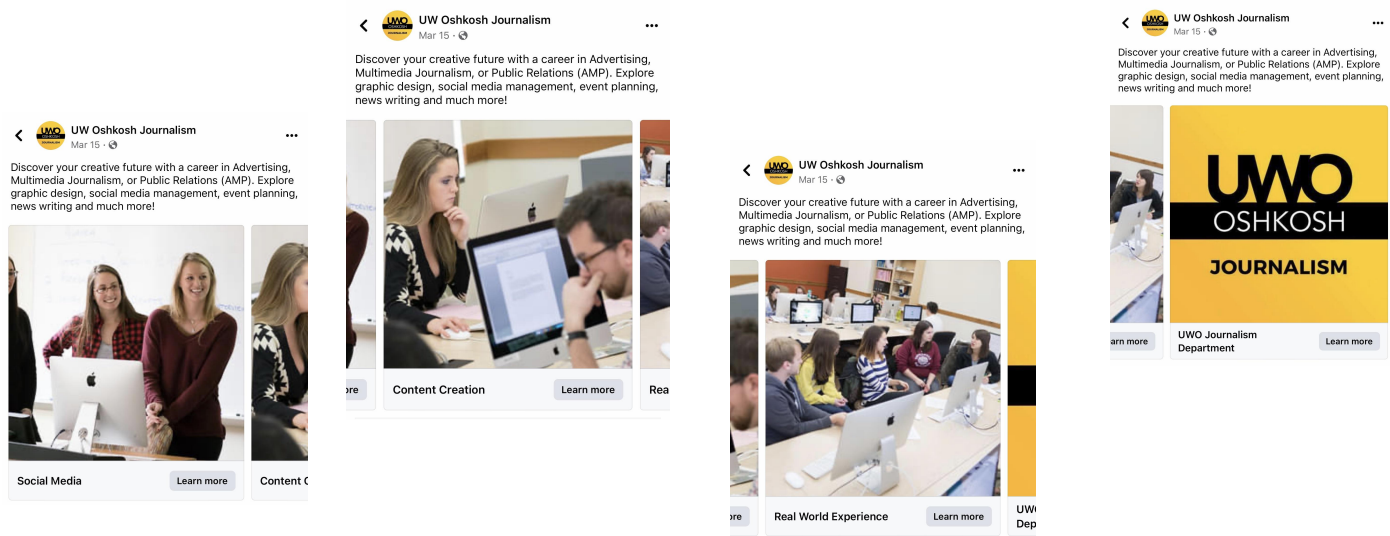
The Titan Preview event takes place on the UW Oshkosh campus annually for prospective students and their parents. The information provided includes; clubs, programs, different majors/minors/certificates, internships and job opportunities. The goal was to reach the target audience of high school students, undeclared students and their parents by sharing conversations and answering questions revolving around the AMP department offerings during the duration of the event. Some key publics were more interested and willing to come to the table to seek more information whereas others had to seek out and be energetic to get to them to share information.

Social

The social media team used Instagram and Facebook as their leading platforms for the AMP campaign. The team created and analyzed content to bring awareness to the University of Wisconsin Oshkosh AMP department. The team chose these platforms because of the research conducted to show what the target audience uses online. Through the primary research, the social media team determined that college and high school students are likely to be on Instagram. This is where the team showcased student life. Looking at the demographics on Facebook, the team decided to use the platform to target alumni and students' parents. The social media team focused on maintaining current followers while informing students who are undecided majors at UWO and juniors of local high schools about the AMP department.

Awareness, attitude, and action

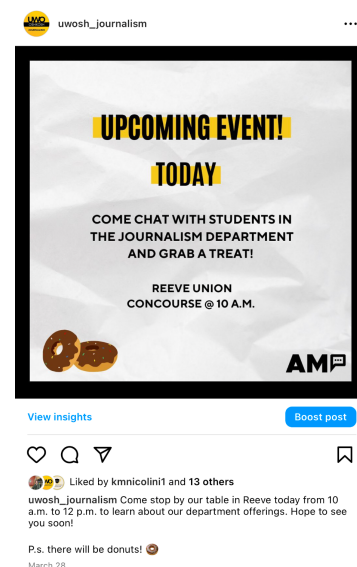
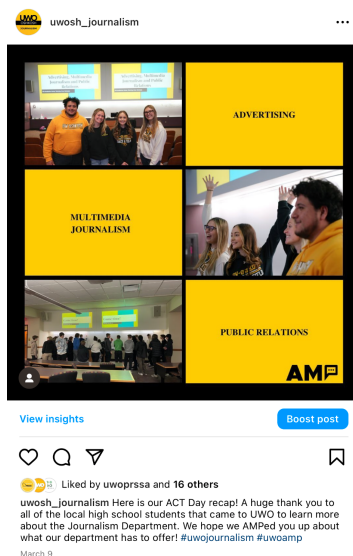
Within the AMP campaign, the main objectives were to increase awareness, positive attitudes, and action. One of the primary focuses was spreading awareness about what the AMP department offers and the benefits of getting a degree in multimedia journalism, public relations, or advertising. The social media team increased awareness by creating different infographics for each stage of the campaign. QR codes were provided for students to scan at the promotional events, which brought them to a survey about the AMP department. To increase positive attitudes about the AMP department, the social media team used information from the survey to create social media content to reach our target audience better and provide information for students to learn more about AMP. To increase the target audience engagement with the department's website and social media posts, the team boosted content and had a call-to-action connected to the paid Facebook ad. The Facebook ad was a carousel of pictures within the AMP department showcasing what is offered. The call-to-action brings people to the AMP department website.



Content calendar

The social media team created a six-month content calendar that continued over the summer of 2023. The type of content that was posted was a mix of graphics and photos created on Canva. To maintain consistency, the social media team posted every Tuesday and Thursday on Instagram. In the posts, the social media team inputted subtle branding of the new department name, AMP. These posts included information about the AMP department, and upcoming events, and showcased student life. This logo was created by the creative team and was put in the bottom right corner of every post that was a part of this campaign. The social media team followed branding and logo guidelines implemented by the University of Wisconsin Oshkosh and the creative team. During the summer months, content pertaining to the journalism students and professors' summer plans, recent graduates, current interns, and the May three-week term classes.

Social Media Content: Top Performing Organic Posts



In total the top posts had a reach of 595, gained 759 impressions, and 66 engagements.

First picture:

Reach: 139

Impressions: 182

Engagements: 17

This post received 17 engagements, gained 182 impressions, and reached 139 accounts.

Second picture:

Reach: 144

Impressions: 183

Engagements: 15

This post received 15 engagements, gained 183 impressions, and reached 144 accounts.

Third picture:

Reach: 136

Impressions: 174

Engagements: 16

This post received 16 engagements, gained 174 impressions, and reached 136 accounts.

Fourth picture:

Reach:176

Impressions:220

Engagements:18

This post received 18 engagements, gained 220 impressions, and reached 176 accounts.

Social Media Analytics from Ads and Interpretation:

Paid Ads

For the paid content, the social media team was able to reach a total of 5,989 users on both Facebook and Instagram. The team also achieved 109 link clicks and 116 engagements. The social media team spent a total of \$14.03 on Instagram and \$53.68+ on Facebook as the campaign is still ongoing.

Video Production Overview

The Video Production team was responsible for creating ten videos incorporating different aspects of the AMP department. These videos consisted of short social media clips, student interviews, professor interviews, and an overarching promotional video for the AMP Department. The team chose to have a variety of videos to post on multiple platforms to reach multiple audiences. Specifically, they were able to target undeclared university students, high school juniors, and parents.



Student Interviews

The video production team interviewed five students within the AMP department. Each student interviewed had a unique college experience and discussed the various paths leading them to the department. During these interviews, two of the students were able to give insight on transferring into the department, while others switched from their previous major to the AMP department.

The video production team asked a handful of predetermined questions regarding what AMP means to them, how to get involved in programs, and what the best thing about being in this department is. The team allowed them to be open with their answers and give us what they wanted the audience to know. A main theme for the interviews and the responses received from the students was the idea of valuing creativity. It continues to be apparent that students who choose a major in the AMP department value creativity and the opportunity to showcase their individual skills.

The students shared that the AMP department is a community and creativity-based program that they could not find in other departments they were previously enrolled in. The completed interviews with the students gave a real and authentic perspective on the positive effects of being in this department.

The process of planning, filming, and editing these interviews took the majority of the time for the video production team's contribution to the campaign as a whole. Across four weeks, the video production team was able to set up a filming location and schedule. Challenges the team ran into included lighting setup, audio malfunctions, and choosing and editing style. The team continuously made changes to our filming and editing setup depending on the feedback we received.



Professor interviews

The video team chose to interview some of the professors from the department to gain some insight that would be helpful to students and parents. There were three professors in the department who were interviewed for our video production in the campaign. Each professor gave an insight into their respective emphasis and field of study: Advertising, Multimedia Journalism, or Public Relations. Instructors in the AMP department are aware of the continuously changing industry, and because of this are constantly updating their curriculum. They helped give a better understanding of where the industry is heading, what educators hope to see from students, and how to be prepared for post graduation.

During these interviews, the team asked questions about the AMP curriculum, why this major is important, and what types of careers one can pursue with this degree. It took a total of five days to complete filming and editing each interview. Some of these interview responses were added to the AMP Promotional Video, as well as some short social media video clips.

The main ideas that the professors conveyed was that students are learning applied experiences in an interactive environment. This includes writing press releases, graphic and

digital design, meeting with clients, advertising campaign research and planning and so much more.



Key Publics

The edited promotional video has been sent to students and professors within the department to gain feedback. Once the video is finalized and approved by Dr. Kristine Nicolini and Dr. Tim Gleason, the video team will send it to the University of Wisconsin Oshkosh Admissions Department, the Undergraduate Advising Resource Center (UARC), and high school teachers. The admissions department works closely with transfer students which provides an opportunity to increase awareness about the AMP Department, while the UARC is responsible for all undeclared students, and students in the College of Letters and Science. Sending the video to high school teachers who teach related courses, such as graphic design, photography, writing, and communications, will help reach high school students who may be interested in this career path but don't know where to start.

Platforms

The videos were posted on the AMP Department's social media platforms including Facebook, Instagram, Youtube, and the department website. Each platform was utilized in a specific manner determined by the key publics.

Add QR Code to view video

Meet the Team-insert in final book

Creative

Events

Social

Video

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