

PR Media Campaigns Project:

Scenario: University of West Alabama students have become increasingly more distracted by their cell phone in class. Professors have correlated poor grades with students who frequently use their cell phone during lectures. You work for the UWA Public Relations Office and want to make students aware that not paying attention in class can/is harming their grades. Plan a campaign that you would launch on campus.

Assignment:

- I. **Create a slogan** that embodies your plan. Also, briefly describe the message you are trying to send in a summary.
- II. **Identify at least 2 goals/objectives** of your PR campaign.
- III. **Develop a communication plan.** Discuss the channels you are going to use. Explain what mass media, social media, or controlled communications you would use and how/why. (ex. Twitter, Facebook, TV commercial, billboard, posters, etc.)
- IV. **Give 2 examples of a post** on one of your chosen social media platforms. (written)
- V. **Define your target audience.** Identify the audience or audience segments you are trying to reach.
- VI. **Discuss a timeline** for implementing your PR plan.

Judging criteria: Slogan, message summary, clarity, communication plan, effectiveness/reach of 2 posts, identification of audience, goals/objectives, and timeline.

Operation STOP Campaign Students Turn Off Phones

Situation:

The University of West Alabama students have become increasingly more distracted by their cell phones in class. Professors have correlated poor grades with students who frequently use their cell phones during lectures. The UWA Public Relations Office wants to create a campaign to encourage excellence of student performance by discouraging the use of cell phones in the classroom.

Slogan:

S T O P—“*Students-Turn-Off-Phones.*” Our slogan will be branded at the end of each message we create, and it will be a simple STOP logo with “Students Turn Off Phones” written underneath. We want to create a friendly and auspicious campaign for students to stop using their phones in class.

Goals and Objectives:

- Reduce cell phone usage in class.
- Promote policy and build awareness.
- Increase classroom performance and GPA.
- Promote student engagement.

Communication Plan:

Our mission is to first promote positive performance outcomes by discouraging negative distracting behavior. This begins with influencing attitudes, beliefs, and opinions while building awareness through internal and external social media campaigns. Second, we want to engage students by increasing attention, building interest, and enhancing the desire to achieve. Finally, we want to provide resources for students in class and online who struggle with nomophobia (fear of being without a phone) and attention maintenance.

Each message and channel will have a primary purpose to inform, persuade, entertain, remind, or engage. Each message will have a different appeal and will be targeted to the appropriate channels as follows:

- Twitter
 - Create images and posts that discourage distractions.
- Facebook
 - Create educational images with facts, charts, and statistics.
- YouTube
 - Create short promos that are entertaining.
- Email
 - Provide support, resources, and general guides for students.
- Posters/Flyers
 - Provide the “STOP” campaign logo in classrooms.
- Campus Media
 - Provide short 15 second commercials.

Audience:

Our general audience will be students and teachers. Through primary and secondary research, we will segment and target groups who are impacted the most, i.e., males, females, math students, biology students, baseball players, football players, etc. Once our target audience is defined, we will associate our messages to be relatable with that group.

Examples:

1. After conducting research, we found that athletes, in particular football players, were 65% more likely to be distracted in class by their cell phones. In this scenario, our campus media team will create a fun 15 second commercial of a football player checking his phone in the end zone during the final seconds of a game. The message will relate to the target audience by showing how distractions affect scores. The commercial will conclude with “*STOP – Students Turn Off Phones.*”
2. Research also suggests that female students were 80% more likely to be distracted with their phones in class than males. In this case, we will create a static image on Twitter of a girl in class on her phone with everyone looking at her instead of taking notes. The message will simply state, “Stop being a distraction,” and it will have the “*STOP Students Turn Off Phones*” logo at the bottom.

Timeline:

Each *Operation STOP* campaign will run for the entire duration of the semester with target messages corresponding to specific academic calendar events. To maximize reach and impact, our messages will be segmented to the right people at the right time on the right channel for the right purpose.

Our target dates to produce content for the upcoming months are:

- Friday, March 5 – Last day to drop courses
 - Send emails that provide support, resources, and general guides to help student performance.
- Tuesday, March 9 – Assessment Day
 - Create campus flyers for classrooms to remind students to turn off phones.
- Monday, March 29 – Classes resume after Spring Break
 - Create Twitter Post reminding to refocus and turn off distractions
- Wednesday, April 14 – Honors Day
 - Relate high achievement to turning off distractions, and post it on Facebook
- April 30- May 6 – Final Exams
 - Create posters for classrooms that say, “Students Turn Off Phones.”

Evaluation:

In the end, after each *Operation STOP* campaign, we will measure its effectiveness with *Operation START—Student-Teacher-Achievement-Review-Tracking*. We will compare the average performance of teachers and students before and after each semester. This will include primary research data, teacher evaluations, and student GPA performance logs. We will then link this data with metrics of our campaign and make necessary adjustments to increase the effectiveness of future campaigns.