

2019 Belmont Undergraduate Research Symposium

Public Relations

Moderator: Bonnie P. Riechert, Ph.D., APR

April 11, 2019, 6:30-8 p.m.
1037 Janet Ayers Academic Center

6:30 p.m. - 6:45 p.m.

Belmont Hiking Club: “There’s a Hike a Bruin”

Sarah Beth Crowe, Morgan A. James, Madeline R. Leesman,
Macy L. Schreiber, Taylor W. Teaster, Lily W. Tillman
Faculty Advisor: Bonnie P. Riechert, Ph.D., APR

Belmont Hiking Club is a student-led organization at Belmont University. The organization is dedicated to cultivating an all-inclusive, welcoming environment to all members, potential members, and the greater Belmont community through hiking excursions in and around the greater Nashville area. In spring 2019, a team of students in Belmont’s Public Relations Campaigns class partnered with the Belmont Hiking Club to increase awareness of the club and to increase membership for the next academic year. Tactics included events and information tables on campus. Success of the team’s “There’s a Hike a Bruin” Campaign will be measured by an increase in social media likes and followers, attendance at two sponsored events and membership growth by the end of the semester.

6:45 p.m. - 7 p.m.

Healing Arts Project Inc.: A HAPI Campaign

Rhya W. M. Bush, Caitlin L. McKenzie, Shelby R. Stills
Faculty Advisor: Bonnie P. Riechert, Ph.D., APR

Incorporated in 2004, Healing Arts Project Inc. (www.healingartsprojectinc.org) is a nonprofit organization dedicated to providing “artistic opportunities for persons mental health and addiction recovery to promote healing, community awareness and inclusion.” In spring 2019 a team of students in Public Relations Campaigns class at Belmont University partnered with the organization to increase awareness, volunteerism and the sale of art created through the organization. To advance these goals, the team hosted a convocation event on campus, helped post “needs” and internship opportunities on the university’s Get Connected online platform, and created social media content to be posted on the organization's own online and social media platforms. Success of the campaign was measured by attendance at the event, need responses and increased followers and engagements on social media.

7 p.m. - 7:15 p.m.

Gaining Awareness for Preston Taylor Ministries with Food, Fun and Fellowship: Capture the Flag Fundraising Event

Allison C. Mena

Faculty Advisor: Bonnie P. Riechert, Ph.D., APR

Preston Taylor Ministries (PTM) is a nonprofit organization that works diligently to improve the lives of children in Nashville, Tennessee. The organization's mission is fulfilled daily through after-school, mentor, tutoring and career-prep programs. Since 2007 PTM has grown, in regards to the number of students involved, from 60 to over 300. Its impact on the community ranges from increased reading levels to placement of more high-schoolers in summer jobs. Events are often held to either raise money for program needs and to increase awareness. A student in Public Relations Campaigns class in spring semester partnered with PTM to help promote a Capture the Flag event on Aug. 24, 2019, as a family fun game that brings the community together for a good cause. This will be an affordable weekend event that has the potential to draw in possible donors, volunteers and mentors. Following in-depth research, both primary and secondary, the student crafted a social media campaign for Facebook, Twitter and Instagram. The social media promotions will be implemented two months prior to the event. Effectiveness of the event will be measured in total event attendance. At the end of the year, the total number of new donors along with donation totals for the fall 2019 will be compared to the number in spring 2019.

7:15 p.m. - 7:30 p.m.

Project Foster Dignity:

A Campaign to Raise Awareness and Improve Self-Esteem in Foster Girls

Molly K. Tatum, Sarah A. Pilkington and Jessica J. Dorrell

Faculty Advisor: Bonnie P. Riechert, Ph.D., APR

Project Foster Dignity (www.fosterdignity.org) is a nonprofit dedicated to building the self-esteem of girls in foster care. The organization's mission is "Helping foster teens fashion a vision for the future." Self-esteem plays a key role in foster adolescents' peer relationships and serves as a mediator for delinquent behavior. Foster Dignity mentors take teenage girls in the foster care system shopping to boost their confidence and self-worth as their end goal for each foster child. A team of students in Public Relations Campaigns class partnered with Project Foster Dignity in spring 2019 to promote awareness of the organization and support its mission. Using social media and other tactics, the team supported special events and helped release a video on the organization's mission and the need for financial support in the foster community. Foster Dignity hosts events in order to create a community amongst these girls and make them feel loved and valued. The success of this campaign will be measured by engagement of the organization's social media websites and the success of distribution of the video among influencers and those with large platforms. The goal of the campaign is to increase awareness and financial support for the nonprofit.

7:30 p.m. - 7:45 p.m.

The Cookery

Joseph A. Corso

Faculty Advisor: Bonnie P. Riechert, Ph.D., APR

The Cookery, in addition to serving coffee, breakfast, lunch, dinner and catering to the public, has a greater purpose. In the Cookery kitchen, formerly homeless students are trained and equipped in culinary techniques and food safety in order to prepare them for employment in Nashville's food industry. In spring 2019, a student in Public Relations Campaigns class partnered with the organization to increase awareness of their event space and to increase their catering business along with it.

7:45 p.m. - 8 p.m.

Explosion PR: Better Together Campaign

Amy Dalton, Allie Dandridge, Andrea Lindsey, Addy Neider and Landon Wolford

Faculty Advisor: Christie Kleinmann, Ph.D., APR

The Bateman Case Study Competition is held each year by the Public Relations Student Society of America (PRSSA). Teams from universities across the country compete to research, plan, execute and evaluate a full public relations campaign on behalf of a client. The 2019 client is the PRSA Foundation and their resolve to enhance diversity in the workplace. According to PR Week, 88 percent of professionals in public relations are Caucasian. For a field that needs to be accessible to and understand the broad range of ethnicities it serves, the profession is painfully far from diverse. Explosion PR addressed this challenge through a comprehensive public relations campaign. This presentation will explain how the "Better Together" campaign sought to build a more diverse and inclusive workplace and remind everyone that it is our differences and similarities that make us better together.