

PUBLIC RELATIONS

MALTESE AWARD WINNERS

2022

DEPARTMENT OF COMMUNICATION

COLLEGE OF ARTS, HUMANITIES, AND SOCIAL SCIENCES

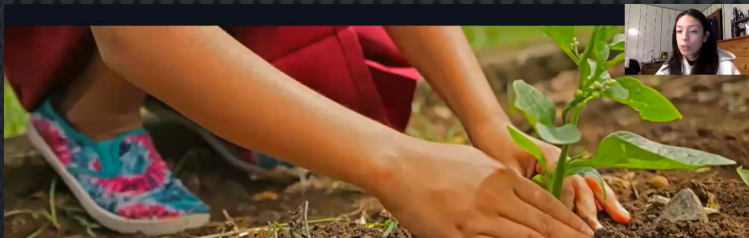
WILLIAM PATERSON UNIVERSITY



OUTSTANDING PUBLIC RELATIONS PLAN: ISABEL MEDINA “GREEN LATINOS”



GreenLatinos is a non-profit organization that works to achieve environmental justice, sustainability, and conservation, especially within the Latino community.



OBJECTIVES

Increase awareness about the organization and to motivate and influence individuals to join the GreenLatinos movement, building their comunidad.



FOR IMMEDIATE RELEASE
Contact: comms@greenlatinos.org
Apr 4, 2022

GREENLATINOS
Luchando por la Liberación Ambiental

GreenLatinos Holds Benchmark Forum for Strategic Plan 2021-2024

Washington, D.C. — Since 2021, GreenLatinos has been implementing a three-year strategic plan. The plan aims at rising past the tumultuous year of 2020, ready to gather, grow, and go towards its vision and mission. GreenLatinos envisions an equitable and healthy society where communities of color are free from disproportionate environmental burdens. Its mission is to continue uniting an active comunidad of Latino/a/x leaders to secure environmental and racial equity through winning environmental, conservational, and climate justice battles. GreenLatinos strives to ensure political, economic, cultural, and environmental liberation for the community. Rallying behind its new tagline, “Luchando por la Liberación.” GreenLatinos hopes to make that mission a reality.

GreenLatinos values protecting and expanding comunidad, justice, culture, collective action, and accountability while working towards specific long-term goals:

- **Develop and advocate on or priorities**, strengthening federal advocacy work through research and dialing in on our community’s need and priorities.
- **Center and Support our Membership**, increasing membership and support through marketing and recruitment.
- **Facilitate Community Building**, creating the necessary online and in-person infrastructure and facilitating communication to foster long-lasting, cross-sectional relationships.
- **Prepare for Growth and Sustainability**, ensuring organizational growth and sustainability through our strategic plan.

Tomorrow, April 5, 2022, GreenLatinos will be holding an open forum on Instagram live (@greenlatinos) from 9 a.m. to 12 .pm. (PST) for community members to ask questions, comment on, and/or express concern about progress with the three-year strategic plan.

GreenLatinos, a national comunidad of Latino/a/x environmental and conservation champions is working closely with other organizations and environmental leaders across the nation and in Puerto Rico., to demand equity racial equality and to win environmental, conservation, and climate justice battles.

GreenLatinos policy advocates and members, including youth activists, are available to speak



OUTSTANDING PR CASE STUDY: STEPHANIE BRAND “CORPORATE ADVOCACY BLACK LIVES MATTER”



Corporate Advocacy & Ethics

Presented By: Stephanie Brand

CORPORATE ADVOCACY

DEFINITION

WHEN A COMPANY MAKES A STATEMENT OR TAKES A STANCE ON SOCIAL-POLITICAL ISSUES.

BLACK LIVES MATTER

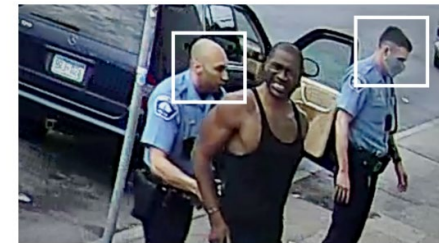
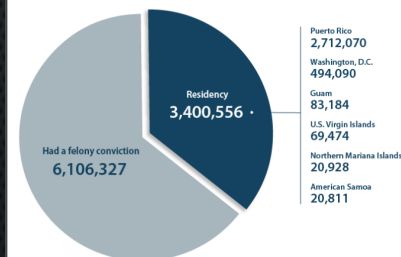


FIGURE 3
9.5 million American adults lacked full voting rights in 2016
Voting-age population of American citizens and nationals who lacked full voting rights in 2016 due to a prior felony conviction or residence in a U.S. territory or the District of Columbia



Note: The authors define "full voting rights" as an American citizen or national's ability to vote in elections for the U.S. House of Representatives, U.S. Senate, and U.S. presidency.
Sources: U.S. Census Bureau American Factfinder; "Profile of Selected Social Characteristics: 2012" available at <https://factfinder.census.gov/> (last accessed July 2016); U.S. Census Bureau American Factfinder; "Citizen Voting Age Population from the 2012-2016 American Community Survey (pre-revisions)," available at <https://data.census.gov/> (last accessed July 2016); Christopher Uggen, Ryan Larson, and Sarah Shannon, "6 Million Lost Votes: State-level Estimates of Felony Disenfranchisement, 2012," Washington The Sentencing Project, 2016, available at <https://www.sentencingproject.org/publications/6-million-lost-votes-state-level-estimates-felony-disenfranchisement-2016/>.



VOTER SUPPRESSION

In 21 states, felons lose their voting rights only while incarcerated, and receive automatic restoration upon release.

In 16 states, felons lose their voting rights during incarceration, and for a period of time after, typically while on parole and/or probation.

In 11 states felons lose their voting rights indefinitely.



OUTSTANDING SOCIAL MEDIA PLAN: BEATRICE AMUNE, ESMA SENMAN, ANNELIESE KUIPERS AND KANDICE ESPINAL “WP COMM IS ON TWITTER”



Strategic Brief for Twitter

WPU Communication Department

ESMA SENMAN
BEATRICE AMUNE
ANNELIESE KUIPERS
KANDICE ESPINAL

WP Communication Department

STRATEGIC AUDIT

APRIL 2022

WP
Communication Department

SMART Lab

Have you visited the William Paterson Communication Department's SMART Lab yet?

You'll be able to:

- collaborate with professional partners
- access internship opportunities with hands-on experience
- attend workshops and conferences
- experience cutting-edge research opportunities
- and much more!

WP

TWITTER SPACE EVENT
@WPCommDept

RUBBING MINDS WITH DISTINGUISHED ALUMNI

MAY 13 2022, 6PM

Inviting all WPU Comm students

Goals and Objectives

Followers

Our goal is to increase our followers by 50% by the beginning of next year, through producing more engaging content.

Engagements

We would also like to increase engagement by 25% by the beginning of next year, through experimenting with different platform functions on Twitter, as well as posting consistent, meaningful content.

Awareness

Finally, we would also like to create awareness about the client's offerings and increase interest in its programs by 50% by the beginning of next year, through



OUTSTANDING PR CAPSTONE: JOANNA HOOK "EVENT FUNDRAISING FOR NON-PROFITS"



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EVENT TARGET AUDIENCE

CONSIDERATIONS

After you settle the basic details of your event you need to determine who you are trying to reach when promoting the event. Who is your target audience?

Many events are geared towards different audiences. Depending on the type of event you are trying to plan and execute, you need to determine who you are going to target when marketing it.

DEMOGRAPHICS

You need to analyze the main characteristics of the audience you are trying to reach like age, gender, religion, income, education, marital status, etc.

PHYSCOGRAPHICS

When determining your target audience you need to consider the attitudes, beliefs, and aspirations of the people you are trying to reach.

NICHE MARKETS

Some events can be targeted to specific groups of people within your donor base, considered to be your niche market.

COMMUNICATIONS

COMMUNICATION PLANS

Communication plans are vital to the success of your event. Without proper promotion and advertising, no one will know about your event!

Communication plans are developed a few months before an event and describe exactly how your event will be marketed to the general public through email blasts, your website, social media, and other media sources.

The best way to manage this is to store all of the information, dates, platforms, captions, and content in an Excel spreadsheet to keep it organized and to keep yourself on track.

SOCIAL MEDIA

Social media posts are great for promoting events if your organization has a sizable following. They are also simple to craft and execute. Simply create content and a caption and post! A straightforward tactic is to send out email blasts to your donor base on the same days you post on social media.

WEBSITE

Your event website is also an owned media source that is incredibly important to use to promote your event. Lay out exactly what guests can expect at the event, from location to dress code. Make this the one stop shop for all the information they could need about the event! This is also your main avenue to sell tickets to the event.

EMAIL BLASTS

E-blasts are easy to design if you have the right software. Make these pushes different from your social media posts, but with a similar message and send them the same day you post. This way if a donor sees the email and forgets about it, later when they are looking at Instagram they will be reminded again and vice versa.

STRAATEGIES


MEDIA

Finally, if you have a PR team for your organization you can ask them to send press releases to local news media pitching your event as a story, either as a promo piece prior to the event or covering the actual event itself. YOU can write and send a press release if you don't have public relations support!



OUTSTANDING PR BLOG: ESMA SENMAN "KISSSSMYGRASS" ENVIRONMENTAL BLOG

KissssMyGrass
Student, Environmentalist,
Future PR Professional



ABOUT ME

Esma Senman

As a motivated honors student with a passion for environmental sustainability, I am seeking work that will enrich my public relations proficiency.

I have found that a career path in public relations is befitting considering my professionalism, adeptability, and communication skills, which have proven advantageous in my successful paths as an honors student and an intern.

In turn, I utilize these public relations proficiencies to execute my commitment to environmental sustainability.

[Download Resume](#)

HOME ABOUT ME BLOG WRITING SAMPLES More

KissssMyGrass
Student, Environmentalist,
Future PR Professional




Sustainability Blog



Social Media Content



Writing Samples




Nov 27, 2021 · 9 min

A Must-Watch for Humanity

This title could prompt many thoughts in your mind. Animal cruelty? Veganism? Livestock? (If you're confused on that one, this 12 minute...

0 Likes · 0 comments




Nov 27, 2021 · 9 min

Make Money, Save Earth

The lifestyles, marketing tactics, and notions of shopping to have fun, as a form of therapy, or to increase self-worth, is harmful to...

0 Likes · 0 comments




Nov 10, 2021 · 4 min

Cowspiracy: The Sustainability Secret

If you've never thought about eating a horse, I urge you to think about it now. If you've never thought of eating a cat, I urge you to...

0 Likes · 0 comments




Nov 10, 2021 · 4 min

The Search for Ethical Beauty

Finding beauty products that work for you is difficult. You spend hours online with 57 tabs open, skimming reviews and watching...

0 Likes · 0 comments



Nov 10, 2021 · 4 min

Beauty from the Planet, for the Planet

Rows and rows of creams, shadows, butters, powders, and sprays line retail stores. Behind the scenes, toxic-laden ingredients are loaded...

0 Likes · 0 comments

