

**Proposal for *The*
Rambler's 100-Year
Anniversary**

Created by:

The Fall 2016 Survey of Public Relations class

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Proposal for *The Rambler's* 100-Year Anniversary

This public relations proposal has been designed by the Fall 2016 Survey of Public Relations class and has been created for *The Rambler Media Group* to use in celebration of its 100-Year Anniversary.

RESEARCH

- By reviewing multiple 2015 Silver Anvil Award-winning anniversary celebrations from multiple student-media outlets, the Survey of Public Relations class was able to establish multiple objectives to complete the goals established by the student media chair. The class was separated in groups of three to four people with each group studying at least 5 different case studies. The class was given a week to research the previous anniversary celebrations to gain knowledge on how to create similar events.
- We were able to find that most programs used secondary, primary, qualitative, and quantitative research. They focused on the benefits of each event and why they should create the event. Each group set multiple goals and set out to accomplish said goals. Many groups created beneficial relationships with other groups to help with the immense planning of the event way in advance, the day of, and the days or months after the event occurred. Each group used social media as an outlet to raise awareness.

GOALS

After interviewing Dr. Kay Colley, Student Media Director, the following goals have been set:

- To promote and improve awareness of *The Rambler* in the three months allotted for the event to occur.

- To raise \$100,000 by the end of Spring 2017, which will go toward improving the media group's facilities and scholarships.
- To celebrate successes in the past 5 years that has transformed The Rambler into what it is today. By collecting the growth of social media followers, creating and distributing surveys to be completed by the public, and collecting the growth of online readers we will be able to see the community's opinion of The Rambler Media Group.

COMMUNICATION

- Create a carnival where a short video will be shown to showcase the achievements of *The Rambler* and Wesleyan students will get the opportunity to interact with staff members in a more exciting way.
- The video will be created by current *Rambler* staff members. The video will feature current and previous *Ramblers* where they will be asked What does the 100-year anniversary mean?. It will also feature Wesleyan students, members of administration, and leaders of groups on campus. The video should be no longer than 10 minutes long and will be featured on a blow up screen towards the end of the carnival. The cost of a blow up screen can cost between \$69.00 to \$179.00 depending on the size needed for the screen. A 7-foot screen from Home Depot costs \$69.00, while a 12-foot screen from Target costs \$179.00. I believe a 12-foot screen will be needed. A projector will also be needed to show the video. The Rambler media group can request from IT a basic video projector similar to the ones used in the classroom. If IT does not have an available video projector to use, the media group will have to buy one. A Sharper Image Black Series Portable Entertainment Projector, which costs \$69.99 at JcPenneys, is a basic video projector and would be suitable for the video. The Rambler media group would be

allowed two weeks to find members to interview and edit the video and another two weeks will be allotted to find a durable projector and screen.

- By creating beneficial relationships with student and athletic groups, such as the baseball team, Student Government Association, or the , *The Rambler* will be able to find donors for the event. *The Rambler* can ask for games, rides or food to be donated by groups and offer free or discounted advertisements.
- The Rambler will offered discounted advertisements to student and athletic groups, such as the baseball team, Student Government Association, Nerd Central, and so on. By offering these discounts, The Rambler Media Group will create a trade system with each group. Each group will offer some type of booth will consists of either a garden game, such as bowling, giant Jenga, or dominos, or a carnival-esque ride.
- The carnival ride and booths will be run by Rambler Media Group staff members.
- To advertise for the event and captured the interest of the public, staff members will use social media outlets, such as Twitter, Snapchat and Facebook.
- The Rambler Integrated Media Group members will create posters that will be distributed around campus.
- By charging carnival-goers for ticket prices and food prices, *The Rambler* can use the amount raised to reach the \$100,000 goal. Staff members will get in contact with previous donors to encourage them to come to the carnival. The current Editor-in-Chief will contact the Donor Relations Coordinator and the Senior Director of Advancement to try and create a website where donations will be collected. They will also be in charge of finding a list of previous donors, if there are any. Participants of the carnival will also be encouraged to donate by a website.

- The Rambler Media Group was created in 1917, so the theme of the carnival is “Party Like it’s 1917”.
- The Rambler Media Group will use the carnival to target members of the surrounding Polytechnical Heights community, Wesleyan students and staff members, university students interested in The Rambler Media Group, and high school students interested in Texas Wesleyan University.

EVALUATION

- By using anonymous surveys, The Rambler will be able to see how successful the carnival was and what the media group can do to create a better event in future years.
- Staff members will need to count the number of tickets sold, increase in social media followers, and the amount of event-goers to both the video premiere and carnival.

This public relations proposal was created for the exclusive use of *The Rambler* Media Group.