



— PORTFOLIO 2016 —

**QUINN HOPP**



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# QUINN M. HOPP

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## EXPERIENCE

### TRUTH OR DROUGHT - SOCIAL MEDIA STRATEGIST

Jan 2016 - present (<http://www.truthordrought.com/>)

- Maintained organization's Twitter and Instagram feed
- Increased follower count by over 1,000 within first two months, increased amount of daily social media interactions

### WALT DISNEY FAMILY MUSEUM - MARKETING & COMMUNICATIONS INTERN

June 2015-Sept 2015 (San Francisco, CA)

- Audited and edited entire organization website
- Assisted in formatting output and company rebranding

### THE ODYSSEY ONLINE - WRITING INTERN

March 2015 - present

(<http://theodysseyonline.com/author/quinnhopp>)

- Collaborating with team of fellow students on a national online publication
- Won Most Shared Article of The Week in the state of Oregon twice

### SPRINKLES CUPCAKES - CUPCAKE ASSOCIATE

June 2015-Sept 2015 (Palo Alto, CA)

- Mastered intricate network of orders and pricing while maintaining brand recognition in well-known chain
- Trained to adopt entirely new system in a time of mass product change

### NORDSTROM - SALES ASSOCIATE

June 2014 - Sept 2014 (San Mateo, CA)

- Consistently met department sales goal
- Trained in Nordstrom's highly regarded customer service philosophy

### NORDSTROM - EARLY ACCESS TEAM

June 2013 - July 2013 (San Mateo, CA)

- Responsible for all stockrooms and assisted managers in wide array of tasks
- Prepared the store for the Anniversary Sale

## EDUCATION

University of Oregon 2012-2016

BA- Journalism: Public Relations

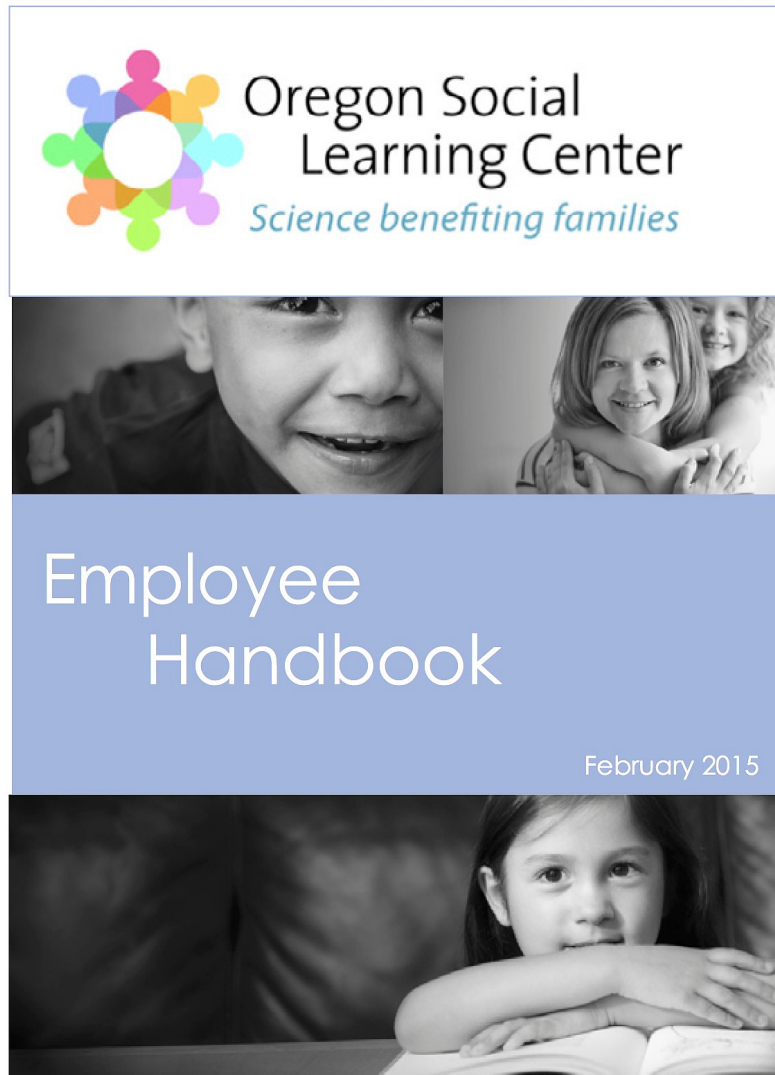
## ORGANIZATIONS

- Envision Publication - Copy Chief  
(University of Oregon) Mar 2016- June 2016
- Envision Publication - PR Team  
(University of Oregon) Mar 2016- June 2016
- Gamma Phi Beta Sorority  
(Nu Chapter- University of Oregon) 2013-2016

## SKILLS

- Copy editing
- Organization, quick to learn computer filing systems
- Strong communication skills, written and verbal
- Proficient in: InDesign, Final Cut, Microsoft Word, Microsoft Excel, Powerpoint, Photoshop, PiktoChart

# OREGON SOCIAL LEARNING CENTER

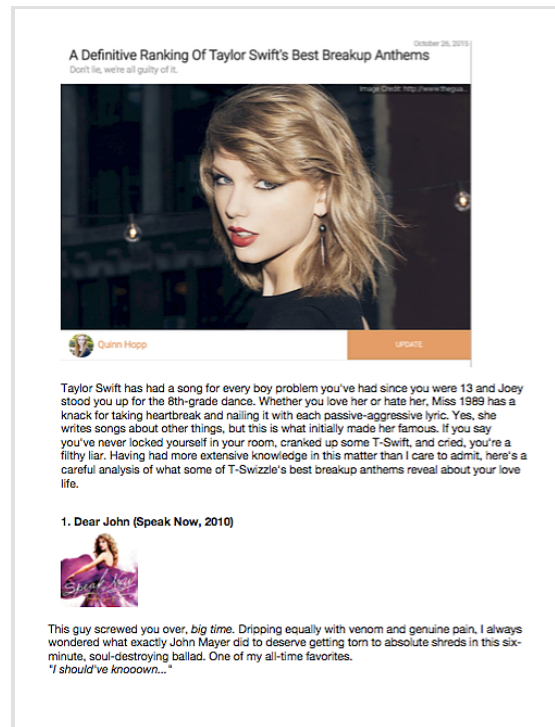


I created this potential book cover for the Oregon Social Learning Center using InDesign. This project was challenging because I had no prior experience with any kind of design work, and had no interest in trying it because I assumed that I would fail.

I learned a new skill and discovered that I was reasonably good at something I had always assumed I would be atrocious at. This project taught me to try new things and to stop doubting myself.



# THE ODYSSEY ONLINE



In March 2015, I was hired as a writing intern for The Odyssey Online, a student-based online publication. This was the first opportunity I had ever had to get my work published on a legitimate platform.

I had total creative freedom, but it took me awhile to find my voice. I engaged with my audience by writing everything from BuzzFeed-style lists about pop culture to personal reflections on social issues.



## Why We Need to Retire The "Every Opinion is Valid" Argument

Sometimes, it's not your "opinion." You're just wrong.

Quinn Hopp in 500 Words On in Sep 2, 2015

In this new age of information, it feels as though it's nearly impossible to escape from the ever-changing social politics of this world we live in. Social media makes it only too easy for word to travel and hype to build. You can't open up Facebook, Twitter, or Instagram without being smacked in the face with today's latest hot-button issue. With the race for President officially in full swing, Caitlyn Jenner's transition, and gay marriage becoming legal, it seems we've been in overdrive lately.

On one hand, change is good. Being informed is good. On the other, once people are "informed" (or think they are), they're only too eager to scream their own commentary alongside shared articles on social media, which always leads to the same argument. Your mom's Bible-banging cousin and one of your more educated liberal friends will battle it out in the comments section until one

## 10 Things That Would Be Different If Gossip Girl Took Place in 2016

The thought of Chuck Bass with a Snapchat account should scare us all.



A couple of years ago, I wrote an essay about 'Gossip Girl' and how it successfully revived social satire. During its debut in 2007, Gossip Girl advertised itself as "every parent's worst nightmare," and at the time, that was more or less the truth. Alas, the lovably ridiculous saga drank its final glass of scotch and waved goodbye in 2012, but it left a legacy. The scandalous books that I had hidden under my pillow in middle school had been brought to life on television, and while TV has gotten progressively more provocative since then, Gossip Girl was nothing short of jaw-dropping in 2007. A lot has changed since its glory days, and I can't help but wonder: what would have been different about Gossip Girl if it had premiered in 2016?

### 1. Blair would be fretting about her Instagram likes.



## An Open Letter To Pro-Gun Advocates

I'm not saying you're ignorant, the facts are.

Quinn Hopp in 500 Words On in Oct 14, 2015

I would like to say that this is in light of the recent horrors that occurred in Roseburg, Oregon, but that wouldn't be fully accurate. It would be more appropriate to say "in light of over 200 school shootings that have occurred in the United States since Columbine."

The first time I heard about a school shooting, it was 2007. My parents, aunt, and maternal grandfather are all Virginia Tech alums, and were deeply affected by the campus massacre. I remember wearing my VT sweatshirt to school the next day, and the shock my fellow 7th-graders expressed after I explained the legacy it had with my family. After learning about the Umpqua Community College shooting on October 1st, I had a conversation in the kitchen with one of my roommates, who happens to be an International student. Sounding confused, she asked me why America was the only country that was "like this" about guns. To be honest, I didn't have an answer for her. I didn't have a logical explanation why, despite the multiple shootings that occur every year, a distinct lack of gun control legislation still remains.

# PR PLAN: HBO NOW

## HBO Now

Shannon Nelson, Alexa Stalsberg, Quinn Hopp, Natalie Mangan, Kei Asakura



For this project, we were put in teams and given a client to design a strategic PR plan for following a crisis. Our client was HBO, following their failed launch of their HBO Now site. The biggest challenge was identifying our target demographics and deciding how to reach them. Our final plan included surveys, social media outreach, and questionnaires.

## Problem Statement

HBO's vision is to have HBO Now's streaming go seamlessly, without crashes, for consumers who do not have broadband but want HBO access. After the *Game of Thrones* crash on April 12, @HBONowHelp and @HBO were bombarded with negative tweets about their streaming issues and poor customer service. If HBO Now communicates with their key demographics while simultaneously fixing streaming issues, they can potentially avoid unhappy consumers while maintaining their current brand reputation.

## Objective

This research aims to discover if HBO Now changed people's perception of HBO Now's brand reputation either positively, negatively, or not at all. Additionally, the research will discover if HBO Now took the initiative to improve their streaming and customer service qualities.

## Key Demographics

- **College Students**
  - American, 18-25 of age
  - Majority Male
  - Attending college or in graduate school
  - Follow @HBONowHelp on Twitter
- **Adults**
  - American, 26-45 of age
  - Majority Male
  - Majority college educated or currently in college
  - Follow @HBONowHelp on Twitter



## Twitter Questionnaire

- Gain insight of how HBO Now has improved
- Discover how customers view HBO's:
  - Brand reputation
  - Customer Satisfaction
  - Platform accessibility
- Measure how effective changes to HBO Now have been



## Twitter Questionnaire

### HBO Now Customer Survey

Tweet: "Take this five minute HBO Now Survey to win a \$50 Amazon gift card #HBOsurvey2016"

Have you used HBO Now within the last 30 days? \*

☒ yes

☐ no

Rate your experience with these aspects of HBO Now \*

|  | Excellent             | Satisfactory          | Neutral               | Unsatisfactory        | Poor                  | Weighting             |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Price                                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quality of streaming                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Number of movies, shows, and documentaries | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Accessibility                              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Customer service                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

What changes have you noticed, if any, when using HBO Now in the last 30 days? \*

## Twitter Questionnaire

Within the last 30 days, did you tweet at @HBO or @HBONowHelp? \*

If answered no, please skip to question 7

☒ yes

☐ no

If answered yes in question 4, did you receive a response to your tweet?

☒ yes

☐ no

If answered yes in question 5, how did you feel about the reply to your tweet?

How has your impression of HBO as a brand changed? \*

☒ Positively

☐ Slightly positively

☐ No change

☐ Slightly negatively

☐ Negatively

# PRESS RELEASES

Quinn Hopp  
951284878  
J352  
Slug: Plane In Trouble  
April 16, 2015

## Plane In Trouble News Release

United Airlines Flight 316 was forced to make an emergency landing in Pendleton, Ore. on Wednesday during its flight from Portland to Chicago.

The jet had taken off at 7:15 am when the pilot, Capt. Daniel Westergaard, noticed a "burning ozone electrical smell" in the cockpit. Westergaard made an emergency landing, touching down at 7:40 am. None of the 119 passengers were injured, nor was there any panic on board.

"There was a kind of motor noise, and then we smelled burning," said passenger Dan Rueckert of Portland, Ore.

Pendleton Airport Manager Larry Dalrymple said he was notified about five minutes before the jet landed. The Pendleton Fire Department sent seven emergency vehicles and about 25 firefighters to the airport as a precaution. United Airlines dispatched an additional aircraft from San Francisco to Pendleton to pick up the passengers and take them to Chicago.

Due to the fact that this is the third time in the past month that a United aircraft taking off from Portland had to make an emergency landing, the Federal Aviation Administration has ordered a review of maintenance records at United's Portland maintenance facility. United, which has one of the best safety records in the business, is cooperating fully.

###

Quinn Hopp  
J352  
Slug: Bike Theft  
April 20, 2015

## Bike Theft News Release

The University of Oregon Police Department are trying to identify a suspect after another incident on Monday in the growing epidemic of bike theft on campus.

Since May 1, 2014, over 230 bikes have gone missing. More than 10 have gone missing from the front of the Erb Memorial Union since the first week of spring classes. Most victims have reported the thefts between noon and 2 p.m.

UOPD officials describe the suspect for the most recent incident on Monday as a blonde Caucasian male about 5 feet 11 inches tall, in his early 20s with an orange and black beaver tattooed on his left forearm. He has been seen carrying a lime green Jansport backpack with an anarchist "A" symbol attached to the side.

Student Mandy Engelson witnessed this morning's incident as the suspect allegedly fled with her new Cannondale mountain bike.


"He was weaving all over the place and he almost took out a couple people trying to cross the street," said Engelson. She also added that the suspect appeared "drunk".

In some instances of alleged theft, cable bike locks were severed by what appears to be large bolt cutters. In others, tempered steel U locks were defeated with what may have been a hydraulic jack.

Only 15 stolen bikes have been recovered in the past year. Anyone with any information is encouraged to contact Lt. Dirk Langdolt at (541) 346-0666.

Learning to write mock press releases was one of the most rewarding skills that I gained during my studies, and quickly became one of my favorite things. I learned various techniques on how to take a mass amount of information and number the facts according to importance, which has proven to be one of the most valuable methods I use in all aspects of communications.

# SHAREHOLDER'S LETTER



Quinn Hopp  
November 6, 2015

Dear Employees, Friends, and Shareholders,

This past year, Apple has continued to grow and expand within the market, and remains at the top of our game. Our numbers have grown exponentially more from 2014 to 2015 than in previous fiscal years.

Highlights:

- Net Sales: \$233 billion
- Operating Income: \$71 billion
- Net Income: \$53 billion
- Diluted earnings per share: \$9.22

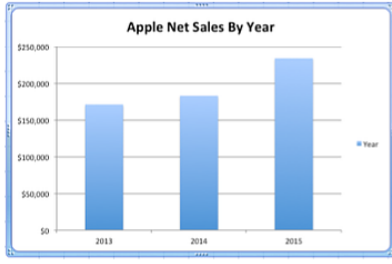
The Big Picture: Net sales rose 28%, or \$50.9 billion during 2015 compared to 2014.

Quick Net Sales Breakdown:

- 66 percent iPhone (\$155 billion)
- 10 percent iPad
- 11 percent Mac
- 9 percent Services

Net sales' increase can be attributed to a 52 percent year-over-year increase in iPhone net sales. iPhone net and unit sales in 2015 increased in all of Apple's reportable operating segments.

We have also experienced year-over-year net sales increases in Mac, Services and other products. Apple Watch accounted for more than 100 percent year-over-year growth in the net sales of Other Products after its launch in the third quarter of 2015.



| Year | Net Sales (\$) |
|------|----------------|
| 2013 | ~170,000       |
| 2014 | ~190,000       |
| 2015 | 233,000        |

The gross margin has grown to \$93.6 billion, or 40.1 percent. Apple anticipates gross margin during the first quarter of 2016 to be between 39 and 40 percent.

The year-over-year increase in the gross margin percentage in 2015 was driven primarily by a favorable shift in mix to products with higher margins and, to a lesser extent, by improved leverage on fixed cost from higher net sales. These positive factors were partially offset primarily by higher product cost structures and, to a lesser extent, by the effect of weakness in most foreign currencies relative to the US dollar.

Looking Forward:

In April 2015, we announced a significant amount of increase to our capital return program by raising the expected total size of the program through March 2017. This included increasing our share repurchase authorization to \$140 billion and raising our quarterly dividend to \$0.52 per share beginning in May 2015.

We plan to continue to bring the best user experience to our customers through our innovative products, expand our platform on the discovery and delight of digital content, and deliver the highest customer service.

Sincerely,  
Tim Cook  
CEO, Apple

Writing a mock letter to the shareholders of Apple, Inc., was particularly challenging because it involved discussing finance and numbers, which have never been my strong suit. As such, this assignment seemed especially daunting to me. In the end, I discovered that all I had to do was list the facts. This helped to grow as a communications professional because it showed me that nothing has to be as complicated as I imagine it to be, and that sometimes the main task lies in the simplicity.

# SPRINKLES SOCIAL MEDIA AUDIT

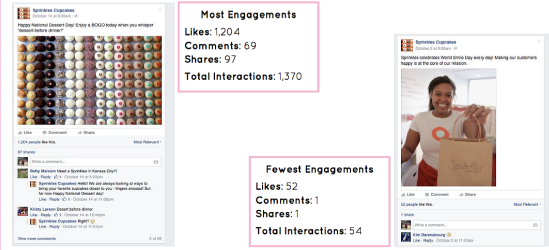


For this project, my group and I selected a client, identified their two biggest competitors, and conducted a complete audit of three social media channels: Facebook, Instagram, and Twitter. We also conducted a conversational analysis, reading online reviews of our client and its competitors online to determine whether the general consensus was positive, negative, or neutral.

We chose Sprinkles Cupcakes because I used to work there, and therefore knew the product. This project was extremely time-consuming and detail-oriented, but I gained insight into how to conduct business audits as well as the best ways for companies to engage with their audience over social media.



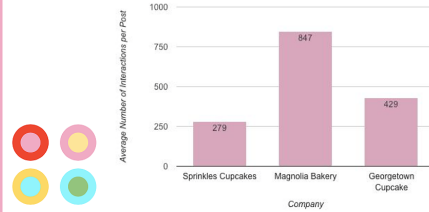
## Social Media Audit: Facebook



Sprinkles Cupcakes Social Media Audit & Conversation Analysis

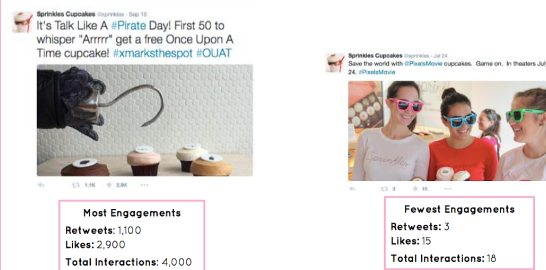
## Results

Average Number of Interactions on Facebook from July 14, 2015 to Oct. 14, 2015



Sprinkles Cupcakes Social Media Audit & Conversation Analysis

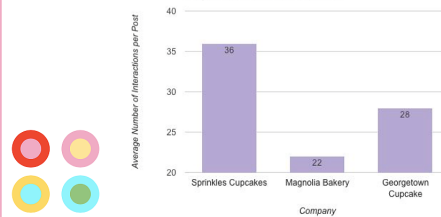
## Social Media Audit: Twitter



Sprinkles Cupcakes Social Media Audit & Conversation Analysis

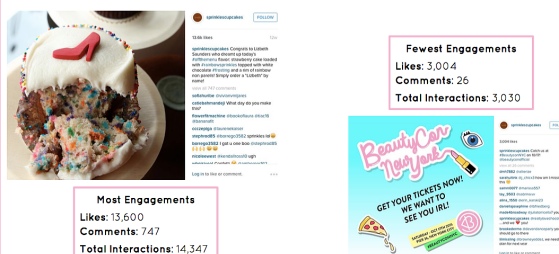
## Results

Average Number of Interactions on Twitter from July 14, 2015 to Oct. 14, 2015



Sprinkles Cupcakes Social Media Audit & Conversation Analysis

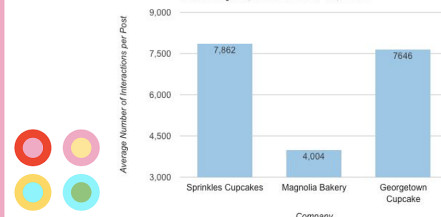
## Social Media Audit: Instagram



Sprinkles Cupcakes Social Media Audit & Conversation Analysis

## Results

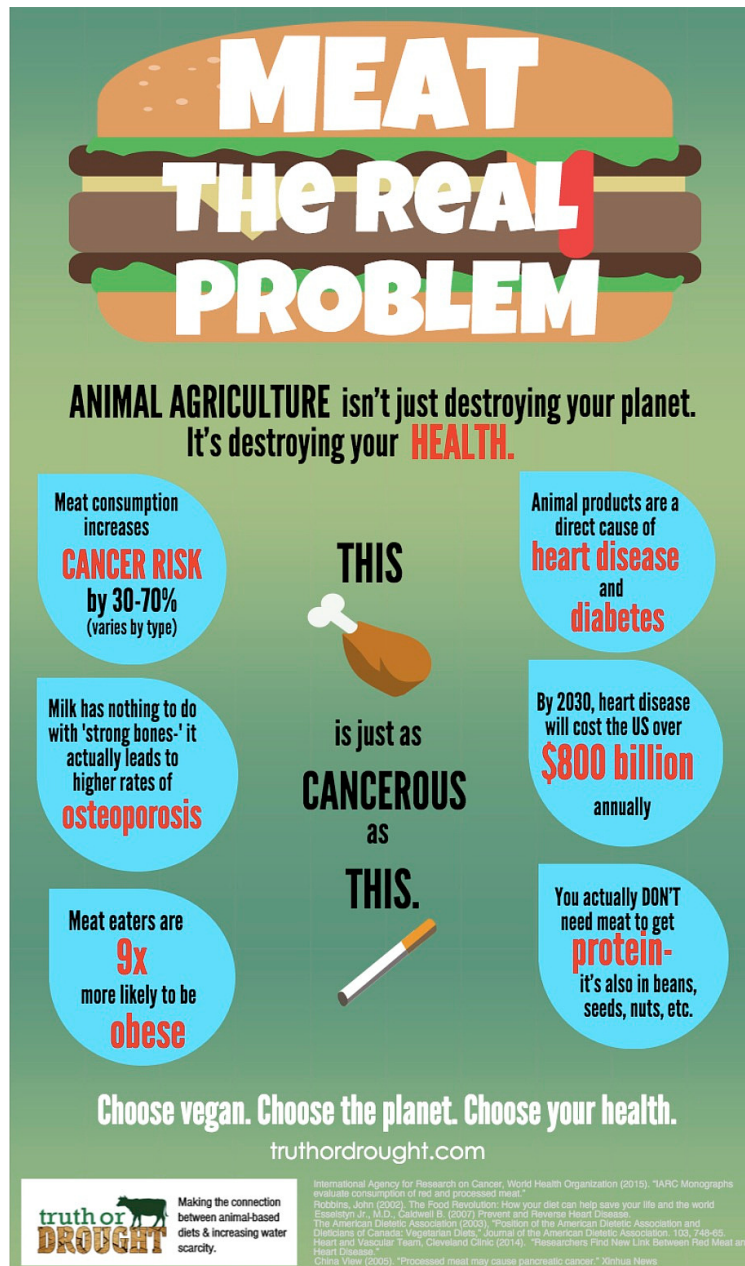
Average Number of Interactions on Instagram from July 14, 2015 to Oct. 14, 2015



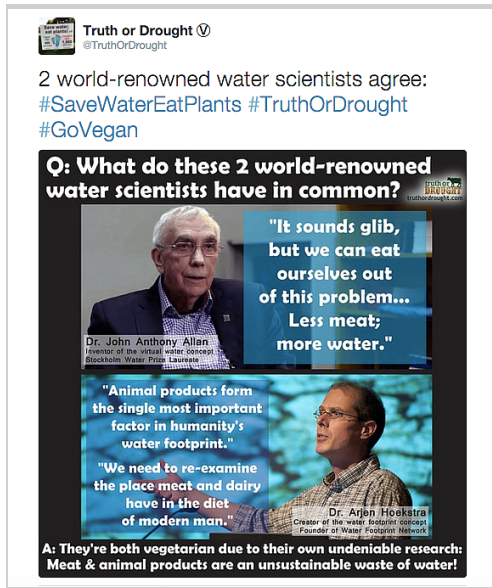
Sprinkles Cupcakes Social Media Audit & Conversation Analysis



# TRUTH OR DROUGHT



I created an infographic for a small non-profit organization that I had followed on social media,. Truth Or Drought is a vegan campaign dedicated to exposing the real connection between animal product consumption and water scarcity. I decided that to better engage with their audience, they should address the health concerns associated with eating meat.



Outside of the realm of academia, I sent this infographic to the real Truth Or Drought and got in contact with their head representative.,who offered me the opportunity to get involved.. I currently run the organization's Twitter and Instagram platforms.

# A DENT IN THE PLAN



## **A Dent in the Plan**

(NFL and Concussions)

Quinn Hopp  
Lauren Garetto  
Haley Marsh  
Ashley Cannon-Rhea  
Stephanie Winner

Autumn Shafer  
J453  
PR Plan 1: Crisis Redo

For this project, I collaborated with a team to create a strategic plan for the National Football League (NFL) and their growing concussion crisis. Through this project, I learned more about crisis communication, the difference between admitting a problem and accepting full responsibility, and different tactics for responding when an organization comes under fire.

## I. EXECUTIVE SUMMARY

"A Dent In the Plan" covers the National Football League's (NFL's) response and typical inaction to concussions in the league. The NFL misled its players by failing to divulge information about the risks of concussions during their time in the league, resulting in further, and more severe, concussion injuries. The crisis has intensified over each year, and the NFL refused to publicly address it, angering fans. As media, a second key public, became aware of the scientific evidence showing the long-term effects of concussions, the NFL took a route of deliberate inaction rather than addressing the problem, leading to negative publicity and a public demand for action.

The plan will dive into the history of the concussion crisis that has led to the current intensified issue. It will also identify the NFL's previous response strategies and propose a new plan with proactive and reactive strategies. It establishes the goal and objectives the NFL should have used during the 2014 concussion crisis targeting the following key publics: NFL players, fans, and sports media. Within each objective, there are strategies focusing on each of our key publics. With the players we will use proactively use organizational performance, while reactively using repentance and vocal commiseration. With fans as our second key public we will proactively use audience engagement, and with the media we will be proactively pursuing publicity. The redo plan will include a timeline showing tactics that will be used depending on the appropriate target. While every plan has limitations, we will explain how our new prepense plan has significantly less limitations than the NFL's previous plan, or lack thereof.

## II. SITUATIONAL OVERVIEW

In 2014, the NFL's concussion crisis continued to make headlines with a series of scrutinous articles criticizing the league for failing to publicly address the problem<sup>1</sup>, supported by statistics such as "one in three players will sustain head trauma."<sup>2</sup> Public curiosity behind the NFL's deliberate inaction and refusal to address concussion issues led to outside investigations.<sup>3</sup> New findings show that many long-term physical, mental, and emotional issues for former NFL players stem from concussions and other head injuries.<sup>4</sup>

The NFL has failed to respond to the concussion crisis. Its deliberate inaction has backfired, resulting in increased negative attention and media scrutiny, leading to speculation that the NFL does not care about its players. Scientific studies linking the long-term effects of concussions in former professional football players have become widely publicized and available to the public, raising awareness that the crisis was preventable and resulting in a call to action. PBS released a documentary called "League of Denial," which depicts the NFL as a ruthless organization willing to sweep the safety of their players under the rug for the sake of money.<sup>5</sup>

Well-publicized incidents with current and former players Jovan Belcher and Jahvid Best have garnered further

<sup>1</sup> Breslow, Jason M. (September 19, 2014). The NFL's concussion problem has not gone away. PBS Frontline. Retrieved February 12, 2016 from <http://www.pbs.org/wgbh/frontline/article/the-nfls-concussion-problem-still-has-not-gone-away/>  
<sup>2</sup> Belson, Ken (September 12, 2014). Brain Trauma to Affect One in Three Players, NFL Agrees. New York Times. Retrieved February 12, 2016 from [http://www.nytimes.com/2014/09/13/sports/football/brain-trauma-nfl-concussion-deal-ago-released.html?\\_r=1](http://www.nytimes.com/2014/09/13/sports/football/brain-trauma-nfl-concussion-deal-ago-released.html?_r=1)  
<sup>3</sup> Breslow, Jason M. (September 30, 2014). 76 of 79 Deceased NFL Players Found to Have Brain Disease. PBS Frontline. Retrieved February 12, 2016 from <http://www.pbs.org/wgbh/frontline/article/76-of-79-deceased-nfl-players-found-to-have-brain-disease/>  
<sup>4</sup> Journalist's Resource (2014). Sports-related concussions and traumatic brain injuries: Research Roundup. Retrieved February 12, 2016 from <http://journalistsresource.org/studies/sports/public-health/sports-related-concussions-head-injuries-what-does-research-show/>  
<sup>5</sup> PBS Frontline (October 8, 2013). League of Denial: The NFL's Concussion Crisis. PBS. Retrieved February 13, 2016 from <http://www.pbs.org/2014/05/07/nfl-draft-jean-doctor/>

attention and placed more focus on the issue. The key publics that this crisis is affecting are former and current NFL players as well as their families, who are directly affected by the long-term physical, mental, and emotional effects of brain injuries.

## III. ORGANIZATION BACKGROUND

### A. NFL Mission:

"To provide our fans, communities and partners the highest quality sports and entertainment in the world, and to do so in a way that is consistent with our values."<sup>6</sup>

### B. NFL Key Publics:

The key publics to the NFL organization are fans, communities (primarily the cities in which NFL teams reside).

### C. History of the NFL:

The history of the National Football League dates to 1920. In 1922 they adopted their current name — The National Football League. The NFL was the first professional football league to successfully establish a nationwide presence.

The league's first official championship game was held in 1933. In 1958, that season's NFL championship game became known as "The Greatest Game Ever Played." From that point on, the NFL popularized football to be considered America's most popular sport.

The American Football League was founded in 1960, resulting in a merger. This is where the creation of the Super Bowl came from, and has become the most-watched annual sporting event in the United States. Now the league has expanded to 32 teams in 22 states.<sup>7</sup>

Since the beginning of the NFL, it has been a staple of American culture, popular across all social classes. While the league regularly makes headlines for scandals on and off the field, its popularity has not declined, and it remains an integral part of what people define as American.

### D. Past NFL Crises:

The National Football League is a massive organization that faces crises on nearly a daily basis. Some of the recent memorable crises include the New England Patriots' deflated balls<sup>8</sup> and football gloves being too "sticky."<sup>9</sup> After such crises, the NFL once again became the center of the public eye due to their concussion problems.

## IV. CRISIS AND RESPONSE TIMELINE

### January 2, 2014: Jahvid Best Sues the NFL, helmet maker Riddell and Easton-Bell Sports

- o No longer able to play in the NFL, Best sues the companies saying that the league knew that he had multiple head injuries in college, and they still allowed him to participate in the draft. Best's lawyer, Bret Schnitzer, says the lawsuit aims to compensate for monetary value and hold the NFL accountable for future players. "Sometimes it is 10, 20 years where the brain injury process takes to develop, and it's not necessarily going to show itself in a 24-25-year-old

<sup>6</sup> National Football League official website (n.d.). NFL.com. Retrieved February 12, 2016 from <http://www.nfl.com/games/values>  
<sup>7</sup> National Football League official website (n.d.). NFL Chronology. Retrieved February 12, 2016 from <http://content.nfl.com/content/publicimage/image.jsp?path=/story/2013/254372-Chronology.pdf>  
<sup>8</sup> ESPN (2015, September 3). Timeline of Events for Deflategate, Tom Brady. Retrieved February 2, 2016 from [http://espn.go.com/story/news/story/\\_id/473541/timeline-of-events-for-deflategate-tom-brady](http://espn.go.com/story/news/story/_id/473541/timeline-of-events-for-deflategate-tom-brady)  
<sup>9</sup> Retzer, Alex. NFL Could Soon Look Into Regulating Sticky Gloves. SB Nation. Retrieved February 2, 2016 from <http://www.sbnation.com/nfl/2015/8/20/927769/nfl-sticky-gloves-regulations-odell-beckham-jr-catch>

football player to the extent that it might 10, 15, 20 years down the road," says Schnitzer. The NFL did not comment.<sup>10</sup>

- **January 4, 2014: Colts safety LaRon Landry leaves a playoff game against the Chiefs after taking a knee to the helmet. Before realizing Landry is injured, teammate Kelvin Sheppard runs over and smacks him in the head to congratulate him for making the play.**

- o Colts defensive back LaRon Landry was unable to return to Saturday's Wild Card playoff game against the Chiefs after suffering a concussion in the fourth quarter. He went to the locker room for evaluation and was ruled out shortly after.<sup>11</sup> Landry misses practice, but no games due to the concussion. No comment from the Colts or the NFL are available.<sup>12</sup>



- **Jan. 7, 2014: Roger Goodell Responds To League of Denial**

- o *League of Denial*, a documentary that portrays the NFL as an industry so focused on making money that it would go to any length to prevent research might indicate that they are slowly killing their players.<sup>13</sup> NFL Commissioner Roger Goodell says that concussions do not result from playing football as intended. "Using the head is not the way it's designed to be played," he said in an open letter on the NFL's website.<sup>14</sup> "The helmet is there for protection, not for a weapon." Public response of the documentary varies from sarcastic jokes to anger over the NFL's dismissal of concussions.

<sup>10</sup> Rothstein, Michael (2014, January 2014). Jahvid Best suing NFL, helmet maker. ESPN. Retrieved February 2, 2016 from [http://espn.go.com/nfl/story/\\_id/10688](http://espn.go.com/nfl/story/_id/10688)

<sup>11</sup> Towers, Chris (2014, January 4). LaRon Landry Unable to Return Following Concussion. CBS Sports Fantasy. Retrieved February 2, 2016 from [http://www.cbssports.com/nfl/story/\\_/id/10688](http://www.cbssports.com/nfl/story/_/id/10688)

<sup>12</sup> Florio, Mike (2014, January 7). Landry Misses Practice With Concussion. NBC Sports. Retrieved February 2, 2016 from <http://bit.ly/1TtXDA4>

<sup>13</sup> Waldron, Travis (2013, October 9). "League of Denial" Documentary Details How NFL Covered Up Concussion Crisis- And How Little It Cares Now. Think Progress. Retrieved February 2, 2016 from <http://bit.ly/1KwqRqg>

<sup>14</sup> Goodell, Roger (Oct 4, 2013). Roger Goodell explains commitment to make NFL safer. NFL official website. Retrieved February 13, 2016 from <http://www.nfl.com/news/story/0ap000000745440/printable/roger-goodell-explains-commitment-to-make-nfl-safer>



# ANTIBIOTIC RESISTANCE

## Hard Pill to Swallow



### Antibiotic Resistance

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J453  
PR Plan 2: Proactive Plan

## S

1. Issue is relevant and timely
2. Copious amount of funding
3. CDC is well known
4. Access to scientific resources
5. CDC has a large reach

## W

1. Topic is unknown to most publics
2. Dissipated quickly
3. Over saturation of information
4. Campaign instilled fear

## O

1. Reduce antibiotic resistance
2. Community engagement
3. Educate the public
4. Promote alternatives
5. Educates the public

## T

1. Pharmacies pushing antibiotics
2. Uninformed publics
3. Time Sensitive campaign
4. Government funded organization can be misinterpreted as a political agenda
5. People aren't interested

With a team, I learned how to do a full Public Service Announcement regarding the issue of antibiotic overuse, resulting antibiotic-resistant bacteria. This is a health crisis not many people know about, so the most difficult aspect of this project was learning to address an issue that was not a full crisis, and therefore less likely to catch people's attention. The most valuable technique I learned from this campaign was clearly identifying our target demographics and even creating personas for them. This was extremely helpful in devising ways to reach our target audience.

# "A Hard Pill to Swallow"

Stephanie Winner, Haley Marsh, Lauren Garetto, Quinn Hopp, Ashley Cannon-Rhea

## FAST FACTS: Antibiotic Overuse

2 Million live with the diagnosis

23,000 Die



UNIVERSITY  
OF OREGON

## GOAL:

Reduce the use and over-prescription of antibiotics in cases where they are not necessary

## Objective # 1

Increase awareness about antibiotic resistance by 25 percent among parents of young children as measured by pre- and post-event surveys.

## Strategy # 1

Create an audience engagement campaign that involves the target public and facilitates two-way communication by hosting a special traveling park event educating parents and children of the effects of antibiotic resistance.

## Budget - Park Event

| Product                                  | Price              | Quantity | Total       |
|--|--------------------|----------|-------------|
| Bounce House                             | \$225              | 4        | \$1,026.52  |
| Park Rental Fee (all of the cities)      | Varies             | 24 Days  | \$7,280     |
| Volunteer T-Shirts                       | \$6.05             | 150      | \$907.50    |
| Healthy Snacks                           | FREE               | N.A.     | \$0         |
| Stickers: Water bottles and granola bars | Varies             | 15,600   | \$395.30    |
| Flyers                                   | 20,000 @\$1,029.73 | 1        | \$1,029.73  |
| Total                                    |                    |          | \$10,639.05 |

# REDMOND BIKE WALK ROLL

Strategic PR Plan, Reports and Client Materials

## BIKE WALK ROLL- CITY OF REDMOND



Submitted by: PR Campaigns Team, School of Journalism and  
Communication, University of Oregon

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May 27, 2016



@BWRedmond



@BWRedmond



Facebook.com/BWRedmond

The capstone of my academic career, working for the city of Redmond, Oregon's Bike Walk Roll Campaign was by far the most difficult thing I have ever done. My team got an opportunity to do real client work, and our task was to design an outreach campaign to persuade the citizens of Redmond to use alternative methods of transportation. This included client memos, best practices reports, presentations, designing posters, and implementation plans.

# **“Super Mom” knows that kids who bike:**

#WEROLLREDMOND



- **Develop strength and balance**

- **Have reduced risk of disease**

- **Do better in school**

**BIKE**  
REDMOND **WALK**  
REDMOND **ROLL**  
**REDMOND**



@BWRredmond



Facebook.com/BWRredmond





## Bike Walk Roll

6

Goal 1

**Goal 1:** Increase awareness of the Bike, Walk, Roll among our target audience.



6

Strategies

Use engagement with the PTA to build two-way communication between target publics, therefore increasing awareness about the campaign.

**PTA**<sup>®</sup>  
everychild.one voice.<sup>®</sup>

6

Tactics

**Two-step flow model**

```

graph TD
    MM[Mass Media] --> OL[Opinion leader]
    MM --> OL2[Opinion leader]
    OL --> I1[Individuals in social contact with an opinion leader]
    OL --> I2[Individuals in social contact with an opinion leader]
    OL2 --> I3[Individuals in social contact with an opinion leader]
    OL2 --> I4[Individuals in social contact with an opinion leader]
  
```

6

Goal 2

**Goal 2:** Establish social media outreach



6

Strategies

Use UO students to engage audience through these targeted social media channels

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## I. SUMMARY & WHAT'S NEXT MEMO:

Date: May 31, 2016

To: City of Redmond Bike Walk Roll Campaign, Margy Parker

Fr: Megan Ganim, Emory Babb, Caitlin Tilby, Olivia Andrus, Quinn Hopp, Pablo Lopez

Subject: Summary of Strategic PR Plan and Future Recommendations

### A. SUMMARY:

The communication plan we have created for the Bike, Walk, Roll campaign (BWR) resulted in the establishment of a social media presence on Facebook, Twitter and Instagram as well as the creation of marketing collateral for tabling and outreach. This plan includes contacts for the PTA at two elementary schools in Redmond: Elementary and John Tuck Elementary. Since the PTA is a group that is vested in the school district and the community, we think it is an invaluable group to target. We hope that a relationship will be established and PTA members will join BPAC as well as promoting the campaign and increasing alternative transportation. Another aspect of this plan is tabling and face-to-face outreach. By setting up a booth at Bike Fest on May 20, the BPAC and Bike Walk Roll Campaign were able to practice using in-person campaigning to build an online brand. The Bike Fest Event plan outlined below will help with the implementation of future tabling events for the Bike Walk Roll Campaign.

By utilizing the strategies and tactics presented in this PR plan, we have been able to increase awareness of the City of Redmond's established infrastructure, which allows for and encourages citizens to use alternative means of transportation. The BWR campaign also serves to remind citizens that the City of Redmond is actively working to improve alternative transportation and connect with community.

It is important to keep in mind that social media campaigns scale up over time. While the actual follower counts and engagement levels remain relatively low, the campaign is now established on the major social channels and will remain in place so that community members can find and connect with the city and each other. Outreach at community events, PSA's and other tactics will gradually build the community over time. In the era of viral video, it is paramount to remain patient and focus on consistency and quality. If this means posting once a week or every other week because that is all the time available, so be it. Once engaged by "liking" or "following" the BWR campaign, users are far less likely to unsubscribe from a lack of content than from a deluge of content.

## II. STRATEGIC PR PLAN:

### A. BACKGROUND:

The Redmond Bicycle and Pedestrian Advisory Committee (BPAC), works to encourage, promote and advocate for safe walking and biking environments that benefit residents and visitors of the City of Redmond, Oregon.

The purpose of the BPAC is to increase pedestrian utility and bicycle ridership in Redmond – to encourage more people to bike and walk around Redmond as a means of exercise. The BPAC has a goal of promoting a stronger sense of community while encouraging sustainability through its efforts. BPAC represents all bicycle and pedestrian users in Redmond, both current and future by advocating for the development of additional bike and pedestrian facilities that are user friendly. These facilities invite the people of Redmond to choose alternative means of transportation. The BPAC reviews transportation projects from the viewpoint of bicycle and pedestrian users and spearheads encouragement and educational activities.

The BPAC states that its immediate goals are to "increase Redmond presence on Deschutes County BPAC, foster a local user network, implementing a branding program to identify the network, develop community bicycling events, and adopt a Complete Streets policy." Its long-term goals include "implementing street crossings for trails and implementing separate facilities if demand for them increases."

The committee is "in charge of Bike Walk Roll Redmond, the Sustainable Cities Initiative, Redmond Bicycle & Pedestrian Count Day and the 15th St. Multi-Use Demonstration Project."

We understand that the City of Redmond Bike Walk Roll (BWR) Campaign, created by the Redmond Bicycle and Pedestrian Advisory Committee (BPAC), is looking to disperse information about biking, walking and rolling to the citizens of Redmond. The overall goal of Bike, Walk and Roll is to increase the number of people who use alternative transportation methods in a safe and convenient way. The campaign has already launched two events in order to draw attention to the issue – the first ever Bicycle and Pedestrian Counts and the October 8th International Bike or Walk to school day.

We are aware that the City of Redmond Bike Walk Roll campaign already has existing relationships with city parks, the Chamber of Commerce, local bike shops, and local schools. All nine schools participated in Bike or Walk to School Day in 2014, which involved volunteers stationed at 20 different stations throughout the city counting participants. A total of over 1,100 participants were counted over the course of two days.

## III. CLIENT REPORTS:

### A. BEST PRACTICES REPORT:

We are conducting best practice research for City of Redmond in order to identify strategies and tactics implemented by similar organizations that encourage safety, exercise, sustainability and an overall sense of community. Best practices research is conducted by examining previous or existing programs, organizations and events that provide useful insight into how these groups solved a similar problem. For the City of Redmond we examined alternative transportation practices in two cities and looked at four state and national initiatives to increase biking, walking and rolling.

#### 1. City of Redding, Calif.,

The City of Redding's trail system has a national reputation and is an important part of the communities identity.  
<http://www.cityofredding.org>

We chose to look into the City of Redding because of its rapid growth of pedestrian and bike trails over the past two decades. We chose this city specifically because we wanted to research how it became a national success. Redding has done an outstanding job of creating bike trails that now serve as an integrated core part of the community's identity, which is what the City of Redmond would like to achieve.<sup>21</sup>

The City of Redding, California, is becoming known as the trail capital of California: with over 200 miles of cycling and mountain biking trails all within a 15 – mile radius of the city center, few cities even come close.<sup>22</sup>

Redding began with a goal to link neighborhoods and major destinations through trails as a means of alternative transportation. Now, more than 100 trails have been developed in and just beyond Redding since the efforts gained traction in 2000.<sup>23</sup>

We chose to do best practice research on the City of Redding because it is a city that is at the forefront of trail development and is recognized nationally. The City of Redding gears its focus towards making the trails a part of the community's identity, which is similar to what the City of Redmond would like to accomplish.

<sup>21</sup> City of Redding (n.d.) Parks, Trails, and Open Space. City of Redding official site. Retrieved April 9, 2016 from <http://www.cityofredding.org/ParksTrailsandOpenSpace>

<sup>22</sup> Author not given (June 21, 2015). Cycling in Redding. Visit Redding. Retrieved April 9, 2016 from <http://www.visitredding.com/media/press-releases/cycling-in-redding>

<sup>23</sup> Christian, Laura (July 7, 2012). 100 Miles of Trails: Redding paves way to outdoor recreation. Record Searchlight. Retrieved April 9, 2016 from <http://www.redding.com/news/100-miles-of-trails-redding-paves-way-to-outdoor-recreation-ss-375026432-354528131.html>

## IV. IMPLEMENTATION MATERIALS:

In order to move forward with the implementation plan that our team has worked on over the last month, we would like to make it easy for the Bike Walk Roll Campaign to uphold these tasks when we are not available to help. Each section will briefly describe the materials needed to uphold these tasks.

### 1. The Redmond Bike Fest [Event]:

**Target Audience:** Parents and parent influencers

**Description:** May is known as the National month for biking and Redmond recognizes this by hosting a Bike Festival at John Tuck Elementary School. This year's Bike Fest was held on May 20th. The event held a bike rodeo, bike safety checks, helmet giveaways and prizes. Meanwhile, the BPAC took this opportunity to promote the Bike Walk Roll Campaign in Redmond. By setting up a booth at the Bike Fest with memorabilia and items such as comment cards, Redmond was able to receive feedback and promote safe biking, walking and rolling in the Redmond community. For future BPAC tabling events, please see the below steps for reference. It is important to begin planning for events at least a month and a half in advance as to iron out all pertinent details. Begin by contacting the administrator who is in charge of the event in which you hope to table at. In this case our contact was Katie Hammer, at RAPRD.

### Materials needed:

- Comment Cards (these are used for feedback from the community to help better a program). See Appendix item A.
- Rack Cards. See Appendix item B.
- Super Mom poster. See Appendix item C.
- Table cloth
- 10x10 Tent
- Banner with Bike Walk Roll Logo (City of Redmond has printed this for future use).
- Pens with logo. If the budget is available, you can order these here:  
[https://www.discountmugs.com/cmlab/design-pen.php?product\\_id=BP200&color=Orange&quantity=100](https://www.discountmugs.com/cmlab/design-pen.php?product_id=BP200&color=Orange&quantity=100)
- Mints with logo. If the budget is available, you can order these here:  
<https://www.discountmugs.com/product/15146-custom-printed-credit-card-shape-p-ecooemrta/>
- Tee shirts for volunteers to wear with Bike Walk Roll logo attached. If the budget is available, you can order these here:  
<http://danadesigns.com/contact-us/>. We almost used Dana Designs for the Bike



# THANK YOU



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