

SIDELINES

GET OFF THE SIDELINES! READ INTO THE ACTION!

Public Relations Plan Book
Fall 2013



SAVE SIDELINES

A Public Relations plan book for the MTSU student newspaper *Sidelines*.
Presented by:

9P

Prestige Promotions

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Fall 2013

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The Middle Tennessee State University student newspaper *Sidelines* has experienced a steady decline in readership over the last several years. The increasing role of technology in student's daily lives and the overwhelming amount of sources for news and entertainment that accompanies it has made students apathetic to the previously incremental campus newspaper.

Prestige Promotions has designed a public relations campaign to alter *Sidelines*' core focus from a printed product to a digital platform. Through the design of a mobile application with iCampusTimes - a custom-branded mobile app platform for news publishers that generates revenue - our campaign's main goal is to deliver to students relevant news through an outlet they can more easily access and integrate into their busy lives. Upon the introduction of the *Sidelines* application, we also propose reducing the print editions of the paper to one per month. While this drastically alters the current production process and structure of the business, Prestige feels a drastic change is needed to prevent complete obsolescence of the *Sidelines* name and see a rise in readership for the first time in years.

Through the implementation of the new application, a newly designed logo and website, increased promotional and advertising efforts, and special campus events to gain student attention, Prestige Promotions believes that *Sidelines* will continue to thrive as it enters a new era of success.

Our proposed campaign is achievable with only \$3,201.


|| SIDELINES ||

GET OFF THE SIDELINES! READ INTO THE ACTION!

Prestige Promotions has compiled a research section to help support our campaign.

Problem Statement

The problem facing Middle Tennessee State University's editorially independent student newspaper, *Sidelines*, is that the intended publics are unaware and/or uninterested in reading the publication in the current formats. Dealing with an apathetic and overwhelmingly large public poses a challenge for any business and in this circumstance requires a fresh approach to the way *Sidelines* conducts business in the newsroom and beyond.



Situation Analysis

Sidelines is the official campus newspaper of Middle Tennessee State University. Located in Murfreesboro, Tenn., MTSU is currently the oldest and largest public university in the state of Tennessee with a student population of 25,394. Founded in 1911, MTSU today boasts “eight undergraduate colleges as well as a college of graduate studies, together offering more than 140 undergraduate degree programs through over 40 departments.” MTSU occupies more than 1,000 acres in Rutherford County including a 500-acre main campus, an agricultural campus, an aerospace facility at the Murfreesboro Airport, and the Miller Horse Science Center.

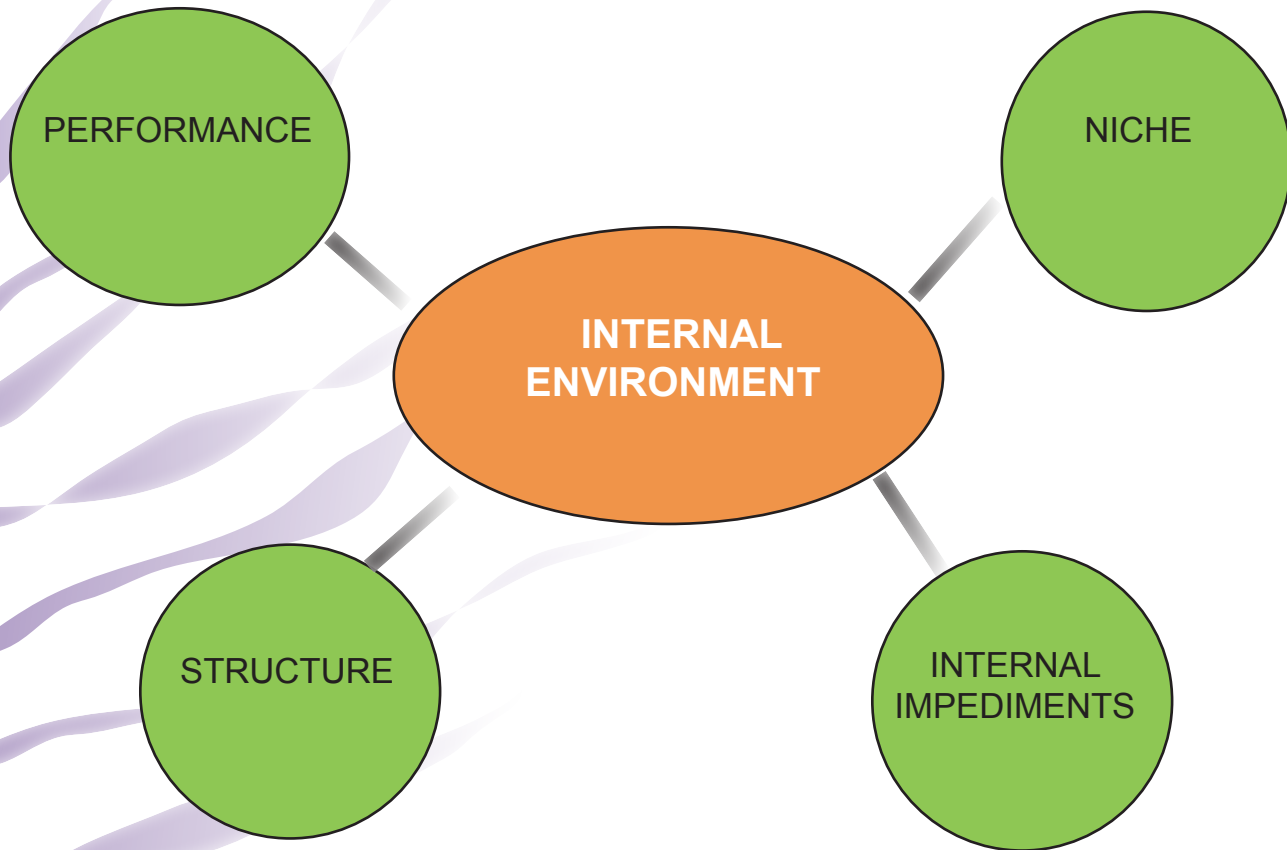
The student body of MTSU is diverse as is its programs. Gender is predominantly female at 54% while males make up 46%. Student race is 70% Caucasian, 18% African American and 12% “Other.” 39% of students are between the ages of 21 and 24, followed by 18-20 year olds at 36%, then ages 25-34 at 17% and age 35 and up make up 7%. 29% of enrolled students are classified as seniors, while 22% are freshman, 18% are sophomores, and 18% are juniors.

Written by a small group of 18-20 of these aforementioned students, Sidelines is MTSU’s editorially independent newspaper. Founded in 1925, the paper is available in print weekly during the academic year. It began as a content-dense black and white broadsheet newspaper and has over the past 88 years gradually transformed into a color-ink tabloid format featuring student-relevant content. Sections include news, features, sports, opinion, and arts and entertainment. New editions are available on Wednesdays at 8 different locations off campus and 68 locations on campus and content is updated daily at the website: <http://www.mtsusidelines.com>.

Beginning in fall 2013, the trend is that an average of only 50% of the 3400 or so print editions are not being picked up by students on a weekly basis. These results show not only a large amount of returns, but also a general lack of interest among the MTSU student body to read a print product. The reason behind this campaign is to have an effect on this issue.

Public Relations Audit & Organizational Analysis

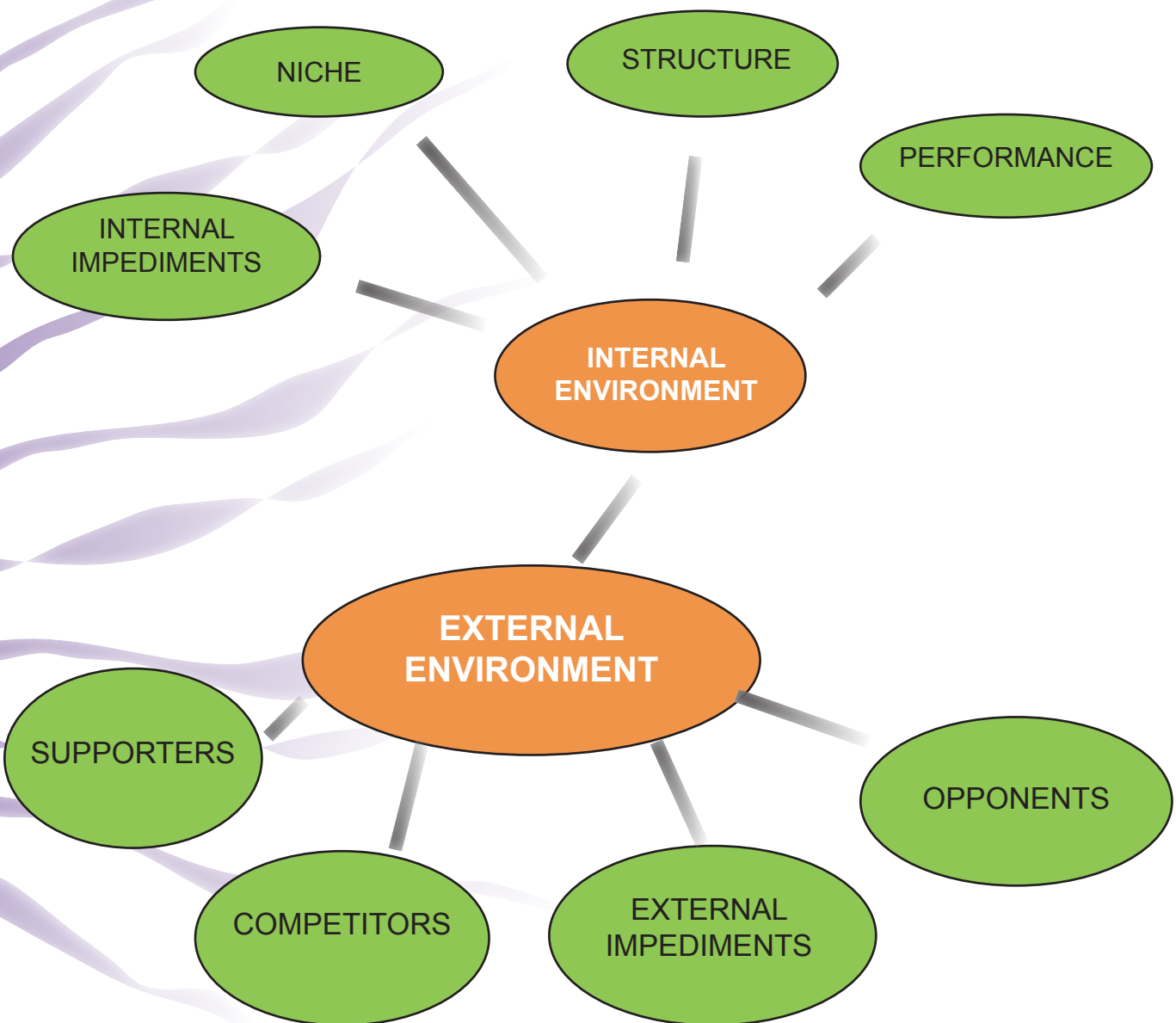
Prestige Promotions conducted an analysis or public relations audit of MTSU *Sidelines*. Initially, we noted that *Sidelines* has no promotions or public relations department. In fact, there are virtually **no public relations efforts being utilized** within *Sidelines*.



First, we observed the paper's overall **structure**. *Sidelines* is produced by nineteen students whose jobs range from photographers and staff writers to editor-in-chief. The writers are categorized into sports, A&E, opinions, features, and general news. While Emily West takes on the position of editor-in-chief, all operations are overseen by assistant journalism professor Leon Alligood, who advises the staff in daily tasks and duties.

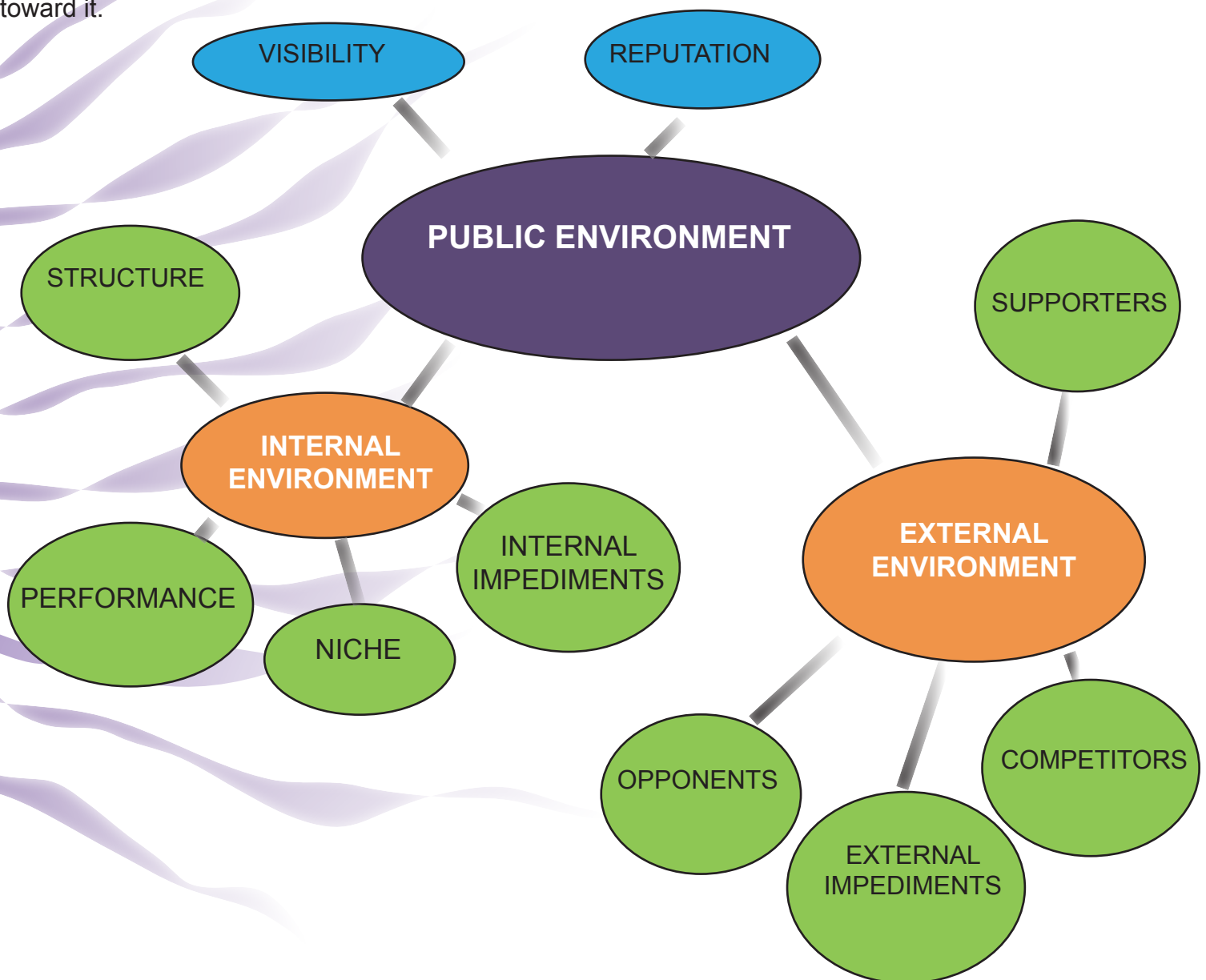
Located in the newly-built Center for Innovation in Media in the John Bragg Mass Communication building, *Sidelines* has access to cutting-edge technology and resources, such as new Apple computers equipped with the latest *Adobe Suite* programs. These factors play a key role in *Sidelines*' positive performance.

Then, we looked at *Sidelines*' **niche**. MTSU is home to 25,394 students, 88% of whom are Tennessee residents. *Sidelines* attempts to appeal to the student public but also includes news from around the Middle Tennessee area, making the student body its **niche** public.



Supporters of *Sidelines* include the students and faculty of MTSU. However, support is not limited to just the niche public. Other supporters include student based media like MT10, the student-run television station and WMTS the radio station. The *Center for Media in Innovation* and *The Daily News Journal* can also be considered supporters, as well as sponsors mentioned throughout the paper such as *Culver's*, *Play*, and *Express Oil Change*. *Sidelines*' competitors would be other local newspapers made available on campus such as *The Pulse* and *The Nashville Scene*. *Sidelines* has no known opponents.

Sidelines' reputation among the students is mixed but receives most of its positive reviews from students of the Mass Communication college and those who are close to the programs offered by it. This is most likely due the visibility. *Sidelines* is distributed across campus and at 8 off-campus locations. Although it may seem readily available, many students don't even know what *Sidelines* is or are indifferent toward it.



Publics and Stakeholder Analysis

The first and most important stakeholder in as an organization are the readers. They invest personal time in reading the paper and through their experience, provide necessary feedback through questions and comments on individual articles. The readers provide invaluable promotion through word-of-mouth and through their involvement, assist in keeping the paper running. More below.

Secondly, the editors and writers are vital stakeholders in Sidelines. Their involvement is mostly, but not limited to, compiling original content and designing the custom layout. Their stake is reliant on the future success of the paper.

Thirdly, The Daily News Journal hosts a large stake in the organization. Their support and sponsorship of Sidelines plays an important roles in distribution and printing and they also provide web hosting and advertising services for the organization. Wanting to obtain a larger readership from the college-age demographic and bring in more cashflow from advertising motivates the DNJ to continue partnership. The advisors and faculty members that oversee Sidelines are also important stakeholders. Their role in the organization consists of establishing major concepts and objectives of the organization, communicating with sponsors, and general managerial duties. They provide professional and technical input that is crucial in the developmental process. (Insert footnote to interview with alligood)

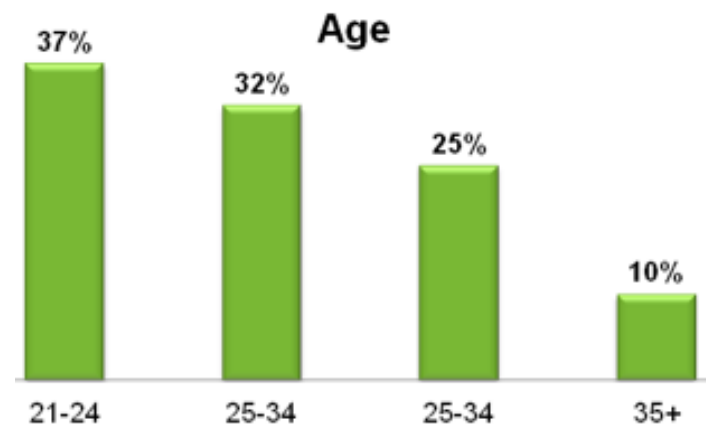
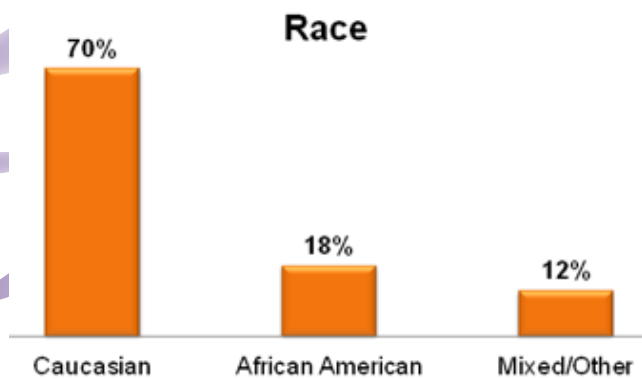
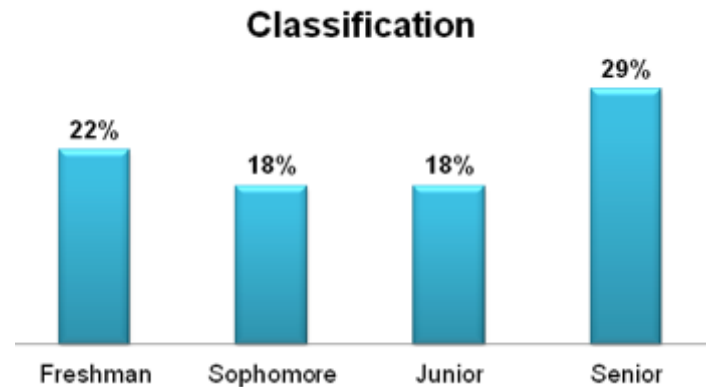
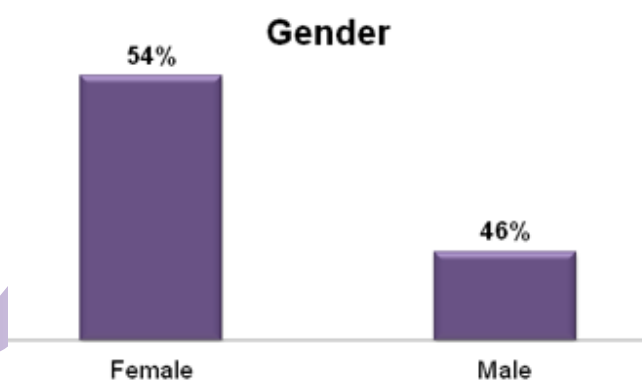
Miscellaneous advertisers and sponsors also hold a stake in Sidelines as their monetary investment is dependent on its success. More readership inspires more advertising, which puts pressure on the organization to perform successfully to gain readership.

Primary Publics Information

Sidelines' primary public is students currently attending MTSU. Comprised of a diverse blend of students with widely differing backgrounds, reaching the entire campus population presents a unique challenge for any medium. MTSU recorded a headcount of 25,394 total students as of Fall 2012.

Further relevant student demographics are as follows:

Further relevant student demographics are as follows:



The trouble with reaching such a wide demographic is the overwhelming amount of content they are exposed to through just as many mediums. Creating content that is timely, relevant, newsworthy and entertaining to all of these students will require change and transitioning into their preference and norms.

Publics Analysis - continued

Through our primary and secondary research we concluded that shared psychographics of this primary public are the following:

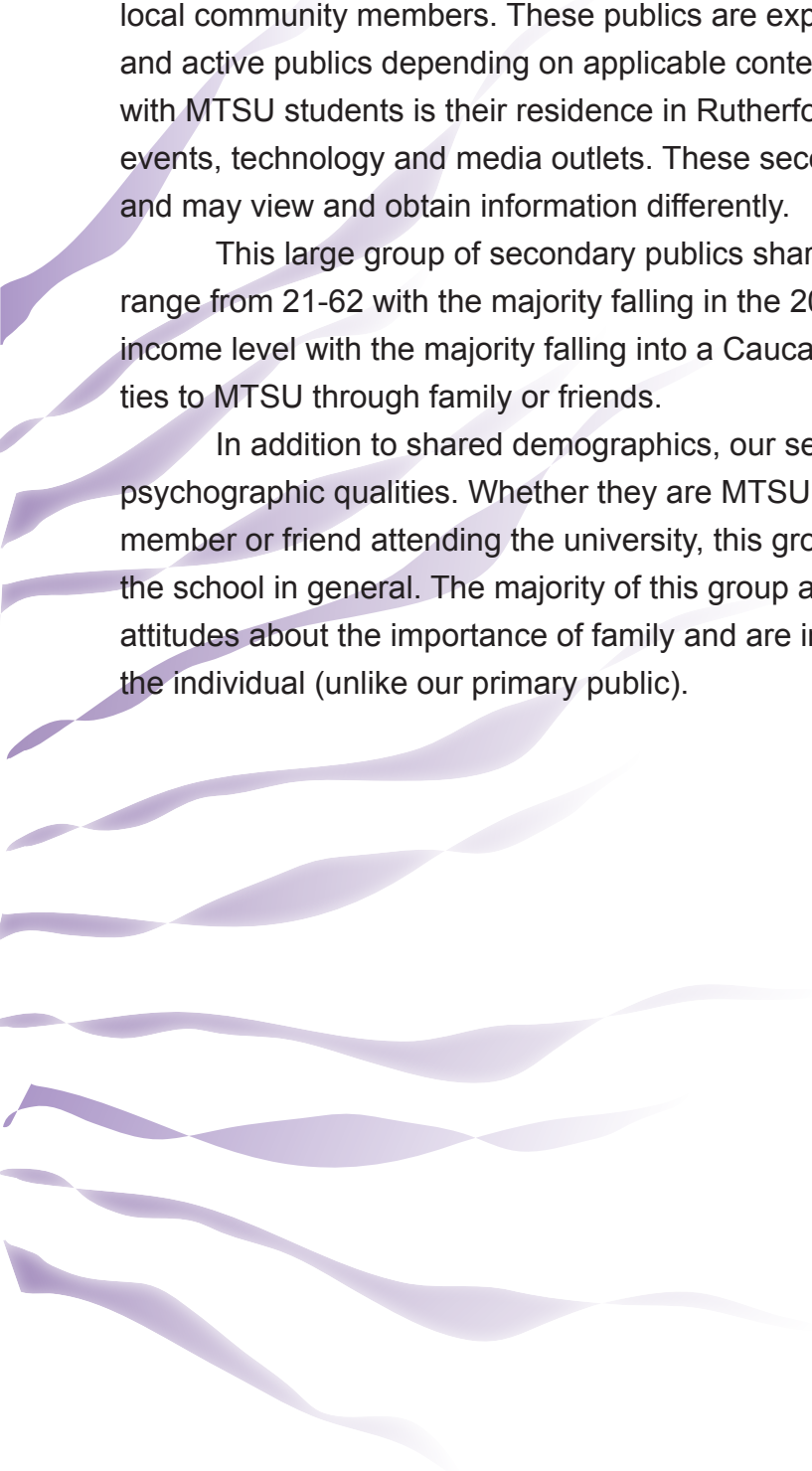
- Short attention span
- Values entertainment over news
- A focus on the individual rather than the group
- Majority of information obtained is through a digital format
- Preference for short articles over long articles

Secondary Publics Analysis

Sidelines' current secondary publics are MTSU faculty, DNJ staff, alumni, parents and other local community members. These publics are exposed to *Sidelines* and could become interested and active publics depending on applicable content. What these secondary publics have in common with MTSU students is their residence in Rutherford County and their exposure to the same current events, technology and media outlets. These secondary publics are older than the primary public and may view and obtain information differently.

This large group of secondary publics shares several common demographics. Their ages range from 21-62 with the majority falling in the 20-40 age range. They vary widely in race and income level with the majority falling into a Caucasian, middle-income range. Many also have close ties to MTSU through family or friends.

In addition to shared demographics, our secondary public also shares several common psychographic qualities. Whether they are MTSU alumni or have an immediate or extended family member or friend attending the university, this group is shown to possess a pride and a support for the school in general. The majority of this group are well-educated and value community. They share attitudes about the importance of family and are interested in caring for the whole rather than just the individual (unlike our primary public).



Secondary Research

To further understand the current position of **Sidelines** in relation to similar organizations, **Prestige Promotions** conducted secondary research.

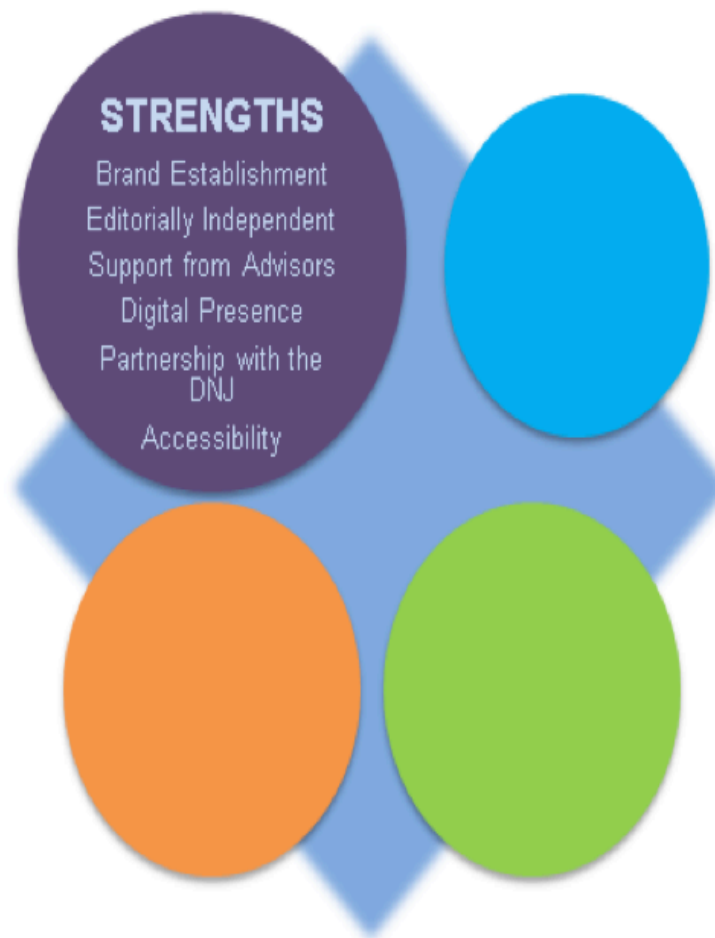
Through our observations, we concluded that *Sidelines* is further behind than other student newspapers in the way of mobile expansion as well as readership numbers. We also more narrowly defined common interests between primary and secondary publics to support our primary research findings and make a strategic direction more clear.

We looked at past issues of *Sidelines*, spoke to *Sidelines* editor Emily West and Leon Alligood to gather more information regarding the past and current direction of the business. We also consulted numerous web resources to gain information on what other student publications are doing as well as studied census and demographic information on our preferred publics.



SWOT Analysis

Prestige Promotions conducted an opinionated SWOT analysis on the current state of *Sidelines*.

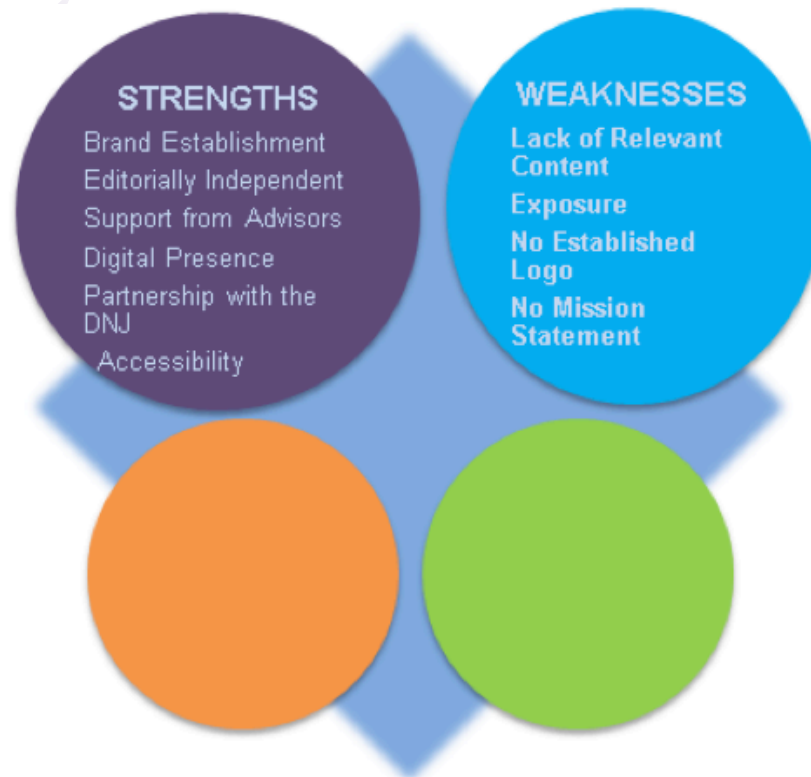


Strengths:

- **Brand Establishment:** *Sidelines* has an established brand name that started in 1925.
- **Editorially Independent:** The newspaper promotes the fact it is editorially independent, meaning it is written and governed by students.
- **Support from Advisors:** The newspaper and its staff are supported by two faculty advisors, Leon Alligood and Stephen Foust. Both help oversee the staff and the operations of the paper.
- **Digital Presence:** As well as a printed publication, *Sidelines* has a website anyone can access at any time. All of the stories that are put into the print edition, as well as additional stories, can be found on the website.
- **Partnership with the DNJ:** *Sidelines* has an established partnership with *The Daily News Journal*. The DNJ seeks to gain readership in the college-aged demographic and thus provides *Sidelines* with printing, distribution and web hosting services for a percentage of the profits.

Strengths - continued

- **Accessibility:** *Sidelines* is available at 8 locations off campus and 68 locations on campus. This makes it physically accessible to MTSU students and others but does not change its obscurity of chosen locations.



Weaknesses:

- **Lack of Relevant Content:** *Sidelines'* print edition has no weekly sports recap, calendar of events or student profile section. These are primary sections that many competing publications utilize.
- **Exposure:** *Sidelines* is available at 8 locations off campus and 68 different locations on campus, but it isn't very noticeable at those locations. *Sidelines* is placed on various types of racks ranging from black metal ones to brown wooden ones. There is no signage or anything that states what the publication is. In many locations, such as in the College of Mass Communication and Library, *Sidelines* is located next to another print publication called *The Pulse*. This publication has the name, *The Pulse*, displayed in large vibrant colors on the rack. This draws the attention of passersby to their publication, not *Sidelines*.

Research

• **No Established Logo:** *Sidelines* has been published since 1925, but there is still no established logo. On today's editions of the paper, the title, *Sidelines*, is always located at a different stop on the paper and it is not very large or noticeable. This makes it even harder for the paper to be noticed or even identified by people walking by.

• **No Mission Statement:** *Sidelines* currently has no mission or vision statements. This creates a problem with the paper trying to fulfill a purpose, because currently, the paper has no noted purpose or vision for the future.



Opportunities:

- **Sponsors:** *Sidelines* has only a few advertisers at this point. If the paper gained more advertisers, they could get more money and have a greater chance of getting the *Sidelines* name out by possible collaborating with the advertisers to get some of the papers put at those locations purchasing the advertisements.
- **Exposure:** The paper does not currently have a lot of exposure. They could do things as simple as putting their name on the stands they advertise on. They could promote at sporting events or even place different types of advertisements around campus.
- **Establishing a Logo:** The paper could establish a logo that students and community members could see and learn to recognize as that of the schools paper. This would help create brand awareness.



Threats:

- **Local Publications:** Even though the paper does collaborate with the DNJ, it could still be seen as a threat. The DNJ has an established brand and a strong following in Murfreesboro. Some people go straight to them for their news and do not want to change news sources to a college paper. Other publications such as The Pulse are located around campus and draw attention away from Sidelines.
- **Online/Mobile Applications:** Many people go straight online or to mobile applications and do not think to pick of a printed source for their information. Sources that are digital have better timeliness for breaking news. Printed publications have to wait until the date they go into print causing some stories to become irrelevant.

This concludes Prestige Promotions SWOT analysis.

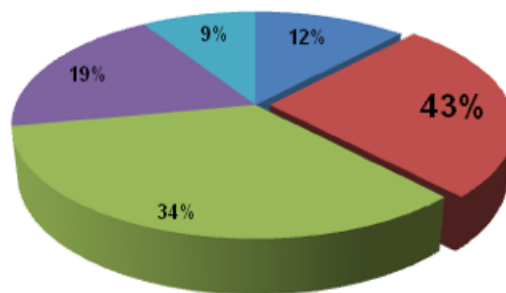
Primary Research

To expand on information accrued through class discussions, secondary research and client briefings, Prestige Promotions conducted primary research to further understand the clients current reach and reputation. An original survey composed of open-ended questions pertaining to a five-point Likert scale was distributed manually in well-populated areas of MTSU's campus to students. These surveys were distributed by Prestige team members on alternate days and varying times over a period of two weeks to allow for an assorted group of respondents. 100 total students were polled: 20 freshman, 18 sophomores, 30 juniors and 33 seniors.

The survey provided some of the following results:

I give Sidelines a high approval rating

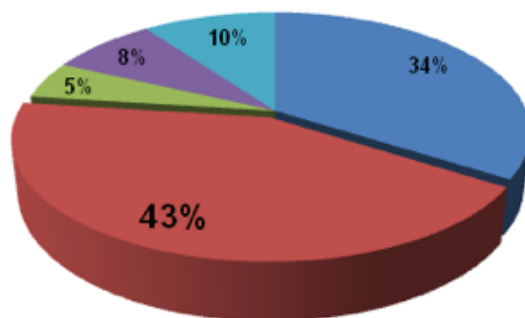
■ Strongly Disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree



- To the question “I would give *Sidelines* a high approval rating”, 34% of participants chose the “Neutral” response. With the second-highest percentage being 26% disagreeing with this statement, it can be said that the majority of respondents view *Sidelines* in its current state to be dissatisfactory as a publication.

I read *Sidelines* once a week

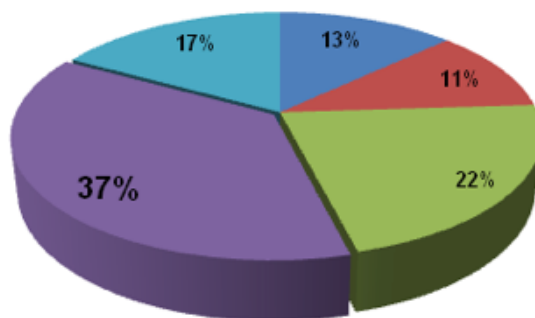
■ Strongly Disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree



- A disappointing 43% of student respondents chose “Disagree” to the statement “I read *Sidelines* once a week.” Even more disappointing, 34% of respondents chose “Strongly Disagree” to the same statement. We also included a similar question that used the word “month” rather than “week” and obtained similar results.

I would read a digital version of *Sidelines*

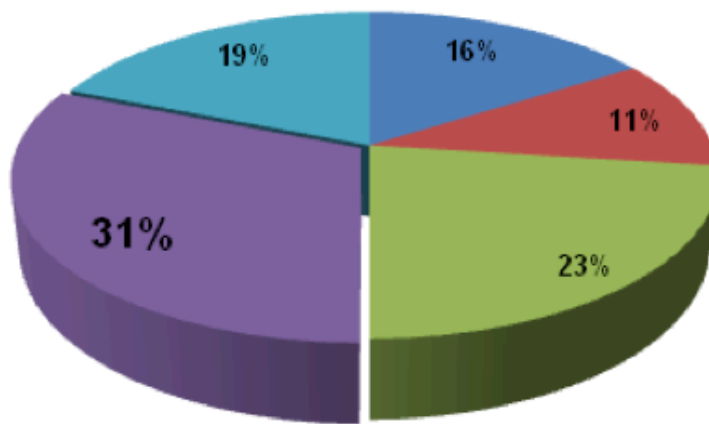
■ Strongly Disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree



- When asked whether they would read a digital version of *Sidelines*, the majority of respondents indicated that they agreed. With 37% selecting “Agree” and 22% selecting “Strongly Agree” it can be derived that students and student-age individuals prefer obtaining news and information in a digital format rather than print (see also, secondary research).

I prefer entertainment over news

■ Strongly Disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree



- Prestige Promotions did find some positive feedback in conducting this survey. One of these was the majority selection of preferring entertainment over news. For this response, 31% of students agreed with the above statement. This response helps in selecting a direction for content in the future.

*See page (insert page # here) for complete survey results.

This concludes the Research portion of Prestige Promotions *Sidelines* campaign plan.

SIDELINES

GET OFF THE SIDELINES! READ INTO THE ACTION!

Prestige Promotions has compiled a strategy section to convey our plans of action in order to better the readership and general awareness of Sidelines.

Goals and Objectives

Reputation management goals

- Increase the readership of *Sidelines* (with intended publics).
- Create interest/awareness.

Awareness objective: To increase *Sidelines* readership through existing, new and improved mediums by 20% by May 2014.

Relationship management goals

- Enhance and expand positive relationships with readers and publics

Acceptance Objective: To have an effect on readership of *Sidelines* in primary and secondary publics by 25% by May 2014.

Task management goals

- Advance *Sidelines* digital mediums.
- Create a new brand image for *Sidelines*.

Action Objective: To increase web and mobile traffic to *Sidelines* by 20% by May 2014.

Action Objective: To reduce print edition to one paper a month by March 2014.

Theme

Prestige Promotions has come up with the theme “Save Sidelines.” As a firm, we strive to promote and increase readership of Sidelines through this campaign. “Save Sidelines” is a theme we created to embody the goal of this campaign, which is to broaden the reach of the paper as well as work toward a digital future.

Message

Primary Public

- Prestige Promotion’s message strategizes a way to communicate with the primary public of our campaign, the student population of MTSU, by trying to find ways to promote *Sidelines*, therefore, trying to increase readership. We plan to try and use our loyal readers by helping us promote the paper by word of mouth.

Message:

Everyday at MTSU, something is happening. It is, however, physically impossible for everyone on campus all the time to be present at everthing that is happening. So what do you do? Do you look to social media to get your infromation? Possibly, but there is a better way. You could read *Sidelines*, your school’s editorally independent, student governed newspaper. You can read the print edition or look at the paper’s website, *Facebook* or *Twitter* for daily updates on what is happening on your campus. So when you aren’t there, *Sidelines* is.

(Message Continued)

Secondary Publics

- Parents are a large, potential public for *Sidelines*. *Sidelines* has the potential to reach out to the parents of students causing a growth in the readership and general awareness of the publication.

Message:

Everyday something is happening as MTSU while your child is there. If it is anything like when they were in grade school, upon asking you receive the typical “No, I didn’t learn anything today” response. When asking doesn’t work, what other way is there for you to learn about what is happening on campus? The simple solution is to read *Sidelines*, the editorially independent student governed newspaper. Cannot get your hands on a print edition? No worries! You can stay up to date daily with *Sidelines* on the web by looking at the publications website, *Facebook* or *Twitter*. So when you can’t be there, *Sidelines* is.

- Members of the Murfreesboro community are a public that could have a positive impact on the readership and public awareness of *Sidelines*.

Message:

Occupying over 1,000 acres in Rutherford County, Middle Tennessee State University has become part of most of the Murfreesboro Community’s lives. Being that large, do you ever wonder what is happening on a campus that big? You could visit campus and risk getting a parking ticket, or you could read *Sidelines*, the campus editorially independent newspaper containing articles written by students. Do not fret about how to get your hands on a copy. The publication is located at 8 locations off campus including Zajorah’s in The Avenue, *Suntrust Bank* on Greenland Drive and the office of the *Daily News Journal*. All of those locations are too far away? Not to worry, you can access all of the information from the print edition and more by going to the *Sidelines* website, *Facebook* or *Twitter*. So when you can’t be there, *Sidelines* is.

Actions and Special Events

To assist in our implementation, we have flyers, banners, buttons, bumper stickers to distribute to students and public service announcements to play on the campus radio station.

In addition, we have organized a *Sidelines* mixer, which would be heavily advertised by the aforementioned flyers.

We will suggest creating a link to the new *Sidelines* mobile application from the MTSU mobile app. We have mock-ups for a more vivid, attention-grabbing newsstand for the paper. We will also distribute flyers, buttons and shirts with our campaign slogan, “Save Sidelines,” will be distributed by us and available for purchase.

Media and Communications Strategy

In order to implement our campaign, we have chosen several cost-effective strategies that will efficaciously raise awareness of Sidelines among the student body. Our strategies involve:

Traditioinal Media

Social media:

As part of our campaign, we want to create a stronger following for the *Facebook* and *Twitter* pages of Sidelines. We would like to see not only more followers but also more likes and shares for the items that Sidelines posts/tweets.

Organizational:

- As a firm, we suggest creating mutually beneficial relationship with iCampus Times, an organization that creates moblie applicaitons for college campuses.

Technological:

- We would like to introduce a *Sidelines* mobile application that will make content more available via smartphone, tablet, etc.

This concludes the Strategy portion of Prestige Promotions *Sidelines* campaign plan.



|| SIDELINES ||

GET OFF THE SIDELINES! READ INTO THE ACTION!

Prestige Promotions has compiled a programming section for our “Save Sidelines” campaign.

News Media Advertising and Promotional Tactics

1. Prestige Promotions is going to introduce the **new *Sidelines* mobile application**. This application will increase readership of the publication. The application will be a free and available to the public to

download on their smartphone or tablet.

2. We are going **cut print production down** to a monthly edition. This edition will contain only stories that will appear in print and will not be available on the mobile application or the website.

3. To help *Sidelines* become a more recognized media source on campus, we have created a **new logo** for *Sidelines*.

4. To increase the amount of papers that are picked up, we are going to create **new stands** for the monthly print edition to be displayed on.

5. **“Save *Sidelines*” buttons** will be distributed at special *Sidelines* events and around campus to raise awareness for the brand.

6. **“Save *Sidelines*” shirts** will be designed to hand out at campus events to increase brand awareness.

7. We are going to increase the awareness of our primary public by places **advertisements** for *Sidelines* around campus. These advertisement will be in the print form of a flyer and will appear on bulletin boards across campus. The afore mentioned logo will appear on these advertisements.

8. *Sidelines* is currently a one way media and has no way for people to give feedback. We are going to **create an online suggestion box**, located on the website, that will give readers a way to list their

suggestions for what stories they would like to see appear online and in print.

9. We are going to partner with the MTSU mobile application and **create a link** from the MTSU application to the new *Sidelines* application and vice versa. This will help increase traffic for both applications.

10. *Sidelines* will **host** several events to help promote the new application and the brand awareness of *Sidelines*.

Interpersonal Communication Tactics

Sidelines will **host** several events to help promote the new applicaiton and the brand awareness of *Sidelines*.

These events include:

1. “Save Sidelines” Mixer

This mixer will be held in the ballroom of the Student Union Building. The mixer will include refreshments, as well as every issue of *Sidelines* from the past year. There will be a contest for the person that creates the best *Sidelines* shirt. The winner will receive a cover story in the montly print edition of *Sidelines*.

2. *Sidelines* App Launch Party

There will be an application launch event for the new applicaiton. This event will be held in the CIM and will give readers a chance to meet the writers and editors of the paper. This will create an opportunity for aspiring writers to meet and make connections proving beneficial for both parties.

Organizational Media Tactics

1. Our campaign will utilize electronic media and create an e-mail subscription list. This list will notify readers by email everytime a new print edition is published as well as breaking news.
2. A new website design will be create to appeal to the democraphic that *Sidelines* strives to reach.
3. A partnership with iCampus Times will be used to design the new mobile application.
4. There will be links from the application to *Sidelines* Facebook and Twitter pages.
5. Facebook and Twitter will also be utilized as advertising mediums for the mixer and launch party.

Implementation Materials (Samples/Prototypes)

1. Prestige Promotions has created a campaign logo with the slogan “Save Sidelines”. This logo has also been turned into a button to be distributed on campus. (See page ____)

2. We created a new *Sidelines* masthead and tagline to help the brand become recognizable. (See page ____)

3. Shirts with the new *Sidelines* masthead and tagline have been produced and will be distributed on campus to generate brand awareness. (See page ____)

4. Our campaign is focused on the importance of today’s generation. We would like to advertise the digital part of our campaign by hosting an open house in the CIM. Student’s and faculty will be able to walk through the CIM to view the new application and website. We are going to advertise for this “App launch” by sending WMTS a psa of the event and sending a press release to the DNJ. (See page ____)

5. Sidelines will be hosting a “Save Sidelines Mixer”. We are going to advertise for this mixer by sending WMTS a psa of the event and sending a press release to the DNJ. (See page ____)

6. With lowering the amount of print editions we are going to have, we are going to increase readership when the edition comes out once a month. We are revamping the stands the edition will be displayed on. (See page ____ for example.)

7. To try and increase knowledge of our primary publics, we are going to advertise for Sidelines by placing advertisements on bulletin boards around campus in high traffic locations. Those locations being the BAS, Student Union, KUC and the Library. (See page ____ for example).

Campaign Logo



|| SIDELINES ||

GET OFF THE SIDELINES! READ INTO THE ACTION!



Shirt Design

Front



[Photoshop PSD file download](#) · Resolution: 1280x1024 px · [www.9p.ly](#)

Back



[Photoshop PSD file download](#) · Resolution: 1280x1024 px · [www.9p.ly](#)

[LOGO]

February 8, 2014

FOR IMMEDIATE RELEASE

CONTACT: Darron Harris
(901) 848-1234
dmh3y@mtmail.mtsu.edu

Event: Sidelines mobile app launch party

Who: The Sidelines staff

When: Friday, February 15, 2014, 5pm

Where: The Center of Innovation and Media
John Bragg Mass Communications Building
Middle Tennessee State University

Cost: Free

The Sidelines staff and contributors are celebrating the debut of their new innovative mobile app. The launch party will be held the day of the app's midnight release. Refreshments and snacks will be made available. There will be a short presentation, and then the students will be able to explore the app and all of its features. The duration of the party will be about 3 hours, ending around 8.

###

[LOGO]

FOR IMMEDIATE RELEASE

February 17, 2014

Time: 30 seconds

CONTACT: Darron Harris

(901) 848-1234

dmh3y@mtmail.mtsu.edu

Sidelines launches mobile application

Hey MTSU, you're very own newspaper, Sidelines, as gone mobile! That's right! And you can be one of the first to have it! The app is available for both Android and iPhone and will launch tonight at midnight! Now there will still be a traditional paper but the app will provide the latest news and come features not found in the paper. Download the app to find out what they are. So check out your app store or the MT app for the download. Let's support Sidelines!

###

FOR IMMEDIATE RELEASE

March 30, 2014

Time: 30 seconds

CONTACT: Darron Harris
(901)848-1234
dmh3y@mtmail.mtsu.edu

Sidelines is hosting a mixer for the student body

Hey MTSU! Wouldn't it be great if MTSU Sidelines hosted a mixer? Oh wait, they will! That's right! Our very own True Blue newspaper is giving back to its students by hosting a party Friday, March 30, 2014 in the Mass Comm building. There will be a lot of fun, food and friends! Come on out Blue Raider's and support your local paper!

Friday, March 30, at 7 p.m. I'll see you there!

###

[logo goes here]

February 29, 2014

FOR IMMEDIATE RELEASE

CONTACT: Darron Harris
(901) 848-1234
darronharris1@gmail.com

Event: Save Sidelines mixer
Who: The staff and contributors of Sidelines
When: Saturday, March 29, 2014, 7pm
Where: The ballroom of the Student Union Building
Middle Tennessee State University
Murfreesboro, TN 37130
Cost: Free

In an effort to build a stronger relationship with the student body of MTSU, the Sidelines staff decided to host a mixer right here on the campus. Refreshments and food will be made available. Alcohol will not be permitted because of the campus policy. The aforementioned musicians and DJs will provide music.

The people of Sidelines believe in their school and its students and would like to show their gratitude and school spirit with this special event. In addition, Sidelines will be revealing the new, attention-grabbing newsstands. Students are encouraged to bring a guest or date. There will be activities and interactive features.

###

SAVE SIDELINES Mixer

Come join the party with your fellow students! There will be food, games, prizes and issues of *Sidelines*. Come wearing a *Sidelines* t-shirt you design. The grand prize winner gets a cover story in the next published issue.

Who: Student Body, bring friends!

What: Mixer to help promote *Sidelines*

When: Friday, at 7 p.m., March 30, 2014

Where: Student Union Ballroom

Why: To embrace what matters.



GET OFF THE SIDELINES! READ INTO THE ACTION!



Campaign Logo



SIDELINES

GET OFF THE SIDELINES! READ INTO THE ACTION!

[Home](#)[News](#)[A&E](#)[Features](#)[Opinion](#)[Sports](#)[Multimedia](#)

Articles



Blue Raiders defeat Marshall in shootout thriller

Sidelines Events

“Save Sidelines” Mixer...Click here to learn more!

Photo Galleries



Feedback/Comments



Middle Tennessee State University SIDELINES

Sidelines Events

Sidelines Articles

Photo Gallery

Feedback/Comments



Insell's roundup of women's basketball team

Tour de Folk
Don Man Band • N Gang • Josephine & the Wildfront
Copper Band • Carter Routh •
Henry Dagg • Tomato Face • O Youth • Jacob May
Gil Costello • Molly Blankenship • Hord Lovin
Dusty Grinnel • Zach Dyke Bluegrass Experience
Ben Spencer • Soul Crusher • Puma Thurmon
Bentley & Wise • Sam Kirk Simmons
and more ...
ALL DAY
FREE ADMISSION
Starts → OCTOBER 25th @ 1 P.M. @ Handicapped
2602 E Main St.

A&E

Tour De Folk will be live in Murfreesboro this Friday
Oct. 21, 2013

Cyclists and music lovers alike will team up for the first annual bike
ride/music festival "Tour De Folk" this Friday at 1 p.m.

Halloween Burlesque show entertains without twerking
National Endowment for the Arts funds local Arts Center's MusicSprings
YouTube Project

"Carrie" stays true to the original
Pokémon X/Y still captures interest
SEE MORE A&E



Programming

BUDGET Option 1

Production Costs

Pricing of producing a print edition once each month.

Printing Services \$0

Distribution Services \$0

The Daily News Journal

Display Costs

Costs of buying new display racks to hold print editions.

Three 3-shelf Black Metal Displays \$126

Displays2Go

Digital Media

Application Design & Maintenance \$0

iCampusTimes

New Website Design \$200

Student-designed, potentially as a design class project

Special Events

Sidelines Mixer (300 guests)

Student Union Ballroom Reservation (Half) \$450

Space/Labor/Audio

Aramark Catering \$800

Punch, Finger Foods

Invitations \$0

Student-designed, Emailed

Guest Speaker \$0

Volunteer/Sidelines Staff

Special Events - Continued

Application Launch Party/CIM Open House (100-200 guests over course of night)

CIM Reservation \$0

Aramark Catering \$350

Punch, Finger Foods

Invitations \$0

Student-designed, Emailed

Promotion Materials

100 Promotional Buttons \$107

Zazzle.com

1000 One-Sided Flyers \$35

MTSU Printing Services

Programming

Budget Option 1 Continued

Advertising

Social Media Advertising

Facebook Fan Page	\$0
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Staff operated

Facebook Advertising	\$50
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\$5 minimum for 10 days/month (# of ads ran)

Radio Advertising Spots	\$150
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WMTS - 75 ads. 1 per day for 10 weeks.

Grand Total	\$2,268
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Programming

BUDGET Option 2

Production Costs

Pricing of producing a print edition once each month.

Printing Services \$0

Distribution Services \$0

The Daily News Journal

Display Costs

Costs of buying new display racks to hold print editions.

Six 3-shelf Black Metal Displays \$252

Displays2Go

Digital Media

Application Design & Maintenance \$0

iCampusTimes

New Website Design \$200

Student-designed, potentially as a design class project

Special Events

Sidelines Mixer (300 guests)

Student Union Ballroom Reservation (Half) \$450

Space/Labor/Audio

Aramark Catering \$1500

Party Trays, Punch, Finger Foods

Invitations \$0

Student-designed, Emailed

Guest Speaker \$0

Volunteer/Sidelines Staff

Special Events - Continued

Application Launch Party/CIM Open House (100-200 guests over course of night)

CIM Reservation \$0

Aramark Catering \$500

Party Trays, Punch, Finger Foods

Invitations \$0

Student-designed, Emailed

Promotion Materials

200 Promotional Buttons \$214

Zazzle.com

1000 One-Sided Flyers \$35

MTSU Printing Services

Budget Option 2 Continued

Advertising

Social Media Advertising

Facebook Fan Page

\$0

Staff operated

Facebook Advertising

\$50

\$5 minimum for 10 days/month (# of ads ran)

Radio Advertising Spots \$150

WMTS - 75 ads. 1 per day for 10 weeks.

Grand Total

\$3,201

This concludes the Programming portion of Prestige Promotions *Sidelines* campaign plan.



|| SIDELINES ||

GET OFF THE SIDELINES! READ INTO THE ACTION!

This is the evaluation section Prestige Promotions campaign for Sidelines. This section is how we would evaluate all parts of our campaign for effectiveness.

Evaluation

How Prestige Promotions intends to measure the efforts illustrated in this campaign.

Objectives

Awareness

- To increase awareness of *Sidelines* in existing, new and improved mediums 20% by May 2014.

Measurement:

Message Exposure: To evaluate our awareness objective, we would first measure the production and dissemination of our tactics and promotional items to media and publics.

We would measure the following:

- How many public service announcements were aired on WMTS.
- The number of flyers produced and distributed.
- The amount of T-shirts produced and sold.
- The amount of "Save Sidelines" buttons produced and distributed.

Message Content: Post-campaign, we will evaluate our campaign theme and message by distributing a new survey analyzing the effectiveness and positivity.

Acceptance

- To have an effect on readership of *Sidelines* in primary and secondary publics by 25% by May 2014.

Measurement:

Baseline study: Prestige will re-distribute the initial survey to gauge changes of opinion and awareness of *Sidelines* pre and post-campaign.

Return Rates: Comparison of return rates of printed issues before and after implemented tactics.

Action

- To increase web and mobile impressions of *Sidelines* 20% by May 2014.
- To have 200 or more students attend the "Save Sidelines" Mixer on March 29, 2014.

Measurement:

Event attendance: We will evaluate the number of attendees to the "Save Sidelines" Mixer and judge it as positive or negative based on the attendance falling higher or lower than 200.

Media effectiveness:

- The number of **downloads** of new *Sidelines* application.
- The number of new **followers** on Facebook and Twitter.
- The **website hits** pre and post campaign.

This concludes the Evaluation portion of Prestige Promotions *Sidelines* campaign plan.

Team Profile

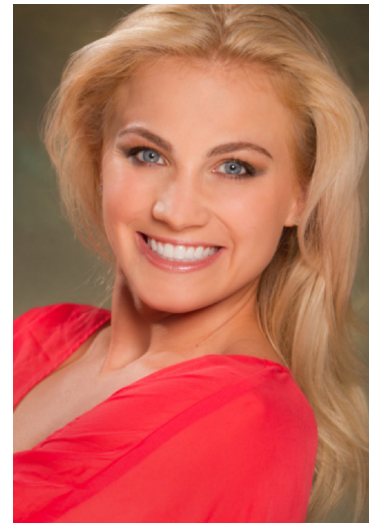


Vanessa Rudnitzki

Account Executive Vanessa Rudnitzki incorporates her many talents such as: writing, communication, problem solving, and design and pairs them with a tenacious work ethic to bring this campaign to life. Her involvement goes above and beyond for the sake of the client and her

Megan Bell

As the creator of Prestige Promotions and creative director, Megan has been able to visualize creative ideas to design this campaign. Her motivation and determination paired with her creative abilities and design savvy have given this campaign a vibrant, colorful look to match it's contributors.



Noel Heath

As research director of Prestige Promotions, Noel oversees the design and implementation of survey instruments, heads the development of primary research, and analyzes available client and publics data. With a brief history in public relations research techniques, her involvement helped in determining the facts and using them to formulate a campaign direction.

Darron Harris

Darron's function within Prestige Promotions as the editor and planner has been to ensure that the products that are composed in a timely and accurate manner. His input on this campaign has provided a clear and precise direction, and, along with Megan, Noel, and Vanessa, are determined to make this campaign a success.

