

Caroline Baker

JMC 3423, Dr. Tsetsura

PR Writing

Media Kit

April 30, 2020



## MEMO

Date: April 30, 2020

To: Dr. Katerina Tstesura

From: Caroline Baker  
PR Specialist  
OU Relay For Life  
bakerkcaroline@ou.edu  
(214) 901-6655

Subject: OU Relay For Life About and Mission

Communication tactics have changed slightly due to the Covid-19 pandemic. We mainly contact our stakeholders via our social media platforms which hasn't changed. I would like use a social media news release with an email pitch, create three social media posts for your platforms, a feature story and a fact sheet. These are easily accessible to all publics and can reach a wider audience quickly. I would like for these pieces to be published on Relay For Life's central website for other colleges and universities to see as well as local Norman publications to catch the eye of prospective students.

OU Relay For Life is a student-led campus organization that fundraises for the American Cancer Society. Throughout the school year, Relay holds benefit nights at local restaurants, holiday candy drives, "push days" and merchandise sales on the South Oval. Money that is raised goes toward free rides to treatment/appointments, free wigs for patients and free lodging for families so they can stay close to their loved one undergoing treatment.

Sydney Warrick can be contacted at [sydneyewarrick@ou.edu](mailto:sydneyewarrick@ou.edu) and PR Chair Olivia Todd at [oliviattodd@ou.edu](mailto:oliviattodd@ou.edu). Our online presence includes:

Instagram: [@ourelayforlife](https://www.instagram.com/ourelayforlife)  
Facebook: [OU Relay For Life](https://www.facebook.com/OU Relay For Life)  
Twitter: [@relayforlifeou](https://twitter.com/relayforlifeou)  
Website: [OU Relay For Life Official Site](https://www.ourelayforlife.org)

Please contact me with any questions.

Thank you very much.

A. Goal of strategic communication with this media kit

- a. The goal of this media kit is to gain heighten our status among other chapters of Relay at other colleges around the country. Each year, colleges that are well-known for their success in fundraising team up for different events. Next year, OU Relay would like to be invited to participate in one of these.
- b. Use these tactics to encourage incoming freshmen and other students to apply for OU Relay and spread awareness.

B. Explanation of rationale

- a. Overall, OU Relay wants to become one of the top Relay For Life chapters in the U.S. To try and achieve this goal, I put these packaged these tactics together because these would quickly reach a wide variety of publics. OU Relay should be able to reach these goals if they are featured on the desired social media platforms.
- b. What I would emphasize about to the Relay communication team is the timing of these tactics. There needs to be great consideration as to when these are published because the timing needs to coincide with the call to action.

C. Reasoning behind each tactic choice

- a. I chose tactics that are easily accessible via social media because that is how OU Relay primary communicates with their publics. We don't usually send out emails or traditional newsletters- I wanted to focus on tactics that were less wordy and more image heavy.
- b. These tactics are also easily reachable by other Relay chapters across the US, so we can be easily found and contacted if needed

D. Tactics included in kit

- a. Social Media News Release
  - i. Purpose: To be published on Relay's official platforms to (website, social media) and gain more recognition among other university's Relay chapters
  - ii. Audience: Executives and members of Relay from other colleges and universities in the U.S.

- iii. Media/Channel: Official Relay For Life website, OU Relay For Life's Facebook, Instagram or Twitter page
- b. Email Pitch
  - i. Purpose: To try to get the news story featured in the OU Daily and highlight a student organization that had to work around Covid-19 and the closure of campus.
  - ii. Audience: The OU community
- c. Social Media Posts
  - i. Purpose: To quickly promote ongoing events and news to publics
    - 1. The aesthetics that the video provides will draw attention to the organization and furthermore participants
  - ii. Audience: Those who participated and/or donated to OU Relay, other Relay chapters at different universities and colleges
- d. Fact Sheet
  - i. Purpose: to accompany the social media release and provide further background on the organization for the audience
  - ii. Audience: Editors and journalists- to provide strictly facts for the news
- e. Feature Story Idea
  - i. Purpose: To spotlight OU Relay executive members and the work that they do going beyond campus.
  - ii. Audience: Members of Relay chapters at different universities across the country
  - iii. I chose the feature story to be pitched to Relay For Life's central page because I feel that a feature story will have a better chance of being published than an entire news story. There were other chapters that also held a virtual event and therefore wouldn't stand out. However, a member of OU's executive team going on to work for Relay after college is more newsworthy and novel when comparing to other chapters.

E. Overall distribution strategy and timeline for kit

- a. Parts of this media kit will be released sooner than others. The pitch, social media news release and fact sheet should be released as soon as possible since the virtual event happened recently.
- b. The feature story should be released at the beginning of the 2020-2021 school year. The purpose of it is to show students the impact that OU Relay executive members have and that work can go farther than just on campus.
- c. The timeline for the social media posts are given with the post on their page

## **OU Relay For Life Holds Virtual Event Amid Covid-19 Pandemic**

- In light of Covid-19 and online classes, OU Relay holds their yearly big event on Facebook

April 30, 2020: 1:30 p.m.

### **News Facts**

- OU Relay for Life concluded fundraising for the school year with a grand total of \$114,800.
- Instead of their yearly big event on the South Oval, OU Relay held a virtual event on Friday, April 17 via Facebook.
- The virtual event was from 12 p.m.-6 p.m. and included TikTok challenges, baking purple treats, yoga and Zumba classes taught by OU Fit+Rec instructors, different speakers, a digital luminaria lap and sharing “Why WE Relay.”
- Attached under “Multimedia” is the schedule detailing what was done for the duration of the event. Attendees would follow event page on Facebook, tuning into what was next on the schedule. There would be a new post for every segment of the event.
- Every activity was posted on the event page
- In total, there were 290 people who attended, keeping up with the live videos and sending in pictures from the challenges.

### **Quotations**

- “I am blown away,” said Chair, Sydney Warrick, “we raised \$4,000 just today!”
- “Things are happening to people we know and we are here to help ease that burden however we see fit,” said Murphy Fryer, American Cancer Society Chair.

### **Multimedia**

- 1 photo (lo resolution): [Chair, Sydney Warrick](#)
- 2 videos/18 secs and 32 secs (lo resolution): [Event viewers participating in TikTok challenge](#)
- 7 photos (hi resolutions): [Decorated luminarias digital luminaria lap](#)
- 1 video/ 39 secs (lo resolution): [Grand total revealed at end of event](#)
- 1 photo (lo resolution): [Virtual event schedule](#)

### **Related Links**

- [OU Relay For Life virtual event page](#)
- [OU Relay For Life Facebook page](#)
- [OU Relay For Life Instagram account](#)

### **For More Information**

Caroline Baker  
PR Specialist  
OU Relay For Life  
bakerkcaroline@ou.edu  
(214) 901-6655

**To:** dailynews@ou.edu

**Subject:** OU Relay For Life Holds Virtual Event Amid Covid-19 Pandemic

Mr. Hazelrigg:

OU students have innovated like no other since campus shut down. Relay For Life executive team had to scratch all their upcoming events and come up with a new plan fast. Instead of doing their yearly big event on the South Oval, they did something unprecedented: a Facebook virtual event.

*OU Daily* should do a story on OU Relay's virtual event because it highlights the determination and resilience OU students involved to finish the year strong during an unprecedented time. It will encourage others to get involved in Relay and other campus organizations alike. It is rare that campus organizations hold virtual events. Therefore, this story would be novel and engage your readers who are unfamiliar with these.

I am happy to arrange interviews with our executive chairs so they can explain in detail the steps they took to devise a new plan. They can provide insight into how organizations adapted to the circumstances presented and reaffirm the resilience of OU students. Additionally, I can provide you with clips from the virtual event to give your readers a visual of how it worked. These clips would include (but not limited to) people doing different challenges listed in the social media news release, the vice chairs going live on Facebook and the digital luminarias that people decorated. Please let me know within the week if you are interested so I can prepare the interviews and clips. I will be following up on May 7<sup>th</sup>.

Please contact me with any questions or concerns.

Thank you for your time and consideration.

Caroline Baker

Caroline Baker  
Public Relations Specialist  
OU Relay For Life  
bakerkcaroline@ou.edu  
(214) 901- 6655

## Social Media Posts

### 1. Twitter post

- a. Timeline: Tweet during the summer (June-August) when most students are not on campus to remind them of OU Relay and that its cause does not stop when the school year ends.
- b. Why I Relay Wednesday tweets are great for Relay's PR. They are versatile and you can use different member's Why's on different Wednesdays.



### 2. Facebook post

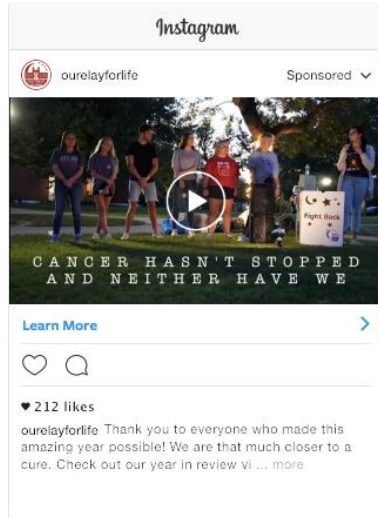
- a. Timeline: Should be posted immediately while states and cities are still in quarantine and progressing through each of the three phases (May-end of June).
- b. There are no direct opportunities to volunteer for ACS through OU at this time. OU Relay wants their publics (OKC Relay For Life, OU students and the Norman community) to know that there are still ways to help those cancer patients in need.





3. Instagram post

- a. Timeline: Now through the end of May while the ending of OU Relay is still fresh on our publics' minds.
- b. Purpose: Give audience a visual of what the organization does throughout the school year and the impact it has on students on campus.
- c. Photo Caption: "Thank you to everyone who made this amazing year possible! We are that much closer to a cure. Check out our year in review video for some of our best moments!"





## Fact Sheet

### FOR IMMEDIATE RELEASE

April 30, 2020

### FOR MORE INFORMATION

Caroline Baker  
PR Executive Committee  
OU Relay For Life  
214-901-6655  
[bakerkcaroline@ou.edu](mailto:bakerkcaroline@ou.edu)

### OU Relay For Life Holds Virtual Event Amid Covid-19 Pandemic

#### WHAT

- OU Relay For Life is one of the many relays across the country benefitting the American Cancer Society (ACS) for cancer research and patient care.
- Relay For Life is a nation-wide organization where you can get involved in your local community or through the college or university you attend.
- OU Relay For Life raised over \$100,000 for ACS during the 2019-2020 school year.

#### WHO

- This year, the Chair of OU Relay For Life was Sydney Warrick. She's set to graduate from OU and majored in elementary education.
- Vice chairs included Jordan Lily for Programming, Olivia Todd for Public Relations, McKenna Lines for Recruitment, Caroline Fitzgerald for Business, Lauren Olay for Royalty and Murphey Fryer for American Cancer Society.
- Each of these chairs had committee members working on their behalf.

#### WHERE

- Weekly meetings were held in Dale Hall Room 206 on Monday at 7:30 p.m.
- Contact Sydney Warrick, Chair, with specific questions.

#### WHY

- Specifically, money raised goes toward free rides to treatment and wigs for patients and free lodging for families.
- Members of Relay For Life and participants "Relay" for different reasons. This could be a loved one or themselves that has been affected, for research or just for the cause itself.

## **Feature Story Idea**

I would like to pitch a feature story about Relay For Life Vice Chair, Murphey Fryer to Relay For Life's Director of Media Relations, Kathi Di Nichola. Murphey recently accepted a role of Relay For Life Development Lead on ACS National Collegiate Leadership Team. This human-interest piece could be featured on one of Relay For Life's national social media platforms in the form of a Tweet, Instagram or Facebook post (ideally Facebook).

Not only does it show Relay's publics the dedication that students have to their cause, but it highlights OU as well. This story would put OU Relay in center stage and gain more recognition among other university chapters.

The outline of the story would be:

- A. Introducing Murphey and her credentials as a student and her role on Relay.
- B. State the position she earned and giving a brief explanation of it
- C. Give a quote from Murphey
- D. Do a brief boilerplate on OU Relay