

PRL 425 Capstone Campaign

Flex Your First: Understanding 1st Amendment Rights and Their Role in Social Movements

In partnership with 1ForAll, the Free Speech Center at Middle Tennessee State University and Women and the Vote New York State

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1. EXECUTIVE SUMMARY

The following is a comprehensive summary of the capstone campaign conducted by five public relations students at the S.I. Newhouse School of Public Communications in partnership with 1 for All, the Center for Free Speech at Middle Tennessee State University and Women and the Vote New York State. With one major goal in mind, to spread awareness about the crucial connection between First Amendment rights and social justice activism, including the women's movement and civil rights movement, the team conducted extensive research to determine target demographics and ideal tactics with which to reach them. A social media campaign, in-person tabling activities and an engaging panelist discussion resulted in a broad reach of students, faculty and guests at Syracuse University. The campaign also served as a promotional tool for Women and the Vote New York State's newest documentary, featuring the 2020 election. The success of the project was measured through both qualitative and quantitative methods.

2. CLIENT BACKGROUND

Overall Client Background

Our semester project focuses on the women's and civil rights movements, incorporating the mission of our overall client, 1 for All, which focuses on the importance of the First Amendment. As a division of The Free Speech Center at Middle Tennessee State University, this organization is committed to educating younger generations on the five rights of the First Amendment and has provided a \$2,000 grant to be used for this project.¹ A campaign will be developed integrating our client and the two movements as well as highlighting an upcoming documentary produced by Women and The Vote New York State. This local organization was created by four filmmakers who have shared the history of influential suffragists and the impact of the women's rights movement within New York. In the campaign planning process, our team will work to raise awareness about the women's and civil rights movements, incorporating the First Amendment rights and the documentary created by Women and The Vote New York State.

1 for All

1 for All is a nonpartisan, educational program developed by the Free Speech Center at Middle Tennessee State University. The program aims to help educators from Kindergarten through high school better teach the value of the First Amendment by providing materials, course content, and study guides to be used in their classrooms. 1 for All also offers resources for students, parents and journalists looking to better understand the implications these five freedoms have, both historically and in the present. The organization is a nonprofit and accepts donors as its primary source of funding. The overall goal of 1 for All is to remind the world that

¹ Paulson, Ken. "The Free Speech Center." About 1 for All | The Free Speech Center. Middle Tennessee State University. Accessed November 30, 2021. <https://www.mtsu.edu/first-amendment/page/about-1-for-all>.

the five protected freedoms of the First Amendment, speech, press, religion, petition and assembly, “collectively give us the right to be ourselves.”²

1 for All was founded in 2007 by educators, journalists, lawyers, artists and more looking to better teach the First Amendment. The organization's founding partners included the American Society of News Editors, First Amendment Center, Knight Foundation, McCormick Foundation, and the Newseum.³ Over the first three years, the organization slowly gained media attention by campaigns drawing in celebrity attention from Ellen Degeneres, Brad Paisley, and more. In 2019, after twelve years of successful events and campaign strategies, 1 for All moved to its current base at Middle Tennessee State University.

1 for All has unique, grant-based partnerships with universities across the country to host First Amendment events on campus, and the S.I. Newhouse School of Public Communications has been involved with the program for at least the past four years. In 2019, senior public relations students held a trivia night based on the First Amendment, drawing together a large crowd and sparking engaging debates over these freedoms. The client has granted Newhouse a two thousand dollar grant to support the semesters' projects this year.

Some competitors of 1 for All include the First Amendment Center at the Freedom Forum Institute, the First Amendment Clinic at Washington University, and the First Amendment Clinic at Cornell University Law School. However, 1 for All at MTSU stands apart because it emphasizes targeting programs towards primary and secondary students through teachers, guardians, extracurriculars, and college campus events like at Syracuse University.

Women and the Vote New York State

Women and The Vote New York State is a movement created by a crew of documentary filmmakers based in Rochester, New York, “funded in part by Humanities New York with support from the National Endowment for the Humanities.”⁴ The filmmakers behind the movement are Linda Moroney, Lorraine Woerner, Laura Chekow, and Carol White Llewellyn, supported by the Core Research Team and Additional Research Support.⁵ Two documentaries have been created within this movement, one focused on the 2016 election and the other upcoming one about the 2020 election.⁶ The first documentary was spontaneously filmed in 2016 to highlight the celebration of Susan B. Anthony and women's rights on Election Day.⁷ As a continuation to this film, the 2020 documentary, released October 25th, is focused on the

² “The Free Speech Center.” Apply for a 2021 campus grant | The Free Speech Center. Middle Tennessee State University. Accessed November 30, 2021.

<https://www.mtsu.edu/first-amendment/page/1forall-grant-application2021>.

³ “The Free Speech Center.” Apply for a 2021 campus grant | The Free Speech Center. Middle Tennessee State University. Accessed November 30, 2021.

<https://www.mtsu.edu/first-amendment/page/1forall-grant-application2021>.

⁴ Women and The Vote NYS. (2020d). *Susan B. Anthony Didn't Do It Alone*. Connecting Voters. Continuing the Work. <https://www.womenandthevotenys.com>

⁵ Women and The Vote NYS. (2020b). *Modern-Day Suffragists, Continuing the Work*. Connecting the Voters. Continuing the Work. <https://www.womenandthevotenys.com/about-us>

⁶ Lorraine Woerner, interview by Dr. Luttrell's PRL425 class, September 14, 2021.

⁷ Ibid.

women's suffrage movement and a commemoration of the 100th anniversary of the 19th Amendment.⁸ In this documentary, interviews conducted at the gravesites of suffragists across New York focus on spreading awareness about the significance of the vote.⁹ On the website, there is no definable mission; however, a news article articulated, "Part of the hope from Moroney is for the film to expand what the 'suffragist' means."¹⁰

Through investigating this movement, competitors to consider have similar documentaries and other organizations within New York state. One documentary titled "New York Suffrage Stories" has a similar concept to the upcoming documentary; therefore, this could be considered a competitor.¹¹ Other organizations within the state, such as New York State Woman Suffrage Association, could be a competitor; however, both ultimately share the same message.¹² Since the movement is based in New York, the filmmakers have a vast network, yet it is still relatively small given that it is confined to one state.¹³ Based on the research conducted, no budget was discovered for Women and The Vote New York State, yet the movement is partially funded by Humanities New York and the National Endowment for the Humanities, meaning that most of the budget could be attributed to those organizations.¹⁴ The budget is likely on a lower scale since Moroney discussed that passion is the real driver behind the movement.¹⁵

3. SITUATION ANALYSIS

SWOT Analysis

Strengths

One of our strengths is our client's authority on the topic of the First Amendment. We have a strong fundamental understanding of the First Amendment that will guide our primary and secondary research. 1 for All's resources will help us to make a strong connection between the First Amendment and the women's and civil rights movements. Furthermore, the purpose of 1 for All's college grant program is for students to facilitate a discussion about the First Amendment on their campus.¹⁶ This provides us with a distinct goal and gives us the creative

⁸ Ibid.

⁹ Women and The Vote NYS. (2020a). *Four Years Later, What Story Will You Help Tell Us?*. . Connecting the Voters. Continuing the Work. <https://www.womenandthevotenys.com/the-film>

¹⁰ Zunner, Ryan. (2020, Nov. 3). *New documentary to bridge New York's suffrage movement with modern discourse*. WBFO npr. <https://www.wbfo.org/local/2020-11-03/new-documentary-to-bridge-new-yorks-suffrage-movement-with-modern-discourse>

¹¹ Moran, Jay. (2021, Feb. 1). *Documentary discovers 'New York Suffrage Stories'*. WBFO NPR. <https://www.wbfo.org/local/2021-02-01/documentary-discovers-new-york-suffrage-stories>

¹² New York State Suffrage Association. (2021). *New York State Suffrage Association (NYSWSA)*. Freethought Trail. <https://freethought-trail.org/profiles/profile:new-york-state-woman-suffrage-association-nyswsa/>

¹³ Lorraine Woerner, interview by Dr. Luttrell's PRL425 class, September 14, 2021.

¹⁴ Women and The Vote NYS. (2020d). *Susan B. Anthony Didn't Do It Alone*. Connecting Voters. Continuing the Work. <https://www.womenandthevotenys.com>

¹⁵ Lorraine Woerner, interview by Dr. Luttrell's PRL425 class, September 14, 2021.

¹⁶ "About Free Speech Week." Free Speech Week. The Media Institute, November 16, 2021. <https://www.freespeechweek.org/about-fsw/>.

liberty to meet our goal with unique objectives. Another strength is that we received \$500 in funding from the 1 for All grant to use toward our campaign. This budget can support research expenses, the cost of promotional materials and other campaign tactics we decide to implement.

Weaknesses

Our biggest weakness is the sheer number of directions we could go with our campaign. The women's movement and civil rights movement are two pivotal pieces of American history, and it is unrealistic to aim to cover both movements in their entirety. We need to be sure to set clear, measurable objectives that will guide our campaign planning process and define what success looks like for our campaign. We will also need to remain focused on 1 For All as our client and recognize that the upcoming Women and The Vote NYS documentary is only one component of our entire campaign about the women's and civil rights movements through the lens of the First Amendment.

Opportunities

The biggest opportunity for our campaign is our positioning on the Syracuse University campus. Being on the SU campus gives us a large student body to target as our audience as well as a strong platform for sharing our campaign. The educational environment gives us the ability to utilize campus resources and databases, collaborate with the students and faculty and partner with campus organizations such as Women in Communications.¹⁷ We can explore the idea of forming a partnership with them as an element of our campaign plan. Opportunity also lies in utilizing student-run social media accounts such as The Tab Syracuse to promote our message. This is an opportunity to draw from their resources and network as well as to hopefully cross-promote our own project. Another opportunity for our campaign lies in the upcoming release of the documentary produced by Women and the Vote New York State. While our campaign will have a larger scope than just promoting the documentary, the short film airs October 25, 2021.¹⁸ This release date provides us with not only a timeline for our campaign but also a guiding component of our campaign about women's and civil rights. Also, Free Speech Week takes place annually during the third week of October, which happens to be the week leading up to the release of the documentary.¹⁹ The juxtaposition of Free Speech Week and the release of the film creates an opportunity for us to raise awareness about the history of the struggle for free speech as well as to promote the documentary. Finally, Election Day falls on November 2nd, making our campaign very timely and relevant. People tend to seek information and engage in conversation about voting around Election Day, optimizing our message about suffrage and rights such as voting.

¹⁷ "Organizations." 'Cuse activities. Campus Labs. Accessed November 30, 2021.
<https://syracuse.campuslabs.com/engage/organizations>.

¹⁸ Lorraine Woerner, interview by Dr. Luttrell's PRL425 class, September 14, 2021.

¹⁹ "About Free Speech Week." Free Speech Week. The Media Institute, November 16, 2021.
<https://www.freespeechweek.org/about-fsw/>.

Threats

The leading threat our campaign faces is the misunderstanding and lack of awareness that U.S. citizens have about their First Amendment rights. According to the Freedom Forum's 2019 State of the First Amendment survey, 71% of U.S. citizens can correctly identify at least one First Amendment freedom and only 4% of U.S. adults could name freedom to petition as a First Amendment freedom.²⁰ Furthermore, 16% of those surveyed believe that the right to bear arms was guaranteed by the First Amendment.²¹ These statistics highlight the U.S. population's lack of knowledge surrounding the amendment that governs their freedoms. Misinformation around the First Amendment poses a challenge for our campaign to effectively educate students about their rights as we will have to first dismantle the myths about First Amendment freedoms before being able to connect the legislation to our key social movements. Another threat is our competition. There are many other groups that promote rights and freedoms, even on the Syracuse University campus, so we will need to establish a very specific audience to share a very clear message with in order to execute a successful campaign.

4. OPPORTUNITY STATEMENT

The mission of our overarching client, 1 for All, is to educate younger generations about their First Amendment rights. We have the opportunity to materialize this mission on the Syracuse University campus. 1 for All's mission ties directly into the overall "why" statement of the documentary being produced by Women and the Vote New York State. The goal of the *Women and the Vote New York State* documentary is to encourage citizens, particularly those of the younger demographic, to create local, grassroots change through voting that will inevitably lead to national momentum surrounding civil rights issues. These corresponding missions provide us with the opportunity to create a cohesive campaign that satisfies the goals of both clients. The client's documentary is set to be released on October 25th, 2021. Currently, *Women and the Vote New York State* has limited media exposure; therefore, the documentary has not garnered enough publicity to properly convey their "why" statement. We have the opportunity to provide Women and the Vote New York State with the proper public relations tools to successfully convey their message to their target audience. With less than six weeks until the release date, the public relations campaign needs to focus its initiatives on connecting the historical context of the documentary to relevant civil rights issues, including but not limited to voter suppression, gerrymandering, MeToo and Black Lives Matter.

Statement of Harm: Women and the Vote New York State

A major concern for our campaign is whether or not our client will be able to successfully reach their target audience, which is comprised of people who are not motivated to cast their vote

²⁰ Fors Marsh Group, Phil Currie, and Joan Currie. "State of the First Amendment Survey." Freedom Forum Institute, 2019. <https://www.freedomforuminstitute.org/first-amendment-center/state-of-the-first-amendment/>.

²¹ Ibid.

in elections and people who are uneducated about their rights. The goal of both 1 for All and Women and the Vote NYS is to educate younger demographics about their First Amendment rights and to encourage them to exercise these rights to create positive change. There is currently a lack of social media coverage and exposure surrounding the Women and the Vote NYS documentary that is releasing soon. There hasn't been a lot of promotion for the documentary, and people are unaware of the important work that Women and the Vote NYS is doing. We will need to work with them to implement effective public relations and social media strategies. If our PR campaign does not effectively address and solve these areas of concern, then important information about First Amendment rights, the women's movement and the civil rights movement will not be heard by the target audience. Furthermore, there is a threat of misinformation if our messaging is not delivered effectively. If we do not successfully convey these important messages that both 1 for All and Women and the Vote NYS are trying to spread, then young people will not be fully aware of their rights and how pivotal these rights are in the women's and civil rights movements, both in the past and present.

5. RESEARCH METHODS

Qualitative

Qualitative methods will be utilized in our research through content analysis of First Amendment rights-themed cards and tweets shared by those engaging with our campaign. Before our main event, a tabling session was conducted where our team encouraged students and faculty in the Food.com cafe of Newhouse to fill out cards describing how they flex their First Amendment rights. These cards will provide invaluable information regarding thoughts, behaviors and opinions on the First Amendment and its role in social movements. The cards will be divided based on the specific right, allowing us to connect the campaign directly to the mission of 1 for All; therefore, this activity will incorporate the entirety of the project and client.

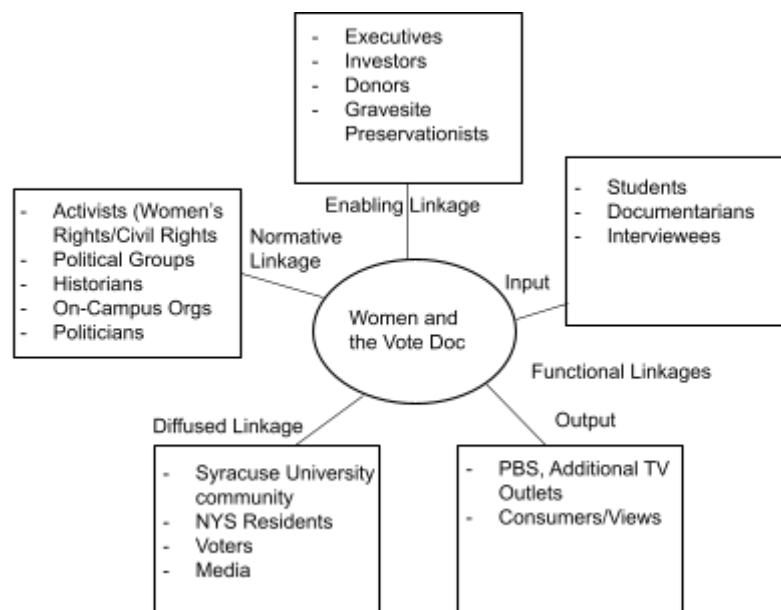
Using social media, our team can understand the thoughts and opinions of those engaged with our campaign by examining the messages shared on Instagram and Twitter, evaluating positive and negative sentiments. The First Amendment cards and social media messages will serve as a critical component in establishing a basis for campaign strategies, additional tactics, and producing authentic primary information for our team to capitalize on in our strategic plan.

Quantitative

Quantitative methods will be used in our research process through the development of a survey circulated to our event audience as well as tracking engagement via Social Studio and analytics provided by social media platforms. In the survey, questions will be carefully constructed, focusing on the First Amendment rights in conjunction with the women's and civil rights movements. By surveying our audience, we can determine the baseline knowledge of the First Amendment and how many attendees identify the importance of the First Amendment in

social movements. Additionally, we can gauge how many attendees actively demonstrate their First Amendment rights and hear concrete examples of ways they utilize these rights. While those in attendance account for only a modest portion of the overall public sentiment at SU, a survey will help our team understand the current opinions and beliefs of our audience. In terms of tracking engagement, Social Studio and analytics provided by social media platforms will be used to determine the volume of the discussion once the campaign launches. These quantitative methods will function as essential indicators and points of measurement for understanding our intended audience and impact at the conclusion of the campaign.

6. PUBLICS, DEMOGRAPHICS AND PSYCHOGRAPHICS ANALYSIS



Publics Listed:

Enabling Linkage

- Executives – includes head producer, director, and high-ranking decision-makers (directly affected)
- Investors/Donors – includes sponsors to the film and financial contributors (directly affected)
- Gravesite Preservationists – individuals who affected filming by assisting documentarians in shots of gravesites and background history (indirectly affected)

Functional Linkages

- Students – Newhouse students who are assisting with campaign strategy (directly affected)
- Documentarians – Those on the documentary filming, interviewing and editing (directly affected)

- Interviewees – People who gave first-hand accounts included in the documentary (indirectly affected)
- PBS/TV Outlets – TV stations premiering the documentary, assisting in distribution (directly affected)
- Consumers/Views – All who consume the documentary and corresponding media (directly affected)

Diffused Linkage

- Syracuse University community – All students, faculty and staff on campus with the potential to attend a screening event (directly affected)
- NYS Residents – All who live in NYS as a potential audience, especially in cities featured in the documentary (directly affected)
- Voters – All people registered to vote in NYS and nationwide elections (directly affected)
- Media – All TV, news and social media outlets with the potential to pick up a story on this documentary or any corresponding screenings or events (indirectly affected)

Normative Linkage

- Activists – modern-day women’s movement activists, feminist groups, multicultural groups, Black Lives Matter, or any social activist group (indirectly affected)
- Political Groups – Politically-motivated groups or political action committees (indirectly affected)
- Historians – People used as a source in the documentary, resources requested, or lovers of history (indirectly affected)
- On-Campus Organizations – All SU organizations, especially those affiliated with politics, female empowerment, multicultural groups or social justice organizations (indirectly affected)
- Politicians – Current political officials or future nominees for office (indirectly affected)

Identification & Description of Target Publics

Target Public #1: Syracuse College Students

Demographics

Young adults, generally between the ages of 18 and 22, make up the Syracuse University student population. SU students are one of the biggest target publics of our PR campaign. The total student enrollment at Syracuse University is 14,727 undergraduate students. Undergraduate students consist of about 54% women and 46% men.²² The racial breakdown of the student population at Syracuse University is 56.4% White, 14.9% International, 9.6% Hispanic, 6.5% Asian and 6.2% Black.²³ One factor that distinguishes SU college students from the other publics in our campaign is racial identity. For example, SU students are much more racially diverse than

²² “Syracuse University Diversity: Racial Demographics & Other Stats,” College Factual, accessed October 5, 2021, <https://www.collegefactual.com/colleges/syracuse-university/student-life/diversity/>.

²³ “Syracuse University Diversity: Racial Demographics & Other Stats”

NYS Generation Z voters, which is another one of our target publics. Furthermore, Syracuse University is very diverse compared to other universities in the U.S. It is in the top 5% of overall diversity, with a diversity score of 97.6 out of 100.²⁴ The market share is the fact that we can reach a wide variety of racially diverse people with Syracuse University students as one of our target publics.

Psychographics

There is no formal research or data that summarizes the general attitudes, opinions and beliefs of Syracuse University undergraduate students and their overall awareness of the issues relating to the problem statement of our campaign. However, one opportunity to gain some of this information is to conduct surveys that collect psychographic data of SU students, as well as data about their awareness or overall knowledge about the First Amendment rights, voting, women's movement, and civil rights movement. A survey conducted can incentivize students to participate by offering them the chance to win prizes. Conducting these surveys will allow us to gain insight into SU students' attitudes in relation to our problem statement, which relates directly to the First Amendment, women's rights and civil rights.

Research has been conducted on college students' attitudes regarding voting, which relates to the main themes of our PR campaign. In recent elections, voter turnout among young voters and college students remains low. However, the college student demographic shifted their interests in social issues and politics around the 2020 election. A study was conducted prior to the 2020 election, which found that 71% of college students reported to be "absolutely certain" that they would vote in the upcoming election, and 18% of students reported to be "fairly certain" that they would vote.²⁵ Furthermore, 72% of college students reported paying attention to the news about the election.²⁶ This study shows that college students are beginning to become more interested in voting and more engaged in politics as a whole.

Influentials

College students, in general, may see themselves as leaders who can use their voices to encourage positive change. They belong to Generation Z, which is a generation that has been more likely to speak up about social issues and human rights issues compared to other generations. Many people in Gen Z tend to support important social movements like Black Lives Matter. There is not much research relating to what motivates or inspires action within college students in general. In regards to Syracuse University students, we could conduct surveys to gain insight into how they really see themselves and what role that they believe they play in our society. Through these surveys, we can gain access to the desires, needs and fears of college students on campus. We can also gain access to the kind of impact that college students think

²⁴ "Syracuse University Diversity: Racial Demographics & Other Stats"

²⁵ Ben Dedman, "College Students Are Showing More Engagement in the 2020 Election," Association of American Colleges & Universities, October 5, 2020, <https://www.aacu.org/aacu-news/newsletter/college-students-are-showing-more-engagement-2020-election>.

²⁶ Ben Dedman

they have on their peers. For example, we can ask students about what drives or motivates them to speak up about something or what drives them to get out and become involved with elections and politics in general.

Media Habits

College students frequently consume media across various platforms. Social media is the most frequently consumed form of media for 18- to 29- year olds; approximately 84% of young adults use some form of social media.²⁷ The most popular social media platforms among young adults are Instagram and Snapchat. 71% of 18- to 29- year olds report that they use Instagram, and 65% of young adults say they use Snapchat.²⁸ College students tend to consume news and information from pretty reputable news sources. The New York Times and NPR are tied as college students' top news sources; 16% of college students consume news from these sources. Furthermore, 13% of students watch Fox News, 11% watch CNN and 7% watch ABC News.²⁹ Republican students tend to lean towards Fox News, while Democrat students lean toward the New York Times, NPR and CNN. College students also consume news in various ways. Compared to other age groups, college students are more likely to consume news online rather than watching it on TV or reading it. Approximately 35% of college students go directly to a news website to consume news, and 27% of students consume news through social media websites such as Twitter.³⁰

Target Public #2: Gen Z Voters in NYS

Demographics

The Gen Z population refers to people born between the years 1997 and 2012.³¹ This age group is currently between the ages of 24 and 9 years old. We concluded Gen Z as our target age range because we have identified the importance of educating young people about their First Amendment and voting rights as an overarching goal of our campaign. Additionally, Gen Z tends to spend more time on their electronic devices and engage on social media than any other generation.³² However, they are also considered drivers of change and social activists.³³ Generation Z's social media-oriented lifestyle, paired with its fervor to make the world a better place, makes them the ideal audience to educate about First Amendment rights. We chose Gen Z

²⁷ Brooke Auxier and Monica Anderson, "Social Media Use in 2021," Pew Research Center: Internet, Science & Tech (Pew Research Center, April 9, 2021), <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>.

²⁸ Brooke Auxier and Monica Anderson

²⁹ "College Students Rank the New York Times and NPR as Favorite News Sources," College Pulse, August 22, 2019, <https://collegepulse.com/blog/college-students-rank-the-new-york-times-and-npr-as-favorite-news-sources>.

³⁰ "College Students Rank the New York Times and NPR as Favorite News Sources"

³¹ Meola, Andrew. "Generation Z News: Latest Characteristics, Research, and Facts." Insider Intelligence. Worldwide HQ, July 29, 2021. <https://www.insiderintelligence.com/insights/generation-z-facts/>.

³² Ibid.

³³ Contributor, Deloitte. "Deloitte Brandvoice: For Millennials and Gen Zs, Social Issues Are Top of Mind-Here's How Organizations Can Drive Meaningful Change." Forbes. Forbes Magazine, July 22, 2021. <https://www.forbes.com/sites/deloitte/2021/07/22/for-millennials-and-gen-zs-social-issues-are-top-of-mind-heres-how-organizations-can-drive-meaningful-change/?sh=6427a2d4450c>.

voters given voting is a right that each U.S. citizen assumes upon turning 18. Educating individuals about the importance of their vote is central to our campaign. While the youngest of the Gen Z population has six years until they can vote, it is never too early to empower young people to be a voice of change in the world. We specified our demographic to New York State, specifically the upstate area, because of our location and reach on the Syracuse University campus and the local focus of the Women and The Vote New York State documentary.

Psychographics

Generation Z proves to be the most educated generation about the First Amendment and its protections. Surveys about the First Amendment targeted at the entire U.S. population tend to be more generalized.³⁴ In contrast, those designed for members of Gen Z ask more specific, academic questions about opinions on topics such as free speech restrictions and hate speech.³⁵ Their engagement with such detailed questions about the First Amendment demonstrates a high level of knowledge and enthusiasm about the subject and desire to advocate change in government policy. Generation Z generally has strong opinions about the political environment and a strong desire to implement change in the world.

Additionally, this age range is passionate about voting. According to Simon Rosenberg, president of NDN and the New Policy Institute, about 54% of registered 18 to 29-year-olds voted in the 2020 election.³⁶ Trends of this generation point toward a positive response to our goals of educating them about the women's and civil rights movements as applied to the First Amendment and inspiring them to vote.

Influentials

The voters of Generation Z consider themselves drivers of change. They are motivated individuals who advocate for their rights and demand social justice. They feel empowered to make the world a better place and want to see action taken by large companies and people in positions of power. They prioritize social activism and aspire to work at socially responsible companies with values aligned with their own.³⁷ They appreciate their education, individuality and utilize social media platforms to connect and speak their truths.³⁸ The voters of Gen Z fear for the future of our country. Their concern for their rights and the equal rights and treatment of

³⁴ "State of the First Amendment Survey," Freedom Forum Institute, accessed October 4, 2021.
<https://www.freedomforuminstitute.org/first-amendment-center/state-of-the-first-amendment/>

³⁵ Alexander, Evette. "First Amendment vitals: Taking Gen Z's pulse on free expression and inclusion," Knight Foundation, accessed October 4, 2021.
<https://knightfoundation.org/articles/first-amendment-vitals-gen-z-free-expression-inclusion/>

³⁶ Johnson Hass, Abigail. "The 2020 election shows Gen Z's voting power for years to come," CNBC Make It, accessed October 4, 2021.
<https://www.cnbc.com/2020/11/18/the-2020-election-shows-gen-zs-voting-power-for-years-to-come.html>

³⁷ Gomez, Karianne, Tiffany Mawhinney, and Kimberly Betts. "Welcome to Generation Z - Deloitte US." Deloitte US. Accessed October 5, 2021.

<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/welcome-to-gen-z.pdf>

³⁸ Ibid.

all individuals motivates them to vote and participate in movements such as Black Lives Matter and the United States abortion rights movement.

Media Habits

Generation Z voters consume social media above all other forms of media. Instagram consistently emerges as the most visited and consumed form of social media among members of Gen Z due to the platform's ability to share photos and stay updated on current events.³⁹ According to a recent survey conducted by Politico, 59% of Gen Z users reported getting their election news from YouTube, 53% from Instagram, and 43% from Facebook.⁴⁰

The credibility of the media Gen Z voters consume varies. While social media gives this tech-savvy generation access to unlimited information, misinformation is easy to run into and can be challenging to separate from credible resources. Hour-long debates or electoral speeches are reduced to five-second, thirty-second, and one-minute log clips that do not represent the complete message or can misconstrue the message entirely.⁴¹ Confirmation bias poses a threat to Gen Z. Individuals often seek and repost information and opinions that solely align with their own set of beliefs and values. They are quick to buy into content that appears authentic based on the expression of outrage and shared experiences.⁴² Influencers on platforms such as Instagram and TikTok serve as thought and opinion leaders of Generation Z. Influencers are a powerful method of connecting with young audiences by establishing trust to create millions of impressions per day. Young politicians are vital influencers of Gen Z voters as they present themselves as relatable and real people, delivering agendas that resonate with the young generation.⁴³ It is important to consider the generation's short attention span when creating messages targeted at this group. The average attention span of a Gen Z user is 8 seconds, thus emphasizing the importance of creating conscious content.⁴⁴ Short-form videos such as Tik Toks and Instagram reels are the perfect platform for getting a message across to Gen Z voters creatively and engagingly.⁴⁵ Finally, it is crucial to capitalize on the connectivity of the young users and their desire to share content with one another.

Target Public #3: Adult Women in New York State (25-45)

³⁹ "Generation Z Media Consumption Habits - Trifecta Research." Accessed October 5, 2021.

<https://trifectaresearch.com/wp-content/uploads/2015/09/Generation-Z-Sample-Trifecta-Research-Deliverable.pdf>.

⁴⁰ Choi, Matthew. "When Gen Z Is the Source of the Misinformation It Consumes." POLITICO. POLITICO, October 12, 2020.

<https://www.politico.com/news/2020/10/11/gen-z-misinformation-politics-news-conspiracy-423913>.

⁴¹ Taylor, Kate. "Instagram Is Gen Z's Go-to Source of Political News - and It's Already Having an Impact on the 2020 Election." Business Insider. Business Insider, July 1, 2019.

<https://www.businessinsider.com/gen-z-gets-its-political-news-from-instagram-accounts-2019-6>.

⁴² Ibid.

⁴³ Janfaza, Rachel. "Young Political Leaders Team up to Support Millennial and Gen Z Democrats Ahead of 2022." CNN. Cable News Network, May 3, 2021.

<https://www.cnn.com/2021/05/03/politics/young-political-leaders-2022-midterms/index.html>.

⁴⁴ Boger, Kris. "The Rise of Short-Form Video & the Gen Z Social Revolution," IABUK, October 20, 2020. <https://www.iabuk.com/opinions/rise-short-form-video-gen-z-social-revolution>

⁴⁵ Ibid.

Demographics

When considering the scope of the Women and the Vote documentary, it is essential to remember the geographic location of the social media campaign used to promote it. Knowing the documentary will premiere on local public stations allows the public relations team to narrow down the adult women demographic to those within New York State, specifically in the cities and towns around the featured cemeteries. Political preferences must also be considered.

According to NBC news, adult female voters between the ages of 25 and 45 constitute older millennials and the start of the Gen X age demographic.⁴⁶ These voters likely span a variety of racial groups and have a high probability that they have at least one or more children in the household. However, NBC news does not have accurate data to determine the percentages of female voters identifying as Black, Latino or other races.⁴⁷ Additionally, a large portion of this demographic is likely married. In the 2020 election, 62% of female voters in New York State voted Democrat compared to 37% who voted Republican.⁴⁸ 47% of white women voted Democrat instead of 51% of white women who voted Republican.⁴⁹

The demographic is relatively large when considering its role in the “market share.” Adult women-identifying individuals in New York State essentially make up about 50% of the market, with the other approximately 50% belonging to male-identifying individuals. There is insufficient data to account for those identifying as nonbinary or other. Because of the broad range of this demographic, messaging must be kept relatively bipartisan and instead focus on how the First Amendment allowed women the right to win the vote during the suffragist movement.

Psychographics

Because the demographic “adult women in New York State” is broad, it is hard to tell from preliminary research the sentiments of how all women across the state feel about voting, the civil rights movement, suffragists and the message of 1 for All. However, one can assume most women care and fight for their First Amendment freedoms. Given the high voter turnout of women in New York State specifically, New York women likely value their right to vote in national and local elections. The age range our campaign focuses on, adult women between 25 and 45, was selected as the client wishes to target women in younger generations. Older millennials and younger members of Gen X are likely on social media more than older women and more likely to resonate with social media campaigns, especially if targeted on Facebook or Instagram, where this demographic frequents.⁵⁰

It is also essential to consider that adult women likely have some level of awareness of their ability to vote and the implications of the First Amendment as US citizens. We must decipher if these women are voting out of a preconceived civic responsibility to create local and

⁴⁶ NBC News.

⁴⁷ NBC News.

⁴⁸ NBC News. *New York Presidential exit polls*. 2020. Accessed October 4, 2021. <https://www.nbcnews.com/politics/2020-elections/new-york-president-results>

⁴⁹ NBC News.

⁵⁰ Pew Research Center. *Social Media Use in 2021*. 2021. Accessed October 4, 2021 <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>

national political change or for no reason other than they can. We must also ask that if adult women are assumed to know of their right to vote, then why do many choose not to vote every year? That question cannot be answered through the broad scope of the New York State demographic of adult women but rather when considering intersectional characteristics, like race, religion, socioeconomic status, and sexual orientation.

Influentials

Adult women in New York State are likely influenced by media, particularly credible news outlets. To best measure their major influences, a survey asking where they trust the majority of their political and historical information would be a great place to start. Adult New York women have consistent sentiments to the nationwide American women regarding issues they deem most important. According to *Time*, 40% of women nationally care about their future career and personal goals, 47% of women care about access to affordable healthcare and 47% identify as feminists.⁵¹ While these results are not exclusive to New York state, it may be assumed that statistics about New York women might prove similar. Although no formal data exists for topics specific to New York state, the national results are an excellent gauge to start with. Adult women are also likely concerned with issues relating to children and family and consider such topics when identifying themselves with their political preferences.

Media Habits

According to Pew Research Center, in 2020, 78% of adult women nationally used at least one social platform and 77% of women between the ages of 30 and 49 are using Facebook specifically. Furthermore, 48% of women in the same age group use Instagram and 36% are on LinkedIn.⁵² These statistics help narrow down the social media component of our campaign by focusing on outlets that most women nationally are using. Similar to the influentials section, no formal research exists currently on the specific media habits of women in New York state alone. Still, it can again be presumed that those statistics will most likely mirror the national data.

Facebook is likely the best channel to generate attention for the on-campus event and the importance of the First Amendment in today's society, given its influence on adult women. Furthermore, emphasizing the First Amendment's role in social media usage via Facebook and other platforms would be an excellent way to connect adult women in New York state to the overarching goal of the campaign.

Target Public #4: Syracuse Professors/Staff Specialized in Politics, Free Speech, Civil Rights

Demographics

To focus on those who could be considered “experts” on the main ideas of the First Amendment and social justice movements, Syracuse professors and faculty specializing in

⁵¹ TIME. “We Polled American Women on Their Top Pressures, Concerns and Goals. Here's What They Said” 2018. Accessed October 4, 2021 <https://time.com/longform/national-womens-poll-2018/>

⁵² Pew Research Center

politics, free speech, and civil rights are one of the target publics for our campaign. To narrow this audience further, we can identify these individuals within the S.I. Newhouse School of Public Communications, Maxwell School of Citizenship & Public Affairs, The Tully Center of Free Speech, the College of Law, and within specific departments in the College of Arts & Sciences, such as African American Studies and Women's and Gender Studies. We used the SU school directories to identify 388 individuals in this public from various university schools and departments, such as part-time faculty or teaching assistants.⁵³ An important aspect to note is that this public includes some overlap where professors are involved in multiple, similar departments, such as a professor teaching a course in both Newhouse and Maxwell.

In comparison to the other target publics, the Syracuse professors and faculty better understand the core components of our campaign as individuals who educate students on the First Amendment and major social movements. We can strengthen our campaign by using the credibility of this group and their insights on 1 for All, social movements, and Women and The Vote New York State. As those who have dedicated their careers to politics, free speech, and social justice movements, professors and faculty will be invaluable for spreading the campaign message. Connecting this public to "market share," this group is confined to the Syracuse campus; therefore, these faculty members provide an advantage for reaching other targeted publics, such as students and voters. This public is extremely niche and presents greater opportunities for message dissemination and impact than the larger demographic group of all educators at the University. Targeting these professors and faculty members ties directly to the goals and objectives developed by our team by recognizing their "market share" and utilizing the qualities and knowledge they possess as outlets for the campaign.

Psychographics

Since our targeted professors and faculty specialize in the main components of the campaign, it is assumed that many would have attitudes and opinions that align with those of 1 for All, Women and the Vote New York State, and our group-developed goal. However, this would need to be studied to confirm their beliefs. While the group may not be familiar with 1 for All or Women and the Vote New York State, many have the necessary knowledge about the First Amendment and the women's and civil rights movements as established educators. Based on their status at the university, much of their knowledge should be accurate and trustworthy since they are responsible for guiding and teaching students; however, this would also have to be confirmed through research methods. Additionally, another way to substantiate this information is through researching their backgrounds, analyzing the courses taught, and educational history.

Influentials

⁵³ Syracuse University. *Directory*. Syracuse University, 2021. <https://newhouse.syr.edu/about/directory/>; S.I. Newhouse School of Public Communications. *About*. Syracuse University, 2021. <https://newhouse.syr.edu/centers/tully-center-for-free-speech/about/>; Syracuse University College of Law. *Faculty, Emeriti and Instructors*. Syracuse University, 2021. <http://law.syr.edu/deans-faculty/faculty-emeriti-and-instructors?cat=11>; Syracuse University. *Women's and Gender Studies: Faculty*. Syracuse University, 2021. <https://thecollege.syr.edu/womens-and-gender-studies/people/faculty/>; Syracuse University. *Department of African American Studies*. Syracuse University, 2021. <https://thecollege.syr.edu/african-american-studies/>; Maxwell School of Citizenship & Public Affairs. *Faculty Directory*. Syracuse University, 2021. <https://www.maxwell.syr.edu/directory.aspx?position=faculty>.

Professors and faculty members are viewed as educators, providers, leaders, and mentors given their campus positions. This public is likely motivated by their students, the desire to teach, and passion for their chosen academic area. This group should be examined in depth to identify their concrete needs. Some ideas regarding the needs of this public include a safe space to discuss their studies and work or the recognition that their work is actively impacting campus and students' lives. Lastly, identifying fears would also entail additional research; however, some concerns could be related to the condemnation of their work or disagreement about their ideas, which in many ways connects back to the First Amendment.

Media Habits

Analyzing media habits on a broader scale, professors and faculty members most likely utilize television, social media, and news outlets as their primary media sources. Faculty members are commonly active on social media and encourage students to interact using their own platforms; however, this can also be viewed as a generalization based on Newhouse coursework. Further investigation would be needed through interviews and surveys to obtain this information. The media list compiled could be considered credible, but an essential factor to take into account is disinformation. News outlets have been accused of "fake news" and social media associated with disinformation. Credibility will depend on the source within these media channels. While there is no identifiable opinion leader within this group, department chairs and deans are generally leaders within their respective schools and departments. Regarding special issues, potential special skills include their expertise on these topics and the presence they may maintain in the social media sphere, which both contribute to message dissemination. Based on the available information, no other special issues seem to stand out.

Target Public #5: Media Outlets in New York State

Demographics

Identifying media outlets as a public focuses on the journalist, newscasters, and editors who make up the organization. This encompasses a variety of genders, ages, races, and job experiences working for the media on behalf of the public. This is a crucial target audience for our campaign from a publicity standpoint with the goal of media outlets picking up stories about either our campaign, the Syracuse University screening event, or screenings around New York state. We narrowed this public down to media outlets in cities where the Women and the Vote documentary was filmed, specifically Rochester, Auburn, Buffalo, Sleepy Hollow, and the Bronx, and locations of potential screening locations such as Syracuse or Glens Falls. We would look specifically at writers who feature stories in politics, civil rights, women's news, and current news for our campaign. Some identified potential outlets include The Post Standard/Syracuse.com, The Daily Orange, Local Syr/News Channel 9, Democrat and Chronicle, The Buffalo News, and The Bronx Times.⁵⁴

⁵⁴ The Top 10 New York Daily Newspapers by Circulation," Fullintel, April 28, 2021, <https://fullintel.com/top-media-outlets/the-top-10-new-york-daily-newspapers>

Psychographics

The potential stake media outlets have in our campaign is the newsworthiness of the story we create. While all journalists and newscasters have their own attitudes, beliefs, and biases about the Women's Movement and Civil Rights, most stations would appreciate the angle of an education and awareness campaign by students surrounding the First Amendment. They have the power to craft a positive or negative narrative on our behalf and for our mission. Given their occupation, most media personnel should strongly understand the First Amendment and its protections. Still, not all would be familiar with its ties to the Women's Movement and civil rights. By identifying media personnel specializing in this area, they could bring accurate background knowledge and interest into a potential story.

Influentials

Media outlets see themselves as a source of accurate, timely information for their audience. We intend to use these media outlets similarly as another avenue for garnering awareness about our campaign and potential screenings or events in the area. While media outlets serve their audience, investors, employees, and executives at a station or publication also influence the organization. At the end of the day, media outlets are still a business, and most are run as such. Capturing the newsworthiness of our event and campaign will be a fundamental goal of our strategies for the media business to see the value in running news on this topic.

Media Habits

While this specific public includes the media, various stations, and outlets vary in credibility according to their audience. Viewers often pick a news outlet to consume based on their political affiliation and the station's reputation. This could potentially cause issues for our campaign if certain media outlets don't have an interest in our story, given the political affiliation of their audience. While our campaign aims to spread awareness of the First Amendment using examples of the women's and civil rights movements, not all people are interested in learning more about this topic. Newspaper journalists rank as the least-biased, most reliable news source in the eyes of the American population. Even more telling, local newspapers were cited as the most trustworthy source of news in today's ever-contentious media landscape, confirming how important local news is to mid-sized cities.⁵⁵

7. GOALS AND OBJECTIVES

Campaign Goal

⁵⁵ Tina McCorkindale, "2019 IPR Disinformation in Society Report," Institute for Public Relations (Institute for Public Relations, July 23, 2020), <https://instituteforpr.org/ipr-disinformation-study/>, 5.

1. By contextualizing the struggles and accomplishments of the women's and civil rights movements throughout history, we aim to raise awareness and educate the younger generations about the power of the First Amendment and the role it continues to play in these social justice movements today.

S.M.A.R.T. Objectives

1. Host an event before election day on Syracuse University's campus for approximately 100 students, faculty, and staff featuring segments from the *Women and the Vote New York State* documentary to spark conversation about the First Amendment.
2. Design and implement a social media campaign on Instagram and Twitter that reaches 10% of the Syracuse campus, educating the community about the First Amendment and its connection to the women's movement and the civil rights movement.
3. Increase positive conversation about the First Amendment on the Syracuse campus through social media and on-campus by analyzing baseline data from previously created hashtag #Cuse1All.

8. STRATEGIES AND TACTICS

1. **Objective 1:** Host an event before election day on Syracuse University's campus for approximately 100 students, faculty, and staff featuring segments from the *Women and the Vote New York State* documentary to spark conversation about the First Amendment.
 - a. **Strategy 1:** Through this campus event, a diverse panel will watch the first, 15-minute *Women and the Vote New York State* documentary, and engage in open conversation with the audience, focusing on First Amendment rights and how these rights were pivotal in both the women's and civil rights movements.
 - i. **Tactic 1:** Distribute an email with information about the event to the PRL professors to promote the event and to make the event eligible for a Newhouse Speaks assignment in order to generate a larger audience. This is an integrated media tactic classified as owned, shared, and earned media, as we will be drafting the email sent and professors can then share the event through their networks.
 - ii. **Tactic 2:** Book a room in Newhouse to host the event via the academic coordinator's office. This tactic qualifies as an owned media tactic because Newhouse owns the space we will be using for the event.
 - iii. **Tactic 3:** Pitch to various campus organizations via Instagram DM to promote the event. Examples of organizations include the Daily Orange, WAER Radio, Hill Communications, PRSSA, Women in Communications, Citrus TV, and etc. This approach uses earned media, as

these organizations can determine if our event is worth promoting to their audiences.

- iv. **Tactic 4:** Create a press kit with information provided by WATVNY about the team and the film itself. This tactic is another form of integrated media encompassing both earned and shared media since the press kit will be disseminated with media outlets in the pursuit of gaining coverage on the documentary.
- b. **Strategy 2:** Craft an interactive component during the event that focuses on the First Amendment and both movements that will involve prizes for the audience.
 - i. **Tactic 1:** Purchase \$50, \$25, and \$10 gift cards to provide to the winners. This tactic is considered paid media.
 - ii. **Tactic 2:** Create a Kahoot quiz that tests student knowledge at the end of the event. This would be classified as owned media since this is created specifically for the campaign event.
 - iii. **Tactic 3:** Create a baseline survey to distribute to attendees prior to the start of the event in order to gain an understanding of their preliminary knowledge of the topics we will be covering. This qualifies as owned and shared media as the survey was created by our team and is shared with the members of the audience at the campaign's main event.
- 2. **Objective 2:** Design and implement a social media campaign on Instagram and Twitter that reaches 10% of the Syracuse campus, educating the community about the First Amendment and its connection to the women's movement and the civil rights movement.
 - a. **Strategy 1:** Create custom content, engaging infographics and utilize segments of the Women and the Vote New York State to share across owned social media channels in a cohesive campaign.
 - i. **Tactic 1:** Reignite the @Cuse1forAll Instagram handle and utilize the @NewhousePR Twitter account to promote the event and share content. This is an owned and shared media approach, as we will design and produce its content and also share other relevant content on the channels.
 - ii. **Tactic 2:** Utilize Canva to create cohesive, consistent content, including infographics, specified for Instagram and Twitter. This tactic is also an owned media approach.
 - iii. **Tactic 3:** Share facts and information about the First Amendment and its role in social movements via Twitter and Instagram. This tactic qualifies as owned and shared media, as we are drafting the tweets to be shared with audiences.
 - iv. **Tactic 4:** Develop campaign-specific logo to promote #FlexYourFirst. This is characterized as owned media since it is created by our team.

- b. **Strategy 2:** Form a partnership with on-campus organizations, such as The Tab Syracuse and Women in Communications, for promotional assistance and to generate interest through shared media channels.
 - i. **Tactic 1:** Invite a member of Women in Communications to be the student-leader on the panel and/or to lead the Kahoot activity with one of the members of our team. This is classified as shared media because a member of WIC could be considered an “influencer” within the Syracuse campus, thereby attracting more individuals to attend the event.
 - ii. **Tactic 2:** Coordinate with Women in Communications to create content that will be cross-promoted on their Instagram account. Since our team is forming a partnership with this organization, this qualifies as shared media where WIC will share content from our accounts in order to expand the reach of our campaign.
 - iii. **Tactic 3:** Arrange a posting schedule with the Tab to reshare content from the Cuse1forAll account in order to promote the Flex Your First event. Similar to the WIC partnership, this is shared media since The Tab will also be reposting our content to reach a larger audience.
- 3. **Objective 3:** Increase positive conversation about the First Amendment on the Syracuse campus through social media and on-campus by analyzing baseline data from previously created hashtag #Cuse1All.
 - a. **Strategy 1:** Reignite the #CUSE1ForAll to track engagement rates, data, and analytics of the campaign using Social Studio
 - i. **Tactic 1:** Curate a content calendar for both Instagram and Twitter to stay consistent and track analytics throughout the campaign. This is an owned media tactic, as content will be original.
 - ii. **Tactic 2:** Live tweet from the event and analyze hashtag results from previous #CUSE1ForAll use to the present. This is integrated media covering both owned and shared media, as our team is writing and publishing the tweets that will be public in the digital sphere.
 - iii. **Tactic 3:** Organize a Flex Your First giveaway where individuals can share how they demonstrated their First Amendment rights following the Flex Your First event for the chance to win a Starbucks gift card. Similar to the live tweets, the giveaway qualifies as both owned and shared media.
 - b. **Strategy 2:** Place promotional elements around campus to attract student attention, thereby encouraging them to share thoughts, ideas, and more on social media
 - i. **Tactic 1:** Design posters to promote the event and create “goodie bags” to hand out after the event including stickers, information cards, and food vouchers. This tactic is another instance of integrated methods with paid,

owned, and shared media, since our team is purchasing the elements in the goodie bags, creating them, and giving them to event attendees.

- ii. **Tactic 2:** Arrange a “Flex Your First” tabling event in Food.com during Free Speech Week where students can fill out First Amendment cards with examples of how they demonstrate their First Amendment rights. This event is classified as owned, earned, and shared media.
- iii. **Tactic 3:** Host a joint tabling event titled Donuts, Dogs & Constitutional Rights informing Syracuse students on First Amendment rights in a unique and exciting manner. This event encompasses all aspects of the PESO model with paid, owned, earned, and shared media.

9. KEY MESSAGES

The key messages of our campaign are rooted in educating our target public about the First Amendment, the Women’s Rights Movement, and the Civil Rights movement. Many of these messages resided at the intersection between the First Amendment and the two periods of social change.

1. Connect the ways in which activists of the women’s and civil rights movements used their First Amendment rights to have their voices heard.
2. Know the five freedoms of the First Amendment and how to exercise them in everyday life.
3. Watch the Women and the Vote New York State documentary.
4. Understand how the Women’s Rights Movement changed policy, particularly its role in giving women the right to vote.
5. Understand how activists of the Civil Rights Movement harnessed their First Amendment rights to be advocates for change.

10. IMPLEMENTATION AND BUDGETING

Timeline

<https://calendar.google.com/calendar/u/0?cid=Y19vdW9oamxzNDczOXJmczV1cHUyMnNnNWRmNEBncm91cC5jYWxlbnRheci5nb29nbGUuY29t>

Priority Budget Table:

The following is a compiled list of our itemized budget, organized by priority.

Order of Priority	Name of Tactic	Cost	Benefits if funded	Consequences if not funded
1	Gift Cards	\$85.00	Gift cards provide an excellent incentive for college students and faculty to pay attention to and learn from the panelists. Playing Kahoot, a popular online quiz game, to determine winners of the cards is an engaging way to keep the audience on their toes and considering the topics discussed after the event.	Without an incentive to win anything, it's hard to get college students motivated to attend academic events. If not funded, we would expect to see a low attendance at the event and a low participation rate during Kahoot.
2	Sponsored Posts	\$36.00	The sponsored posts via the Tab, a highly popular, local social media page targeted at Syracuse University students, allow for a broad reach of students outside of group member's individual circles and other public relations students. Sponsored posts also provide analytics for measurement purposes.	Without funding for the Tab's posts, promotion of the event would be difficult and less students with potential interest in attending would be reached.
3	Thank You Gifts	\$72.00	Thank you gifts provide another kind gesture, for both the panelists to show our appreciation for their support throughout the semester.	Not providing thank you gifts could be seen as disrespectful or a lack of consideration, and when working with clients, it is important to consider sentiment about the team working for them.
4	People's Place Vouchers	\$100.00	People's Place vouchers, like the candy and goodie bags, provide for a "welcome" and "thank you" gift for audience members, as well as encourages them to support the local, on-campus coffee shop.	Without the People's Place vouchers, the goodie bags would only have contained candy and the fast fact sheets, and the opportunity to hit a target college-student interest, coffee, would be missed.
5	Candy and Goodie Bags	\$67.67	Candy and goodie bags benefit the campaign as a "welcome" and "thank you" gift for event attendees.	If not funded, the event would lack some of the "fun" aspects, which encourage college students to attend in the first place. Although not entirely important, small gestures like providing candy and goodie bags make the event all the more memorable.
6	Parking	\$29.00	Purchasing a parking pass for our panelist Lorraine is a nice gesture and a "thank you" for her participation both in the event and as a client. It also is a gesture of respect and organization from her public relations team.	While our panelist could pay for parking elsewhere, not including her pass in the budget would be a personal oversight and could result in a slightly unsatisfied client.
	Donuts, Dogs, and Democracy	\$271.84	The tabling event provides students and faculty a fun stress buster during finals where they may continue the conversation sparked by our campaign about democracy, all while getting the chance to pet dogs and eat donuts!	Without this event, the momentum of the campaign would die down soon after the event, without much incentive to continue discussions with other students and faculty.
7	Giveaways	\$120.00	Giveaways allow for the conversation about the women's movement, civil rights, and other social justice issues to be continued via an incentive.	Without giveaways, college students are not encouraged to continue Tweeting and considering the topics discussed during the event.
8 (N/A) - 0 Cost	Posters and Info Cards	\$0.00	The posters and info cards allow for promotion of the event in well-trafficked areas of Newhouse, as well as takeaways for event attendees to remember a bit about what they learned. The info cards also help students during the incentivized Kahoot game.	Because the posters and info cards were free and did not affect the budget, there are no financial consequences to their creation. Without them, less members of the community would know about the event and the "bonus" Kahoot questions, which came directly from the cards, would be difficult to answer.
	Total:	781.51		

Implementation of the campaign began during Free Speech week in October of 2021 by securing a room for the event, finalizing the logo for WATVNYS, and creating an initial draft of the film's press kit. Throughout the first week, social media content was created, panelists were invited to participate, and members of our team tabled in Newhouse to garner attention and excitement about the campaign. The week following, our team continued to post on the Cuse1forAll Instagram and Twitter pages and promoted the November 1st event by hanging flyers around Newhouse and utilizing The Tab's Instagram stories. We also finalized particular details about the event, like our Kahoot questions and pre-event survey. The Flex Your First event took place on Monday, November 1st, the day before election day. Following the successful night, we continued our conversation via a Twitter competition and more social posts throughout the week. The campaign officially wraps on December 7th with the upcoming Donuts, Dogs, and Constitutional Rights event.

11. REPORTING AND EVALUATION

Throughout the duration of our campaign, we conducted regular evaluations in order to anticipate and act on necessary changes that would serve to enhance our team's efforts. At the conclusion of the campaign, we measured our results against our team's overall goal, three objectives and other major components to understand the impact and effectiveness of our joint Cuse1forAll and Flex Your First campaign for 1 for All and Women and the Vote New York State.

Objective #1

Serving as the centerpiece of our campaign, the first objective was to host an on-campus event focused on sparking conversation about the First Amendment for an estimated 100 students, faculty, and staff. Although our team encountered a few minor issues in the planning

process, Flex Your First: Understanding 1st Amendment Rights and Their Role in Social Movements was executed on Monday, November 1st in the Joyce Hergenhahn Auditorium with Lorraine Woerner and Dr. Kyla Garrett Wagner serving as our panelists. We completed the event successfully based on results evaluated through the measurement of attendance, engagement on social media, survey distribution and responses, and participation and breakdown of the team-crafted Kahoot.

According to numbers obtained from the survey and Kahoot participation, approximately 76 people attended the event as well as 12 online attendees accommodated through Zoom. Despite a lower amount than was anticipated, the number of attendees came close to the objective of 100 people set at the beginning of the campaign.

Engagement on Twitter was a major means of measuring the impact of our campaign, especially through the activity during the event. On November 1st, our campaign reached peak engagement with 66 tweets mentioning our primary hashtags, #FlexYourFirst and #Cuse1forAll. Taking a deeper look at these tweets, the tweets shared by those in attendance provide insight into the campaign's impact. For instance, one attendee, Faith Huston, shared, "A major theme of #flexyourfirst presentation is how crucial freedom of speech is in making positive change. #cuse1forall" Another audience member (Darcie Ortique) detailed her thoughts on the screening of Women and the Vote New York State's documentary, another component of our campaign, writing, "I had no idea over 10,000 people showed up to honor the grave of Susan B. Anthony when Hillary Clinton ran for president...  #CUSE1FORALL #FLEXYOURFIRST @kylagarrett." In terms of sentiments, 45 of the tweets were characterized as positive and eight as negative according to Social Studio; however, the eight negative tweets were simply audience members expressing their shock and opinions on certain topics discussed at the event. Our team also published a few live tweets through the @NewhousePR account during the event that garnered many impressions. The first live tweet had a total of 266 impressions and five engagements, while the second live tweet had 485 impressions, 51 engagements, two retweets, and six likes. Analyzing this information, our event spurred conversation into the social sphere, discussing the major themes involved in our event like the First Amendment and Women and the Vote New York State.

In order to fully understand the effectiveness of our overarching campaign goal to increase conversation around the First Amendment, the preliminary survey and Kahoot serve as two primary sources for evaluating impact. At the beginning of the event, attendees were encouraged to complete the survey displayed on the main screen, and their responses were intended to be indicative of their present attitudes toward the First Amendment. In total, the survey received 45 responses, meaning approximately half of attendees took the survey. In order to provide some background of the attendees, the breakdown was 27 juniors, 16 seniors, one graduate student, and one faculty member. Once the introductory questions were completed, the remaining six questions focused on the First Amendment and its role in social movements. In regard to possessing a strong knowledge of the First Amendment rights, 28 individuals responded that they agreed, while only six strongly agreed. Adversely, eight individuals

answered neutral, while three disagreed. From this survey question, many of those who responded believed that they understood the First Amendment prior to the event discussion, meaning that our campaign likely improved the knowledge of these individuals and further informed those who did not possess a strong knowledge. In the next two questions, the survey asked if the individuals could name all five of the First Amendment rights and then prompted them to write in all five rights if they could name them. Before filling in the rights, 26 responded that they could name all five, while 19 could not. Interestingly, close to all of those who responded they could name all the First Amendment rights answered correctly, with one respondent forgetting one of the rights, whereas the remaining 19 left the response blank or answered with “N/A.” Of those who responded correctly, our team can infer that they had at least a basic understanding of the First Amendment rights, whereas those who didn’t could have learned them through our campaign’s event.

Connecting this to social movements, one question asked the audience if they believe that the First Amendment rights play a pivotal role in both past and present social movements. Overwhelmingly, the 45 respondents believed this to be true with 26 strongly agreeing and 17 agreeing, while one response was neutral and only one individual disagreed. Even before the event, a majority of the attendees realized the relationship that exists between the First Amendment and social movements; therefore, our event strengthened that understanding through discussions about these topics. Through the last two questions, our team sought to evaluate how many of the individuals at the event actively demonstrate their First Amendment rights and in what ways. In terms of how often the attendees demonstrate their rights, the responses included 18 frequently, 11 always, 11 sometimes, 3 unsure, and 2 never. Analyzing this breakdown, more of the attendees recognized when they used their First Amendment rights rather than those who did not. As a follow-up, the final question asked attendees to provide examples and experiences of how they demonstrate their First Amendment rights. Out of the 45 responses received, 25 individuals described instances where they demonstrated their First Amendment rights, and the answers have been divided and analyzed to understand. Sifting through the responses, 21 individuals cited protests as the primary way they have exercised their First Amendment rights, referencing a variety of marches and protests for movements, such as Black Lives Matter, women’s rights, March For Our Lives, and Not Again SU. Other responses included freedom of speech through online forums and social media, freedom of the press through participation in college newspapers, and freedom to petition through contacting local and state governments. By conducting this survey at the start of the event, we were able to understand the information possessed by attendees and then evaluate if our event impacted those individuals by analyzing live tweets shared and Kahoot participation.

Following the screening and panel, our event concluded with a Kahoot, prepared by our team, with questions about the First Amendment, its role in social movements, and live questions based on the panelist discussion. The Kahoot’s purpose was to evaluate if the audience was truly impacted by our event and campaign since all the questions revolved around the main themes of the First Amendment and social movements. Our first question centered around naming the five

freedoms of the First Amendment, in which 82% of attendees were correct, demonstrating that our audience possessed adequate knowledge of the First Amendment rights at the conclusion of our event. Given the questions pertaining to social movements, the answers from attendees provided a mixture of results. For the question focused on the first state to allow women to vote, 55% answered correctly, while 49% of attendees correctly answered the question about the number of suffragists buried in the state of New York. Given all the data collected from the Kahoot, 54% of the audience correctly answered the questions posed; therefore, around half of the audience successfully completed the quiz while the other half struggled. While a 50/50 division may not have been the desired outcome, this can be evaluated to understand the impact of this Kahoot. Focusing on the 54% of attendees who did well, our team can infer that our campaign played a role in informing these individuals with the necessary knowledge to answer the questions. As for the 46% who struggled with the Kahoot, our team can ascertain that although they struggled, they now possess information about the First Amendment that they might have not known before. Looking through each of the components involved in the Kahoot, this simple game provided a plethora of information that allows our team to understand the impact of our campaign.

Examining all the elements involved in this part of the campaign, the event produced success in terms of impacting our audience. While the survey was only completed by half of those who attended the event, comparing those responses with the Kahoot answers demonstrates that the audience gained information from the event that allowed them to excel in the Kahoot. Incorporating social media, the 66 tweets shared during the event indicate that audience members felt compelled to share this information in the digital sphere. Analyzing this even further, the messages posted by attendees signifies the knowledge obtained from the event and their personal thoughts on the topics discussed, as seen in the tweets included. By briefly summarizing each component, it is clear that the event was crucial in affecting the intended audiences for our campaign.

Objective #2

As the means for educating the campus community on the First Amendment and its role in social movements, our social media plan must be evaluated through content engagement, the implementation of our content calendar, and the success of partnerships with other organizations at the University. At the start of the campaign, our team established the objective of reaching 10% of the Syracuse campus. Accounting for all students and faculty, the approximate campus population is 25,000 people; therefore, 10% of the campus is around 2,500 individuals.⁵⁶ Based on the numbers from our own content combined with engagement from those reached through partnerships, this number was attained and our campaign reached an estimated 13,250 impressions. Providing further clarification, this number was calculated by compiling the number of impressions and views for all the posts through our own channels and the numbers from partnerships. Another important note is that some of these impressions may be repeated, as we

⁵⁶ <https://www.syracuse.edu/about/facts-figures-rankings/>

cannot confirm whether an individual may have looked at both our content as well as partnership content. The overall impact of the social media plan involved in our campaign can be analyzed in-depth through the individual examination of posts and partnerships on Instagram and Twitter.

Following the creation of the @Cuse1forAll profile on Instagram, our team shared the account with the other team, and we both posted content for our respective campaigns. Our posts included team introductions, promotion of Women and the Vote New York State, infographics about the women's and civil rights movements, the event announcement, and information about the Flex Your First giveaway. One minor issue encountered was the adjustment to a professional account on Instagram, which allowed us access to a breakdown of analytics behind each post provided by Instagram. Since this change occurred while the campaign was live, analytics for our first post are unavailable; however, data can be tracked from our second post onward. Evaluating all the data behind each post, a gradual increase in impressions and engagement is evident. Our second post, the poster for Women and the Vote New York State's documentary, reached 105 accounts, garnered 18 interactions, and totaled 118 impressions. The Flex Your First event announcement post, shared three days later, reached 114 accounts, garnered 13 interactions, and totaled 127 impressions. Another compelling analytic provided by Instagram details the percentage of post viewers that do not follow the account, meaning those outside of our direct followers. The infographics created about the social movements attained the highest percentages of outside viewers with 17% for the women's rights graphic and 20% for the civil rights graphic. Compiling all the data from our posts and stories, Instagram accounted for 914 individuals reached during our campaign.

Utilizing the @NewhousePR Twitter account, our team also shared content about our campaign events, information pertinent to our campaign messages, and details about the Flex Your First giveaway. Given the eight tweets posted for our campaign, two performed significantly better than the others. As the first tactic completed in our campaign, our team shared the information and poster for our tabling event, which totaled 612 impressions, 17 engagements, three retweets and three likes. In terms of the Flex Your First event, the announcement tweet had 535 impressions, 18 engagements, three retweets and one like. While Twitter could have been implemented better in some regards, our campaign has 3,373 total impressions from the use of this platform and also broadened the reach of our campaign to the larger audience outside the @Cuse1forAll Instagram account.

Before posting content on Instagram and Twitter, our team developed a content calendar in order to plan for posts on specific days. Although this does not provide specific feedback on the impact of our campaign, self-evaluation is also another component to consider, since adjustments or changes to this calendar may have affected our campaign's overall impact. Comparing our posts with the original calendar, some of the dates changed from what was originally scheduled, yet our posts and stories were effectively shared with our intended audiences on these social platforms. We chose to share the recap of our tabling event on Twitter as opposed to Instagram because this tactic was targeted at not only promoting our event but also drawing attention to Free Speech Week. Sharing the recap of our Free Speech Week tabling event

on Twitter was important because Middle Tennessee State University is active on Twitter and not Instagram, and we intended to share our efforts with our client. The area our team fell short with the social media plan was continuing the conversation following the Flex Your First event on November 1. While our team shared content about the giveaway, the plan following the event included more posts about the women's and civil rights movements as well as the promotion of Women and the Vote New York State. If this had been carried out, our campaign could have attained a greater audience; however, despite this change, we accomplished our objective to reach 10% of the Syracuse campus.

In addition to our own content, partnerships formed with The Tab Syracuse and Women in Communications amplified our campaign's reach. Our team coordinated with the student-run news account, The Tab Syracuse, as a means to reach a large population of the Syracuse campus. The Tab Syracuse shared our Flex Your First event announcement post to its Instagram story, where it attained 8,810 impressions and reached 7,754 accounts. Although some issues were encountered in this process, this partnership was instrumental in reaching a majority of the campus. In terms of our Women in Communications partnership, our campaign's post shared on their account's Instagram story totaled 170 impressions. While this was not as effective as the Tab partnership, our campaign still reached a different audience that may not have been accessible through the Tab.

Combining all these elements involved in the social media plan, our presence on these platforms was key in impacting our audience and accomplishing the objective of reaching 10% of the University. Our Instagram posts and stories generated more impressions with each post, demonstrating the impact on our audience following along with our campaign and increasing throughout the process. While Twitter hosts a broader audience, the engagement with our tweets along with the number of impressions exhibits that our team effectively communicated and shared the message of our campaign on a larger scale. As the most successful element, the partnerships with on-campus organizations stretched our ability to reach audiences beyond those on our own social accounts, allowing outside audiences to interact with our campaign. Given the opportunities presented on social media, the plan crafted by our team effectively disseminated our campaign and impacted intended audiences.

Objective #3

As our third objective, we intended to increase positive conversation about the First Amendment on the Syracuse campus using social media and on-campus events by analyzing baseline data from previous #Cuse1ForAll use. While the other capstone team also used the #Cuse1ForAll hashtag, #FlexYourFirst and #FlexYourFirstGiveaway was unique to our group. Our first strategy included reigniting the #Cuse1ForAll hashtag to track engagement rates, data, and analytics of the campaign.

For the duration of our campaign, we utilized the @Cuse1ForAll Instagram page and the @NewhousePR Twitter account. Using the Social Studio page connected to all Newhouse Twitter accounts such as @NewhousePR, @NewhouseSU, @NewhouseSports, the program

includes top keywords for all relevant Newhouse accounts. Following our November 1st event, #flexyourfirst, #cuse1forall, #amendment, #rights, #learned, #voting, #speech, #legal, #election, #flexyourfirstgiveaway and #women led the social keyword page and all relate back to our event. Over the course of Thursday, Oct. 21 to Tuesday, November 2, we tracked 114 total posts related to #FlexYourFirst with an 87.1% positive sentiment percentage excluding owned media. From Oct. 21, 2019 – Feb. 25, 2020, when the #Cuse1ForAll hashtag was last used, it garnered 101 tweets and two Instagram posts, excluding owned media posts. Using the 2019 #Cuse1ForAll as a baseline, we exceeded the number of posts those students saw during their campaign with the implementation of our custom hashtags #FlexYourFirst and #FlexYourFirstGiveaway, adding to the First Amendment conversation on campus. Given the former campaign ran in 2019, we most likely reached new students and social media accounts during our campaign. According to Social Studio, the three hashtags garnered 181 mentions on Twitter, which includes some of our posts from the Newhouse PR account. Following the Flex Your First event, the #FlexYourFirstGiveaway was our team's way to continue the conversation beyond the event and increase awareness throughout Election Week.

As part of our second strategy, the campaign utilized promotional initiatives in-person and on-campus to increase positive First Amendment conversations. In promotion of our event, our group placed posters in highly-populated student spots consistent with our intended audience. These locations included the Schine Student Center, all three Newhouse buildings, Bird Library, the Whitman School of Management, Carnegie Library, and the Barnes Center at the Arch.

On Oct. 21, our group tabled for three hours in Food.com located in Newhouse 3 to promote Free Speech Week. Using poster cards that highlighted the five freedoms of the First Amendment, we encouraged students to share ways that they practice their First Amendment rights. Members of the Syracuse community who approached our table read examples from other respondents and learned more about the five freedoms of the First Amendment and our Flex Your First event. Our campaign group put these individual cards together to make a #FlexYourFirst wall collage at our November 1st event for attendees to add to and take pictures in front of. In total, we received 72 responses on the cards with sample responses ranging from “fight hate speech on social media with more speech” and “attend Black Lives Matter protests in my local community.” Additionally, each event attendee received a goodie bag with candy, a People's Place Cafe drink voucher, and a First Amendment informational card that included information about the women's and civil rights movements. Despite seeing fewer attendees at the event compared to our 100 person goal, by reading our #FlexYourFirst wall cards and info cards, we successfully relayed information about the First Amendment to community members with facts and examples they most likely did not know before. We asked students to chose a card and write any way they express that freedom. Examples included “Writing for the Daily Orange,” “Expressing opinions on social media,” and “Attending temple during holidays.” Of the 72 cards, a majority of students, 32 in total, chose to respond to the “Free Speech” cards. 21 students filled out the “Free Religion” cards, 13 students filled out the “Free Press” cards and six students filled

out the “Free Society” cards. We likely saw a decline in the last section, as it aimed to combine both free assembly and free petition, which might have caused some confusion from respondents.

To continue the First Amendment conversation following the Flex Your First event, we planned a collective tabling event, “Donuts, Dogs and Constitutional Rights,” on Dec. 7 in Newhouse 3. The event aims to continue the conversation about First Amendment rights, encompassing both capstone campaigns into one event.

PESO

Paid

As far as paid media, our campaign was largely successful in our collaboration with The Tab, a local social media platform trafficked by a majority of Syracuse University students. The Tab posted for our campaign three times and reached 7,754 accounts, resulting in interest and engagement in our event. As part of event planning, our team utilized part of our budget to purchase incentivized gift cards for winners of our Kahoot competition, and the materials for goodie bags, such as candy and People’s Place vouchers, were handed out to the audience. In addition, thank you gifts for our two panelists and Robyn, our administrative assistant through Newhouse, were purchased at the conclusion of the event and campaign planning.

Earned

The campaign also saw success with earned media, including promotion of our event through on-campus organizations including Women in Communications and Hill Communications. Our team also reached out to various student-run news outlets, such as The Daily Orange and Citrus TV, but did not receive any responses; however, the partnerships with the student-run organizations reaped as much success as our team could expect with the larger outlets.

Shared

Our campaign incorporated a decent amount of shared media in order to reach audiences beyond our immediate Cuse 1 For All following. For example, our team organized a partnership with Women in Communication to repost our content, specifically the Flex Your First event poster as well as infographics. While this enabled the campaign to reach new audiences, the partnership did not attain the numbers anticipated; however, this still served as a valuable component of our campaign. Other shared media tactics were not executed as originally planned, such as appointing a member of Women in Communications as a panelist for our event. Despite the mixed results with shared methods, the integrated methods that incorporated shared media proved to be more effective.

Owned

Owned media was a major aspect of our campaign's success. Our content calendar, drafting emails for Syracuse listservs about the event, the Kahoot creation, and our #FlexYourFirst cards all allowed for the promotion of our event and interest in the subjects covered through the panelist questions. The owned media aspect was particularly important, as these tactics did not affect our anticipated budget.

Converged

Converged media, meaning media that combined the different forms involved in the PESO model, were the most successful components of our campaign. These efforts included hosting a Flex Your First tabling event, sharing the goodie bags with audience members, creating the press kit for WATVNY, asking Newhouse professors to offer our event as a Newhouse Speaks opportunity, creating a baseline survey to track event attendance, and gauge initial audience knowledge, and creating/reposting content on the @Cuse1forAll social media pages allowed our campaign to gain attention as well as work with our client and on-campus organizations for promotion. Other integrated tactics, such as the Flex Your First Giveaway and sharing facts and information about the First Amendment and social movements, did not attain the success initially intended, but still played a role in our campaign's results.

Recommendations

Our first recommendation for this campaign is that the Flex Your First giveaway could have been much more organized and structured. Following the event, our team identified remaining funds left in the budget and decided to use that money by creating a giveaway for attendees of the Flex Your First event and the greater Syracuse campus. On Twitter and Instagram, our team asked attendees to use the hashtag #FlexYourFirstGiveaway to demonstrate how they use their First Amendment rights for a chance to win a Starbucks gift card. Our giveaway only received a few social posts, and we decided to extend the giveaway an additional week; however, the extension still did not allow our team to attain enough giveaway winners for all of the purchased prizes. A major issue was that people were simply not aware of the giveaway; however, the event audience was informed of the giveaway, yet we weren't able to keep the attendees interested and engaged enough following the event. The giveaway was reshared and promoted on Instagram right after the event, and our team failed to fuel the conversation about the giveaway. Our team could have posted more information about the giveaway on both the @Cuse1forAll Instagram account and the @NewhousePR Twitter account in order to inform people about the giveaway and encourage people to think about how they use their First Amendment rights, which promotes the overall goal of the campaign. There was also an opportunity to use the social posts from this giveaway to report on the overall engagement to the Instagram and Twitter accounts and to collect data on how the event succeeded in educating attendees about the First Amendment. Overall, our team should have been much more organized and engaging with the giveaway, as the results obtained from the giveaway could have given us important data that contributes to the success of the campaign.

Another recommendation is to devote more of our efforts to engage with followers on social media, thereby building a larger audience by posting frequently and establishing a strong social media presence. Our team only posted on the @Cuse1forAll Instagram account seven times in total prior to the Flex Your First event, and we could have posted much more frequently on the Instagram account, such as creating posts that invited followers to interact and engage with our content. For example, an Instagram Live with one of the panelists from the event could have been a major opportunity to continue the conversation, where followers could have sent in questions relating to the First Amendment and the Women's Movement. Followers would be actively engaging in this discussion on Live, and our team could have analyzed the types of questions being posed as well as obtained additional information about individuals participating in the Live. Furthermore, the @NewhousePR Twitter account could have been utilized much more, given the large following and the relationships it possesses with students and faculty. For instance, the @NewhousePR Twitter account has a much larger audience compared to the @Cuse1forAll Instagram account. Our team could have posted more frequently on the Twitter page to reach a larger audience. For example, more freshmen and sophomores could have been reached in particular if we were actively engaged on the @NewhousePR account. According to the results of our survey, there were no responses from freshmen or sophomores. Overall, our presence could have been stronger by posting more frequently on social media and prioritizing engagement and interaction with our followers.

Further reflecting on our social media presence, the third recommendation is establishing stronger partnerships with clubs and organizations on campus in order to help promote our event and start conversations about important issues. Specifically, our team could have formed a more effective partnership with the student-run organization Women in Communications since its overall goals align with the goals and objectives of our campaign. Women in Communications strives to educate people about women's issues, as well as empower women in both the workforce and everyday life. Although Women in Communications promoted our Flex Your First event on social media, we did not create a strong partnership as initially intended. For example, our team could have partnered with them for a tabling event where we encouraged students to engage in discussions about women's rights. By building a stronger partnership with Women in Communications, our campaign could have reached a much larger audience, specifically people who are passionate about women's issues. These people would be much more motivated to continue the conversation on social media and engage with our content. Our team could have had a much larger turnout at the event as well, especially if we were able to secure one of the club members to speak at the event as a panelist. Furthermore, a member of our team could have attended a Women in Communications meeting to promote our event and our campaign. It would have been helpful to research potential panelists and reach out to them as far in advance as possible. Overall, our campaign efforts could have focused efforts on building more meaningful partnerships, specifically with Women in Communications, in order to reach a larger audience.

In terms of generating a larger following, in particular for the Flex Your First event, an additional recommendation is reaching out to professors within other departments at Syracuse, such as Women and Gender Studies, African American Studies, and Political Science. These departments have a direct connection to the messages of our campaign; therefore, our efforts and impact could have been maximized if the audience within these departments were reached. In addition, sending information to these departments could have increased the audience for Flex Your First, in particular, increasing attendance at our event. While our team accomplished spreading information about the First Amendment in connection to social movements, establishing a relationship with these departments could have enhanced our team's understanding of the social movements as well.

Lastly, our final recommendation is understanding the importance of planning, strategic thinking, and flexibility. As the first campaign any of us have truly conducted on our own, our team experienced the stress and urgency of planning throughout the process of running a campaign. One of the specific areas these ideas pertain to is our Flex Your First event and the selection of panelists. While our team thought strategically about which individuals would excel on the panel, many obstacles were encountered in securing the panel, and ultimately the decision was made to have two panelists instead of three. At the moment, our team scrambled to find a third panelist but later recognized our panel could be just as effective with Dr. Garrett Wagner and Lorraine Woerner. At the end of our campaign, our team understands the importance of these three qualities, which enabled us to effectively handle problems and points of change within our original plan.

12. APPENDICES

Social Media Content Calendar

Dates	Post 1	Post 2	Post 3	Post 4
Tuesday, Oct. 19 Wednesday, Oct. 20 Thursday, Oct. 21 Friday Oct. 22	<u>Class Intro</u> Instagram: Caption: This week marks the 16th annual Free Speech Week! The purpose of this week is to raise public awareness of and celebrate the freedoms of speech and press in our democracy. What does free speech mean to you?	<u>Group Intro</u> Instagram: Meet the Flex Your First Team - LinkedIn Headshots	Instagram Post Tabling Promo Graphics: - Flex Your First Logo Instagram Story <u>Tabling Event - Free Speech Week</u> = Instagram: Come see the Flex Your First Team in food.com today from 2-5pm and #FlexYourFirst by sharing how you use your First Amendment rights! Instagram Post Recap of tabling: pictures of students holding their posters, caption about	Instagram post
Tuesday, Oct. 26 Wednesday, Oct. 27	<u>WATVNYS</u> Instagram: As part of our campaign to raise	<u>Women's Movement</u> Instagram: Throughout	<u>Civil Rights</u> Instagram: The First	<u>Event Poster</u> Instagram: Join us this

Thursday, Oct. 28	awareness on First Amendment rights, we have spent the semester working with the wonderful team at Women and The Vote New York State. Tonight, their new documentary, “Women and The Vote,” premieres on Rochester’s PBS Station, WXXI! The film focuses on pivotal suffragists within New York, highlighting the work these women accomplished as figures of change in the women’s movement and demonstrating how their work continues today. Check out their website for more information and be sure to watch the premiere tonight at 9 PM. Share with us how these women inspire you to #FlexYourFirst!	history, women have valiantly fought for their rights, and the First Amendment rights have been a key component of these fights. Women’s marches, publications of books like “The Feminine Mystique,” the passing of Title IX, and more have all contributed to the improved role of women in society and also serve as prime examples of the First Amendment rights. Can you think of any other way these rights are demonstrated in the women’s movement? #FlexYourFirst below and share your thoughts with us!	Amendment was essential to the success of the Civil Rights movement as it gave activists the liberty to peacefully protest against government infrastructure. First Amendment rights also empowered journalists to cover the demonstrations, drawing attention to the movement and giving its people a more powerful voice. Who are your favorite civil rights leaders? #Cuse1ForAll Twitter: Did you know? Civil rights activists harnessed their First Amendment freedoms such as the right to peaceably assemble and boycott to call attention to societal injustice. #FlexYourFirst #Cuse1ForAll @FirstAmendWatch @FreeSpeechMTSU	Monday, November 1st on the eve of Election Day for our event “Flex Your First: Understanding 1st Amendment Rights and Their Role in Social Movements.” There will be a special screening of the short documentary, “Election Day 2016,” followed by a panelist-led discussion of the First Amendment and social movements. Students will have the opportunity to participate in the conversation and put their knowledge to the test to compete for the chance to win a \$50 Amazon gift card and more! Register at the link in our bio and get ready to #FlexYourFirst! #Cuse1ForAll
Sunday, October 31st	<u>Event Promotion</u> Instagram: The Tab Instagram Story,	<u>Day of Event - Live Stories on Instagram and Twitter</u>	<u>Recap of Event</u> Instagram:	

Instagram Post #2: Tabling Event Announcement

SHOW US HOW YOU #FLEXYOURFIRST

Congress shall make no law...

LET'S KEEP THE CONVERSATION GOING!

#FLEXYOURFIRST AT A PRAYER SERVICE, THE VOTING BOOTH, ON SOCIAL MEDIA, A GATHERING WITH FRIENDS ON CAMPUS OR HOWEVER YOU CHOOSE TO EXERCISE YOUR 1ST AMENDMENT RIGHTS

TAG @CUSE1FORALL ON INSTAGRAM OR @NEWHOUSEPR ON TWITTER USING THE HASHTAG #FLEXYOURFIRSTGIVEAWAY FOR A CHANCE TO WIN ONE OF SIX (6) \$20 STARBUCKS GIFTCARDS

GIVEAWAY RUNS FROM 11/1 - 11/5 AT NOON. WINNERS WILL BE ANNOUNCED ON 11/5

cuse1forall

cuse1forall Happy Election Day! Thank you to all who came out last night to the Flex Your First event. Let's keep the conversation going! Show us this week how you #FlexYourFirst for a chance to win a \$20 Starbucks gift card! #cuse1forall

3w

View Insights

Liked by ginaluttrell and 7 others

NOVEMBER 2

Add a comment...

Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

8 0 0 0

Interactions ①

2
Actions taken from this post

Profile Visits 2

Discovery ①

71
Accounts Reached
7% weren't following cuse1forall

Impressions 81

From Home 69

From Profile 9

From Hashtags 1

From Other 2

Follows 0

Instagram Post #3: Women and the Vote New York State Documentary Promotion

1 DAY, 5 CITIES, 100 YEARS IN THE MAKING.

WOMEN & THE VOTE

CONNECTING NEW YORK'S SUFFRAGE LEGACY AND CONTEMPORARY VOICES

Photo Credit: Women and the Vote NYS

cuse1forall

cuse1forall As part of our campaign to raise awareness on First Amendment rights, we have spent the semester working with the wonderful team at Women and the Vote New York State. Tonight, their new documentary, "Women & The Vote," premieres on Rochester's PBS station, WXXI! The film focuses on pivotal suffragists within New York state, highlighting the work these women accomplished as figures of change in the women's movement and demonstrating how their work continues today. Check out their website for more information (link in bio) and be sure to watch the premiere tonight at 9 PM. Share with us how these women inspire you to #FlexYourFirst!

Photo Credit: Women and the Vote NYS

5w

View Insights

Liked by womenandthevoteny and 16 others

OCTOBER 25

Add a comment...

Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

17 0 1 0

Interactions ①

8
Actions taken from this post

Profile Visits 8

Discovery ①

105
Accounts Reached
15% weren't following cuse1forall

Impressions 119

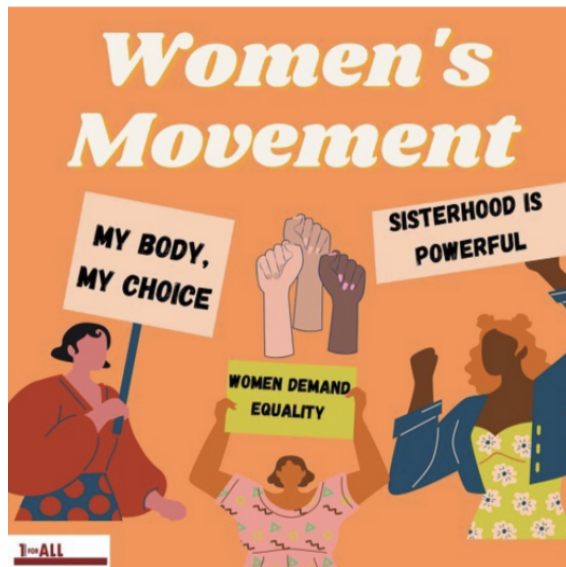
From Home 91

From Profile 22

From Other 6

Follows 0

Instagram Post #4: Women's Movement Infographic



Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

9 0 1 0

Interactions ⓘ

7
Actions taken from this post

Profile Visits 7

Discovery ⓘ

97
Accounts Reached
17% weren't following cuse1forall

Impressions 113

From Home 81

From Profile 29

From Other 3

Follows 0

View Insights

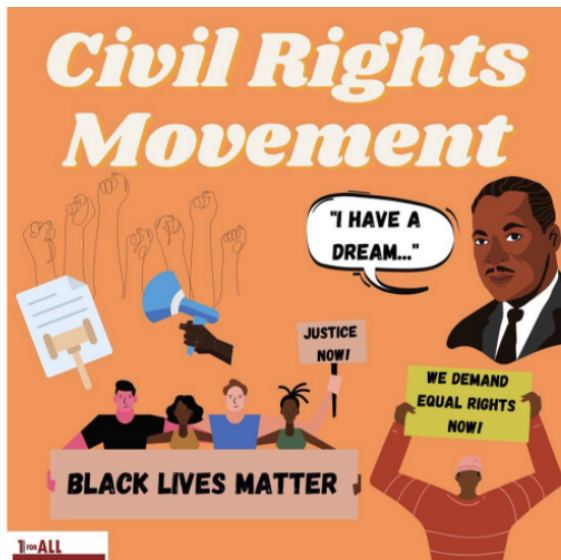
Liked by ginaluttrell and 8 others

OCTOBER 26

Add a comment...

Post

Instagram Post #5: Civil Rights Movement Infographic



Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

8 0 0 0

Interactions ⓘ

2
Actions taken from this post

Profile Visits 2

Discovery ⓘ

96
Accounts Reached
20% weren't following cuse1forall

Impressions 110

From Home 75

From Profile 30

From Hashtags 5

Follows 0

View Insights

Liked by ginaluttrell and 7 others

OCTOBER 27

Add a comment...

Post

Instagram Post #6: Flex Your First Event Announcement


SPECIAL EVENT

#FLEXYOURFIRST

#CUSE1FORALL

#FLEXYOURFIRST

1 FOR ALL THE FREE SPEECH CENTER AT MIDDLE TENNESSEE STATE UNIVERSITY presents:

FLEX YOUR FIRST

Understanding 1st Amendment Rights and Their Role in Social Movements with special guests
Dr. Garrett Wagner and Lorraine Woerner from Women & the Vote NYS

**MONDAY
NOV. 1**

7:00 P.M. - 8:00 P.M.
HERG AUDITORIUM
Registration and more information:
bit.ly/FlexYourFirst



On the eve of Election Night, join the #FlexYourFirst Public Relations capstone group and our special guests for a night of conversation, games and giveaways. Drawing upon several First Amendment freedoms – primarily speech, assembly and petition – learn how social movements such as the Women's Rights and Civil Rights, moved their message forward to enact change.

Following the discussion, attendees will have the chance to test their 1st Amendment knowledge trivia style for the chance to win prizes.

Syracuse University
Newhouse School of
Public Communications

For more information, or if you require accommodations, please contact Robert Kulesa at rkulesa@sy.edu or (315) 443-1200 by Friday, Oct. 28.


cuse1forall
Newhouse School at Syracuse University

cuse1forall Join us this Monday, November 1st on the eve of Election Day for our event "Flex Your First: Understanding 1st Amendment Rights and Their Role in Social Movements." There will be a special screening of the short documentary, "Election Day 2016," followed by a panelist-led discussion of the First Amendment and social movements. Students will have the opportunity to participate in the conversation and put their knowledge to the test to compete for the chance to win a \$50 Amazon gift card and more prizes! Register at the link in our bio and get ready to #FlexYourFirst!

4w

 **nacywoods Woo!!!**
4w Reply

 **silrena** ❤️
4w Reply

View Insights

 Liked by ginaluttrell and 9 others

OCTOBER 28

 Add a comment...

Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

10 2 0 1

Interactions ⓘ

3
Actions taken from this post

Profile Visits

Discovery ⓘ

115
Accounts Reached
17% weren't following cuse1forall

Impressions

From Home 99

From Profile 27

From Other 3

Follows

Instagram Post #7: Flex Your First Giveaway

#FLEXYOURFIRST AT A PRAYER SERVICE, THE VOTING BOOTH, ON SOCIAL MEDIA, A GATHERING WITH FRIENDS ON CAMPUS OR HOWEVER YOU CHOOSE TO EXERCISE YOUR 1ST AMENDMENT RIGHTS

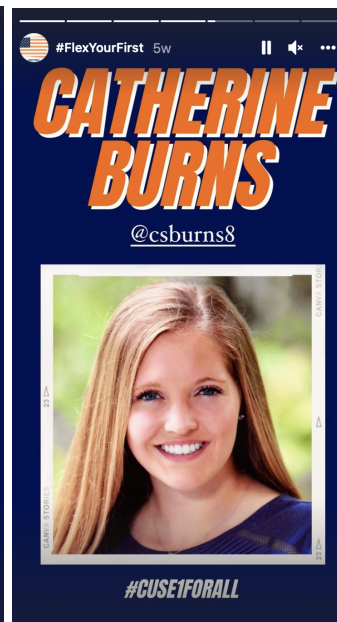
TAG @CUSEIFORALL ON INSTAGRAM OR @NEWHOUSEPR ON TWITTER USING THE HASHTAG #FLEXYOURFIRSTGIVEAWAY FOR A CHANCE TO WIN ONE OF SIX (6) \$20 STARBUCKS GIFTCARDS

GIVEAWAY RUNS FROM 11/1 - 11/5 AT NOON. WINNERS WILL BE ANNOUNCED ON 11/5

Post Insights

Metric	Value
Replies	8
Retweets	0
Shares	0
Profile Visits	2
Discovery	71
Interactions	2
Impressions	81

Instagram Story Series #1: Meet the Team

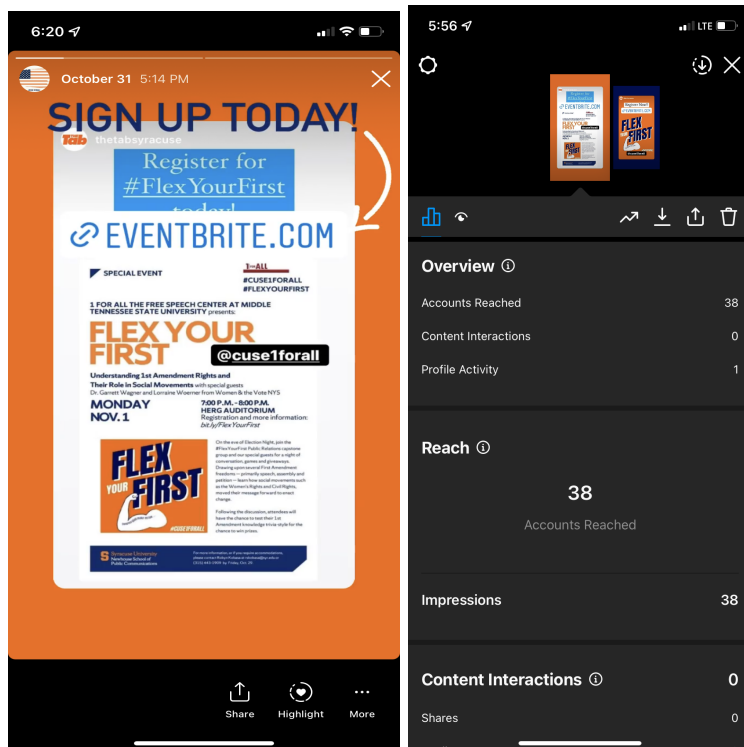




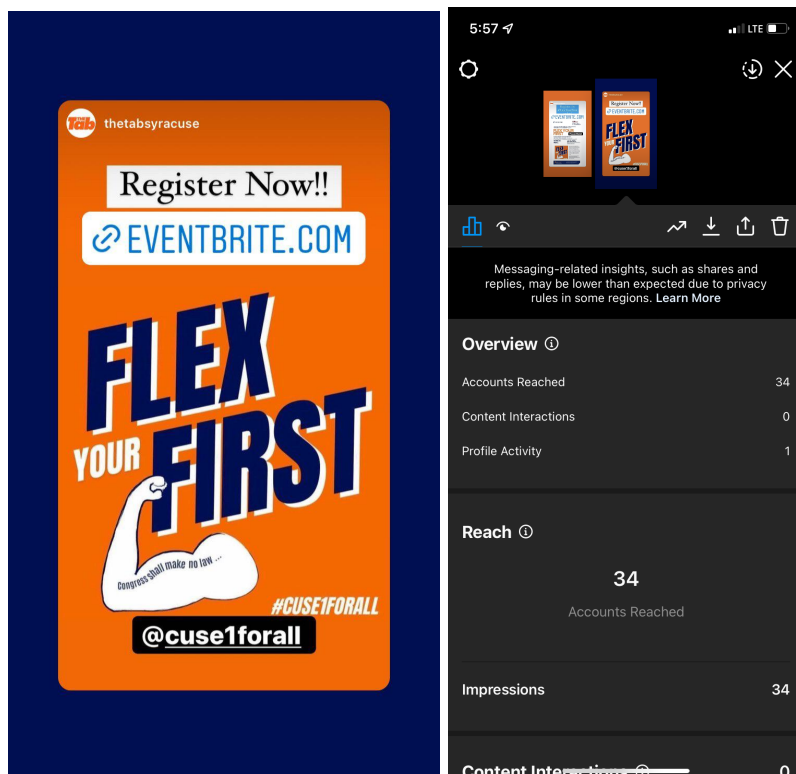
Instagram Story #2: WATV Promotion



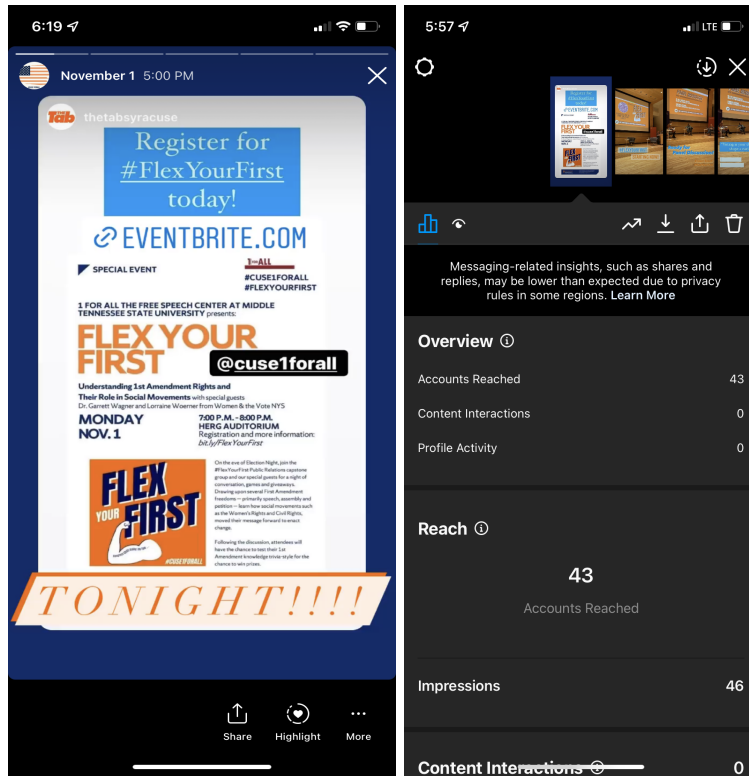
Instagram Story #3: The Tab Syracuse Partnership Reshare #1 on Cuse1ForAll Account



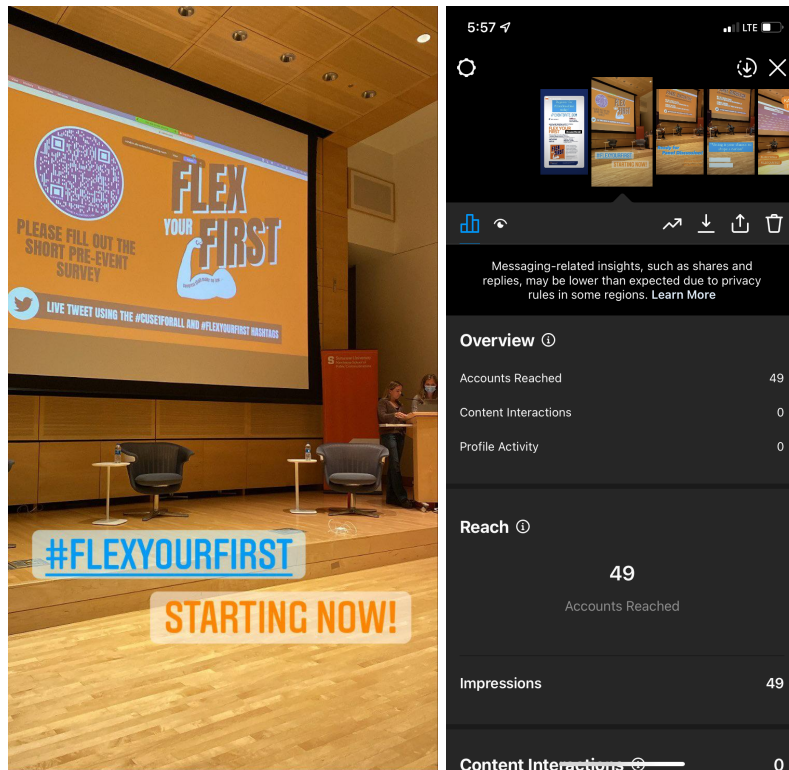
Instagram Story #4: The Tab Syracuse Partnership Reshare #2 on Cuse1ForAl Account

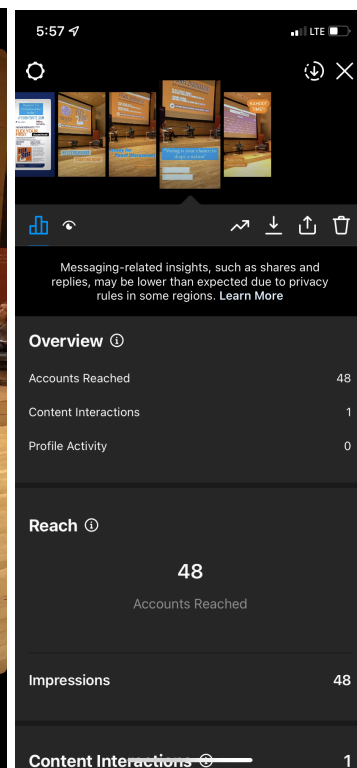
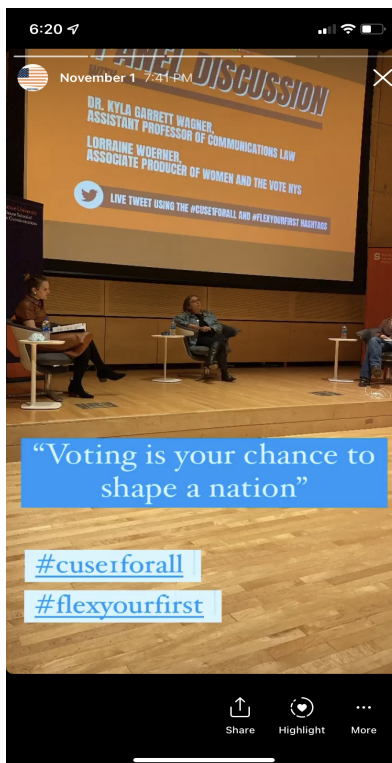
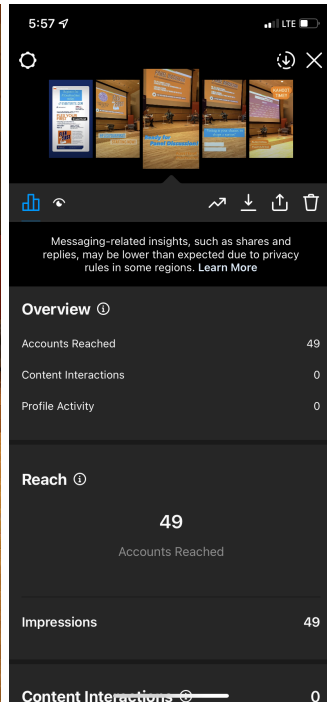


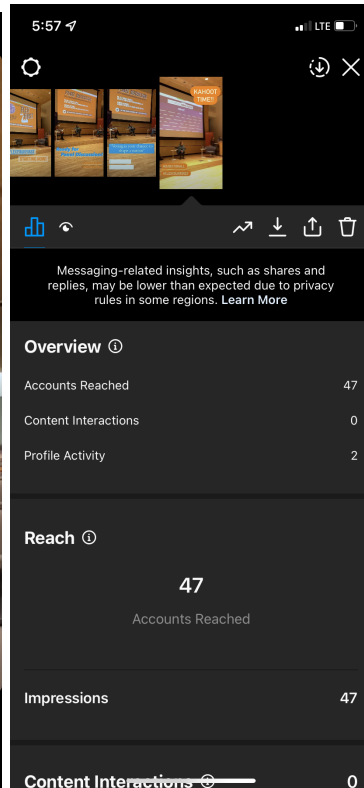
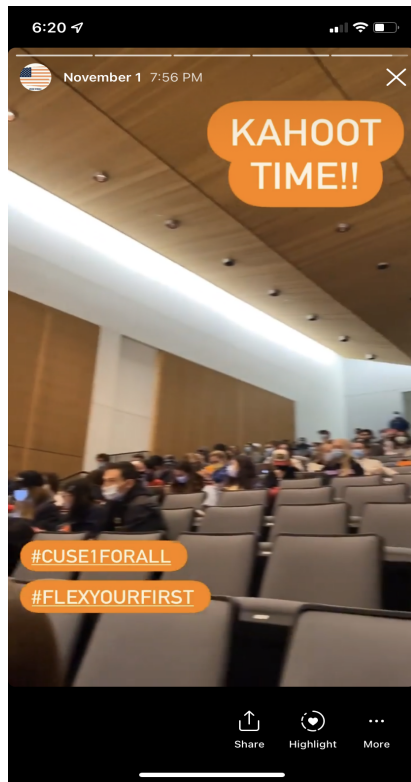
Instagram Story #5: The Tab Syracuse Partnership Reshare #3 on Cuse1forAll Account



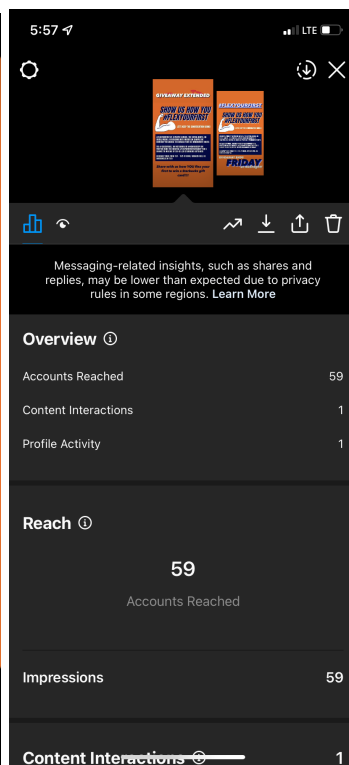
Instagram Story Series #2: Flex Your First Event

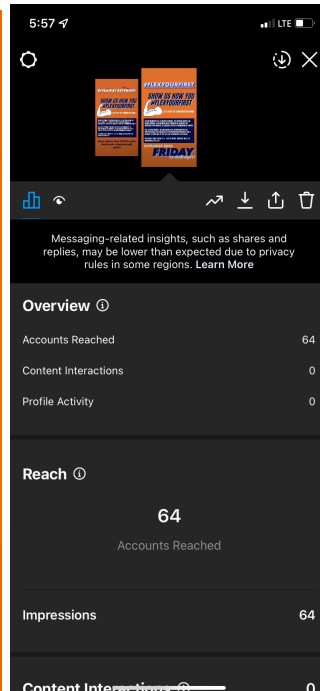
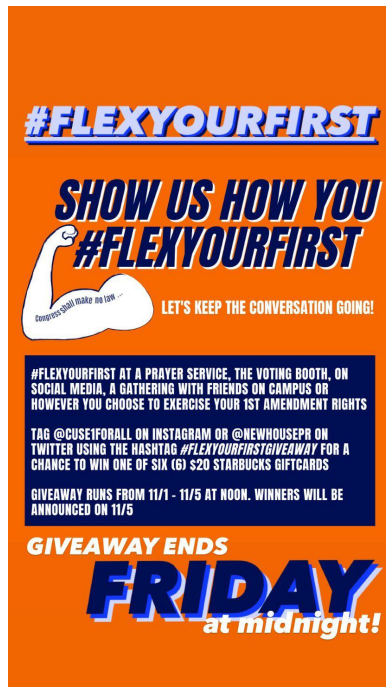






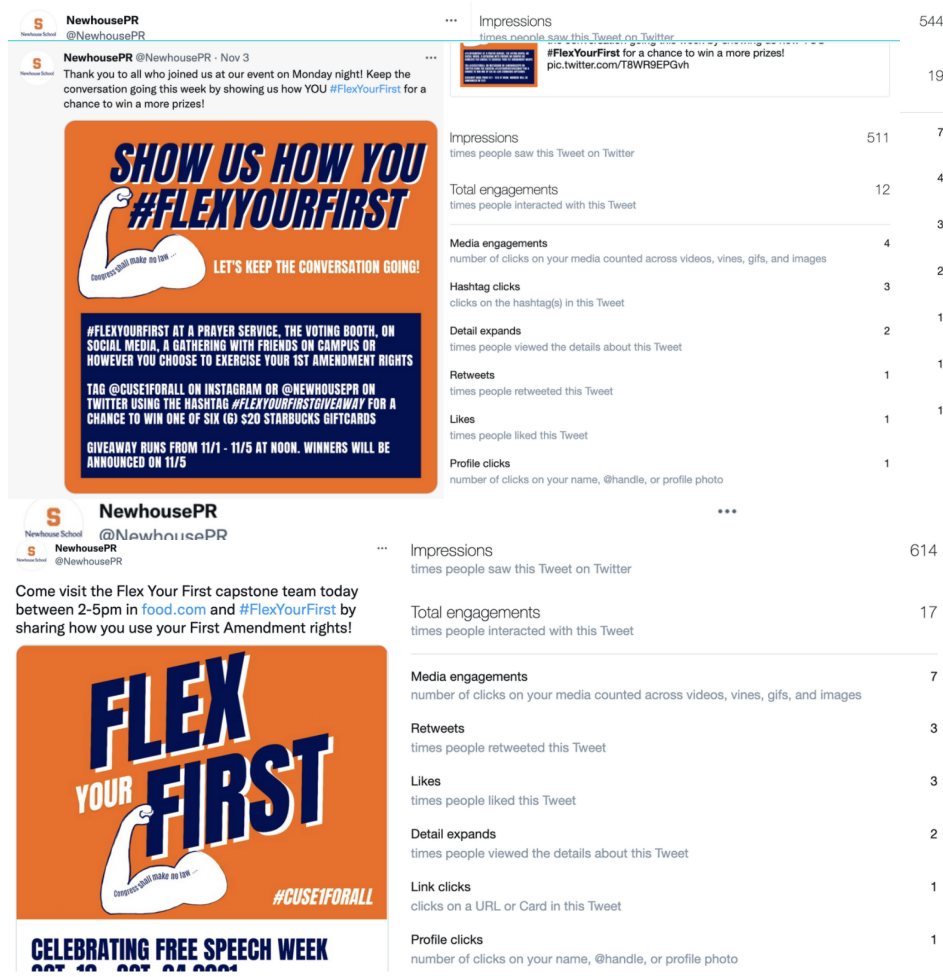
Instagram Story Series #3: Giveaway Extension



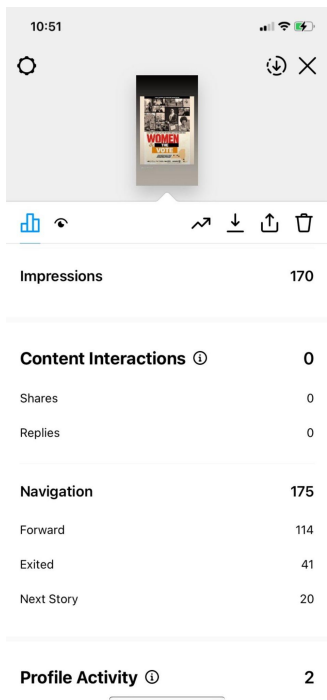


Twitter Analytics

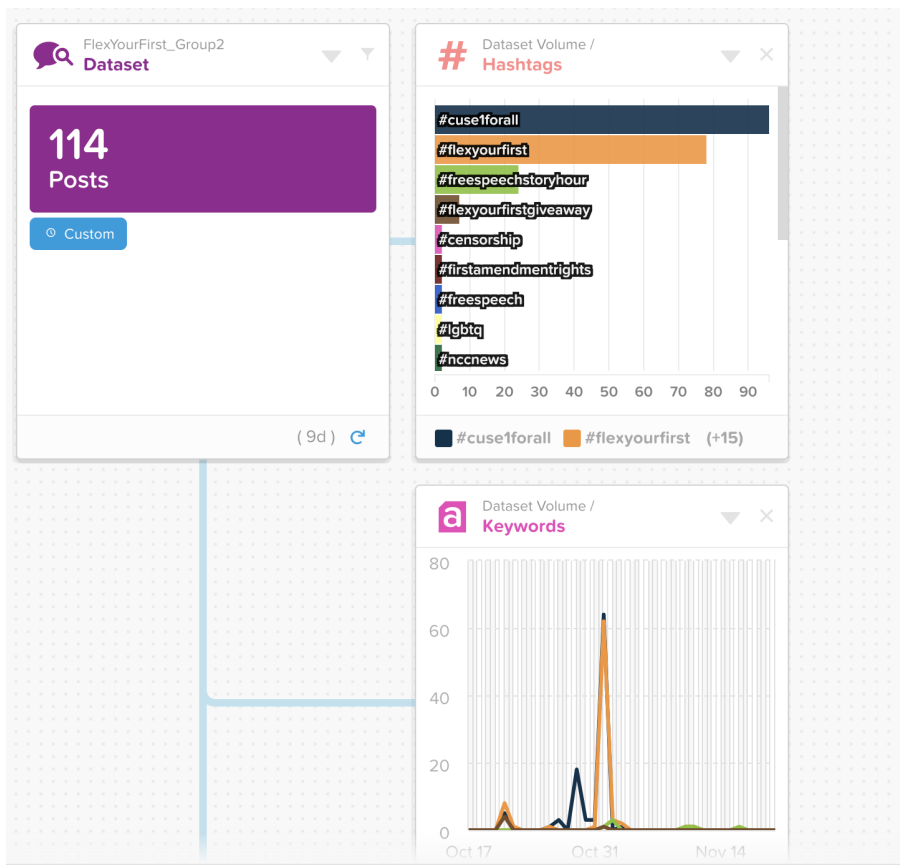
Tweet 1: Flex Your First Sign-Up

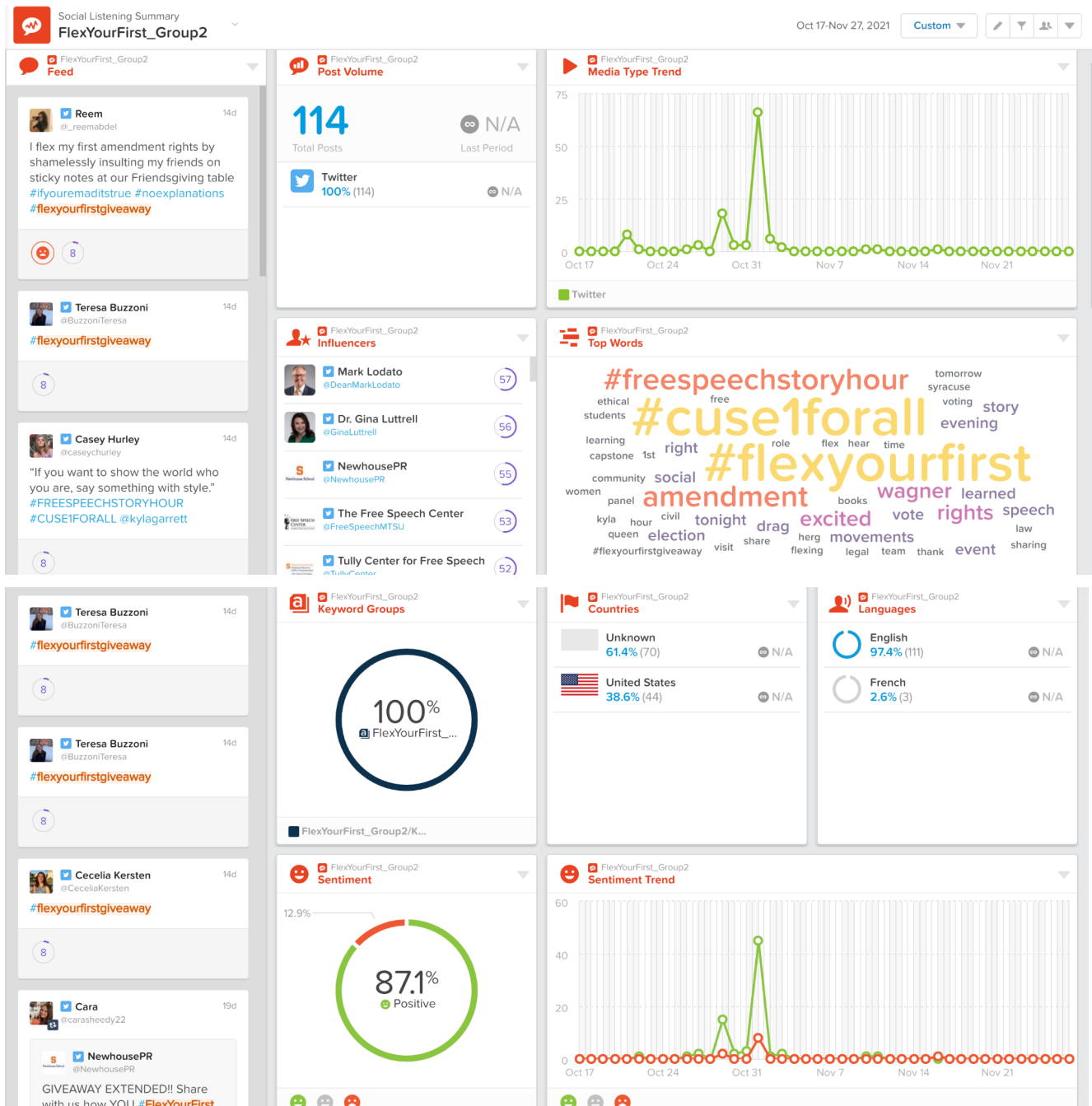


Women in Communications



Social Studio Analytics





Flex Your First Pre-Event Survey

Name:

Syracuse Email:

Grad Level/Faculty:

- Freshman
- Sophomore

- Junior
- Senior
- Graduate Student
- Faculty

I possess a strong knowledge of the First Amendment rights.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

I can name all five of the First Amendment rights.

- Yes
- No

If so, list the five here.

[Box]

I believe the First Amendment rights drive many of our country's social movements, both past and present.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

How often do you demonstrate your First Amendment rights?

- Always
- Frequently
- Sometimes
- Never

How have you demonstrated your First Amendment rights? This includes participation in marches, petitioning your local government, etc.

[Box]

Flex Your First Panel Questions

Green - both

Orange - Prof. Wagner

Purple - Lorraine

1. Given your thorough research on the women's suffragist movement, what role do you believe the First Amendment rights played in this movement, particularly in New York?

- a. What inspired you and your team to make the women's movement in New York State the focus of your work, first with "Election Day 2016" and now with "Women & The Vote?"
2. Over the past decade, social movements have taken enormous strides in affecting overall public perception and Gen Z has played a huge role in doing so. Black Lives Matter, the Women's March, and the March for Our Lives are just a few examples. Why, in your opinion, do you believe the youngest generations have a unique motivation to support these movements?
3. The women's movement has a rather racist history, with many suffragists leveraging their movement by excluding women (and men) of color. Do you believe the Women's Movement would be several decades behind had these women included people of color from the get go?
4. The events at the capitol on January 6th, 2021 were a direct result of what many have come to refer as "fake news". How did the First Amendment play into the attack on the Capitol, and how was the First Amendment abused?
5. Certainly the First Amendment focuses on the five rights of the individual; however, there is arguably a moral aspect involved in this conversation about rights, where two may conflict with each other. For instance, the question of freedom of speech to your own opinions/ideas v. hate speech that can cause harm. How do you think this idea of morality, particularly conflict that can exist between rights, applies to these social movements?
6. Although the 2020 election saw record voter turn-out nationally, at about 62% of American citizens, many still do not see the value in casting their ballot, particularly if living in a majority blue or red seat. Furthermore, many marginalized people don't believe in the help or care from their politicians. How would you address these concerns and encourage more people to vote? We are looking for your why statement to go beyond "it is one's civic duty".
7. The following question is derived from an NPR article that ran this weekend:

Three University of Florida professors were denied permission from the school to testify in a major voting rights case against the state.

The plaintiffs in the case are a coalition of voting rights organizations that are suing Florida Secretary of State Laurel Lee. The groups argue that a new state law, which severely limits the ability to vote through a drop box or vote by mail in the state, discriminates against voters of color and violates the Voting Rights Act.

As part of the testimony, the plaintiffs were seeking three professors from the university — Dan Smith, Michael McDonald and Sharon Austin — to testify as expert witnesses. All three specialize in voting rights and behavior and election law.

The documents filed Friday reveal that the University of Florida denied all three professors permission to testify, saying it was a "conflict of interest" — marking a departure from normal procedure and bringing up a concerning limitation of free speech.

How does this case limit the professors' first amendment rights, and why do you believe the University of Florida denied their permission to testify? What does this particular case say about free speech in the United States' current political sphere?

Extra Questions (time permitting)

1. How do you think the First Amendment has revolutionized social movements throughout history?
2. Newhouse places a strong emphasis on teaching the importance of the First Amendment throughout one's four years. How does working in the communication field bring a rather extra attention to the First Amendment?
3. Years after these important social movements, our First Amendment rights continue to be violated. How do you suggest our generation combat this?
4. How would you convey the importance of the First Amendment rights to this younger generation?

Flex Your First Post-Event Kahoot Questions

1. What are the five freedoms of the first amendment?
 - a. Speech, press, assembly, religion, petition
 - b. Assembly, religion, privacy, petition, speech
 - c. Written speech, religion, privacy, assembly, spoken speech
2. Which of the following was the first state to give women the right to vote?
 - a. California
 - b. Massachusetts

- c. Wyoming
 - d. Pennsylvania
3. How many suffragists were buried in New York State?
- a. 350
 - b. 650
 - c. 400
 - d. 200
4. True or False? You have a constitutional right to social media.
- a. True
 - b. False
5. Which of the following types of speech is protected by the First Amendment?
- a. True threats
 - b. Defamation
 - c. False advertisements
 - d. Hate speech
6. When did the Supreme Court first decide that the internet is protected by the First Amendment?
- a. 2004
 - b. 1986
 - c. 1997
 - d. 2001
7. True or False: Artistic expression is protected under the first amendment
- a. True
 - b. False
8. When and where was the first women's convention held?
- a. Rochester 1845
 - b. Seneca Falls 1848
 - c. Albany 1838
 - d. Buffalo 1841
9. The "Father of the First Amendment" is
- a. George Washington
 - b. Abraham Lincoln
 - c. James Madison
 - d. Alexander Hamilton
10. True or False? It's against the law to burn an American flag to protest government policies.
- a. True
 - b. False

Flex Your First Post-Event Kahoot Breakdown

54%
correct

Well played!

Play again and let the same group improve their score or see if new players can beat this result.

Play again

1-Quiz

What are the five freedoms of the First Amendment?

1 of 10



Assembly, religion, privacy, petition, speech

✗

10

Speech, press, assembly, religion, petition

✓

62

Written speech, religion, privacy, assembly, spoken speech

✗

1

No answer

✗

3

20s time limit

Correct answers

82%

Avg. answers time

7.59s

Players answered

73 of 76

2-Quiz

Which of the following was the first state to give women the right to vote?

2 of 10



California

✗

3

Pennsylvania

✗

7

Massachusetts

✗

19

Wyoming

✓

42

No answer

✗

5

20s time limit



	350			37
	650			16
	400			9
	200			7
	No answer			7

⌚ 20s time limit

Correct answers



49%

Avg. answers time

⌚ 8.11s

Players answered

👤 69 of 76