

BEYOND *2012*
ADOPTION OF INNOVATION BEGINS HERE

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Beyond Broad

Public Relations

Beyond Broad Public Relations is a student-run public relations firm at Temple University. The firm is comprised of five undergraduate students. Beyond Broad PR's mission was to raise awareness of the Beyond 2012 competition to the university and local communities through implementation of a strategic communications plan involving media relations, social media marketing and community outreach.

Niki Ianni, Firm Director. Niki is a senior Strategic Communication student with a concentration in Public Relations. She currently serves on the Temple PRSSA executive board and is the Firm Director of PRowl Public Relations, Temple University's first and only student-run PR firm. Niki has a passion for non-profit PR and has interned with organizations such as The Franklin Institute, the Wilma Theater, Fleischman Gerber and Associates, NIKELA Wildlife and most recently, Sharla Feldscher Public Relations. Upon graduation, Niki hopes to find a career in PR with an organization that will allow her to travel the world and raise awareness of global issues such as wildlife conservation.

Alyssa Pawlyk, Social Media Manager. Alyssa is 23-years-old and lives in Brick, NJ. After going to three different colleges and having three different majors, she will be graduating Temple University this December with a BA in Strategic Communication with a concentration in public relations. Alyssa hopes to live and work in New York City one day doing fashion PR.

Ashley Zernich, Event Operations Coordinator. Ashley is a senior psychology major graduating in May 2012. Ashley is a member of Alpha Epsilon Phi. She is still exploring her options for what she wants to do after college, but she is currently interested in human resources. After graduation, Ashley hopes to find an internship in human resources or sales in New York City or Philadelphia.

Andy Esworthy, Director of Media Relations. Andy is a 20-year-old sophomore public relations student. Andy is a smooth talking sports fanatic which makes sports public relations his ideal industry. In charge of Media Relations for Beyond Broad PR, Andy was responsible for finding media coverage for the event and being the liaison between reporters and event planners and contestants. His dream job is to one day be the head of communications for the Philadelphia Eagles. Currently Andy is on the staff for the Temple Athletics Communications where he covers all of Temple's varsity men's and women's teams.

Samantha Miller, Community Outreach Coordinator. Originally from Bethlehem, Pennsylvania, Samantha Miller moved to Philadelphia to study public relations at Temple University. Miller has a passion for the art of communication. As an aspiring baker, she is on the lookout for her bakery called "the Cupcakery."

Beyond 2012 Project Communication Plan

Team structure

Niki Ianni	Firm Director
Samantha Miller	Community Outreach and Design Coordinator
Andy Esworthy	Director of Media Relations
Alyssa Pawlyk	Social Media Manager
Ashley Zernich	Director of Event Operations

Strategy

- To position Beyond 2012 as an innovative and forward-thinking event that promotes the continued encouragement of students to develop and advance ideas of technological improvement within Temple University and the surrounding Philadelphia community

Goals

- Establish and maintain relationships with the Temple University student body, professors and faculty, specifically within the School of Communications and Theater
- Receive media coverage with both Temple University media outlets and local Philadelphia media outlets of the Beyond 2012 event
- Establish a successful online presence through various social media channels including Facebook and Twitter in order to engage the Temple University and surrounding Philadelphia community

Objectives

- Increase overall attendance of the Beyond 2012 event
- Increase media coverage of the Beyond 2012 event

Tactics

Social Media:

- **Facebook:** Create a Beyond 2012 Facebook page for Temple University students and Philadelphia community members to “like” in order to receive weekly updates about the competition, receive links to relative stories in the Philadelphia area and to engage students and community members about the importance of the Beyond 2012 project. An event will also be created through the page and “fans” will be invited to attend the final presentation event on December 6. The Facebook page will be updated 4 to 5 times a week.
- **Twitter:** Create a @Beyond2012 Twitter feed for Temple University students and Philadelphia community members to “follow” in order to receive weekly updates about the competition, receive links to relative stories in the Philadelphia area and to engage students and community members about the importance of the Beyond 2012 project. The Twitter feed will also direct “followers” to the Facebook page event in order to register

their RSVP for the December 6 event. The Twitter feed will be updated 7 to 9 times a week.

- **Listserves:** A database of listservs within Temple University will be generated. A brief pitch encouraging students to attend the Beyond 2012 event will be drafted and emailed to the database of listservs with the hope that the listservs will send the information to their database of students.
- **SCT Website:** An article will be created to be posted on the School of Communication's and Theater website informing the school faculty, staff and students about the upcoming competition and encouraging their attendance and support of the competing students.

Community Outreach:

- **Student Organizations:** A database of all student organizations within the School of Communications and Theater will be generated. Personal invites to the Beyond 2012 event will then be emailed to each student organization encouraging their members to attend the event.
- **Professors:** A database of all professors within the School of Communications and Theater will be generated. Personal invites to the Beyond 2012 event will then be emailed to each professor encouraging their attendance of the event.
- **Handouts:** Flyers and handouts will be created to be distributed to students and displayed around campus.

Media Relations:

- **Temple University Media:** A database of media outlets within Temple University will be created. A press release and a media advisory will be distributed to these outlets and follow-up communication will be conducted.
- **Local Philadelphia Media:** A database of media outlets within the Philadelphia community will be created. A press release and a media advisory will be distributed to these outlets and follow-up communication will be conducted.

Event Operations and Logistics:

- **Room Reservation:** The Kiva Auditorium will be reserved for the day-of event on December 6.
- **Sponsorship:** A list of potential sponsors will be generated. A pitch email will be sent to the list of potential sponsors requesting food and beverage donations for the day-of event. Follow-up communication will be conducted throughout the months leading up to the event to confirm sponsorship and location/time pick-up.
- **Judges:** A list of potential judges will be generated. A pitch email will be sent to the list of potential judges requesting their presence at the Beyond 2012 Competition. Follow-up communication will be conducted throughout the months leading up to the event to confirm attendance and location/time pick-up.
- **Photographer:** A photographer will be hired for the day-of event in order to document the activities of the day to include in students' portfolios and to send to local media outlets for potential recap coverage.
- **Décor:** A meeting will be held with the staff of the Student Activities Center in order to determine the décor for the day-of event.

- **Creative Materials:** The following materials will be created for the day-of event: certificates of recognition for competing students, thank-you cards for participating judges, name plaques for participating judges and programs outlining the schedule for the day-of event

Timeline of Events and Assignments

Event Management: Ashley Zernich

September:

- ASAP: Contact or visit Gail Day to reserve the Kiva Auditorium for December 6. (Office: 300 Annenberg or gday@temple.edu)
- 24th: Assemble a list of potential judges for approval
- 24th: Assemble a list of potential sponsors for approval
- 28th: Create a pitch email for judges for edits and approval
- 28th: Create a pitch email for sponsors for edits and approval

October:

- 3rd: Email potential judges
- 3rd: Email potential sponsors
- 6th: Send follow-up emails to judges
- 6th: Send follow-up emails to sponsors
- 24th: Touch-in with sponsors and judges

November:

- 14th: Speak with Student Activities Center about obtaining décor for the event (balloons, signs, etc)
- 21st: Touch-in with sponsors and judges
- 28th: Create a step-by-step itinerary for the day-of event

December:

- 1st: Coordinate time and location pick-up with the judges
- 1st: Coordinate time and location pick-up with sponsors
- 6th: Run the set-up and break-down of the room

Social Media Management: Alyssa Pawlyk

September:

- 29th: Generate content ideas for Facebook and Twitter accounts. Send posts for edits/approval

October:

- 10th: Create Facebook and Twitter account.
- 10th: Create a Facebook event through the page
- 14th: Send out class email to “follow” and “like” our pages
- 17th: Create an article for the SCT website- 1st draft due for edits
- 20th: Create blurb to send over listservs of the university for edits
- 24th: Develop a database of listservs with contact information within the university

November:

- 7th: Send SCT website article to be published
- 9th: Follow-up with posting of SCT article
- 14th: Send blurb to listserv contacts
- 16th: Follow-up with listservs
 - Facebook should be posted on 4-5 times a week
 - Twitter should be posted on 7-9 times a week

Community Outreach: Sam Miller

September:

- 30th: Create graphic logo for Beyond Broad PR firm
- 30th: Create graphic logo for Beyond 2012 event

October:

- 10th: Generate a database of all student organizations in SCT with contact information
- 17th: Create a database of professors in SCT with contact info
- 24th: Create graphic design email invitation for student orgs
- 24th: Create graphic design email invitation for professors
- 28th: Create handouts/fliers to distribute on campus

November:

- 1st: Create a pitch email for professors encouraging students to attend for extra credit
- 14th: Send out email invites to all student orgs
- 14th: Send out email invites to all SCT professors
- 21th: Send out emails to professors about offering extra credit
- 22nd: Create certificates of recognition for participants
- 22nd: Create thank you cards for judges
- 22nd: Create name plaques for judges
- 25th: Create a program for the day-of event
- 28th: Send out follow-up reminder emails to professors and student orgs
- 30th, 1st, 2nd: Pass out/hang up promotional fliers and handouts
 - Please contact your photographer friend and ask ASAP if he/she will be able to take photos during the day-of event

Media Relations Management: Andy Esworthy

October:

- 4th: Generate a database of Temple media with contact info
- 4th: Generate a database of local Philadelphia media with contact info
- 10th: Generate a press release and media advisory for Temple media outlets for 1st draft edits
- 14th: Generate a press release and media advisory for local Philadelphia media for 1st draft edits
- 19th: Create pitch emails for Temple media outlets for 1st draft edits
- 21st: Create pitch emails for local Philadelphia media outlets for 1st draft edits
- 27th: Send out pitch emails and press release to Temple media outlets

November:

- 1st and 4th: Follow up with Temple media outlets
- 9th: Send out pitch emails and press release to local Philadelphia media outlets
- 11th, 15th: Follow up with local Philadelphia media outlets
- 24th: Send out media advisories to both Temple media outlets and local Philadelphia media outlets

December:

- 1st: Send out follow-up emails to Temple and local media about the media advisory
- 6th: Contact all media outlets for final attempt at media coverage attending the event

Beyond 2012 Teams

Ad Undergrad, Inc. – The Latest

Team hAPPen – CLICK

US Adways – MyFive.com

My Cable Net

Education Innovation – Syllabus Shaper

Live & Learn – Live & Loud

For the Beyond 2012 Competition, a total of six teams competed.

There were two days of presentations: Tuesday, November 29 and Thursday, December 1. Three teams competed on each day.

In addition to presenting their own products, each student was responsible for scoring and evaluating other teams' presentations with a rubric that was created and provided by the Beyond Broad PR Team.

After the scores from all six teams were totaled and averaged, the final three teams were chosen based on overall score, presentation and product creativity and innovation.

Those three teams presented on Tuesday, December 6, 2011 during the official Beyond 2012 Competition.

Ad undergrad, inc. THELATEST

Team Members:

Zoe Selig - *Production Manager*

Samantha Barret - *Business Development Specialist*

Jessica Hill - *Research Director*

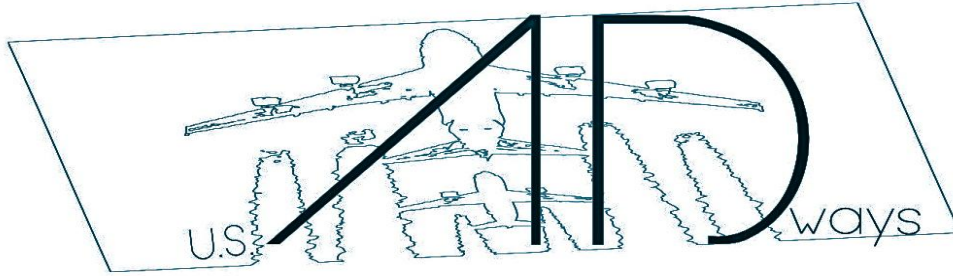
Emma DeGennaro - *Marketing Communications Manager*

Zoe Selig: Fashion, Beauty, and Advertising are passions of Zoe Selig, a 19-year-old sophomore majoring in Advertising, Art Direction track at Temple University. Apart from working at American Apparel, perfecting her Adobe Suite skills, and working diligently in school, you can find Zoe blogging about beauty and fashion, updating her makeup artist portfolio, and assisting on photo projects. Starting spring 2012 she will be interning for CollegeFashionista, where she will conduct interviews of the most stylish students on campus. Full of life, inspiration, and creativity, Zoe is has high hopes for the future and the opportunities to come.

Samantha Barret: Sam is a freshman at Temple University majoring in Advertising Art Direction. Originally from Marlboro, NJ, Sam was vice president of her high school's marketing club called DECA where she organized fundraisers, promoted events, and led students through activities. As a member of DECA, she competed at two state-wide competitions where she wrote a business plan and a promotional campaign. At Temple, Sam is a part of the Temple Advertising Club, Temple's Marketing Club, and Temple's Magazine Club called Ed2010. She attended the Advertising Women of New York Conference where she got hands-on experience and learned what it's like to be in the world of Advertising.

Jessica Hill: Jessica is from Bensalem, Pennsylvania and a junior at Temple University, majoring in Advertising (Art Direction track.) She is a transfer student from Bucks County Community College where she earned the highest distinction of being on the President's Honor List during the fall '09 and spring '10 semesters. She graduated with an Associates of Art Degree in Liberal Arts in 2010.

Emma DeGennaro: Graduated from Burgettstown High School outside of Pittsburgh, PA, Emma is a freshman at Temple University, 19-years-old, majoring in Communication Studies. She participated in her high school's Media Club and had the opportunity to job shadow at WQED Studios (PBS) in Pittsburgh, where she shadowed the producer and observed the production of an episode of "Town Hall Meeting." At Temple, Emma is a member of the newly founded Communication Studies club and would like to pursue the Contemporary Media Environments Track in the Communication Studies program.



myfive.com

Christopher Min - *Director of Marketing and Research*

George Heftler - *Co-Director of Research*

Chantal Montrose - *Management Director*

Stephanie DeLorenzo - *Executive Producer of Visual Media*

Stanley Hines - *Creative Director*

Sarah K. D'Agostino - *Chief Executive Officer*

Christopher B. Min was raised in Montgomery County, Pennsylvania and currently attends Temple University. He studies Advertising at the School of Communications and Theater as a Junior. Chris' job includes finding the research information, and writing in the proposal.

George Heftler is a freshman at Temple University in the School of Communication and Theater. Originally from New Jersey, his concentration is Advertising within SCT. George's duties consisted of research, writing the proposal and visual media.

Chantal N. Montrose is a Temple University sophomore, formerly from Alexandria, Virginia. She is currently majoring in Advertising with a minor in Art. Chantal's responsibilities include task management and the writing and development of the proposal.

Stephanie DeLorenzo was raised in Caldwell, New Jersey and currently attends Temple University. She studies Advertising at the School of Communications and Theater as a freshman. Stephanie's job includes writing, and directing the presentation.

Stanley Leon Hines Jr. is from Syracuse, New York and attends Temple University. Stanley studies Advertising in the School of Communications and Theater, minoring in studio art at Tyler School of Art. His role in *U.S. Ad Ways* is to design and create advertisements.

Sarah K. D'Agostino was raised in Bucks County, Pennsylvania and currently attends Temple University. She studies Communications at the School of Communications and Theater as a sophomore. Sarah's jobs included writing, editing and finalizing the proposal.

Team Members:

Lindsay Vittek – *Account Manager*
Zach Campbell – *Assistant Account Manager*
Taylor Johnson – *Creative Director*
Connor Loughin – *Communications Director*
Sean Pepley – *Research Manager*
Gregory Schrom – *Marketing and Advertising Director*

Lindsay Vittek: Lindsay Vittek is a 19-year-old undeclared freshman at Temple University looking into a path in the advertising field. She enjoys listening to live music, painting, drawing, and writing about life's adventures. Coming from rural North Carolina, living in the city of Philadelphia is not only a learning experience but also a place to pursue her aspirations.

Zach Campbell: Zachary Campbell is a freshman at Temple University. He is a 19-year-old advertising major who has spent most of his life volunteering for organizations such as The Boy Scouts of America, Woodlawn Fire Department, Miracle league, Faith Evangelical Free Church, and Mercy for Animals. Through these experiences he gained experience in graphic design and media planning that inspired him to enter the world of advertising.

Taylor Johnson: Taylor Johnson is twenty years old and attends Temple University, where he wanders around and makes exaggerated noises. He doesn't believe in anything except subjectivity; and the ironic definitiveness of this statement amuses him. For this, Taylor's academic endeavors focus primarily on literature and critical analyses. The only clarity he finds is in writing; and he is rather content with that.

Connor Loughin: Connor MacLeod Loughin, at age nineteen, applied to Temple University as a transfer Business student. He was drawn to his hometown for school after a year at Goucher College in Maryland. Connor's passion from an early age has always been unadulterated food causing his life's ambition to be the owner of a bakery after learning the business from the ground up.

Sean Pepley: Sean is an advertising student in his junior year at Temple University. Born and raised in Lancaster County, Sean came to Philadelphia in search of a new environment. He enjoys reading, coffee, craft beer, and writing about himself in the third person. When asked about the future, Sean says he would like to attend graduate school though he is undecided on what field.

Gregory Schrom: Gregory is a fifth year senior here at Temple University. He is a current barista at Starbucks where he has been working for three years. He is a public relations major with hopes of using the skills and talents to promote non-profit charities. Gregory currently lives in Drexel Hill, PA.



MyCableNet

Team Members

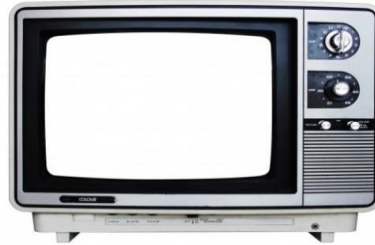
Caleb Bean – *Team Coordinator*

Tyler Bell – *Media Planner*

Derek Cataldi – *Graphic Designer*

Juna Kika – *Research Analyst*

Felicia Steele – *Creative Director*



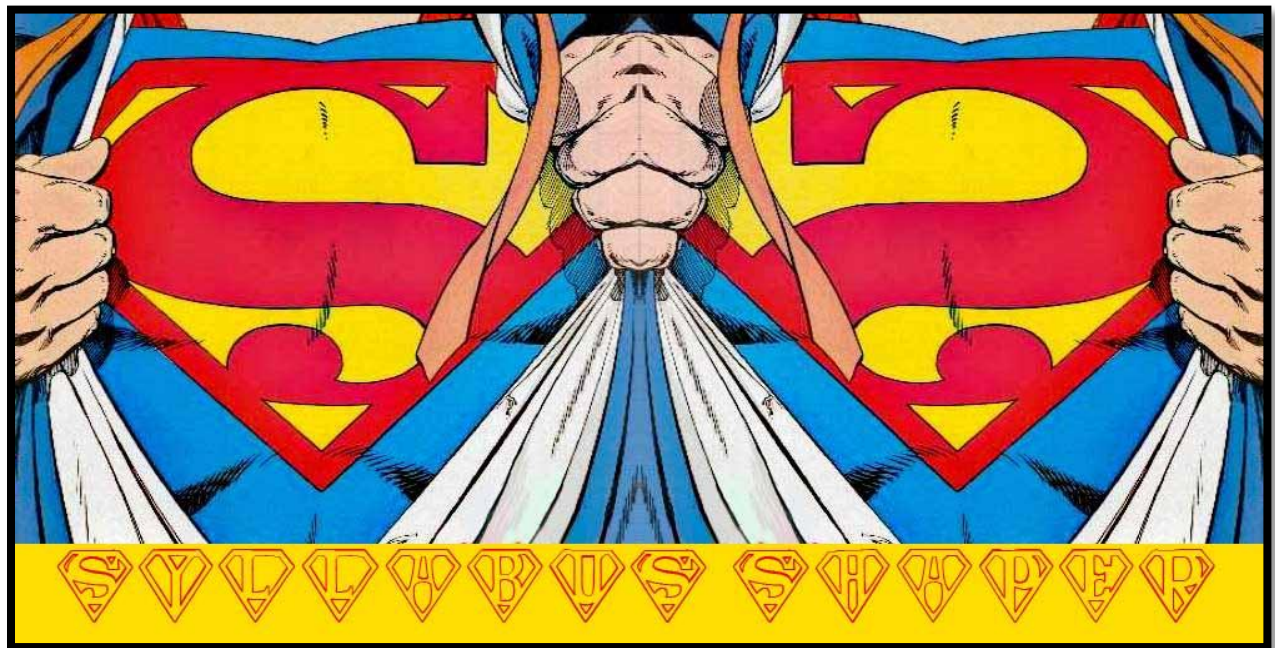
Caleb Bean: Caleb is a sophomore studying Geography and Urban Studies. He enjoyed Intro to Media and Society and the Beyond 2012 project but will not be pursuing advertising. Caleb was the team leader for the project and learned a lot about leadership. He also enjoys reading and cats.

Juna Kika: Juna is a freshman at Temple University. She is 19- years-old, studying for advertising. She was born and raised in Tirana, the capital city of Albania, which is a small country located in South Eastern Europe. Juna came in Philadelphia in search of new opportunities related with her major. She enjoys painting, reading and learning new things about the environment she is in. This following semester, Juna plans to be part of an organization called Temple Ad Club which will help her to practice the business of building brands in advertising.

Felicia Steele: Felicia is a sophomore at Temple University. Although her major is undecided, she knows that she is definitely interested in the field of communications. Felicia is a member of Alpha Epsilon Phi sorority a Temple University.



EDUCATION INNOVATION PRESENTS
THE "SYLLABUS SHAPER"





Team Members:

Bree Wood - *Executive Project Manager*

Sara Carolan - *Project Research Manager*

Peter Newman - *Project Data Manager*

Danica Vallorani - *Project Marketing Manager*

Bree Wood: Bree is a freshman in Advertising in the Art Direction track and a minor in Interactive Media. This is her second semester at Temple. Bree has an Associates Degree in Entertainment Design and is a licensed cosmetologist. She is a full-time student at Temple and works in a salon as well.

Peter Newman: Peter is a 30-year-old carpenter. He was driven back to school by increased competition for fewer jobs in his field, historic restoration. After completing his Associates Degree at Montgomery County Community College, he is enrolled at Temple University as an Economics major.

Student Rubric

Your name: _____ Proposed Innovation: _____

Indicate how well the group achieved the written statements below. Use the number range as follows:

“1” Indicates the group did a poor job of achieving the statement or goal

“2” Indicates the group somewhat fulfilled the statement but could use major improvements

“3” Indicates the group did okay achieving the statement but could use minor adjustments

“4” Indicates the group did a good job achieving the statement

“5” Indicates the group did a great job and went above and beyond the requirements

***Please note for any score given below a “3” is a given area must be followed with justification of the score.**

Please Rate the Following:

1. The innovation is realistic and has potential success for use in 2012 and beyond.

1 2 3 4 5

2. The innovation is distinctive, inventive and creative.

1 2 3 4 5

3. The research and target market are explained clearly and fit well with the overall project.

1 2 3 4 5

4. The marketing plan for the innovation is practical and workable.

1 2 3 4 5

5. The manner and style of the presentation are professional, positive and enthusiastic

1 2 3 4 5

6. The presentation is cohesive and has clearly been practiced and rehearsed prior to the competition.

1 2 3 4 5

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Class Statistics

The following averages and percentages were calculated from the student rubrics each student was responsible for completing for their peers.

Ad Undergrad, The Latest: 26.4/30, 87.9%

My Cable Net: 23.1/30, 77.1%

Education Innovation, Syllabus Shaper: 26.2/30, 87.1%

US Adways, MyFive.com: 26.3/30, 87.5%

Live & Learn, Live & Loud: 25.4/30, 85.2%

hAPPEN, CLICK: 24.6/30, 82.6%

***Bolded teams moved on to the
official Beyond 2012 Competition.***

Judges Score Sheet

Team Presenting: _____ Judge: _____

***Please rate the presentation based on the following criteria.**

Trait	1	2	3	4	Points
Content Did the presentation have valuable material?	Presentation contained little to no valuable material	Presentation had moments where valuable material was present but as a whole content was lacking	Presentation had a good amount of material and was thorough and presented well	Presentation had an exceptional amount of valuable material and was extremely well-developed	_____
Organization Was the presentation well-organized and easy to follow?	The presentation lacked organization and had little evidence of preparation	There were minimal signs of organization or preparation	The presentation had organizing ideas but could have been much stronger with better preparation	The presentation was well organized, well prepared and easy to follow	_____
Visuals Was the presentation visually appealing and supported by appropriate graphics?	Several graphics are unattractive and detract from the content of the presentation. Font formats make it difficult to read material	Some graphics are used well but many do not seem to support the content. Fonts are used well, however some are difficult to read	The graphics are visually appealing and overall support the content. Font formats help enhance readability.	All graphics are visually appealing and fully support the content. Font formats have been carefully planned to enhance readability	_____
Presentation Did the presenters speak clearly? Was the presentation well-rehearsed?	Group had great difficulty during presentation and lacked confidence and professionalism	Group had many difficulties presenting material and faced some difficulty in professionalism	Group presented the material but could have been more confident. Good presentation but could use minor improvements	Group presented material with confidence, enthusiasm, proper voice projection, good eye contact and clear delivery	_____
Originality Was the material presented original and inventive? Were the ideas fresh and innovative?	The work is a minimal collection of already established ideas, products and inventions. There is no evidence of originality	The majority of the work is a collection of already established ideas, products and inventions. There is little evidence of originality	The product shows evidence of originality and inventiveness. While based on previous ideas, the work extends beyond to offer new insights	The product shows significant evidence of originality and inventiveness. Content is fresh, original, inventive and based upon sound research	_____

Total Points: ___/20

***ADDITIONAL SCORING INFORMATION ON THE BACK**

JUDGES SCORE SHEET CONTINUED

Please rate the group on how well you believe the following statements describe the presentation:

	Strong		Good		Poor
The innovation was unique and creative.	5	4	3	2	1
The group clearly explained & defined a target market.	5	4	3	2	1
The innovation was practical & useful for 2012 & beyond.	5	4	3	2	1
The marketing plan was well-rehearsed and planned out.	5	4	3	2	1
If implemented, the prospect for success is possible.	5	4	3	2	1

Total Points: ___/25

OVERALL TOTAL POINTS: ____/45

PLEASE WRITE ANY ADDITIONAL COMMENTS ON THE PRODUCT OR PRESENTATION BELOW:

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Judges Statistics

The following totals and percentages were calculated from the rubrics each judge was responsible for completing for the presenting teams.

1st Place: Team hAPPen, Click	163/180	90.5%
2 nd Place: Ad Undergrad, Inc., The Latest	138/180	76.6 %
3 rd Place: US Adways, MyFive.com	127/180	70.5%

Judges

Peter Michener: Peter Michener is a Lehigh University graduate whose copywriting and editing experience runs deep. In previous years, Michener has worked for Trinity Communications as the Sr. VP Creative Director, Ted Thomas Associates as the Associate Creative Director and Paolin Sweeny as a copywriter. Michener is currently the Copy Creative Director for Philadelphia's innovative full-service advertising and graphic design firm, SnyderCreative, Inc.



Amanda Walsh: Amanda Walsh has a passion for integrated communications, social media and emerging technologies. She joined Furia Rubel in 2008 as a dedicated blogger and social media strategist. In 2010, she became an Account Coordinator.

Sheri Stahler: Sheri Stahler is the Associate Vice President for Computer Services at Temple University. In this capacity, she oversees academic computing support for Temple's 17 academic schools and colleges located across 8 campuses. Ms. Stahler is responsible for centralized IT functions including integrated messaging systems, web and rich media services, learning management systems, computer lab facilities and emergent technologies. She was named one of Computerworld's Premier 100 IT Leaders and is a frequent presenter at Educase and other national IT conferences.



Brooke Duffy: Brooke Duffy is an Assistant Professor in the School of Communications and Theater's Department of Advertising. She completed her Ph.D. at the Annenberg School for Communication at the University of Pennsylvania.

In order to obtain professional judges for the Beyond 2012 Competition, a database of communications professionals in the Philadelphia area was generated. The list contained the contact information for fourteen potential judges ranging from advertising to sales and marketing to computer services.

An initial email was sent to the judges on Tuesday, October 4. Weekly follow-up emails and phone calls were conducted during the proceeding five weeks.

Three judges were secured for the event from Furia Rubel Communications, SnyderCreative, Inc. and Tierney Communication. However, the judge from Tierney backed out of the event thirty minutes prior to its start time.

Two additional judges were then secured for a total of four professional judges for Beyond 2012.

Judges Contacted

Mary Stengal Austen: President/CEO, Tierney Communications.

Mwatson@tierneyagency.com

Gregory Siano: EVP & Director of Media Services, Tierney Communications.

Gsiano@tierneyagency.com

Alan Gladish: President, Praxis Communications.

Agladish@praxiscomm.com

David Lane: President/Partner, LevLane.

Dlane@levlane.com

Al Paul Lefton, Jr.: President, Al Paul Lefton Company.

Allefton@lefton.com

Steven Tarrow: Senior VP, Al Paul Lefton Company.

Sytarrow@lefton.com

Michael Schluth: President, Alestin Advertising, Inc.

Mschluth@alestin.com

Alexandra Doyle: Director of Brand Strategy, Agile Cat, LLC.

Alexandra@agilecat.com

Erin Allsman: Vice President, PR, Brownstein Group.

Eallsman@brownstein.com

Gina Furia Rubel, Esq.: President/CEO, Furia Rubel Communications.

Gfrubel@furiarubel.com

Amanda Walsh: Account Coordinator, Furia Rubel Communications.

Awalsh@furiarubel.com

Sheri Stahler: Associate Vice President, Computer Services, Temple University.

Sstahler@temple.edu

David Neff: President, Neff Associates.

DN@neffassociates.com

Andrew Fegley: SVP Client Services/Co-Founder, Empathy Lab.

Andrew@empathylab.com

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JUDGES EMAIL

Hello XXX,

I am a member of the Beyond Broad Public Relations firm at Temple University. Our team is involved in organizing and promoting a university competition called Beyond 2012 for a Media and Society advertising course. The competition offers students an opportunity to create a proposal for the next new media innovation in the hopes of sculpting the technological landscape of the future. This competition has grown into a prominent event both on campus and the surrounding Philadelphia community with one of its proudest accomplishments being the creation and continued development of Temple's popular radio station WHIPP.

After spending months conducting intensive market research and putting together detailed and professional proposals and presentations, three finalists will be selected to present their marketable creation to a panel of esteemed judges who are industry leaders in the fields of marketing and advertising. In years past we have hosted judges from companies such as Neff Associates and SnyderCreative, Inc.

I am extending this exciting opportunity to you, as one of the top professionals in the advertising and marketing industry, to be a judge at our annual competition. Not only will your input be highly valued to these students, but it is also an opportunity for you meet the future innovators of the advertising industry.

The event will be held in **Walk Auditorium** located in **Ritter Hall** on Temple University's main campus at 13th and Montgomery Street.

The date of the event is December 6th, 2011 from 2 pm to 3:30 pm.

We really hope you will consider joining us for the event!

Thank you, I will follow up with you in two to three business days.

Ashley Zernich
Temple University
Director of Event Operations
Beyond Broad Public Relations
beyondbroadpr@gmail.com
(412)-716-3546

Sponsorship

Maxi's
Richie's

Vendors Contacted:

Jimmy Johns: (215) 765 - 8800

City View Pizza: (215) 769 - 7437

Qdoba: gmg7@phillyfreshinc.com

Wawa: (215) 988 - 0648

Barnes & Noble: (215) 204 - 5578

Fresh Grocer: (877) 376 - 4761

Mugshots: info@mugshots.com

Insomnia Cookies: (917) 514 - 0274

U Got Munchiez: (267) 202 - 4164

Draught Horse: (215) 235 - 1010

7/11: (215) 763 - 0439

Dunkin' Donuts: (215) 763 - 0239

Saxby's Coffee: (215) 787 - 9940

In order to obtain sponsorship of the event to provide attendees with refreshments, a database of potential sponsors was generated. The database contained contact information for fourteen local eateries on campus.

A sponsorship solicitation letter was drafted and sent to the list of potential sponsors on Tuesday, October 4.

Follow-up phone calls, emails and in-person visits were conducted twice a week over the span of the preceding six weeks.

For those companies who required specific information, a donation request form was filled out and faxed during the first week of November.

The event obtained two sponsors for the event: Maxi's and Richie's. From our sponsors we received four large pizzas and twelve foot-long hoagies.

The rest of the food was purchased through donations made by the class. Food included a dessert tray, a fruit platter, a vegetable platter, beverages and snacks.



Sponsorship Email

Hello XXX,

I am a member of the Beyond Broad Public Relations firm at Temple University. Our team is involved in organizing and promoting an annual university competition called Beyond 2012 for a Media and Society advertising course. The competition provides the opportunity for Temple University students to present a new media innovation to top professionals from Philadelphia's most prestigious advertising and marketing agencies.

For the event, we are asking for donations from local businesses in the form of refreshments for the judges and students. We are extending an opportunity for you to be a part of this annual competition as well as advertise your own business in the community. In recognition of your generous donation, your company logo will be printed on all promotional materials as an event sponsor.

The event will be held on **Tuesday, December 6, 2011 from 2 to 3:30 PM** in **Walk Auditorium** located in Ritter Hall on Temple University's main campus at 13th and Montgomery Streets.

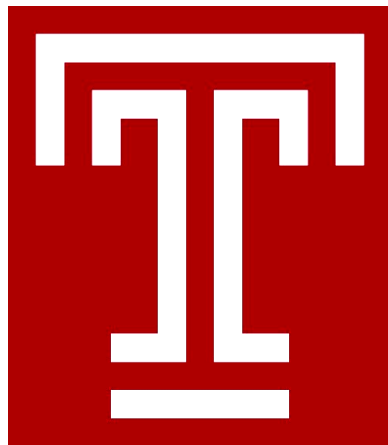
We hope you will consider sponsoring Beyond 2012 Competition.

Thank you. I will be following-up within 2-3 business days.

Best,

Ashley Zernich
Temple University
Director of Event Operations
Beyond Broad Public Relations
BeyondBroadPR@gmail.com
(412)-716-3546

Media Relations



In order to increase awareness of the Beyond 2012 Competition both on and off campus, a press release was drafted to pitch to university and regional media.

The press release was initially pitched on Thursday, November 10, 2011.

Follow-up emails and calls were then conducted on November 15, 18, 22, 28 and December 1 and 5.

Media coverage was received from the following outlets: Temple Today, TUTV, SCT and 6abc.

This was a 400% increase from the previous year's media coverage.

All of the following outlets were pitched the Beyond 2012 event:

- CBS3
- NBC10
- 6ABC
- Fox 29
- Philly Metro
- Philly Inquirer
- Campus Philly
- Temple News
- Temple Times
- TUTV
- SCT

Beyond**2012** Media List

The following media outlets were contacted with a press release via email on Thursday, November 10. They were followed-up with via phone and email an additional six times prior to the event. The email contained a brief pitch about Beyond 2012 and Beyond Broad PR as well as a copy of the press release.

NBC10: Erin Como – News Desk. Erin.Como@nbcuni.com

6ABC: News Desk. Wpvi-tv.newsdesk@abc.com

CBS 3: News Desk. newsdesk@cbs3.com

FOX 29: Kyle Carmean – News Desk. Kyle.carmean@foxtv.com

Metro Philly: News Desk. news@metro-philly.com

Philadelphia Inquirer, Education: Kristen Graham. kgraham@phillynews.com

Campus Philly: Matt Flocco. mflocco@gmail.com

Temple News: Matt Flocco. mflocco@templenews.com

TUTV: Aisha Pinkney. Aisha.pinkney@temple.edu

SCT: Jeff Cronin – SCT Website Editor. jcronin@temple.edu

Temple Times: Vaughn Shinkus – University Communications. vshinkus@temple.edu

BEYOND 2012

ADOPTION OF INNOVATION BEGINS HERE

For Immediate Release:

Contact: Andy Esworthy

Phone: 610-883-6995

Email: BeyondBroadPR@gmail.com

TEMPLE STUDENTS COMPETE TO BECOME THE NEXT GREAT INNOVATORS WITH BEYOND 2012 COMPETITION

Philadelphia, Pa., November, 2011 — Could the next Steve Jobs be sitting in one of Temple's advertising classes? Students of all majors have been working hard throughout the semester in the hopes of becoming the next great media innovators as participants in the Beyond 2012 Competition. After spending months designing proposal presentations, finalists will present their innovative ideas to a panel of highly successful Philadelphia advertising professions on December 6, 2011 at Temple University's Walk Auditorium in Ritter Hall from 2 to 3:30 PM.

The purpose of the Beyond 2012 Competition is to challenge students to think critically and allow them to gain hands on experience in creating new media innovations that could be marketable and workable in today's society. After spending several weeks conducting intensive research and putting together professionally produced proposals students will present their ideas to a panel of Philadelphia's top advertising and communications executives from Tierney, SnyderCreative and Furia Rubel Communications, who will provide their professional critiques and advice for product development.

"Ever since I started requiring this competition, the students have truly embraced the idea and shown what bright promise the advertising business has in store for them," Dr. James L. Marra said, founder of the Beyond Competition and advertising professor at Temple University. "I believe in giving students a chance to take control of their education and with the recent passing of Steve Jobs, I have told my students that there is no reason one of them sitting in front of me could not be the next great innovator of America."

The competition is no stranger to success stories either. WHIP Radio, the premier Temple student-run station, was created as a result of the competition. The station airs 24 hours a day, 7 days a week with content that reaches every demographic represented on campus and has gained citywide recognition throughout its years of operation. Students spend the majority of their collegiate careers in the classroom preparing for exams and writing papers. The Beyond 2012 Competition is entirely unique and provides students the opportunity to develop their ideas of innovation into marketable and tangible creations. With the media landscape evolving rapidly, college students and younger generations are transforming the technological world we live in. The Beyond 2012 Competition capitalizes on the media revolution and provides students the necessary platform and resources to become the next great innovators of America.

###

[SCT News and Events](#)

Beyond 2012 Competition

[← Back to Events](#)



Event: Beyond 2012 Competition

Start: December 6, 2011 2:00 pm

End: December 6, 2011 3:30 pm

Cost: Free

Venue: Walk Auditorium, Ritter Hall Annex

Address: 1301 Cecil B. Moore Ave., Philadelphia, PA, 19122, United States

Professor Jim Marra's Introduction to Media and Society class will present the Beyond 2012 competition Tuesday, Dec. 6, from 2 p.m. to 3:30 p.m. in Walk Auditorium in Ritter Hall Annex. Hosted by a student-run public relations firm, Beyond Broad Public Relations, the competition asks students to create a new media innovation and present their ideas to a panel of judges.

Refreshments will be provided.



Ad students' innovation 'Clicks' with judges

By Niki Ianni
Strategic Communication student

Team Happen won the Beyond 2012 competition with a concept for a mobile app called Click.



With the eyes of two competing teams and a panel of judges squarely focused on the merits of their presentation, Team Happen, and its new media innovation, Click, rose to the challenge.

Click, a mobile application that lets students on university campuses find out what is going on around their school, was named the winner of the Beyond 2012 competition Dec. 6. With Click, students on college campuses can locate parties and school sponsored events, as well as read reviews and menus of local eateries and food trucks. This application allows students and colleges to create and publish events so students can become more connected to their university.

Beyond 2012 is a media innovation competition that Professor James Marra, [ADV](#), holds annually in his Introduction to Media and Society class. Teams of students develop new or improved media innovations that can be successful beyond the year 2012. The competition is no stranger to success, as WHIP, the student-run radio station was created as a result.

“Ever since I started requiring this competition, the students have truly embraced the idea and shown what bright promise the advertising business has in store for them,” Marra said. “I believe in giving students a chance to take control of their education and with the recent passing of Steve Jobs, I have told my students that there is no reason one of them sitting in front of me could not be the next great innovator of America.”

The three finalists presented their ideas to Peter Michener, a copy creative director at Snyder Creative Inc.; Amanda Walsh, a public relations coordinator at Furia Rubel; Sheri Stahler, the vice president of Computer Services and Information Technology at Temple University; and Brooke Duffy, an assistant professor in the Advertising Department at Temple University.

“The students were so well prepared and their presentations were extremely professional,” Duffy said. “I was very impressed that these students took what they have learned in Dr. Marra’s class and applied it to real life with these very intriguing ideas for the future of media.”

Team Happen was made up of Lindsay Vittek, Zach Campbell, Taylor Johnson, Connor Loughlin, Sean Pepley and Greg Schrom. The six members range from seniors all the way to first year freshman students.

Other finalists created The Latest, a personalized online interactive magazine, and MyFive.com, a social networking site determined by zip codes to better connect local residents to their cities.

This entry was posted in [News](#). Bookmark the [permalink](#). Both comments and trackbacks are currently closed.

TODAY@TEMPLE COVERAGE



Temple Today is Temple University's daily email to keep staff, faculty, students, alumni and friends of the University informed of Temple news, announcements and events. Temple Today has an approximate circulation of 34,500.

Social Media Outreach



@TUBeyond2012



www.facebook.com/Beyond2012

In order to reach a large number of Temple University students, as well as raise awareness of the Beyond 2012 Competition, outreach was conducted via Twitter and Facebook.

The Facebook and Twitter were both created on Friday, October 14.

Through these accounts, the Beyond Broad PR team was able to connect with students in the ADV 1101 class, participating teams, other university-related pages and feeds, local and regional news outlets and Temple University students and faculty in general.

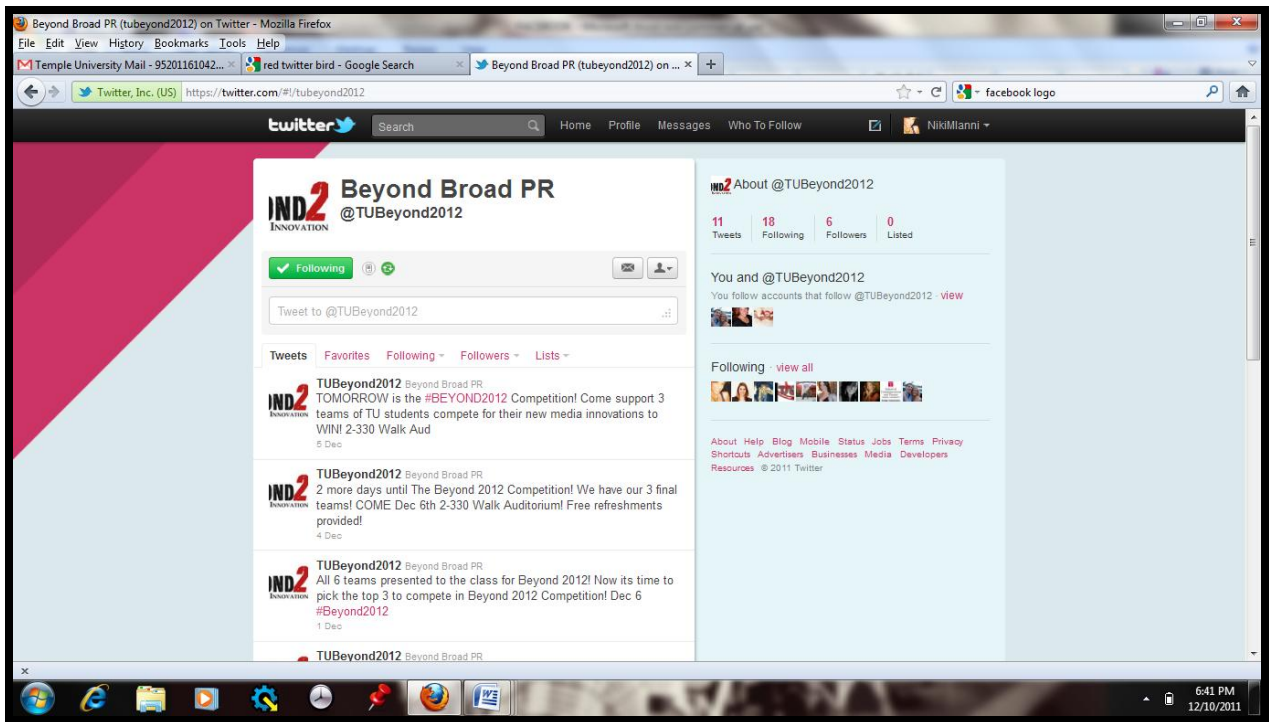
Using these social media platforms enabled increased attendance of students from outside the classroom as well as outside faculty to attend, including Dean Thomas Jacobson.

Social media sites were updated 2-3 times a week in the month leading up to the event.



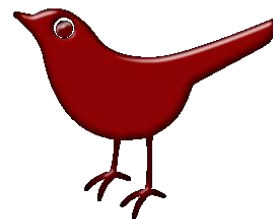
TWITTER

@TUBeyond2012



Statistics:

- 15 followers
- 23 tweets
- 6 direct mentions
- 1 direct message
- 9 retweets
- #Beyond2012 used 14 times



BEYOND2012

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FACEBOOK

WWW.FACEBOOK.COM/BEYOND2012

The screenshot shows the Facebook event page for 'BEYOND 2012 COMPETITION'. The event is scheduled for Tuesday, December 6, 2011, from 2:00pm to 3:30pm at the Temple Walk Auditorium. The page features a list of attendees under 'Going (19)', including Niki Ianni, Alex Crispino, Cori Shearer, Samantha Warner, Kurie Fitzgerald, and Whitney Laubach. There are also 'Maybe (22)' and 'Invited (210)' sections. The event description states: 'Beyond 2012 is a media innovation competition that Dr. James Marra holds annually in his Introduction to Media and Society class. Three individually chosen teams have the chance to present and display their new innovated media idea to four communication professionals... See More'. A map shows the location at Temple Walk Auditorium. The page also includes sponsored ads for Mexican Copper, Eco-Engagement Rings, and Free Shipping at ModCloth.

Page Statistics:

- 19 “likes”
- 21 posts
- 2 “shares”
- 3 post “likes”

Event Page Statistics:

- 246 Invites
- 23 “Attending,” 19 “Maybe Attending,” 37 “Not Attending,” 167 “No Response”
- One wall post

BEYOND2012
ADOPTION OF INNOVATION BEGINS HERE



School of Communications
and Theater
TEMPLE UNIVERSITY®

SCT Community Outreach

- **Department of Advertising**
- **Department of Film & Media Arts**
- **Department of Journalism**
- **Department of Strategic
Communication**
- **Department of BTMM**
- **Department of Theater**
- **Department of Communication
Studies**

In order to raise awareness of the Beyond 2012 Competition among Temple University SCT students, professors, faculty and student organizations, a series of tactics were implemented.

A flier was created for the event and fifty copies were distributed on campus in Annenberg and the Student Center.

Additionally, an eventbrite page was created and an email blast was sent to a database of 140 professors and 10 student organizations, totaling approximately 950 students.

These emails were sent on Monday, November 14. The email linked students and professors to the eventbrite page where users could register to attend the event in advance.

SCT Faculty and Staff

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SCT Student Organizations

SCT Student Organizations		
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ED2010 (Magazine Club)	Stamn, Kirsten	kirsten.stamn@temple.ed
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Black Public Relations Society	Campbell, Chelsi	tuc25565@temple.edu
Radio/Television News Directors Association	Hooper, Rachel	tub25565@temple.edu
The Student Sports Media Association	Gordon, Patrick	pgordon@temple.edu
Temple Associations of Black Journalists	Coombs, Danette	tub58468@temple.edu
Temple Film Collective	Rose, Ian	ian.rose@temple.edu
Temple University Society of Professional Journalists	Garcia, Isabel	isabel.garcia@temple.edu
Temple Student Government	DeSantis, Jon	tsgvps@temple.edu

ADVERTISING 101 - INTRO TO MEDIA & SOCIETY PRESENTS

THE
BEYOND 2012
COMPETITION

TUESDAY, DECEMBER 6
2-3:30 PM
TEMPLE UNIVERSITY'S
RITTER HALL
WALK AUDITORIUM

**FREE
REFRESHMENTS!**

For more information, follow us on Twitter or
like us on Facebook!

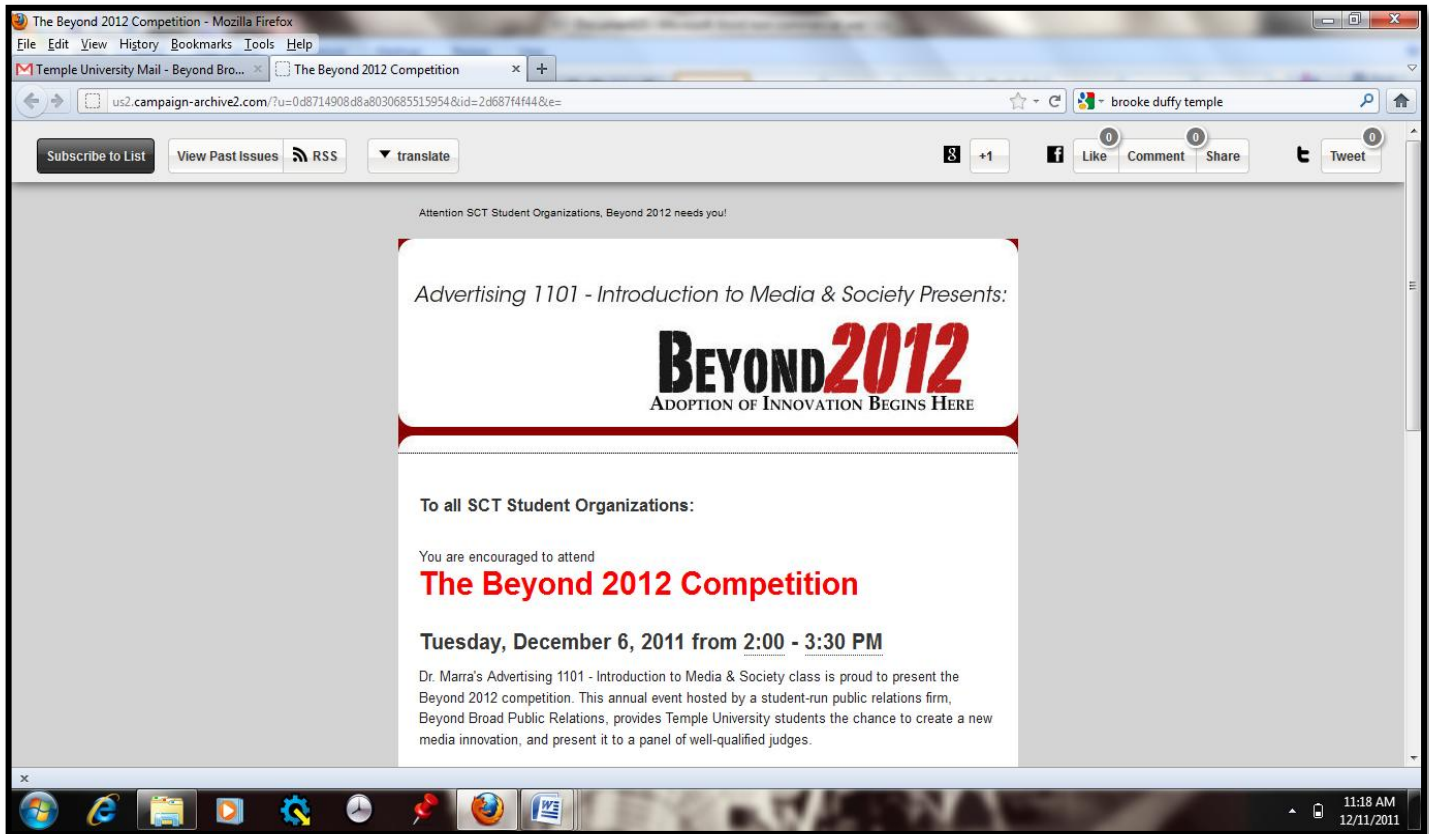


@TUBeyond2012

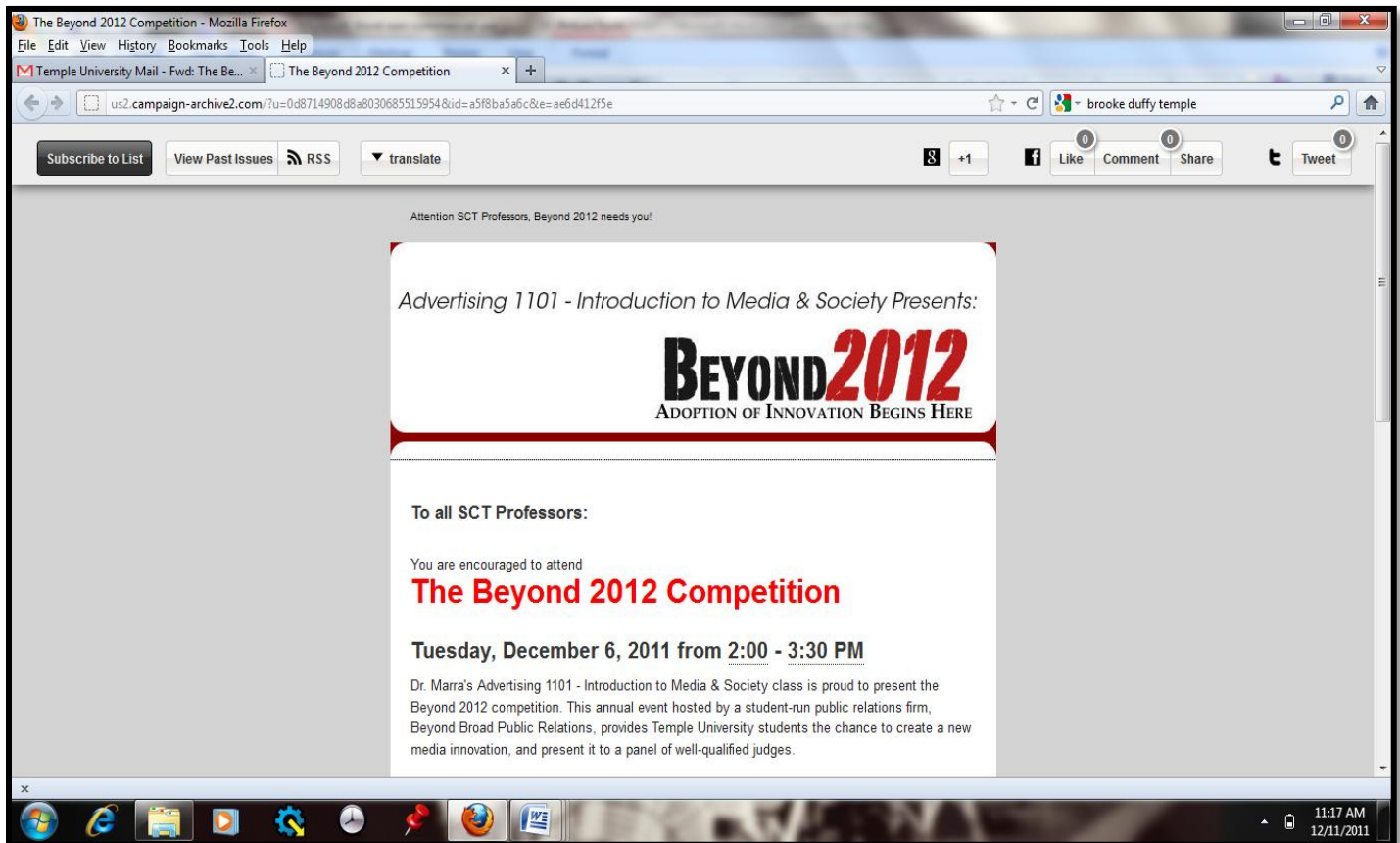


The Beyond 2012 Competition

ORGANIZED BY: BEYOND BROAD PR



MAIL CHIMP EMAIL BLASTS TO ALL SCT PROFESSORS, FACULTY AND STUDENT ORGS



DAY-OF EVENT MATERIALS

*ITINERARY, BUDGET, CERTIFICATES, PROGRAM,
NAMETAG, THANK YOU LETTERS*

BEYOND 2012

DECEMBER 6, 2011

2 - 3:30 p.m.

Walk Auditorium

Hosted by **Beyond Broad Public Relations**

Judges: Amanda Walsh, Peter Michener, Brooke Duffy, Sheri Stahler

Teams: Ad Undergrad, Inc., Team hAPPen, US Adways

11:00 a.m. - noon

Pick-up and Drop-off

Pick up hoagie tray from Richie's
Pick up pizzas from Maxi's
Pick up décor from Party City
Drop off veggie tray, fruit platter, dessert tray, beverages,
snacks

Howard Gittis
Student Center

Noon - 1:30 p.m.

Room Set-Up

Arrange room for competition with food, décor and
supplies

Walk Auditorium
Ritter Hall

1 - 2 p.m.

Judges Pick-up

Amanda Walsh, Regional Rail: 1 PM
Peter Michener, Broad St. Line: 1:30 PM

Regional Rail
Cecil B. Moore Subway

1:30 - 2 p.m.

Presenting Teams Arrive

Teams check presentation materials and electronics

Walk Auditorium
Ritter Hall

2 p.m.

Introductions

Announce and thank judges and competing teams.

Walker Auditorium
Ritter Hall

2:05 - 2:20 p.m.

Team One Presents (Ad Undergrad, Inc.)

2:25 - 2:40 p.m.

Team Two Presents (hAPPen)

2:45 - 3 p.m.

Team Three Presents (US Adways)

3 - 3:10 p.m.

Judges Deliberate - Announce Winner

3:15 - 4 p.m.

Break-down Room

BEYOND 2012 BUDGET

BEYOND BROAD PR
BEYONDBROADPR@GMAIL.COM

Sold To JAMES MARRA
DEPT. ADV
ANNENBERG HALL
PHILADELPHIA, PA 19122

<i>Payment Method</i>	<i>Check No.</i>	<i>Job</i>
UPON RECEIPT OF AN "A" IN CLASS	001	BEYOND 2012 COMPETITION

<i>Qty</i>	<i>Item #</i>	<i>Description</i>	<i>Unit Price</i>	<i>Discount</i>	<i>Line Total</i>
3		TA BLECLOTHS	1.50		4.50
1		VEGGIE PLATTER	15.00		15.00
1		DESSERT TRAY	15.00		15.00
15		BALLOONS	0.75		11.25
6		BEVERAGES	1.00		6.00
1		FRUIT PLATTER	15.00		15.00
1		NAPKINS	5.00		5.00
1		PLASTICWARE	5.00		5.00
1		PLATES	5.00		5.00
1		CUPS	5.00		5.00
2		CHIPS	3.50		7.00
4		THANK YOU GIFTS	20.00		80.00
1		CARDSTOCK	7.00		7.00
50		FLIER PRINTING	0.07		3.50
1		BINDER	5.00		5.00
2		CLEAR SHEETS	4.00		8.00

Subtotal

197.25

Total

197.25



COPY CREATIVE DIRECTOR OF SNYDERCREATIVE, INC.

PETER MICHENER

BEYOND 2012
ADOPTION OF INNOVATION BEGINS HERE

BEYOND 2012
ADOPTION OF INNOVATION BEGINS HERE

PETER MICHENER

COPY CREATIVE DIRECTOR OF SNYDERCREATIVE, INC.

BEYOND2012

ADOPTION OF INNOVATION BEGINS HERE

Beyond Broad Public Relations **Temple University**

December 6, 2011

Amanda Walsh
Account Coordinator
Furia Rubel Communications
2 Hidden Lane, Building 2
Doylestown, PA 18901

Dear Ms. Walsh,

On behalf of myself and all of us at Beyond Broad PR and the Beyond 2012 Competition, we would like to thank you for judging in this event. Your expert insight about the students' projects was very much appreciated and we were happy to have you on our panel of judges. All of the teams valued your feedback as a professional in the communications industry.

We hope you enjoyed participating in the event and we would love to have you back next year. Please do not hesitate to contact me if you have any comments or additional questions.

Thank you again for your time and contribution to the competition.

Sincerely,

Niki Ianni
Firm Director, Beyond Broad Public Relations
nicole.ianni@temple.edu



Beyond Broad Public Relations
Temple University

December 6, 2011

Brooke Duffy
Assistant Professor, ADV

Dear Ms. Duffy,

On behalf of myself and all of us at Beyond Broad PR and the Beyond 2012 Competition, we would like to thank you for judging in this event. Your expert insight about the students' projects was very much appreciated and we were happy to have you on our panel of judges. All of the teams valued your feedback as a professional in the advertising industry.

We hope you enjoyed participating in the event and we would love to have you back next year. Please do not hesitate to contact me if you have any comments or additional questions.

Thank you again for your time and contribution to the competition.

Sincerely,

Niki Ianni
Firm Director, Beyond Broad Public Relations
nicole.ianni@temple.edu



Beyond Broad Public Relations
Temple University

December 6, 2011

Peter Michener
Copy Creative Director
SynderCreative, Inc.
138 S. 20th St.
Philadelphia, PA 19103

Dear Mr. Michener,

On behalf of myself and all of us at Beyond Broad PR and the Beyond 2012 Competition, we would like to thank you for judging in this event. Your expert insight about the students' projects was very much appreciated and we were happy to have you on our panel of judges. All of the teams valued your feedback as a professional in the communications industry.

We hope you enjoyed participating in the event and we would love to have you back next year. Please do not hesitate to contact me if you have any comments or additional questions.

Thank you again for your time and contribution to the competition.

Sincerely,

Niki Ianni
Firm Director, Beyond Broad Public Relations
nicole.ianni@temple.edu



Beyond Broad Public Relations
Temple University

December 6, 2011

Sheri Stahler
Assistant VP of Computer Services

Dear Ms. Stahler,

On behalf of myself and all of us at Beyond Broad PR and the Beyond 2012 Competition, we would like to thank you for judging in this event. Your expert insight about the students' projects was very much appreciated and we were happy to have you on our panel of judges. All of the teams valued your feedback as a professional in the IT industry.

We hope you enjoyed participating in the event and we would love to have you back next year. Please do not hesitate to contact me if you have any comments or additional questions.

Thank you again for your time and contribution to the competition.

Sincerely,

Niki Ianni
Firm Director, Beyond Broad Public Relations
nicole.ianni@temple.edu

Photography



Rachel Royer is originally from Bethlehem, Pennsylvania. Royer moved to Philadelphia to attend Temple University in 2010 to pursue a Bachelor of Fine Arts degree. Royer uses photography as a way of expression and always features her subjects in the best light.

To visually document the Beyond 2012 Competition, a photographer was hired to take pictures throughout the event.

The photographer, Rachel Royer, took a total of 30 pictures throughout the course of the event.

These pictures were used to pitch Jeff Cronin, the website editor of the SCT website.



Winning Team (hAPPen) with the Beyond 2012 judges



Beyond 2012 Finalists: Team Ad Undergrad, Inc.



Beyond 2012 Finalists: Team US Adways



Esteemed judges at the Beyond 2012 Competition

Problems & Improvements

Beyond Broad PR encountered the following issues:

- The Kiva Auditorium was already booked for the day-of-the event, although Beyond Broad PR put a reservation in for the space on Tuesday, September 27. Instead, a reservation was made for Walk Auditorium.
- Obtaining sponsors for Beyond 2012 was incredibly difficult. Although sponsors were contacted nine weeks prior to the event date and were followed up with a minimum of seven to eight times, many reported they could not donate to an organization without a non-profit 501 © - 3 code. Some sponsors did not want to donate after donating the previous semester and others said they had reached their maximum for yearly donations.
- Although Beyond Broad PR faced initial difficulty in obtaining judges for the event, three highly-esteemed judges were able to be secured. However, thirty minutes prior to the event, Greg Siano of Tierney Communications had to cancel due to an emergency meeting. However, despite this initial set-back, phone calls were made to several professionals and two judges were able to attend in Greg's place; Brooke Duffy and Sheri Stahler.
- Due to the addition of a fourth judge at the last minute, Beyond Broad PR was short on a thank you gift, scoring rubrics and nametag. However, before the event started additional rubrics were able to be copied, a nametag was created and a thank you gift bag was purchased with the event still starting on time.

Every strategic communication plan has areas of improvement for future planning.

In addition to learning all of the work that goes into implementing a successful plan, raising awareness through social media and community outreach and securing coverage through media relations efforts, the Beyond Broad Public Relations team also experience a few difficulties during the implementation process.

These problems and advice for future PR teams are outlined in the following pages.

Beyond Broad PR recommends the following advice for future PR teams:

- It's never too early to get started. After forming the Beyond Broad PR team the second week of the fall semester, a strategic plan was drafted the next week and potential sponsors and judges were contacted before the end of September. Make initial contact within the first month of the semester because the proceeding two months will need to consist of persistent follow-up via phone calls and email.
- Confirm, confirm you've confirmed, and then confirm again. After you secure your judges and sponsors, continue to follow-up in the weeks leading up to the event in order to ensure they still plan to participate. However, although you may have received confirmation several times, there is always the possibility for an emergency to arise. Try to have a back-up plan ready for any possible issues that may occur.
- If you want media coverage, find an angle and make it current and relevant. With the recent passing of Steve Jobs, the Beyond Broad PR team made the event interesting by posing it as an opportunity to find the next great media innovator. With any media relations effort, pitch early and follow-up persistently. Pitching should be done 3 - 4 weeks before an event and reporters should be reminded of your event at least 2 - 3 additional times.
- Stay organized. With so many initiatives and projects occurring simultaneously, it's important to delegate a leader for the team who will be responsible for delegating assignments, keeping up with the timeline, editing all materials and maintain a record for all completed work.
- Come prepared with an emergency kit. Have extra markers, tape, cameras, scoring rubrics, nametags and programs available.

Words of Advice

- ***Keep Calm and Carry On***
- ***Persistence is Key***
- ***There's No Such Thing as "Too Early"***
- ***Learn from Others' Mistakes***
- ***Organization is Your Friend***
- ***Have a Back-Up Plan for Your Back-Up Plan***
- ***Be Creative, Unique and Original***
- ***There's an Easy Solution to Every Problem***
- ***Have Fun!***

Beyond Broad PR

- ***Niki Ianni***
- ***Andy Esworthy***
- ***Ashley Zernich***
- ***Alyssa Pawlyk***
- ***Samantha Miller***

BEYOND *2012*
ADOPTION OF INNOVATION BEGINS HERE