

portfolio.

M A C I
R O S E N E

**B.A. IN ADVERTISING
& PUBLIC RELATIONS**

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**THE UNIVERSITY OF
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This portfolio serves as a culmination of work completed during the Spring 2024 semester in PR writing at the University of Arkansas. It includes examples of a news release, audio news release, community change op-ed, media advisory, and talking points, showcasing both skill and growth.

Through this collection, I aim to demonstrate my eagerness to contribute to the field of public relations and to accurately reflect the progress I have made since attending the University of Arkansas.

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FRESH SENDS RELEASES VALENTINE'S COLLECTION

FAYETTEVILLE, Ark. (Feb. 7) - Fresh Sends, a Denver-based floral and gifting company specializing in fresh-cut floral arrangements and gift sets, announced today the launch of its [Valentine's Day Collection](#) and limited-time floral bouquet gift sets. The company collaborated with makeup brand Benefit Cosmetics and Tony's chocolate for the launch.

Fresh Sends launched the campaign on multiple platforms including Instagram and TikTok, displaying 20-second ads showing off their special edition heart-covered Valentine's Day packaging, romantic florals, a female applying blush by Benefit Cosmetics, while taking a bite out of Tony's chocolate to visually highlight the collaboration. The video switches between zoomed-in shots of the different arrangements and products on a pink background, as well as authentic behind the scenes shots.

"As a brand, we take pride in modern, easy gifting and hope it saves you time and stress this Valentine's Day," said founder Ty Hiss. "This is especially important to us because men often hate the hassle of ordering and picking up flowers due to how busy it is. Our ordering process skips the hassle and has them delivered right to their door, with a hand-written card. What could be easier than that?"

The campaign was made by the in-house marketing and content creations team, who maintains their active presence on social media channels. The brand's current strategy, as seen in the Valentine's campaign emphasizes building organic content for viewers, by creating viral-worthy arrangements. "We recognize the evolving landscape where traditional return of investment on ad spending is less reliable," says Hiss. "By utilizing our in-house marketing team, we have full control of our content and who it's marketed to, which makes the advertising process feel more organic and authentic."

Fresh Sends new Valentine's Day Collect bouquets include:

- Fresh Sends x Benefit Cosmetics: A dozen roses paired with Benefit Cosmetics' cult-classic rose-tinted lip and cheek stain, Benetint, in a limited Valentine's Day mailer, wrapped in a custom Valentine's Day Edition of The Fresh Times, and tied with a pink bow.
- The Valentine's Day Send: A hand-designed bouquet that includes only the freshest stems available, wrapped in a custom Valentine's Day Edition of The Fresh Times, tied with a pink bow, and includes a custom Fresh Sends x Tony's Choclonely chocolate bar.

Arrangements available to order through February 17, or while supplies last.

About Fresh Sends:

Operating nationally, Fresh Sends provides customers with a seamless online experience of ordering flowers and gifts through its mobile-friendly website, for delivery across the country.

For more information visit www.freshsends.com

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Community Non-Profit Social Media Posts

Post Image / Graphic	Caption
	<p>Facebook</p> <p>Meet the face behind the mission, our CEO, Julie Castle! When she began in animal welfare 15 MILLION animals were dying every year. Today, that number is down to 380,000 with hopes to make all shelters in America no-kill status by 2025. Thank you Julie for your devotion to our furry friends, we couldn't do it without you!</p>
	<p>Instagram</p> <p>Did you know these crazy CATistics? If you find yourself scrolling through cat videos and don't have one yet... this is your sign. With spring bringing kitten season, we need all the help we can get. Come check out our available fur babies and adopt or foster today!</p>
	<p>Instagram</p> <p>Your daily dose of dog statistics you didn't know you needed! We might be biased, but we think everyone should have at least 2 dogs! ;)</p> <p>Adopt & don't shop!</p>
	<p>Facebook</p> <p>Found a kitten(s) and unsure of what to do? Don't worry, it's probably a community cat. They live outdoors in colonies and should be left alone if the mom has been spotted. Check out the link to learn more!</p> <p>Embedded link*</p>
	<p>Instagram</p> <p>Join us Wednesday's at 10am for our weekly event Knittin' with Kittens! BYO supplies, we'll provide the snuggles!</p>



Audio News Release

FRESH SENDS USING BREAKUPS FOR A GOOD CAUSE (174 words)

DENVER (Feb.7) –

AS MILEY CYRUS SAID BEST AFTER A BREAKUP, SHE CAN BUY HERSELF FLOWERS. HOWEVER, THIS VALENTINE’S DAY CUSTOMERS GET THE OPPORTUNITY TO RECEIVE THEM FROM MILEY HERSELF.

FRESH SENDS, AN ONLINE COMPANY SPECIALIZING IN FRESH-CUT FLORAL ARRANGEMENTS AND GIFT SETS, ANNOUNCED A VALENTINE’S GIVEAWAY TODAY, INSPIRED BY MILEY CYRUS’ GRAMMY WINNING SONG “FLOWERS.”

FROM FEBRUARY 7 THROUGH FEBRUARY 12, CUSTOMERS CAN ENTER FOR A CHANCE TO WIN A SPECIAL VALENTINE’S DAY ARRANGEMENT. ALL THEY NEED TO DO IS FOLLOW FRESH SENDS ON INSTAGRAM AND COMMENT THE FIRST NAME OF THEIR LEAST FAVORITE EX.

FRESH SENDS AIMS TO MAKE MODERN GIFTING EFFORTLESS WHILE PROVIDING “INSTAGRAM WORTHY” BOUQUETS FOR ALL CUSTOMERS. FOUNDER TY HISS EXPLAINS, “WE WANTED TO KEEP THE MOMENTUM OF THE TOPIC OF FLOWERS GOING AFTER THE RELEASE OF HER SONG, AND WE THOUGHT IT WAS A CLEVER WAY TO ENGAGE WITH OUR AUDIENCE.”

THE WINNER WILL BE PULLED AT RANDOM ON INSTAGRAM LIVE. WITH THE ARRANGEMENT ARRIVING ON VALENTINE’S DAY, INCLUDING A SPECIAL MESSAGE FROM MILEY. GO TO FRESH SENDS INSTAGRAM TO ENTER.

About Fresh Sends

Operating nationally, Fresh Sends provides customers with a seamless experience through its mobile website, allowing them to order unique arrangements for delivery across the country.

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Community Change Op-ed

Planned Parenthood CEO: Alexis McGill Johnson

Publications: New York Times, Washington Post, and The 19th*, an independent, nonprofit newsroom reporting on gender, politics, and policy.

Protecting Modern Family Planning

As a society, we must ask ourselves: What kind of future do we want for couples facing infertility? Do we want to limit their options or empower them with choices? The answer should be clear.

In recent years, the landscape of reproductive rights has been tense, with *Roe v. Wade* being overturned and access to In Vitro Fertilization (IVF) becoming critical topics. The latest news from Alabama, where IVF clinics are under threat of closure due to legal changes allowing families to sue these facilities, highlights the ongoing war against women. As a society, we must recognize the many values of IVF and help protect this vital resource of modern family planning.

IVF has revolutionized family-building for millions. For couples struggling with infertility, LGBTQ+ individuals and couples, and those with other health concerns, IVF offers hope. According to Family by Co, one in six individuals worldwide experience infertility and 33% of Americans have turned to fertility treatments or know someone who has.

However, this resource is now under threat. IVF is often a last resort after a lot of emotional, physical, and financial strain. Knowing that many couples might have to find treatment in other states due to clinics shutting down is an unimaginable fate that many are now having to face. If we don't stand together as a society, this will be the harsh reality for many people in Alabama and potentially other conservative states. Holding IVF clinics accountable is crucial. However, the current approach in Alabama not only denies access to those seeking treatment, but threatens the progress made in reproductive medicine.

Families deserve the right to make informed choices about their reproductive futures, whether that involves starting a family through IVF or making decisions about coming off birth control. Legislators must recognize the balance between accountability and access. Instead of implementing laws that threaten clinics and parents, there should be a focus on effective communication. Lawmakers, medical professionals, and patient advocates should all be included in the conversation, not just legislators, to help create regulations that protect both patients and clinics.

The stories of those who have benefited from IVF should not be overshadowed by legal battles. We must humanize the issue, highlighting the faces behind the statistics. For families like Kate and Luke Hemming, this long and stressful process was their reality, and it's how they were able to start their family due to Kate's Endometriosis diagnosis, it was their only hope. And now thanks to IVF, they get to hold their miracle babies. Protecting access to IVF is not just about reproductive rights, it's about compassion and progress.

In this landscape, where reproductive rights are constantly under threat, we must all be allies of couples wanting families. By supporting access to IVF, we support the fundamental right of every person to make choices about their own bodies and futures, no matter how it looks. It's not just about fertility treatment, it's about the freedom to create the families when we want. So again, we must ask ourselves we must ask ourselves: Do we want to limit their options or empower them with choices?

If you want to help support and empower them, tell your state elected officials that you oppose harmful restrictions and want them to prioritize policies that improve health care for women, pregnant people and communities in your state.



MEDIA ADVISORY

Feb. 21, 2024

FOR: FRESH SENDS

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FRESH SENDS HOSTS FLOWER DRIVE TO RECYCLE OLD FLOWERS INTO SUSTAINABLE MATERIALS

DENVER – Fresh Sends, the Denver-based floral and gifting company specializing in fresh-cut floral arrangements and gift sets, is excited to announce their innovative initiative to recycle old flowers into plant-based pigments and packaging materials. This approach is part of Fresh Sends' new sustainability plan aimed at reducing costs and promoting environmental responsibility.

Fresh Sends invites the community to participate in their flower drive by donating old flowers recently purchased during the Valentine's holiday. These flowers will be used to create eco-friendly packaging and plant-based dyes, which are much safer than petroleum based, contributing to a greener and more sustainable future. Fresh Sends aims to use this innovative process as a breakthrough in the industry for sustainable initiatives.

What: FRESH SENDS HOSTS FLOWER DRIVE TO KICK OFF NEW SUSTAINABILITY INITIATIVES

When: Friday, Feb. 23, from noon to 4 p.m. MT

Where: FRESH SENDS
4435 Inca St,
Denver, CO 80211

Who: Founders Jesse and Ty Hiss will be onsite helping put on the flower drive.

Why: Fresh Sends, recently committed to implementing sustainability practices, hopes to educate consumers and the public about the truths of the floral industry, and how we can mitigate damage to our planet.

How: In-person event, at Fresh Sends headquarters in Denver.

Hashtags:
#FreshSendsFlowerDrive
#SustainablyFreshSends

Interview Opportunities: Journalists are invited to schedule interviews with:

- Jesse Hiss, Co-Founder: Discuss the inspiration behind Fresh Sends' sustainability initiatives, the importance of eco-friendly practices in the floral industry, and the company's vision for the future. Ty Hiss, Co-Founder: Share insights into the technical process of converting old flowers into sustainable materials, the challenges, and the expected impact on the industry.

Photographs and interviews can be arranged upon request. Please contact Maci Rosene at Mellowdrama Media for scheduling.

Maci Rosene, Mellowdrama Media - 972.124.6230 - mrosene@mellowpr.com—

About Fresh Sends:

Operating nationally, Fresh Sends provides customers with a seamless online experience of ordering flowers and gifts through its mobile-friendly website, for delivery across the country.

Fresh Sends seeks to encourage and inspire others through modern gifting. Committed to sustainability and innovative solutions, Fresh Sends is on a mission to make the world a greener place through creative initiatives like the flower drive.

Follow us on social media @FreshSends or visit www.freshsends.com for updates.

###

Talking Points



Best Friends Animal Society: 1st Birthday Bash Media Appearance

131 Melissa Dr Bentonville, AR 72712, 479.310.8569

Jackieroach@bestfriendscom, www.bestfriends.org

Talking Points

- Good morning
 - o Thank you for being here to support local animals in need.
 - o We couldn't have done this first year of business without the support of our community, volunteers, and donors.
 - Kitten Season
 - o With the start of warmer weather, we need your help placing kittens in their forever homes.
 - o If you can't adopt, we encourage you to foster.
 - o If you can't foster, we encourage you to volunteer.
 - Volunteer or attend our weekly event for kitten adoption.
 - o Every Wednesday at 10am, we host "Knittin' with Kittens" to encourage locals to come knit and hangout with our adoptable kittens.
 - o If you're not ready to adopt, we still appreciate your support just by playing with them.
 - Adopt Responsibly
 - o There's no shame in not being ready to adopt.
 - o We offer many other events throughout the year that you can apply to be a volunteer.
 - o Not a cat person? We host events for dogs too.
 - Closing
 - o Again, I want to also thank our community, volunteers, and donors.
 - o We truly thank you for your constant support to help save local animals in need.
 - o We wouldn't be where we are today without every one of you.
1. The organization's strategic objective is to get support from the NWA community by gaining donations, volunteers, foster homes and forever homes for homeless pets in the area.
 2. The target audience is NWA locals, volunteers and students at the University.
 3. The audience is probably unfamiliar with all the events that Best Friends NWA put on year-round, as well as their no-kill initiative.
 4. The ideal outcome of this interview is to gain public interest, showing locals they can be a part of the no-kill solution for homeless pets, even if it's just donating or fostering for a short-term period.
 5. Possible negative outcomes of this initiative are the worry that some people are not yet ready to be pet owners, or lack funds, leading to neglect, especially in college students. However, Jackie will address this concern in the "adopt responsibly" part of the speech.