



Final Pitch: US Forest Service's Paleontology Department

By: Angel, Antonio, Bella, David,
Israyel, and Samantha



A hand is shown writing the word "Overview" in a bold, black, cursive font on a white surface. The hand is holding a black marker and is in the process of drawing a thick, curved underline beneath the word. The background of the image is a solid dark blue color.

Overview

1. Introduction (About and background info)
2. SWOT Analysis
3. Publics
4. Goals and Objectives
5. Tactics
6. Evaluations
7. Social Media Posts
8. Video
9. Our Event
10. Social Media Campaign
11. Conclusion

About

Paleontology Department Role:

Preserving and protecting special areas to hold onto a part of the geologic past to study now and in the future. This entails working with oil and gas workers, archeologists, and collective companies when it comes to the finding of fossils.

Our Purpose:

Help raise awareness and attractions for the Paleontology Department.



Brief Background


The mission of the US Forest Service is: **“To sustain the health, diversity, and productivity of the Nation’s forest and grasslands to meet the needs of present and future generations.”**

- They manage 193 million acres of land
- History goes back to 1876 when Congress decided to assess the quality and conditions of forests in U.S
- Paleontology department is very new (5 years old)

SWOT Analysis

A SWOT chart is a tool that we use to help determine an organization's Strengths, Weaknesses, Opportunities, and Threats during our research process.

This will help guide us to tell you what you do well, address what you're lacking, help seize new openings, and minimize risks.

Here is what the chart looks like for demonstrative purposes 

| | |
|--|---|
| Strengths <ul style="list-style-type: none">- This department is the only paleontology department sanctioned under the U.S. government, so there is no direct competition in the sense of specifically paleontology- Have many records of old and new information to share, many interesting facets and continuing new data collected- The people on board are all each very passionate about the field and extremely knowledgeable about the science- Could build off pre-existing website- Department itself has a lot of potential room to grow and the team is extremely eager to put in the work to do so | Weaknesses <ul style="list-style-type: none">- The department executes a poor and outdated use of social media, relying solely on its website to bring in numbers and web traffic<ul style="list-style-type: none">- Doesn't have any of its own socials, considered a small sector of forest service- The paleontology page is very simple and dull, with more text than visuals and no interactive media- Low numbers of staff involvement, people on board are detached from PR side due to busy schedules and lack of knowledge- Every PR action must be pre-approved through the government comms office |
| Opportunities <ul style="list-style-type: none">- A great chance to grow as the team is very small and also new<ul style="list-style-type: none">- Only up from here- Improvements to your website can bring in many new publics to engage with- Creation of different social media accounts can also increase engagement and put more eyes on your department<ul style="list-style-type: none">- Facebook, Twitter, Instagram, Tik Tok- A seemingly fresh start to break free from only being a tab under the US Forest Service<ul style="list-style-type: none">- Can be both a tab and have own website that engages the reader even more | Threats <ul style="list-style-type: none">- Overshadowed by the Archeology department<ul style="list-style-type: none">- Archeology constantly takes over the land before- Private Collectors<ul style="list-style-type: none">- Hikers and explorers going out and collecting fossils that should not be picked up- Anything bigger than a simple shell- Public Interest does not seem to be there due to:<ul style="list-style-type: none">- Absence of information on the subject- General public has a loss of interest in dinosaurs when becoming adults- Forest fires and natural disasters harming the land and the fossils that are present |

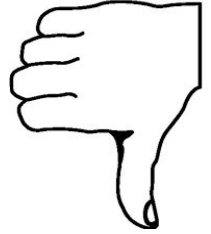
SWOT Analysis



Strengths

- This department is the only Paleontology department sanctioned under the U.S. Forest Service, so there is no direct competition in the sense of specifically Paleontology
- Have many records of old and new information to share, many interesting facets and continuing new data collected
- The people on board are all each very passionate about the field and extremely knowledgeable about the science
- Could build off pre-existing website
- Department itself has a lot of potential room to grow and the team is extremely eager to put in the work to do so

SWOT Analysis



Weaknesses

- The department executes a poor and outdated use of social media, relying solely on its website to bring in numbers and web traffic
 - Doesn't have any of its own socials, considered a small sector of forest service
- The Paleontology page is very simple and dull, with more text than visuals and no interactive media
- Low numbers of staff involvement, people on board are detached from PR side due to busy schedules and lack of knowledge
- Every PR action must be pre-approved through the government comms office

SWOT Analysis



Opportunities

- A great chance to grow as the team is small and new
 - It is only up from here!
- Improvements to your website will bring in many new publics to engage with
- Creation of different social media accounts can also increase engagement and put more eyes on your department
 - Facebook, Twitter, Instagram, TikTok
- A fresh start to break free from only being a tab under the US Forest Service
 - More of a presence as a website rather than extension of Forest Service

SWOT Analysis



Threats

- Overshadowed by the Archeology department
 - Archeology constantly takes over the land before
- Private Collectors
 - Hikers and explorers going out and collecting fossils that should not be picked up
 - Anything bigger than a simple shell
- Public Interest does not seem to be there due to:
 - Absence of information on the subject
 - General public has a loss of interest in dinosaurs when becoming adults
- Forest fires and natural disasters harming the land and the fossils that are present

Publics

The Publics we are hoping to connect with are:



- ❑ Current teachers of elementary and middle schools in Denver
- ❑ Students currently enrolled in elementary and middle schools in Denver
- ❑ Parents of young children
- ❑ Forest rangers
- ❑ American paleontologists
- ❑ Millennials living in Colorado

PR Jargon

Goal: Statement of the overall result needed to solve the problem or seize the opportunity.

Objective: Statements of specific results that lead to achieving the goal. Objectives are specific, written, measurable, and attainable.

Tactic: An action or strategy carefully planned to achieve a specific end. A tool you use in pursuing an objective.



Goal 1 With Objective & Tactic

GOAL: Define and communicate the Paleontology Department's purpose, goals, and values to the employees, customers, and general public

OBJECTIVE

- ❑ Have mission and vision statement approved and published by August 2022

TACTICS

- ❑ Create a mission and vision statement specifically for the Paleontology Department
- ❑ *Post the statements on the websites where online visitors will be able to clearly see it*
- ❑ *Post the mission statement in the social media profile bios. Example put bio in Instagram profile*
- ❑ *Have the mission statement on the volunteer application form*
- ❑ *Explain the statements to all current and potential employees.*

Benefits of Mission and Vision Statements



Evaluate Mission and Vision

- ❑ Check website by August 1st, 2022 to ensure the mission and vision statement is visible on website.

Goal 2 With Objective & Tactic

GOAL: Improve the paleontology website's written content

OBJECTIVE

- ❑ Create and implement updated website copy for general public by September 2022

TACTICS

- ❑ Write copy for website (head-page)
- ❑ Remove difficult/outdated wording and replace with basic and inviting language
- ❑ Update website with new copy
- ❑ Amend formatting to create a more dynamic, easier to read webpage
 - ❑ Add more bullet-points and sub bullet-points
 - ❑ Provide breaks on page to break up large paragraphs of text

Example of Website Update:

Original

Is paleontology the same as archeology?

No. They are two distinct yet somewhat similar sciences.

- Paleontology is the study of fossils, such as shells, plants, tracks, bone, wood, and animals.
- Archeology is the study of human remains and artifacts, such as historic homesteads, pottery, stone tools, and rock art. Remember, artifacts begins with 'art'; something created by humans.

There are important legal differences in how paleontological resources (fossils) and archeological resources (human remains and artifacts) are managed on Federal lands.

Updated

Is paleontology the same as archeology?

Short answer, no. Paleontology and archeology are two distinct sciences. Let's break it down and look at the difference between the two.

- Paleontology
 - The study of fossils (shells, plants, tracks, bone, wood, and animals)
- Archeology
 - The study of human remains and artifacts (pottery, stone tools and rock art)
 - Fun Fact! Any artifacts that begin with 'art' are considered human made and falls under archeology jurisdiction

There is also an important difference in how paleontology resources (fossils) and archeological resources (human remains and artifacts) are legally managed on Federal lands.

Evaluate Updated Website Written Content

- ❑ On September 1, 2022 open website and see if the written content has in fact been updated.
-

Goal 3 With Objective & Tactic

GOAL: Curate relationships between the Paleontology program and elementary and middle schools within the Denver Metro area

OBJECTIVE

- Reach out to nearby schools and get approved for at least 10 visits for the 2022-2023 school year
- Add an additional 5 schools by the 2023-2024 school year

TACTICS

- Compile list of schools to visit
- Write up a pitch email
- Send email to selected schools
- Follow up via phone call if needed
- Compile an assembly schedule
- Get supplies for assembly such as tubs, sand, fossil props, and etc
- Make a short informational video
- Make a powerpoint with desired educational slides
- Get permission to show Jurassic World: Dominion trailer
- Make a kahoot for the assembly
- Compile follow up email for schools about a potential field trip

Assembly



schedule

10:00 AM: Introductions! What are fossils?

10:15 AM: Fossil dig in the sand pits. What is paleontology?

10:45 AM: Can you identify the fossils?

11:00 AM: Short department video and dinosaur video

11:15 AM: Kahoot time!

11:30Am: Come visit us!

Evaluate School Assemblies

❑ Evaluation

- ❑ At least one school has followed up by booking a field trip
- ❑ Five more schools want to be on board for more visits

❑ Other useful data

- ❑ Possibly send out surveys to teachers about the interest in Paleontology before and after the visits

Goal 4 With Objective & Tactic

GOAL: Increase and grow the number of volunteers for the Paleontology Department

OBJECTIVES

- ❑ Increase the number of volunteers from zero to 15 by the end of 2022
- ❑ Formalize and upload electronic volunteer form by May 2022

TACTICS

- ❑ Create a model for a Paleontology Department- specific volunteer application form
- ❑ Post on social media occasionally
- ❑ Upload to website
- ❑ Make available as physical copies to put in various National Parks' visitor centers or ranger stations
- ❑ Pass out at assemblies

Proposed Volunteer Form



Paleontology Department Volunteer Application

*Required field, please fill out

*Name (First and Last): _____

*DOB: _____

*Level of education (Check one): Highschool ___ College ___ Other ___

If other, please specify:

*State of residence: _____

Contact information

*Email: _____

*Cell: _____

Questions

1. *How did you learn about our volunteer program? (Social media, assembly, flier, etc)

2. *What interests you about volunteering for the Forest Service's paleontology department?

3. *What do you hope to get out of volunteering for the paleontology department?

4. Have you volunteered for any organizations in the past? If so, briefly describe one and talk about what your role was (what you did).

5. Do you have any prior dig experience or working with fossils (e.g. Cleaning, labeling, categorizing)? If so please elaborate:

6. *We offer various types of volunteer opportunities. Most require self transportation to the sites. Others require volunteers to spend up to a few hours outside in the hot summer sun. Do you have any limitations that might restrict you from participating in certain volunteer activities? If so please describe as we want to ensure our volunteers feel safe, comfortable, and capable of doing the work they're assigned.

7. What kind of volunteer opportunities would you be interested in?

(List what kind of volunteer options they would have):

Activity 1 (e.g. Events)

Activity 2 (e.g. Helping sort fossils)

Activity 3

Activity 4

8. What days of the week would you be able to volunteer? Please describe what your availability for volunteering might look like.

When completed, this form should be uploaded to _____ or emailed to justan@example.com

Benefits and Evaluation of Volunteer Form

How it works towards the goal and objectives:

- ❑ There currently is not any sort of real volunteer application so this tactic should help by giving prospective volunteers a place to apply
- ❑ It's easily accessible: interested people could download the PDF, fill it out, and upload it/email it

How to Evaluate:

- ❑ To evaluate simply keep track of how many volunteers the Paleontology Department has by the end of the year. It should be relatively easy to measure since there are currently none. Even just getting people to apply is a step forward, showing that the application form attracts interested people.

Goal 5 With Objective & Tactic

GOAL: Increase awareness of social media and live events

OBJECTIVES

- ❑ Increase awareness of paleontology department and increase in community participation using social media and live events
- ❑ Create and execute first live family based event by October 2022
- ❑ Collect and check mascot name submissions and then announce the winner on social media accounts

TACTICS

- ❑ Create a naming the mascot contest on all social media platforms as well as promoting our unveiling the mascot event
- ❑ Create social media posts about naming the mascot, the contest will last two weeks
- ❑ Create social media posts about the mascot unveiling event
- ❑ Communicate back and forth with the public about both events as well as contacting the winner to bring them out to the event

Evaluation of Mascot Tactic

- ❑ Check social media accounts to see if public interaction has increased
- ❑ Plan and execute live event by october 2022

Other useful data:

- ❑ Collect tickets at live event to see how many attendees we had
- ❑ Collect number of mascot name submissions



Goal 6 With Objective & Tactic

GOAL: Redesign the Toadstool Geologic Park and Berlin-Ichthyosaur workbooks to be more kid friendly and accessible

OBJECTIVES

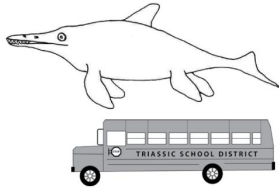
- ❑ Rework and publish workbooks on website by July 2022
- ❑ Get 500 downloads by the end of the calendar year 2022

TACTICS

- ❑ Reworking the wording of the information and make it more user friendly
- ❑ Bring more focus to the availability of the workbooks on the website by promoting them through social media
- ❑ Make a labelled section for workbooks instead of putting them under blogs; make them findable
- ❑ Promote twice a month on all social media (from small links to featured posts)

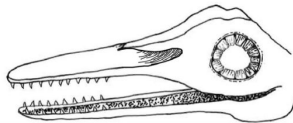
FASCINATING ICHTHYOSAUR FACTS

ICHTHYOSAURS WERE BIG! The biggest fossil ichthyosaurs at the Berlin-Ichthyosaur site are about 60 feet long. Take a look at a school bus (45 feet long) and add another 15 feet. That's how big these marine reptiles were. Their heads were nearly 10 feet long and their tails were more than 25 feet long. They were truly monsters of the deep and fearsome predators of the Triassic seas. They also weighed a lot! Paleontologists estimate that a 60-foot ichthyosaur weighed as much as 40 tons. That's heavier than three elephants and as heavy as many living whales!



Ichthyosaurs could grow up to 60 feet, 15 feet longer than a school bus!

ICHTHYOSAUR, WHAT BIG EYES YOU HAVE! The eye sockets of ichthyosaurs found at the Berlin-Ichthyosaur site are up to 12 inches across; bigger than a dinner plate. Ichthyosaurs had among the largest eyes in relation to their body size of any animal that has ever lived! Big eyes likely helped ichthyosaurs hunt for prey in dark conditions, in deep water where little sunlight penetrates.



Ichthyosaur skulls can be 10 feet long, with an eye socket 12 inches wide!

ICHTHYOSAURS WERE OCEAN REPTILES! They may have looked similar to dolphins and whales, but ichthyosaurs are reptiles and are more closely related to living alligators and crocodiles. They were air-breathing, ocean-dwelling reptiles, like sea turtles and salt-water crocodiles of today. But paleontologists believe that ichthyosaurs lived similar lifestyles to that of dolphins and porpoises, based on the similarities of body structure and habitat shared by these reptile and mammal groups.

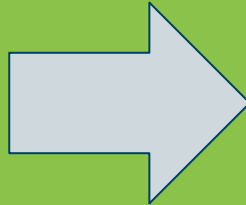
ICHTHYOSAURS WERE EVERYWHERE! Well, almost. Paleontologists have found ichthyosaur fossils on every continent except Antarctica. Ichthyosaurs swam through all the world's oceans during the Mesozoic Era.



ICHTHYOSAUR, YOUR NAME IS GREEK TO ME! In Greek, "ichthys" means fish and "sauros" means lizard, so the scientific name "ichthyosaur" is Greek for "fish-lizard." The name is fitting, because ichthyosaurs were really big, ocean-living reptiles with a very fishy look!

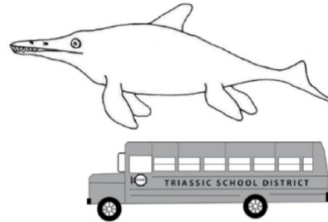
Say "ichthyosaur" like this:

ICK-THEE-O-SORE



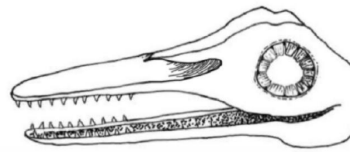
FASCINATING ICHTHYOSAUR FACTS

ICHTHYOSAURS WERE BIG! The biggest fossil ichthyosaurs at the Berlin-Ichthyosaur site are about 60 feet long. Take a look at a school bus (45 feet long) and add another 15 feet. That's how big these marine reptiles were. Their heads were nearly 10 feet long and their tails were more than 25 feet long. They were truly monsters of the deep and fearsome predators of the Triassic seas. They also weighed a lot! Paleontologists estimate that a 60-foot ichthyosaur weighed as much as 40 tons. That's heavier than three elephants and as heavy as many living whales!



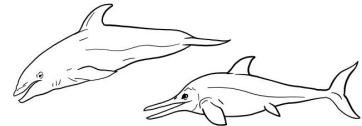
Ichthyosaurs could grow up to 60 feet, 15 feet longer than a school bus!

ICHTHYOSAUR, WHAT BIG EYES YOU HAVE! The eye sockets of ichthyosaurs found at the Berlin-Ichthyosaur site are up to 12 inches across; bigger than a dinner plate. Ichthyosaurs had among the largest eyes in relation to their body size of any animal that has ever lived! Big eyes likely helped ichthyosaurs hunt for prey in dark conditions, in deep water where little sunlight penetrates.



Ichthyosaur skulls can be 10 feet long, with an eye socket 12 inches wide!

ICHTHYOSAURS WERE OCEAN REPTILES! They may have looked similar to dolphins and whales, but ichthyosaurs are reptiles and are more closely related to living alligators and crocodiles. They were air-breathing, ocean-dwelling reptiles, like sea turtles and salt-water crocodiles of today. But paleontologists believe that ichthyosaurs lived similar lifestyles to that of dolphins and porpoises, based on the similarities of body structure and habitat shared by these reptile and mammal groups.



ICHTHYOSAURS WERE EVERYWHERE! Well, almost. Paleontologists have found ichthyosaur fossils on every continent except Antarctica. Ichthyosaurs swam through all the world's oceans during the Mesozoic Era.



ICHTHYOSAUR, YOUR NAME IS GREEK TO ME! In Greek, "ichthys" means fish and "sauros" means lizard, so the scientific name "ichthyosaur" is Greek for "fish-lizard." The name is fitting, because ichthyosaurs were really big, ocean-living reptiles with a very fishy look!

Say "ichthyosaur" like this:

ICK-THEE-O-SORE

WONDERFUL, MYSTERIOUS LANDFORMS OF NEVADA

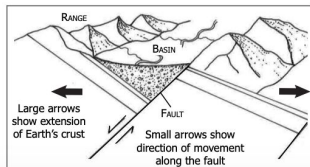
Nevada's geology is unique and is very different from the other 49 States. Why? Nevada is almost completely within a region called the Great Basin, where rivers flow in but they don't flow out. Nevada is also located within the "rain shadow" of the Sierra Nevada Mountains to the west, resulting in dry, desert conditions across the State. Nevada has more than 300 mountain ranges that align in a north-to-south direction and are separated by valleys. In fact, Nevada has the most mountain ranges of all the lower 48 States!

Streams flow out of the mountains and disappear into the valleys. Seasonal lakes located in the valleys (called playas) fill with water when it rains and then dry up. Bedrock exposed in the mountains is broken by faults. "Faults" are large cracks where rock formations can shift and move. Volcanic rocks form a thin blanket over all the other geology.

The incredible geologic forces that created this unique landscape are called plate tectonics. Huge plates that make up the Earth's crust slowly move over molten rock deep within the Earth. These plates can shift where they share a boundary with other plates. Shifting plates can create volcanoes, mountains, valleys, or basins. We can understand how the mysterious landforms of Nevada were created by exploring these mountains and valleys.

BROKEN AND FAULTED BEDROCK: Nevada has undergone three major periods of mountain building, called "orogenies:"

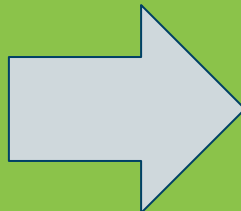
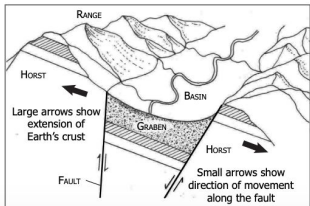
- the Antler Orogeny, about 340 million years ago.
- the Sonoma Orogeny, about 250 million years ago.
- the Sevier Orogeny, about 100 million years ago.



These episodes of mountain building resulted from massive plates of Earth's crust colliding along North America's west coast (plate tectonics), which caused faulting and folding of rock layers far inland, and caused rock layers eastward along massive broken rock surfaces called thrust faults.

Two types of faulting created these mountains, as shown in the illustrations below. Rotational fault blocks (left) result when the crust breaks in a stair-step fashion along a series of faults. The crustal blocks slip and rotate to form mountain ranges with valleys in between. Horst and graben mountain building (right) results when blocks of the crust either drop down (grabens) or are pushed up (horsts) along the faults. The result of both mountain-building processes is similar, producing linear mountain ranges separated by valleys (basins).

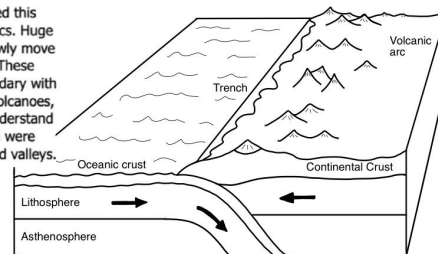
BASIN AND RANGE TOPOGRAPHY: One look at a satellite image of Nevada shows a highly wrinkled land surface! These wrinkles are individual mountain ranges separated by valleys in a large area that geologists call the Basin and Range Province. These mountain ranges formed by pulling apart the Earth's crust, rather than forming by crustal blocks pushing together. The crustal block that makes up California began pulling away around 30 million years ago, causing the Earth's crust in Nevada to stretch and pull apart. The brittle crust cracked (faulted), and some blocks of crust remained in place while others dropped. Blocks of crust that remain elevated form the mountain ranges, while blocks that are lower form basins.



WONDERFUL, MYSTERIOUS LANDFORMS OF NEVADA

Why is Nevada's geology unique and very different from the other 49 states? Nevada has more than 300 mountain ranges, being the state with the most mountain ranges in the US!

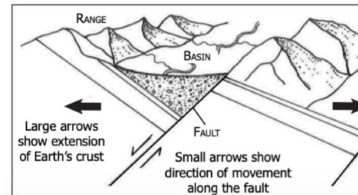
The incredible geologic forces that created this unique landscape are called plate tectonics. Huge plates that make up the Earth's crust slowly move over molten rock deep within the Earth. These plates can shift where they share a boundary with other plates. Shifting plates can create volcanoes, mountains, valleys, or basins. We can understand how the mysterious landforms of Nevada were created by exploring these mountains and valleys.



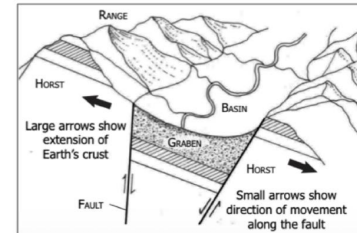
BROKEN AND FAULTED BEDROCK: Nevada has undergone three major periods of mountain building, called "orogenies:"

- the Antler Orogeny, about 340 million years ago.
- the Sonoma Orogeny, about 250 million years ago.
- the Sevier Orogeny, about 100 million years ago.

These episodes of mountain building resulted from massive plates of Earth's crust colliding along North America's west coast (plate tectonics), which caused faulting and folding of rock layers far inland, and shoved rock layers eastward along massive broken rock surfaces called thrust faults.



Rotational fault blocks happen when the crust breaks in a stair step pattern along a series of faults. The crustal blocks slip and rotate to form mountain ranges with valleys in between.



Horst and Graben mountain building results when blocks of the crust either drop down (grabens) or are pushed up (horsts) along the faults.

The result of both mountain building processes is similar, producing linear mountain ranges separated by valleys, or basins.

Benefits

- Having a free downloadable resource is nice and convenient when parents are looking to foster their children's interest
- Keeping the information simple helps ease reader into it
- Promoting the workbooks directs people to the website, prompting more site activity

Evaluation

- Make sure updated workbooks are visible and on website by July 2022
 - Monitor how many downloads the workbooks receive from when they are posted to the end of the year
 - Monitor website activity after workbooks are posted
-

Social Media Posts

How to become a Paleontologist...

✓ Earn a bachelor of science degree

✓ Earn a masters degree

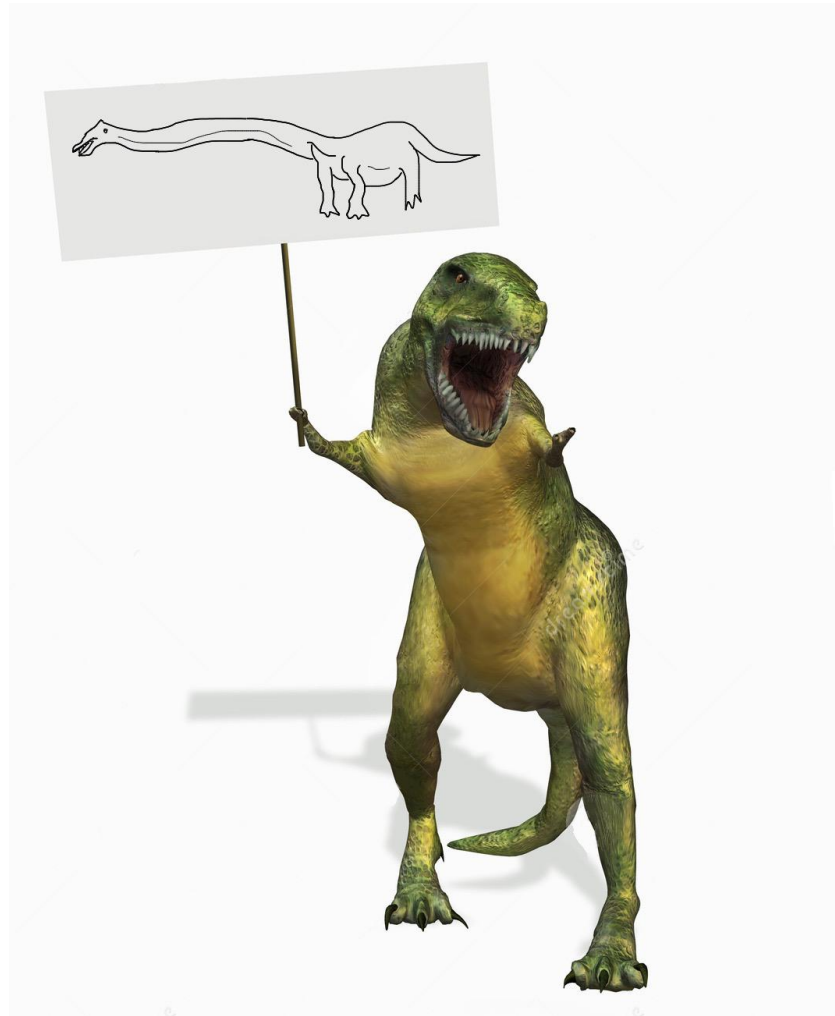
✓ Opt for a doctorate degree

✓ Join internship or mentorship programs

For Instagram, Facebook, and Twitter

Caption:

Are you interested in studying fossils? If so here are some key steps to get started!



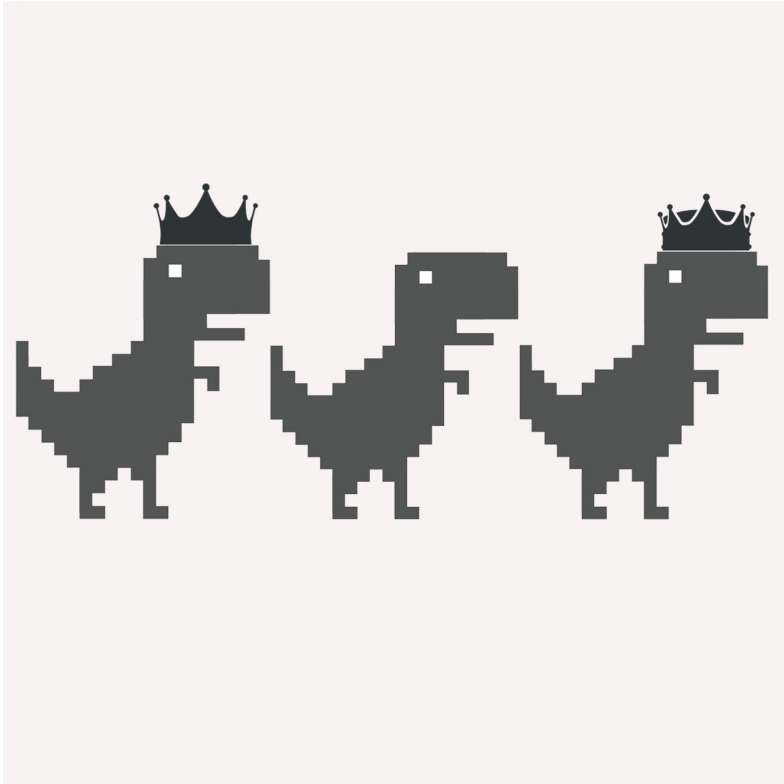
For Instagram and Facebook

Caption:

Today is national draw a dinosaur day! We decided to all try to draw our favorite dinosaurs and now we want to see yours.

Be sure to tag us in your drawings to possibly be featured on our story!

Don't feel like drawing a dino? Download one of our fun workbooks here! (link to website)



For Instagram, Facebook, and Twitter

Caption:

There may be THREE types of T-Rex's!
Would you like there to be an Emperor
and Queen T-Rex? Tell us what you
think!

Read all about the Emperor and Queen
[here](https://www.nytimes.com/2022/02/28/science/tyrannosaurus-rex-species.html):

<https://www.nytimes.com/2022/02/28/science/tyrannosaurus-rex-species.html>



For Instagram, Facebook, and Twitter

Caption: Who's excited?!
#paleontologydept#newmascot



For Instagram, Facebook, and Twitter

Caption: Did you know? Dinosaurs dominated Earth for over 165 million years. Humans have been around for only 2 million years.

#fossilfriday#paleodept#usforestservice
#dinos

Do you know who this is?

- Exactly-- everyone knows who he is and what he stands for
- A mascot would greatly advance the paleontology department's interests
 - Give the department a "face"
 - Attract kids' attention
 - Give the department a friendly feel
 - Give the department something the public could interact with



Our
Mascot
Promotion
Video:



FOR IMMEDIATE RELEASE



US Forest Service to Unveil New Mascot at fun summer event

The US paleontology department sanctions summer event to bring in new family and student interest in paleontology.

DENVER, JULY 21, 2022 The US Forest Service's Paleontology Department is hosting a family-friendly event in Colorado's Arapaho National Forest to unveil a long awaited mascot. This event will be taking place at Arapaho National Forest. It will begin at noon with field activities and an open picnic, where families are invited to bring their own lunch and snacks.

Activities available will include a "dino dig" for kids and dino-themed backyard games like corn-hole, latterball, etc. This will then be followed by the official unveiling of the Paleontology's Department's new mascot by celebrity cameo, Chris Pratt. The event will conclude with the showing of the new feature film Jurassic World Dominion, on a giant screen. Popcorn, candy, dino nuggets, soda, and adult beverages will be available for purchase at the time of the film.

Justin Wilkens, a scientist apart of the paleontology department, says "This event is a great opportunity for people of all ages and all levels of interest in dinosaurs, fossils, and paleontology. It is also an excellent way for the Paleontology Department to connect with the Colorado public in a way that has not been done before."

Tickets for this event can be found on the USFS Paleontology website (<https://www.fs.usda.gov/science-technology/geology/paleontology>) as well as advertised on all the department's social media. They will be available starting May 21 at 12 pm and stay available until July 21 at midnight, the festival being later that day. Adult tickets are \$5, while Children under age 16 and Seniors over age 60 can attend for \$3 per ticket.

Proceeds from the tickets will go towards the Fossil Foundation, a charity which invests in innovative partners and initiatives that equip young people with the skills they need to chart their own future.

###

About Organization

The mission of the United States Forest Service is "To sustain the health, diversity, and productivity of the Nation's forests and grasslands to meet the needs of present and future generations." The U.S Forest Service manages 193 million acres of land. The Paleontology department of scientists existing within the U.S. Forest Service has worked hard to preserve and become educated on the fossils they study, as well as educate the public on them and how to better care for the land we live on.

Media Contact

Name Samantha Conti
Phone: 720.000.0000
Email: sconti@regis.edu

Press
Release
for our
event

+Contact
List

Social Media Campaign

Our social media campaign focuses on the leading up to the Mascot unveiling.

We created six post to use during the campaign which we will show next. The posts include:

- Event announcement
- A series of countdown post leading up to the event
- Collaboration post
- A series of post for pre-event scavenger hunt
- Ticket release post
- Schedule for the day of the event

JULY 21ST, 2022 | 12 PM

SUMMER FUN- MASCOT REVEAL EVENT

Join us at the Arapaho National Forest at
12pm for food, drinks, games, and much more!

TICKETS AVAILABLE SOON

Be on the look out for more details to come!

Instagram and Twitter:

Caption:

Instagram- The Paleontology Department is hosting a mascot unveiling party at Arapaho National Forest. The event will begin at noon with field activities and open picnic. Activities include a “dino dig” for kids and dino themed backyard games like corn-hole, latterball, etc. This will then be followed by the official unveiling of the Paleontology’s Department’s new mascot by celebrity cameo, Chris Pratt. The fun will continue with the showing of the new feature film, Jurassic World Dominion. Popcorn, candy, dino nuggets, and adult beverages will be available for purchase.

Twitter- Check our our website and Instagram and Facebook accounts for more detailed information!



Instagram, Facebook, and Twitter:

Caption:

Countdown Post - One more week!

One week until the event that you have all been waiting for! Come to the new Paleontology mascot reveal in the Arapahoe Forest. Bring your family and friends to come and enjoy a nice day out in nature! See you soon!



Instagram, Facebook, and Twitter:

Caption:

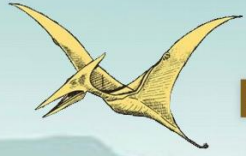
It's OFFICIAL! The Paleontology Department and Jurassic World have come together to bring Chris Pratt to the unveiling of our new mascot! Purchase your tickets today to come see this special guest star. Don't forget to see Jurassic World: Dominion in theaters June 10th!

Instagram, Facebook, and Twitter:

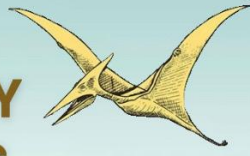


Caption: We hope your ready for T-rexific fun! Check out our website for more info!

TICKET PURCHASE NOW AVAILABLE



**THE
PALEONTOLOGY
DEPARTMENT'S
SUMMER FUN
EVENT**



DONT MISS OUT!

**Join the paleontology department
at Arapaho National Forest this
summer for our new mascot
reveal plus dinosaur games, food,
and more!**

JULY 21 2022 12pm

TICKET PURCHASE NOW AVAILABLE

Instagram, Facebook, and Twitter:

Caption:

Facebook- TICKETS NOW AVAILABLE for our mascot reveal festival coming up! Be sure to bring your friends, family, and your love for fossils down to Arapaho National Forest this JULY 21. All ages are welcome! Buy now, tickets are selling fast for this fun once in a lifetime event! [CLICK HERE FOR TICKETS](#)

Instagram- TICKETS NOW AVAILABLE for our mascot reveal festival coming up this JULY 21! All ages welcome and encouraged for this fun once in a lifetime event ! Buy right now by visiting the link in our bio, tickets are selling fast!

Twitter- Tickets for our summer mascot reveal event are available for purchase! Link for tickets below!

May 21, 12pm

07.21.2022

TODAY'S EVENT SCHEDULE

12:00 am to
1:00 pm

Welcome to the Event, show up on your own time but come ready for fun!!

1:00 pm to
3:00 pm

Games, Snacks, and free fun time!

3:00 to
3:30 pm

Paleontology Presentation and mascot reveal!!!

3:30 pm to
5:30 pm

Jurassic work Kings dominion Premiere and Special guest Cameo's!!!

5:30 pm to
7:00 pm

Food trucks for dinner!! leave when you are ready!



123-456-7890



<https://www.fs.usda.gov/science-technology/geology/paleontology>

Instagram, Facebook, and Twitter

Caption:

The day has finally come! We hope to see you there!

Quick review...

After everything, we hope you enjoyed the research and time we put into this, because we enjoyed making it for you! Here's a refresher on what we talked about in this presentation:

1. SWOT Analysis
2. Publics
3. Goals and Objectives
4. Tactics
5. Evaluations
6. Social Media Posts
7. Video
8. Our Event
9. Social Media Campaign



Questions?

Thank you for your time and attention!

