



MULTIMEDIA SUMMIT

PROJECT PROPOSAL

Find Your Path. Leave Your Legacy.



Proposal Arranged by:



Client:

Cal Poly Journalism
Department

Submitted:

March 10th, 2025

Introduction

Meet the Ladies of Pink PR

Backgrounder

SWOT Analysis

Primary Research

Who are the Target Audience & Stakeholders of this campaign?
Identifying those internally and externally.

Campaign Overview

Identifying a Primary Goal; Objectives; Consumer-facing Key Messages; Marketing Strategies; our TOP Tactics, and KPIs (how do we plan to track and measure the success of this campaign?)

Event Details

Timeline for the 3-day event. A look into the workshops and panels, venue recommendations, Keynote Speakers, and Awards/Ceremonies.

Branding

Our Team's vision for logos, colors, typography and mockups for socials/products. This also includes moodboard and event renderings.

Budget

Introduction

The “Learn by Doing” motto is constantly preached throughout a student’s time at Cal Poly, and the Jim Hayes Symposium project presented by the Cal Poly Journalism Department has provided its public relations students, such as ourselves, the opportunity to apply and showcase the skills we have harnessed and leave a lasting legacy on the department.

The Cal Poly Journalism Department, which is celebrating its 75th anniversary, is shaping the future of media while underscoring the importance of integrity, truth, and ethical responsibility through its news, public relations, and media innovation concentrations. The department’s mission to develop prepared journalism professionals is cultivated through students’ connections to mentorships, internships, and experience through Cal Poly’s media organizations.

The Jim Hayes Symposium is an important event to the Journalism Department, as it honors an important figure who has shaped the lives of many Cal Poly journalism graduates. Hayes’s legacy has left a lasting impact on the department’s success. In recent years, the symposium has seen diminished success, making the department and its advisory board uncertain how to engage students, alumni, and industry professionals in coming to the event. The department has turned to students to help revitalize and create an event that honors Hayes’ legacy and will unify the Journalism Department.

During our research, we realized how vital it would be to plan an event that educated students on available resources during their time on campus. Our research also includes programming that engages students, alumni, and faculty.

Through our student-centered programming days, which aim to provide resources, guidance, and mentorship to students, the Jim Hayes Symposium keynote speaker, and the Hall of Fame Gala, which honors esteemed journalism alumni, our goal is to create an immersive and memorable experience for students and alumni to participate in meaningful conversations about journalism and the media landscape.

As mentioned above, this project has allowed us to showcase our skills and apply what we have learned throughout our degrees to a tangible and professional proposal. We have experienced first-hand the work and preparation it takes to create a strong strategy that incorporates cohesive messaging and accomplishes the client’s goals and objectives.

We understand how important an event like this one is for the department, its students, and its alumni. We are incredibly proud of our proposal and foresee the event capturing the value of these connections for the department’s and students’ future success.



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MEET THE
LADIES OF



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Jan 26, 2025



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Journalism Department & Jim Hayes Symposium History

The Cal Poly Journalism Department, founded nearly 75 years ago, is the heart of student media on campus and has produced highly qualified graduates who are prepared to enter the ever-evolving media landscape. Through hands-on experience in the classroom and opportunities to join the award winning Mustang Media Group, which includes Mustang News and its business team along with the KCPR radio station, students are exposed to the complexities of the journalism and public relations industries and can grow their skills in applicable ways. The department's three concentrations, news, public relations, and media innovation, allow students to specialize in areas of journalism and media they are interested in. As of 2020, the department has been recognized as an accredited journalism program by the Accrediting Council on Education in Journalism and Mass Media.

The Journalism Department has always prided itself on inspiring the next generation of storytellers by instilling the values of journalism: integrity, truth, and ethical responsibility. The department believes that preparing students for the workforce post-graduation via internships, strong relationships with alumni, and resources is a top priority. The department additionally cultivates an environment where students feel they are heard and understood, and focus on the success and wellbeing of their students. Through mentorship programs, scholarships, and other initiatives, the department is invested in the future of media.

These values can be seen in former Cal Poly journalism professor Jim Hayes, and the legacy he left behind in his students and the department. In 2012, the journalism department decided to honor Hayes, an esteemed and beloved journalism professor who was an advocate for integrity and ethics, and was well known for his red pen edits and his "See Me" notes on articles. Spearheaded by Mary Glick, the first Jim Hayes Symposium occurred in his honor on Oct. 10th, 2014, in the Chumash Auditorium at Cal Poly's University Union. The event drew more than 100 alumni, students, and faculty for a day of exploration and knowledge on the challenges of contemporary journalism.

After the pandemic, the journalism department has struggled to find success in attendance and engagement with the Jim Hayes Symposium. Due to a lack of direction regarding what students might be looking for in terms of programming, the advisory board has turned internally to journalism students to help plan and execute an event aimed to continue honoring Hayes legacy while implementing student-centered programming.

One of the event's main objectives is to enhance students' understanding of the department and the media industry through workshops. Additionally, the department wants to engage alumni to improve their connection with the department and foster meaningful relationships that will benefit alumni, current journalism students, and the department. Deepening students and alumni's connection with the department will help students find mentorships, internships, and jobs, which will further solidify the success of the department as a whole. Through student-centered programming, a symposium with a well-regarded keynote speaker to lead an engaging conversation, and a Hall of Fame dinner aimed toward celebrating the success of Cal Poly journalism alumni and the department, the goal is to attract a larger audience to participate in meaningful discussions surrounding journalism.

SWOT ANALYSIS

STRENGTHS

- Established Network: Strong faculty, alumni, and industry connections.
- Proven Success: The Jim Hayes Symposium has been running since 2016 with faculty experienced in past symposiums.
- Reputation: Known for ethics and journalistic integrity.
- Available Resources: Access to Cal Poly Career Services, journalism board, and industry professionals.
- Guaranteed Attendance: Participation is mandatory for journalism students, ensuring strong turnout.
- Low-Cost Venue: Event space comes at minimal to no cost.

WEAKNESS

- Rebuilding Reputation: Low 2023 turnout (due to COVID-19) may affect student and alumni perception.
- Engagement & Awareness:
 - Many students are unfamiliar with Jim Hayes.
 - Lack of student-focused programming and shared resources.
- Unclear Direction: The department has not defined clear goals for the event.
- Speaker Limitations: A \$100-200 honorarium may make securing high-profile keynote speakers and national coverage difficult.

OPPORTUNITIES

- Student-Led Planning: Empowers students to unite peers and engage with alumni.
- Tailored Programming: Sessions based on student interests, including expanded PR-focused content.
- Parent's Weekend Incentive: Offer vouchers or discounts to encourage freshman attendance.
- 75th Anniversary Celebration: Leverage the milestone for fundraising and sponsorship opportunities.
- Sponsorship & Partnerships: Partner with a like-minded foundation for fundraising.
 - Secure trade-out sponsorships (e.g., The Tribune providing ad space).
 - Utilize journalism board and alumni connections for additional sponsors.
- Expanded Outreach: Invite Cuesta College, high school journalists, and Ag Communications students to participate.

THREATS

- Competing Events: Parent's & Family Weekend (Poly Reps, CLA Ambassadors) and The Week of Graphic Arts in February may overshadow marketing and attendance.
- Speaker & Guest Limitations:
 - Low Hall of Fame speaker acceptance rates.
 - Guest speakers may face parking difficulties, discouraging attendance.
- Past Event Perception: Previous low turnout may impact expectations from alumni and students.
- Scheduling Conflicts: While journalism classes are canceled, students may have conflicts with other GE courses.
- Limited Media Coverage: Major press coverage has only occurred when high-profile speakers (e.g., WSJ editor) were featured.

STAKEHOLDERS & PUBLICS

Internal Stakeholders:

- Journalism Students
- Journalism Alumni
- Faculty & Admin
- ASI & Campus Boards

External Stakeholders:

- Industry Partners
- Speakers & Panelists
- Sponsors & Vendors

Target Audiences

Journalism Students

Cal Poly journalism students are at the heart of the Summit, curating, planning, and executing various aspects of the event as well as being in attendance. Their involvement provides hands-on experience in event management, media production, and strategic communication. By participating, students gain valuable industry skills while shaping an event that directly benefits their education and career development.

Journalism Alumni

Cal Poly journalism alumni play a vital role in the Summit by connecting with students, networking with peers, and contributing to the event's legacy. Many alumni have strong ties to Jim Hayes, having been his students, while others see the event as an opportunity to give back to the program that helped launch their careers. The banquet dinner and other networking events provide a space for alumni to mentor students, share insights, and celebrate the evolution of journalism at Cal Poly

ATTENDEE PERSONAS

Journalism Jackie



Jackie is a 21-year-old journalism major passionate about multimedia storytelling, including video production, podcasting, and social media strategy. As a junior, she's gaining hands-on experience through internships and student-run media, focusing on PR and brand collaborations. She values authentic storytelling and aims to use media for social change, especially in areas like social justice and mental health. She consumes digital news platforms like The Atlantic and NPR and follows podcasts about media trends and ethics. Jackie is motivated to network, build her portfolio, and grow her personal brand. She seeks career development opportunities, freelance work, and internships to further her professional growth in journalism.

Alumni Alex

Alumni Alex, a seasoned journalist in their early 30s, graduated from the university's journalism program several years ago. With a diverse career spanning print, digital, and broadcast media, Alex values reconnecting with peers and honoring their former professor, Jim Hayes, at the annual Jim Hayes Symposium. Networking and promoting ethical journalism are key motivations for Alex, who stays connected to the field through industry publications, social media, and the university's quarterly newsletters. Alex is dedicated to supporting the department's growth and helping the next generation of journalists thrive.



CAMPAIGN OVERVIEW



Primary Goal:

The Summit is an opportunity for students and alumni to connect with each other and the Journalism Department. Through workshops, panels, and networking, students will gain insights from industry professionals, strengthen their media literacy skills, and contribute to shaping the future of ethical and impactful media. This event will empower students to find their path in the journalism department and beyond into their future careers.

Consumer-Facing Core Message:

Join the Cal Poly Journalism Department for a special event bringing together students and alumni to connect, share experiences, and build a community that supports your journalism journey– wherever it may lead.

Three Key Messages:

1. Empowering future journalists to thrive in media-related careers.
2. Exclusive internships and job opportunities are brought straight to you!
3. Be part of Cal Poly Journalism's growing legacy.

OBJECTIVES



I

Generate at least 1000 engagements (likes, comments, shares, etc.), through the Multimedia Summit social media outlets (Instagram, TikTok, X) to showcase the event.

II

To facilitate, at minimum, 100 alumni-student networking connections, measurable through post-event analysis and feedback.

III

Increase attendance by at least 25% compared to previous years, measured through QR code and the actual implementation of taking attendance for students.

MARKETING STRATEGIES & TACTICS

Communication and Advertising

Digital Outreach & Promotion

- Create Multimedia Summit social media accounts (@cpmmultimediasummit) on Instagram, Facebook, LinkedIn, and TikTok.
- Leverage student media (Mustang News, KCPR, PRSSA) and university newsletters for promotion.
- Implement bi-monthly e-newsletters for journalism students.
- Use targeted social media ads, industry influencers, and alumni for outreach.
- Revamp the Jim Hayes Info website for event details.

Social Media Strategy

- Launch an interactive website with registration, speaker bios, and schedules.
- Execute a countdown campaign and teaser posts to build anticipation.
- Post real-time updates during the event (Instagram stories, reels, live Q&A).
- Increase engagement with polls, quizzes, surveys, and alumni Q&As.
- Maintain a posting schedule:
 - Weekly at first, biweekly a month out, daily two weeks prior, and a countdown the final week.
 - Reminders for emails, keynote speakers, and event updates.

Event Engagement Initiatives

- Snapchat geofilter for the event.
- Big-Little Program: Pair students with upperclassmen to foster networking.
 - Sign-up via QR code with pre-event connections.
- Passport Stamps: Encourage participation in workshops and sessions.
- Pre-event Workshop Announcements with early sign-ups to manage attendance.
- Utilize Cal Poly Now for event updates and room changes.

MARKETING STRATEGIES & TACTICS

Student and Alumni Focused

Workshops, Career Development & Networking

- Workshops & Panels
 - Offer sessions on navigating journalism, PR, and media careers, featuring faculty expertise and Canva design training.
- Career Building
 - Partner with Cal Poly Career Services and professors to provide résumé, LinkedIn, and job search workshops.
- Career Fair & Networking
 - Connect students with industry professionals and alumni for job and internship opportunities in journalism, PR, and media.

Student Engagement & Branding

- Branded Merchandise
 - Host a design contest for event merchandise (T-shirts, hoodies, mugs) with prizes, giveaways, and gifts for speakers.
- Peer Mentorship
 - Implement a Big/Little mentor program to foster relationships between underclassmen and upperclassmen.

Alumni Engagement & Fundraising

- Speaker Opportunities
 - Invite alumni to share industry insights and personal experiences in alignment with scheduled workshops and panels.
- Networking
 - Facilitate alumni-student connections through the career fair and post-symposium networking session.
- Fundraising
 - Host a silent auction featuring historic Mustang News editions for alumni to purchase as memorabilia.
- LinkedIn Outreach
 - Expand alumni engagement by increasing followers, networking opportunities, and interactions on the LinkedIn Journalism page.

KPIs & POST EVENT EVALS

Attendance Tracking:

- Pre-event QR code Surveys (Student & Alumni)
- Real time attendance data (registration software)

Attendance Growth & Foot Traffic Measurement:

- RSVP and Alumni Follow-Ups
- Event-specific QR codes for students
 - Workshops, Welcome Ceremony, Panels, Keynote
- Halfway day check-in to gauge where everyone is at.

Attitude and Awareness

- Final Student & Alumni Surveys
- Net-Promoter Score
- Assessment of potential conflicts
- Feedback and Recommendations
- Experiential Scoreboard (Post-Campaign)

Objectives/Goals	Estimated Amount	Actual Amount	Comments?
Raise awareness on Social Media	<ul style="list-style-type: none">- 5%- 100 posts- 25 shares	(what actually was achieved in the activation)	(why was this result the way it was...)

**** Whatever is in the estimated amount column, is what you had estimated at the beginning of the campaign.**

Our evaluation plan ensures a structured and measurable approach to increasing awareness, engagement, and participation in the Cal Poly Journalism Program's Multimedia Summit.

EVENT OVERVIEW

What: A two-day interactive Multimedia Summit featuring panels, workshops, keynote speakers, networking opportunities, and a Hall of Fame Gala to celebrate 75 years of the Journalism Department.

Who: Journalism students, faculty, alumni, industry professionals, and guest speakers.

Where: Cal Poly's Journalism Department, Performing Arts Center, Chumash Auditorium, with the Hall of Fame Gala held off-campus. (*proposed venues*)

When: Thursday, Oct. 9 – Saturday, Oct. 11 (*proposed dates*)

Why? To educate, inspire, and connect journalism students with industry leaders, hands-on experiences, and career opportunities while celebrating the department's legacy and future.



LEAD IN EVENTS & ACTION ITEMS

DIY Newspaper Bookmarks with the Cal Poly Craft Center!

- Partner with the Cal Poly Craft Center.
- Using the archival Mustang Daily newspapers, students who attend the event will cut them up, and use other crafting supplies (dried flowers, stickers, scrapbook supplies, etc...)
- There will be instruction from student volunteers.

Before the Summit (Emails sent to Alumn, Speakers, Panelists, and Students)

- The itinerary of events for the next few days.
- Information about registration/check-in.
- Map of the venues on campus (and the hotel for the dinner for those in attendance)
- Information regarding parking (on-campus, street parking, ride share drop offs) and parking passes for the Keynote Speaker and “higher profile panelists” will be attached.
- Information regarding hotels to stay at for those visiting out of town.
- Information about the giveaway and rules to apply.
- Information regarding the career fair (who is seeking interns vs. full time positions)
- For students who opted into the Big/Little mentee match program, an additional email will be sent to them.

PANEL SESSION BREAKDOWN

Day 1 | Panel Session | 11:15AM - 12:15PM

Trail Mix: Blending Your Interests into the Perfect Concentration"

- Journalism students have three options when it comes to concentrations, and just like mixing the perfect trail mix, you'll need to combine your interests and skills with the right concentration. This session will help give you a clear indication as to what each concentration entails, allowing you to craft your ideal mix that sets you up for success.
- **Moderator:** Brady Teufel
- **Panelists:** Richard Gearhart, Kim Bisheff, Dr. Casey McDonald-Liu, Yan Shan, Patti Piburn, Pat Howe

Day 2 | Panel Session | 2:30PM - 3:30PM

From Basecamp to Summit: Alumni Sharing Their Path to Career Success

- Alumni who've climbed the professional mountain in just a few years share their insights on how they've navigated challenges and risen to new heights since graduation.
- **Moderator:** TBD
- **Panelists:** Ashley Holly (Revolve), Ava Kershner (ABC10 News), *add 1 more*

WORKSHOP BREAKDOWN

Day 1 | Lunch 'n Learn | 11:15AM - 12:15AM

Crafting Your First Impression: Designing Business Cards that Stand Out

- Learn how to create a lasting first impression. Design a business card that will market YOU. In this hands-on workshop, you'll discover the key elements of a professional design, from layout to typography, and how to create a card that reflects your personal brand. Leave with a polished business card ready to impress at networking events!
- **Led by:** An alum in graphic design, someone from GRC, someone from career services?

Day 1 | Career Workshop Breakouts | 2PM - 4PM

Handouts are provided at each workshop with a summary and graphics of key takeaways. QR code of relevant classes will be provided if relevant to the workshop topic.

- "Off the Beaten Path: Freelancing & Entrepreneurship"
- "The Guiding Light: Finding Mentors & Support Systems"
- "Following Your True North: Aligning Passion with Profession"
- "The Moral Compass: Ethics & Integrity in Media Careers"
- "The Path to Financial Stability: Navigating Your Pay and Benefits"
- "Journalism GPS: Your Guide to Student Media"

Workshop descriptions along with panelists are listed in the Excel Event Timeline.

PROPOSED VENUES + SPEAKERS

Performing Arts Center

Proposed use for: Keynote Speech, Social Networking Hour

- The Performing Arts Center seats 1,286 people. We have ~300 students in the Journalism department (since all are mandatory attendance) and 23 Journalism faculty and staff.
- From here, this would be a great opportunity to market and make profit off of this event. The PAC and Cal Poly Marketing have an opportunity to come together and market the Keynote speaker and sell tickets (reserving the 323 for the entire Journalism department in the orchestra seating.)
- Thirdly, the high caliber Keynote Speaker (whomever they end up being) will also have access to their personal greenroom and media will also have the opportunity to conduct interviews/additional press coverage backstage.

Chumash Auditorium

Proposed use for: Registration, Welcome, Panels, Career Fair, Headshots

- It seats 996 people. We have ~300 students in the Journalism department (since all are mandatory attendance) and 23 Journalism faculty and staff.
- Recent renovations means the Auditorium is equipped with a sound system and stage.
- Chumash Auditorium is versatile, and can be divided into three sections for different events depending on need.
- With ASI running the facility they can provide event support, ensuring the events happening within run smoothly.
- Open layout has the potential to foster more interactions.
- Previously hosted club fairs, workshops, and speakers.

PROPOSED VENUES + SPEAKERS

Building 26

Proposed use for: Breakout Session Workshops

- This building already serves as the central hub for Journalism Students.
- Students who have cancelled classes for this event will hopefully be in the same building regardless.
- Within, students will have access to the media room, the studio, and the two upstairs classrooms.
- Utilizes spaces that students and teachers are used to/ comfortable with being in.

Proposed Keynote Speakers

Anderson Cooper - *Anderson Cooper 360*, American Broadcaster

Katie Couric - Publishes a daily newsletter, "Wake up Cali"

Aaron Parnas - Tik Tok news influencer, Lawyer

Phoebe Walsh - Publicity Assistant at J/PR (Recent Cal Poly Alumna)

Tanya Ravichandran - Creative Director, Photographer, Fashion (CP Alumna)

Jennifer Rubin - Former *Washington Post* Opinion Columnist

Alex Cooper - *Call Her Daddy* podcast host, Marketing Professional

AWARDS & CEREMONIES



Jim Hayes: “See Me” Award

The “See Me” Award recognizes outstanding professionalism and dedication within the academic community.

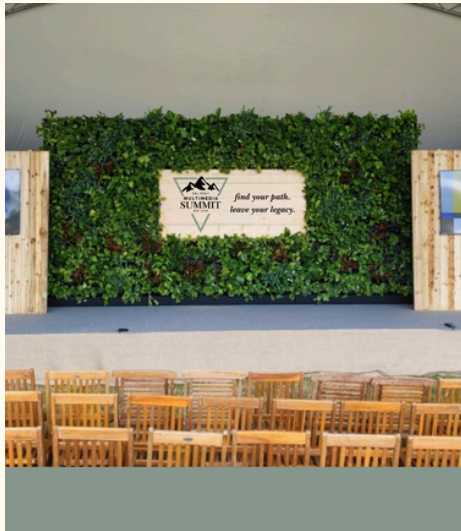
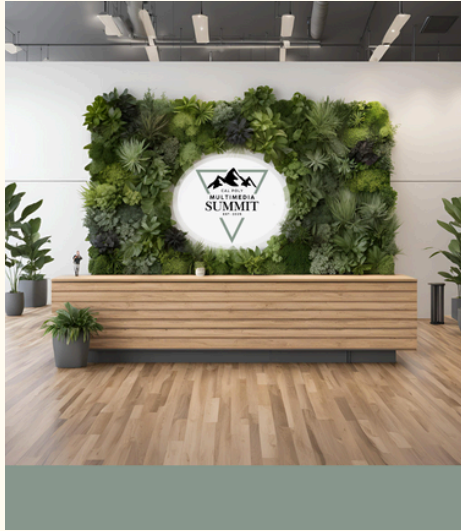
This award honors a student who upholds strong standards of professionalism, demonstrating exceptional dedication in their classes and within the department. Recipients are recognized with a Certificate of Achievement, setting them apart as role models of integrity and excellence.

Red Pen Ceremony

This ceremony honors a professor known for their rigorous grading—not as a hurdle, but as a means to unlock the full potential they see in their students. Recognizing their dedication to excellence and high standards, the recipient is presented with a red pen in a wooden case, engraved with a quote by Jim Hayes, symbolizing their commitment to pushing students toward their best work.

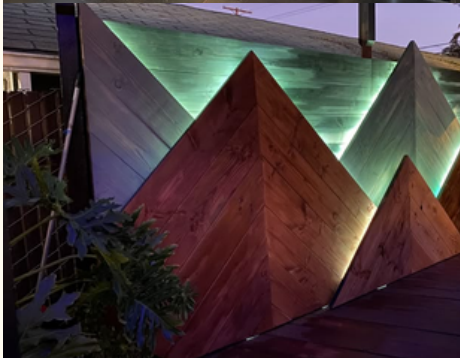
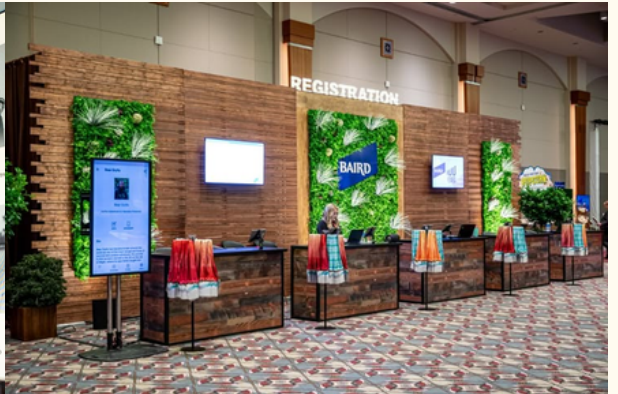


EVENT RENDERINGS



MOOD BOARD

STUDENT PORTION



MOOD BOARD

HALL OF FAME BANQUET DINNER



BRANDING GUIDE

Slogan

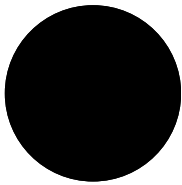
Find Your Path. Leave Your Legacy.

Theme:

See Us: We Are The Future of Media

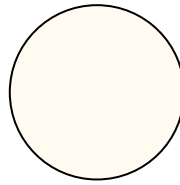


Primary Colors:



Black

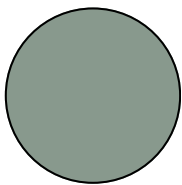
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HEX: #000000
HSL: (0°, 0%, 0%)
CMYK: (0%, 0%, 0%, 100%)



Alabaster

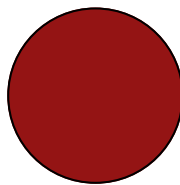
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HEX: #FFFBF0
HSL: (47°, 100%, 97%)
CMYK: (0%, 2%, 6%, 0%)

Secondary Color(s):



Birch-Forest

RGB: (136, 153, 141)
HEX: #88998D
HSL: (140°, 10%, 57%)
CMYK: (11%, 0%, 8%, 40%)



Jim Hayes Red

RGB: (148, 20, 20)
HEX: #941414
HSL: (0°, 76%, 33%)
CMYK: (0%, 86%, 86%, 42%)

Typography:

Coco Gothic

ITC New Baskerville

ABC abc

ABC abc

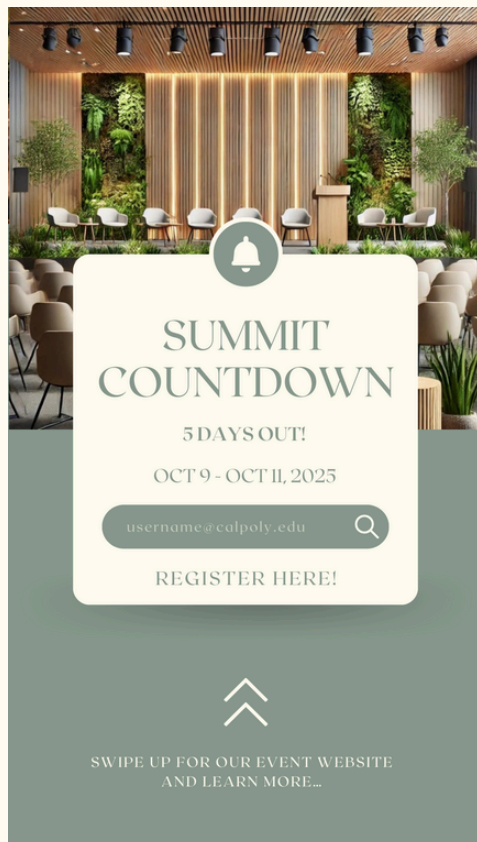
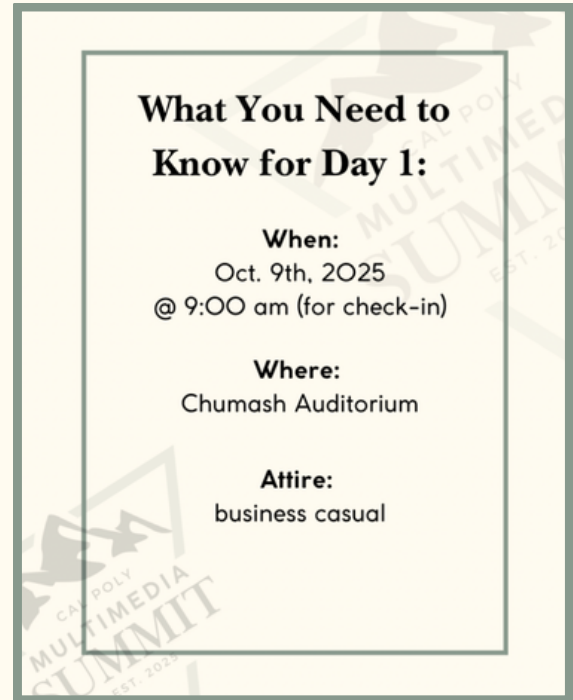
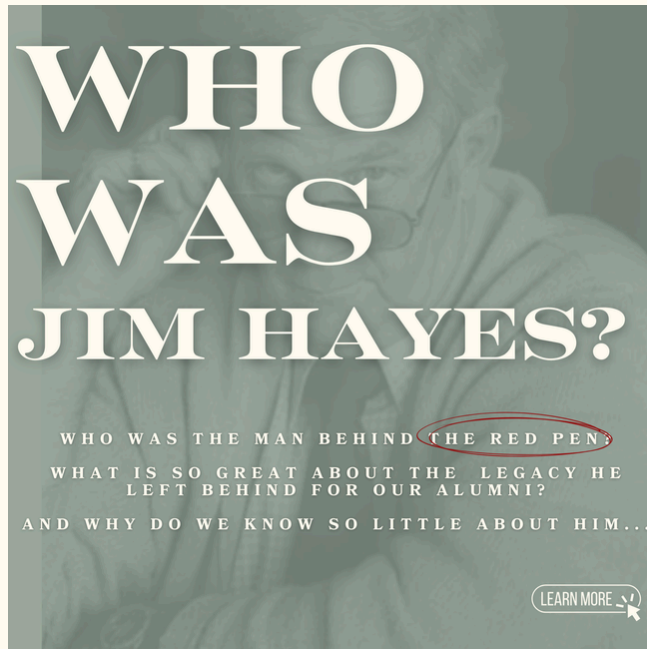
**MULTIMEDIA
SUMMIT**

PRODUCT MOCKUPS



SOCIAL MOCKUPS

@cpmultimediasummit





Income	Est. Earning
Live Auction	\$4K - \$17K
Scholarship Endowment Fund	\$5K - \$10K
Total Est. Earnings	\$9K - \$27K

Expense	Est. Amount
Student-Centered Portion	~ \$5K
Hall of Fame Banquet Dinner	~ \$10K-\$15K
Keynote Speaker Fee	~\$100 - \$200 (min)
Total	\$15.1K - \$20.2K

THANK YOU FOR YOUR CONSIDERATION

JOUR 413 - PR Campaigns

Team Members

Kelly Willerford: Team Lead

Abigail O'Branovich: Co-Lead / Event Planning

Kayla Miller: Social/Digital Content

Kylee Brown: Graphic Design

Taylor Phillips: Copywriting



X

