

2017 Belmont Undergraduate Research Symposium

Public Relations

Moderator: Bonnie Riechert, Ph.D.

April 20, 2017, 3:30-5 p.m.
1037 Janet Ayers Academic Center

3:30 - 3:45 p.m.

#ItStartsWithYou: A Mental Health Awareness Campaign

Savannah N. Bobo-Bressler, Jenna M. Corradeno, Megan C. Heiner & Kayla R. Orel
Faculty Advisor: Christie Kleinmann, Ph.D.

This year's Belmont Bateman team partnered with the Campaign to Change Direction to create a public relations awareness campaign on the importance of mental health for the Belmont campus. The campaign #ItStartsWithYou was founded on the importance of peer support and highlighted the value of a supportive community that begins with the individual. The campaign used multiple strategies and events to introduce Belmont students to the five signs of emotional suffering and encourage students to take the pledge to know the signs. The Bateman Case Study Competition is a national competition sponsored by the Public Relations Student Society of America.

3:45 – 4 p.m.

Dickens Dynamics: Promoting Awareness to a New Demographic

Callie G. Edwards

Faculty Advisor: Bonnie P. Riechert, Ph.D.

The T.J. Martell Foundation (tjmartell.org) is a nonprofit 501(c)(3) organization partnered with the music industry to raise funds for innovative medical research to cure leukemia, cancer and AIDS. Beginning in 1975, the foundation has celebrated more than 40 years of success as the largest nonprofit in the music industry with this mission and has celebrated relationships with countless musicians and artists; however, in 2017, the foundation's leader and founder Tony Martell passed, which was devastating for all involved with the nonprofit. After his passing, the T.J. Martell Foundation vowed to make 2017 bigger and better than any year before, as a year dedicated to Tony. A member of the spring 2017 Public Relations Campaigns class partnered with the T.J. Martell Foundation to be a part of making this year different in Tony's memory by assisting the foundation in creating a presence and awareness among students. To plant and cultivate awareness of the foundation on campus, a relationship was established between the nonprofit and Dickens Hall, an on-campus residence hall. Current levels of awareness of the foundation and competing philanthropies were surveyed among with Dickens residents. A convocation benefit concert was hosted to introduce students to the T.J. Martell Foundation. Success of the awareness campaign was demonstrated by the number of attendees at the concert and consequent increased awareness levels.

4 - 4:15 p.m.

Girls Inc.: Raising Awareness within Belmont

Sara N. Burns, Kayla R. Orel, Alexis J. VanDeventer

Faculty Advisor: Bonnie P. Riechert, Ph.D.

Girls Inc. is a nonprofit organization dedicated to inspiring all girls to be strong, smart and bold through their programs. The branch of Girls Inc. in Middle Tennessee is run by the YWCA and is located in twelve Metro schools. They offer hands-on research based programs to teach girls vital skills to overcome obstacles they face within their environment. KAS Public Relations, a team of students in the Public Relations Campaigns class in spring 2017, partnered with YWCA Middle Tennessee Girls Inc. to raise awareness of Girls Inc.'s mission on Belmont University's campus. KAS PR surveyed the Belmont community to establish the awareness level on campus. To increase awareness KAS created a "Red Day" to promote the convocation event held on campus. Success of the campaign was measured by the attendance at the event and increased awareness on Belmont's campus.

4:15 - 4:30 p.m.

Caring Hearts Ministry: Support from "#ICareBecause" Campaign

Mikaela M. Clark, Emily M. Wyant, Hannah M. Reimers

Faculty Advisor: Bonnie P. Riechert, Ph.D.

Caring Hearts Ministry (www.caringheartsmexico.org) is an interdenominational non-profit 501(c)(3) organization that works to provide humanitarian aid in San Luis, Mexico. Its mission is to be a blessing to the community of this extremely poor border town through various partnerships and short-term mission trips and fundraisers. Caring Hearts runs the Oasis Boys Home, an orphanage started in 2005 by the organization's founder, Harold McKamish. In addition, Caring Hearts partners with the "The Lord's Kitchen" Good Samaritan Soup Kitchen, "Shine A Light In Your Life" Center for the Blind, "The Lord's Watering Hole" Ministry at the Dump, and pays the water/electricity bills for families in San Luis that suffer from sickness through the Shut-In Ministry. Sun Dance PR, a team of students in Public Relations Campaigns class in the spring of 2017, partnered with Caring Hearts Ministry to promote awareness of the organization across the country through the use of social media and the #ICareBecause campaign. Success of the campaign was measured through analysis and measurement of Instagram followers, likes, #ICareBecause posts by others outside of the organization, and overall follower engagement.

4:30-4:45 p.m., Team Clean

ECO Campaign: Increasing Environmental Awareness

Thomas D. Broussard, Quinn K. Forrer, Jacie M. Just, Karen L. Licudine, Rachel E. Novak

Faculty Advisor: Bonnie P. Riechert, Ph.D.

Belmont University's Environment and Conservation Organization (ECO) is a student-run organization that provides interaction with students across campus who are interested in environmental issues. Since its founding in 2004, ECO has sponsored river cleanups, Earth Day

awareness events, nature hikes, and environmentally-focused guest speakers for Belmont University students. Team Clean, a team of students in public relations campaigns class in spring 2017, partnered with Belmont University's ECO to promote awareness of the opportunities that the organization provides students to build a better relationship with nature on Belmont University's campus and in the surrounding community. Team Clean researched how similar organizations have gained awareness. The team organized an event to increase organizational awareness and participation through campus convocation and a survey following the event. The convocation hosted Urban Green Lab, which explores sustainability topics with students to make everyday choices that save money, resources, and improve their quality of life. A survey following the event served to assess Belmont University students' interest in sustainability on campus and in the surrounding Nashville community. Team members measured the success of the campaign by the level of attendance and number of interested members at the subsequent ECO events.