

2017 Belmont Undergraduate Research Symposium

Public Relations

Moderator: Bonnie Riechert, Ph.D.

April 20, 2017, 7:30-8 p.m.
1037 Janet Ayers Academic Center

7:30 - 7:45 p.m.

Adopt Don't Shop: Awareness Campaign for Proverbs 12:10 Animal Rescue

Allie M. Herring, Meghan H. Reich, Hannah-Kate Schlegel, Kory E. Zelkind

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

Proverbs 12:10 Rescue (<http://www.proverbs1210rescue.org>) is a nonprofit 501(c)(3) organization dedicated to "Helping His Helpless" through quality care, healing, adoption, and population control awareness of rescue animals. Proverbs is a foster-based rescue; the organization does not have a physical shelter. An extensive application process for hopeful adopting families, provides a perfect and permanent match for the animals and families involved. Since its founding more than 10 years ago, they have worked to save thousands of animals, with more than 1100 being rescued in 2016 alone. HSZR Public Relations, a team of students in Public Relations Campaigns class in spring 2017, partnered with Proverbs 12:10 to promote awareness of the organization in the Middle Tennessee animal rescue community and to discuss participation in its foster system as young professionals. HSZR PR promoted Proverbs 12:10 through a campus convocation. Success of the campaign was measured by level of attendance at the campus convocation, increased awareness as a result of that event measured by an exit survey, and gaining an increased network of interested future foster and adopting individuals.

7:45 - 8 p.m.

Self-Esteem in Youth is Focus of #BeMe Campaign

Ja' Shabre'l Miller

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

The Martha O'Bryan Center is a Christian non-poverty nonprofit started in 1894 in Nashville. Its mission is to "empower children, youth, and adults in poverty to transform their lives through work, education, employment, and fellowship" (marthaobryan.org). They serve over 10,000 clients annually by implementing various programs in five different counties (Cheatham, Davidson, Robertson, Rutherford, and Williamson). A student in Public Relations Campaigns class partnered with the center to help area middle school students improve their self-esteem. Low self-esteem is a thinking disorder in which an individual views him/herself as inadequate, unlovable, and/or incompetent (dosomething.org). About 20% of teens will experience depression before adulthood. By the time students with self-esteem issues make it to high school they often are the subjects of bullying or can even be engaging in bullying others. A program that works directly with the youth in small discussion groups was held to get feedback and to inform students of problems that are familiar to so many teens and even adults. The #BeMe campaign,

conducted with the center through its program at Stratford Magnet School, is centered around self-esteem awareness, targeting an audience of 7th and 8th grade middle school students. Targeting the students before they transition into high school could be a great way to lower the amount of bullying present in high schools. Self-esteem issues are a growing problem and the campaign objective is to help educate students on this growing problem.