

WORKING WITH FACULTY- STUDENT TEAMS TO PROMOTE YOUR COMMUNITY THROUGH AWARD-WINNING CAMPAIGNS

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OVERVIEW

- STCM 459: Strategic Communications Campaigns (capstone)
- 20 students | apply for positions | agency setting | flexible, intense environment
- Clear process to research, plan, implement & evaluate STCM campaigns for clients | Weekly client meetings
- **To Date:**
 - 15+ campaigns (mostly funded; 5 pro-bono) | successes
 - Nearly \$200,000 in grant and client funding
 - 14 Crystal Awards & 6 Honorable Mentions from PRSA-WV Chapter



PAST COMMUNITY CAMPAIGNS EXAMPLES



- 3 Buy Local Campaigns; **6 Crystal Awards**
- **Budget:** \$15,000 in LINK Grants (\$5,000 each)
- **Target Audience:** Local residents and surrounding communities
- **Goal:** to increase awareness about the importance and economic value of shopping at locally owned businesses
- **Research-driven:** community; business owners
- **First Planned and hosted Shinnston's & Fairmont's first Buy Local Days;** Ritchie County's first **Business Expo** in 20 years (300+) people; **WVU Day at the Legislature**
- Earned nearly **2 million media impressions** in small markets; established Buy Local committees
- **Deliverables:** retail bag inserts, logos, bumper stickers, brochure, table tents, placemats
- Increased social media interactions; Blog



THE 3/50 PROJECT

3 What three independently owned businesses would you miss if they disappeared? Stop in. Say hello. Pick up something that brings a smile. Your purchases are what keeps those businesses around.

50 If half the employed population spent \$50 each month in locally owned independent businesses, it would generate more than \$42.6 billion in revenue. Imagine the positive impact if 3/4 of the employed population did that.

1 The number of people it takes to start a trend...you.

**PICK 3.
SPEND 50.
SAVE YOUR
LOCAL
ECONOMY.**

Source: 3/50 Project
<http://www.the350project.net>

THE CITY OF SHINNSTON CHOOSES TO BUY LOCAL



For every \$100 spent in your local businesses, \$68 stays in your community in the form of payroll, taxes and other expenditures. Only \$43 stays in your community if you shop at a national chain. If you choose to shop online at a national chain, \$0 helps your community

Shopping at your local businesses not only keeps your money in your community with your family and friends, but it also increases consumer traffic and local employment.

**INVEST IN YOUR
COMMUNITY:
BUY
LOCAL**

Source: 3/50 Project
<http://www.the350project.net>

LOVE SHINNSTON?



BUY LOCAL

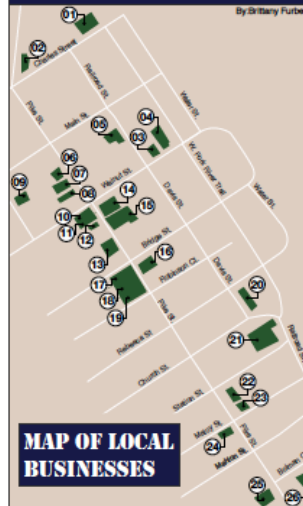
CITY OF SHINNSTON

Chamber of
(304) 59
mgr@shinn



Buy Local Day Shinnston WBOY Story

DOWNTOWN SHINNSTON WEST VIRGINIA



- MAP OF LOCAL BUSINESSES**
- | | |
|--|--|
| 01. Shinnston Plumbing | 14. Portrait House Photography/ Unique Creations |
| 02. Cougar Splash | 15. Gameday |
| 03. Gillum House Bed and Breakfast | 16. Bice-Ferguson Memorial Museum |
| 04. Mountain State Physical Therapy | 17. Shinnston Family Eyecare |
| 05. City Office | 18. Home Style |
| 06. Pike Street Bikes | 19. Penny Pincher |
| 07. John Anthony's Styling Barber | 20. J & R Sporting Goods and Pawn |
| 08. The Shinnston News and Harrison County Journal | 21. Jungle Junction |
| 09. Mary's Hair Care & Fitness | 22. Critters Plus LLC |
| 10. Shabby Chic Sisters | 23. DeMarco's Market |
| 11. Sacred Heart Christian Books & Gift Shoppe | 24. T & L Hot Dogs |
| 12. Treasure Chest | 25. Hammers Market |
| 13. Shinnston Sports Center/ Beck's Cafe | 26. Pro Care Pharmacy |

- Shinnston Plumbing**- Shinnston's furnace and air conditioner dealer since 1970.
- Cougar Splash**- Shinnston's locally owned car wash and automobile detailing central.
- Gillum House Bed and Breakfast**- Shinnston's premiere bed and breakfast.
- Mountain State Physical Therapy**- Physical Therapy specializing in the rehabilitation of orthopedic, sports or work related injuries.
- City Office**- The mission of the City of Shinnston is to provide excellent utility, public works and customer services, to encourage economic development of the City, to insure public safety and to foster and atmosphere of community involvement.
- Pike Street Bikes**- Reliable and professional bike repair service with quick turn times along with a wide selection of bicycle stock.
- John Anthony's Styling Barber**- Shinnston's professional barbershop since 1975.
- The Shinnston News and Harrison County Journal**- A weekly publication with a reader base of 10,000.
- Mary's Hair Care & Fitness**- Shinnston's premiere salon that offers services for both hair and nails.
- Shabby Chic Sisters**- A boutique featuring a wide variety of products such as unique jewelry, antique furniture and Fostoria glass.
- Sacred Heart Christian Book & Gift Shoppe**- A bookstore and gift shop that combines both ministry and retail to glorify the name of Jesus.
- Treasure Chest**- A Shinnston thrift store that offers top of the line new and used items such as antiques, furniture, house ware, collectibles and electronics.

- Shinnston Sports Center/ Beck's Cafe**- Shinnston's cafe serving coffee, sandwiches, subs and soup.
- Portrait House Photography and Unique Creations**- A photography studio that strikes to capture natural smiles and true emotions.
- Gameday**- A large restaurant that serves both small and large parties. Home of the Lincoln Cougars.
- Bice-Ferguson Memorial Museum**- A museum that strives to identify, promote, preserve and present ideas and artifacts pertaining to the history of Shinnston and surrounding areas.
- Shinnston Family Eyecare**- Local optometrist serving the family of Shinnston for all their eye care needs.
- Home Style**- A cozy shop that supplies an inviting mixture of old furniture and new accessories.
- Penny Pincher**- A thrift shop selling collectibles and other goods at a reasonable price.
- J&R Sporting Goods and Pawn**- A sporting goods store and pawn shop.
- Jungle Junction**- A safe, enriching care center for children in the Shinnston community.
- Critters Plus LLC**- Shinnston pet sales, supplies and groomer.
- DeMarco's Market**- A family-owned market that serves all needs such as snacks, deli meats and beverages.
- T & L Hot Dogs**- A restaurant specializing in great hot dogs, famous fresh cut fries and fabulous specialty sandwiches.
- Hammers Market**- A family-owned market that serves all needs such as snacks and beverages.
- Pro Care Pharmacy**- Serving the community all of their pharmaceutical needs.



BUY LOCAL SHINNSTON



For every **\$100** spent in your local businesses, **\$68** stays in your community in the form of payroll, taxes and other expenditures. Only **\$43** stays in your community if you shop at a national chain. When you shop online at a national chain, **\$0** returns to the local economy.

Shopping at local businesses not only keeps **your** money in **your** community with **your** family and friends, but it also increases consumer traffic and local employment.

Invest in your community: **BUY LOCAL**

Buy Local Shinnston

Facebook.com/buylocalshinnston

the350project.net



The **BUY LOCAL**
Fairmont Committee
FAIRMONT'S
Local Businesses
want to thank you for your support!

Join us for Fairmont's first Buy Local Day on Saturday, April 28, to celebrate the importance of buying local!
Stop in to see what your participating local businesses have to offer.

See below for special coupons from Fairmont's finest local businesses!

<p>BUY LOCAL</p> <p>Jack & Jill Marlena</p> <p>20% OFF 1 ITEM (Ladies & Kids wear)</p> <p><small>Limit one coupon per person per purchase. Not valid with any other offer. Non-transferable. Not redeemable. Offer valid through July 27, 2012.</small></p>	<p>BUY LOCAL</p> <p>Health NATURALLY</p> <p>FREE Zy to Compass Scan</p> <p><small>Limit one coupon per person per purchase. Not valid with any other offer. Non-transferable. Not redeemable. Offer valid through July 27, 2012.</small></p>	<p>BUY LOCAL</p> <p>ILLUSIVE SKULL</p> <p>10% OFF EVERYTHING Except Theatre & Balloons Kit</p> <p><small>Limit one coupon per person per purchase. Not valid with any other offer. Non-transferable. Not redeemable. Offer valid through July 27, 2012.</small></p>	<p>BUY LOCAL</p> <p>10% OFF</p> <p><small>Limit one coupon per person per purchase. Not valid with any other offer. Non-transferable. Not redeemable. Offer valid through July 27, 2012.</small></p>
<p>BUY LOCAL</p> <p>Let's in the Sun Salons & Spa</p> <p>15% OFF 1 lotion OR 1 FREE eyelash package</p> <p><small>Limit one coupon per person per purchase. Not valid with any other offer. Non-transferable. Not redeemable. Offer valid through July 27, 2012.</small></p>	<p>BUY LOCAL</p> <p>Health NATURALLY</p> <p>10% OFF Nature's Sunshine products for new customers</p> <p><small>Limit one coupon per person per purchase. Not valid with any other offer. Non-transferable. Not redeemable. Offer valid through July 27, 2012.</small></p>	<p>BUY LOCAL</p> <p>PERENNIAL FLORAL</p> <p>10% OFF</p> <p><small>Limit one coupon per person per purchase. Not valid with any other offer. Non-transferable. Not redeemable. Offer valid through July 27, 2012.</small></p>	<p>BUY LOCAL</p> <p>Aspire Uniqueness Boutique, LLC</p> <p>25% OFF</p> <p><small>Limit one coupon per person per purchase. Not valid with any other offer. Non-transferable. Not redeemable. Offer valid through July 27, 2012.</small></p>
<p>BUY LOCAL</p> <p>HairPort HAIR DESIGN</p> <p>20% OFF ANY SERVICE</p> <p><small>Limit one coupon per person per purchase. Not valid with any other offer. Non-transferable. Not redeemable. Offer valid through July 27, 2012.</small></p>	<p>BUY LOCAL</p> <p>10% OFF</p> <p><small>Limit one coupon per person per purchase. Not valid with any other offer. Non-transferable. Not redeemable. Offer valid through July 27, 2012.</small></p>	<p>BUY LOCAL</p> <p>Ginger's</p> <p>10% OFF</p> <p><small>Limit one coupon per person per purchase. Not valid with any other offer. Non-transferable. Not redeemable. Offer valid through July 27, 2012.</small></p>	

A partnership between the Fairmont Planning and Development Department and Main...

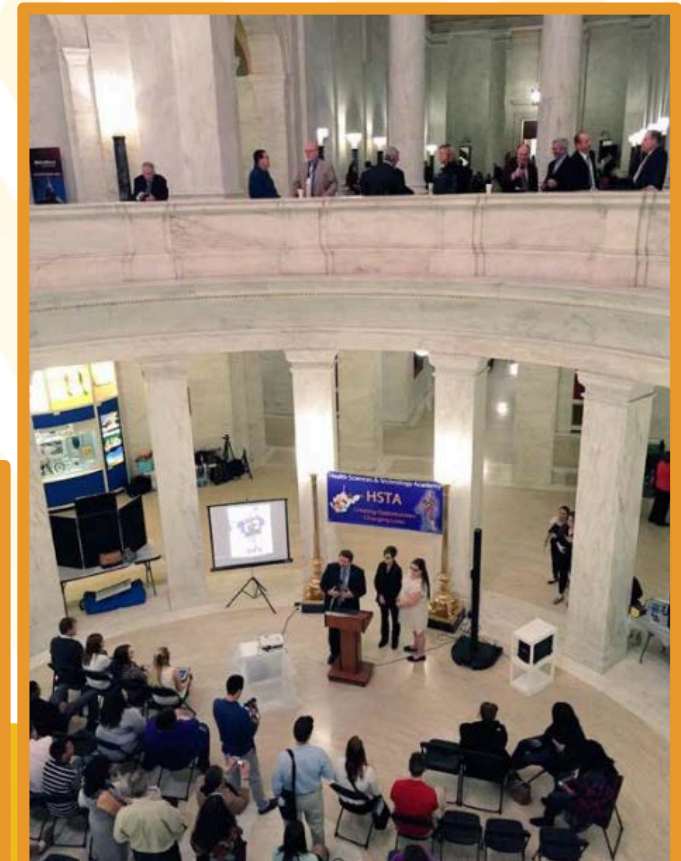


Health Sciences and Technology

PUBLIC AFFAIRS CAMPAIGN

GOAL: To raise legislative awareness of HSTA, leading to the prevention of additional cuts to HSTA's budget

- 230,670 total media impressions and nine media hits
- 81% of the HSTA regions reached
- 195 total written letters
- 48 percent attendance from legislators
- Increased engagement of 26 percent over a three-month period

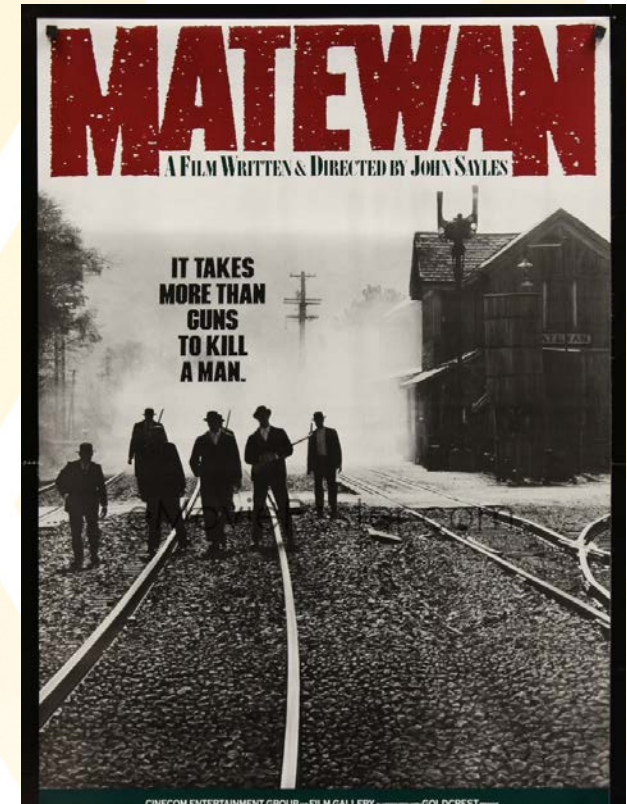


BENEDUM COMMUNITY BRANDING INITIATIVE

- \$130,000 Benedum-funded Initiative
- Bigger Picture Goals
- 3 Project Communities
- Mission & Vision
- How to Work with Us
- What's Coming Up



CURRENT WORK



FINDING UNIVERSITY-LEVEL PARTNERSHIPS



- WVU Center for Service & Learning; Civic Engagement at Universities; special units
- **Reed College of Media's Media Innovation Center**
 - **Community Branding Initiative**—apply to be a client (upcoming)
- Let it be known! Contact specialized units (STCM, MKTG, Graphic Design)
- **Pitch partnership**—Come with ideas and at least some vision/goal in mind; have dedicated community leader **to work with the University team**



FINDING UNIVERSITY-LEVEL PARTNERSHIPS

- Make sure it's a good fit, mutually beneficial
- Consider what
 - service learning entails, **strengths/limitations of the semester schedule**
 - time commitment on BOTH sides
 - Importance of communication & transparency
- Be realistic with expectations
- Establish clear goals & focus
- Make sure you both understand what product will be delivered



\$HOW ME THE MONEY? WELL THEN SHOW ME YOUR RESULTS



- **Nearly \$200,000 in total funding**
 - \$16,000 in service-learning grants
 - Approx. \$43,000 in client funding
 - \$130,000 in Benedum funding for CB Initiative
- **Evaluation** of your projects—Always
- **Get evidence** of the work
 - Campaign book, portfolio, something tangible



Proven successes? Then **ASK for it before you fund!**



BASIC TIPS FOR SUCCESSFUL CLIENT PARTNERSHIPS

- **Committed Contacts**
- **Attentive Communication**
- **Resources & Reaching Out**
- **Evaluation of Efforts to Show Value**
- ***...and plans for community/org. to continue the work we started!***



CONTACT

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