

PEAK PR



CINCINNATI, OH



The Three Peaks of the Intercommunity Justice and Peace Center

Non-Violence

IJPC's mission is to create a nonviolent society and IJPC embraces nonviolent action as the pathway and strategy to systemic and societal change. Nonviolence is courageous and requires taking action in the face of injustice. Nonviolent practice seeks to understand perspectives, prioritizes restoration, centers accountability, and sees conflict as the opportunity for growth.

Death Penalty

Grounded in relationships with people on death row, IJPC works to abolish the death penalty in Ohio and beyond by educating the Greater Cincinnati community and encouraging our network to advocate for reform or repeal. IJPC works with a coalition of organizations across the state to abolish Ohio's death penalty.

Immigration Reform

From the workplace, to the classroom, to our neighborhoods, immigrant families are part of our communities in Cincinnati and Northern Kentucky. IJPC works in partnership with immigrant leaders and local organizations to identify, call attention to, and organize around issues facing our local immigrant community.





Meet the Firm



Caroline Gow is a Public Relations major with an Advertising minor from Worcester, Massachutes. She plans to stay in Cincinnati after graduating in May. The things she's loved most about Cincinnati are exploring the city with friends and taking long walks down Wasson Way.



Mary Leydon is an Advertising and Public Relations double major with minors in Italian Studies and Political Communication from Stamford, Connecticut. She plans to move back home upon graduating in May. The thing she will miss most about Cincinnati is Coffee Emporium and the Cincinnati Zoo.



Anali Melendez is a Communication Studies and Public Relations double major along with a minor in Business from Richmond, Indiana. She plans to continue working in her family's business upon graduating in May. One thing she will miss are the hidden gems she has discovered during her time in Cincinnati.



Rose Murphy is a senior Public Relations major with a minor in Musical Theater from Chicago, Illinois. After graduating a year early, she will be moving back home to Chicago, IL to work full time at Liz Nicholson Associates. In August 2023, she plans to move to Florida for the Disney College Program in hopes of working toward a PR and event planning job.



Lizzy Sundstrom is a senior Public Relations and Musical Theatre double major from Dayton, Ohio. Upon graduation, Lizzy is moving to Florida to work at Walt Disney World in hopes to build a career in amusement park operations management or entertainment operations management. Thankfully, they have a few Skyline Chili's around the sunshine state!

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Executive Summary

Intercommunity Justice and Peace Center (IJPC) is a Cincinnati, Ohio based non-profit dedicated to educate and advocate for peace, challenge unjust systems, and promote the creation and possibilities of a non-violent society. The goal of this campaign is to expand and diversify IJPC's supporter network and enhance the impact of IJPC's efforts by promoting and encouraging new voices, ideas, and perspectives.

In order to assist IJPC in achieving the expansion and new direction, research has been gathered to create specific strategies and tactics to diversify and increase brand awareness, alignment, and loyalty as well as promote increased presence in the social non-profit landscape.

This campaign book outlines the best way to achieve the goals and objectives. It includes a big idea, and provides samples that the IJPC can use in the future. There is an evaluation plan that will prove a successful campaign upon implementation.

- Peak PR



Research

Background

Primary research was conducted to understand the client's target audience. To fully understand who the primary audience would compose of was to conduct a survey that was sent out to various groups of people. These groups were from different states, different ages, and different demographics.

Secondary research provided an understanding of the best way to reach the audiences, and how they correlate with IJPC. This was done by researching the backgrounds of Gen-Z, and what they have access and accessibility to. There was also research done on IJPC's internal/external environments, history, and purpose. This included defining its mission, what social justice issues are represented, and what has been done thus far.

Primary Research

SWOT Analysis Table

<u>Strengths:</u> <ul style="list-style-type: none"> • Social issues align with target audience • Target audience is open to working for/with a company that is true to its values • Target audience can be easily accessible using social media • Target audience likes to be involved in a nonprofit through volunteering time 	<u>Weaknesses:</u> <ul style="list-style-type: none"> • Lack of: <ul style="list-style-type: none"> ○ brand recognition ○ brand voice and tone ○ social media use ○ brand transparency will discourage new members to want to be a part of the organization
<u>Opportunities:</u> <ul style="list-style-type: none"> • Provide more education on death penalty • Use Instagram to show brand transparency to grow support • Develop other social media platform pages to reach potential audiences • Shift to a non-Catholic outlook to attract a younger audience • Rebranding of IJPC gives more room to develop the brand 	<u>Threats:</u> <ul style="list-style-type: none"> • Other non-profit organizations seek new members • Knowledge of the death penalty across all demographics is weak, creating less care about the topic towards those groups • Social issues go against certain religions and can be seen as political • IJPC is not putting on enough events/showcasing how to get involved to have a strong volunteer base

Secondary Research

Demographics

Gen-Z are people born after 1996 until 2012, ranging from 11-25 years old. This generation are the ones who are well equipped with social media and modern technology. Additionally, it is reportedly the most openly diverse generation. Gen-Z consists of roughly 67.8 million of the world's population. Gen Z is known for consistent awareness with topics such as mental health, race, gender and sexuality.

Gen-X are often stereotyped as the “middle child” generation, because they are relatively overlooked in comparison to the other generations. Age in this generation ranges from 34-55 (fig. 1). Gen-X tends to lean more republican and conservative than left in the United States. They are a smaller generation, spanning about 16 years while other generations go for 20 years.

Psychographics

Gen Z is more likely to engage in social-emotional conversation amidst a new and deeper understanding of mental health awareness. “In their formative years, U.S. Gen-Zers were governed by the nation’s first Black president and witnessed the legalization of same-sex marriage. They celebrate individual differences and gravitate toward brands and causes they perceive as authentic and inclusive (Petrock). Social consciousness is a defining characteristic of Gen Z, and they are most passionate about racial equity. They also feel strongly about climate change, sustainability, environmental responsibility, gender equity, access to healthcare, an end to gun violence, and economic opportunity” (Petrock). “Gen Z is more skeptical than previous generations and less likely to trust businesses to do good in the world. They are more likely to patronize brands that work to effect social change, shared values, and reflect their expectations of themselves” (Petrock). Gen X are known for being more cynical and easily swayed. They are less likely to put trust in a large corporation or institutions. They are known as the most hardworking generation, having a background in a multi-generational and multi-belief society. This generation is split between those who lean toward having characteristics, habits, and beliefs of the baby boomer generation and the side that leans more towards millennial psychographics (Green Buzz Agency).

External Environment

IJPC advocated for a bill in the Ohio Senate, which unfortunately did not pass before the year ended, so it has to start its efforts over. In December 2021, during the lame duck session, the Ohio General Assembly gave final approval to legislation prohibiting execution of the severely mentally ill. House Bill 136 cleared the Ohio House on Dec. 17 and Governor DeWine signed the bill into law. DeWine has also imposed an unofficial moratorium on all executions in the state due to ongoing problems finding lethal-injection drugs.

Promotions

The IJPC currently hosts events, marches, protests, and petitions for the House. It offers t-shirts, stickers, signs, but they lack in the promotion of coupons and sales. On social media, IJPC makes an effort to educate followers by posting about historical icons of all different races and backgrounds. Additionally, it makes the community feel included and welcome by posting the events on social media.

Resources

The main audience IJPC attracts is older white, Catholic members. This segment of the audience has a strong opinion but IJPC is also seeking out audience members who fall within the Gen- Z age group. Both audiences have varying opinions but could bring in more ideas, opinions, and overall members to IJPC. Increasing the amount of Gen-Z members in the community is an opportunity for the IJPC's mission and values to spread and be known through the greater Cincinnati area.

Situation Analysis

IJPC aims to distinguish and redefine themselves in the nonprofit community. In conjunction with rebranding, IJPC hopes to expand its community by appealing to a wider demographic than previous attractions. By targeting a younger audience, IJPC has the opportunity to become a bigger name in the nonprofit scape and therefore, have the opportunity to initiate a larger impact on the issues and causes they promote.

Due to the lack of brand recognition and lack of diverse social media presence, IJPC will need to work to appeal to the target audience. In efforts to attract a younger audience, social media consistency is key. Social media is the platform where the majority of young people obtain information on current events. Therefore, it is essential for IJPC to keep social media consistency a priority in order to accomplish their goal.

Additionally, the level of knowledge of issues IJPC tackles could negatively impact brand alignment or recruitment. The media tends to produce false information to its users. This develops mixed attitudes towards important topics, which can risk IJPC recruiting a large audience. Especially with the primary public's "old-fashioned" cultural attitudes, it is likely they can be more tentative to the issues the IJPC inherits.

Finally, the primary public would not be financially able to provide support compared to the secondary public, so appealing to both without losing the interest of one or the other is necessary. IJPC must be cognisant of this demographic in order to adjust to the primary audience's needs.

Core Problem

Due to a lack of education, IJPC is currently reaching a narrow and limited audience, in turn affecting social impact, donation rates, and brand recognition, alignment, and loyalty.

Big Idea

Position the IJPC as a trusted brand of activism by creating a video series¹³ for social media channels. This video series will be interviewing community members and will recruit a more diverse community of supporters. This series, “Beyond the Bars”, will feature 2-5 minute long short stories to be rolled out on Instagram, TikTok, and Youtube. It falls in the middle of the interactivity grid of the communication chart. “Beyond the Bars” will feature interviews of those the IJPC has helped get off of death row and from immigration reform activists. Besides the first hand experiences, current IJPC members will also have the chance to talk about why they have chosen to work with the IJPC.

Goal, Objectives and Evaluation Criteria

Goal: Reintroduce the IJPC and raise brand awareness to the Cincinnati community

Objective #1: Obtain five earned media spots in the tri-state area within three months

Key publics: *Gen-Z Cincinnatians and current IJPC supporters*

Rationale: *Will spread recognition to various Cincinnati publics*

Evaluation: Measured through the social media engagement and brand mentions of the IJPC within the time frame

Objective #2: Increase newsletter subscriptions with 200 members within three months

Key public: *Gen-Z Cincinnatians and current IJPC supporters*

Rationale: *Would possibly bring in more members to the IJPC*

Evaluation: Measured through the IJPC website traffic and subscriptions the IJPC will receive

Objective #3: Increase social media following (Facebook & Instagram) with 200 followers within three months

Key publics: *Gen-Z Cincinnatians and current IJPC supporters*

Rationale: *Allow for new engagement with the IJPC*

Evaluation: Measured through the Facebook & Instagram traffic and new followings received within the time frame

¹³ Fig 2

Key Publics

Primary Public

Name: Gen-Z college students in the Cincinnati area

This audience enjoys seeing positive change within its communities. Most of these college students identify with the Democratic party and seeing positive social change that coincides with shared beliefs.

This audience likes to volunteer but doesn't have the ability to donate in large amounts. Most of this audience is involved in on-campus groups that support or fight a social justice matter.

Self Interests: Politics (immigration, prison reform, Gen-Z mainstream concerns), making a change in community, volunteering

Opinion Leaders: Listens to trending news on Instagram

Channels: Instagram, TikTok, Snapchat, YouTube, text messages, word of mouth



Cool College Kid Kevin

A day in the life of Kevin:

- Kevin is a current college student looking for ways to be involved in the community
- He cares about politics, but in a way that aligns with issues Gen-Z currently cares about, like prison reform and immigration
- Kevin plays on a co-ed intramural basketball team with his friends from the Center for Faith and Justice at Xavier University
- Every Thursday he attends the Voices of Solidarity meeting on campus, which advocates for immigration related issues

Background:

- 22 years old
- Not religious, single
- Full-time student, volunteers through on campus activities, attends marches occasionally

Finances:

- Made \$6,000 last summer
- Does not splurge on products
- Doesn't donate money, because he doesn't have extra

Online Behaviors:

- Texts friends
- Gets social media news on Instagram
- Subscribes to e-newsletters for his favorite brands and companies

What He's Looking For:

- A place to make like-minded friends
- An organization that is working towards making change in the Cincinnati area
- An organization that attends protests he can tag along with

What Influences Him:

- Events that have free food
- An organization with strong brand transparency
- An organization that posts news and events on their Instagram

Hopes and Dreams:

- To change the stigma around immigration and criminal justice
- To learn more about the death penalty in Ohio

Worries and Fears:

- He can't be involved without spending money
- He won't be able to find a non-religious community
- The community he joins is not transparent with their mission and goals

Make His Life easier:

- Easy transportation to events
- Friends are involved in the same organization
- Organizations are make it easy to join

Brand Affinities:

- Ripple (water bottles), Starbucks, Nike, Kroger

Primary and Secondary Messages

Primary Message:

People of all ages should be interested in joining the IJPC because of the injustices they are working to resolve. The death penalty and immigration reform are important, and they are doing it through exciting community events

Secondary Messages:

The IJPC strives to educate members of all different communities and age ranges to promote its agenda, creating an exciting atmosphere

- The Critical Issues in Critical Justice exhibit toured college campuses and utilized virtual reality to provide education to 235 students reaching 54 people who later changed its stance on the death penalty as a result of its experience.

The IJPC finds accessible ways for all people to get involved, showing a sense of community within the organization

- IJPC staff and volunteers completed an 83 mile Walk to Stop Executions from the death house in Lucasville, OH to the capital in Columbus, OH, organizing speaking engagements along the way.

The IJPC is successful in getting a large population of its supporters to actively volunteer in events, showing a sense of pride

- In 2017, IJPC's Youth Educating Society (YES) program rallied 250 people in support of undocumented young people after the Trump Administration announced the end of DACA triggering Sen. Portman to release a statement in support of DACA recipients.

Strategies and Tactics

Strategy 1:

Through social media, convince Gen-Z college students in the Cincinnati area to become regular volunteers with the IJPC.

Tactic 1: Create 2 new events (like free food college nights) to take place at the IJPC headquarters over the 3 month summer break resulting in 25 new college aged members.

Tactic 2: Introduce IJPC to Xavier University and University of Cincinnati extracurricular clubs that discuss social change and are willing to take actions to see a difference made.

Tactic 3: Hold events on campuses for students to be introduced to the brand and its mission.

Strategy 2:

Gain awareness of IJPC's mission through earned media to reach both Gen-Z college students and current IJPC supporters.

Tactic 1: Use earned media to discuss IJPC's values, goals, and mission.

Tactic 2: Use earned media to encourage volunteers and promote social media outlets.

Tactic 3: Promote events and encourage attendance at events that IJPC will be hosting in the future.

Strategy 3:

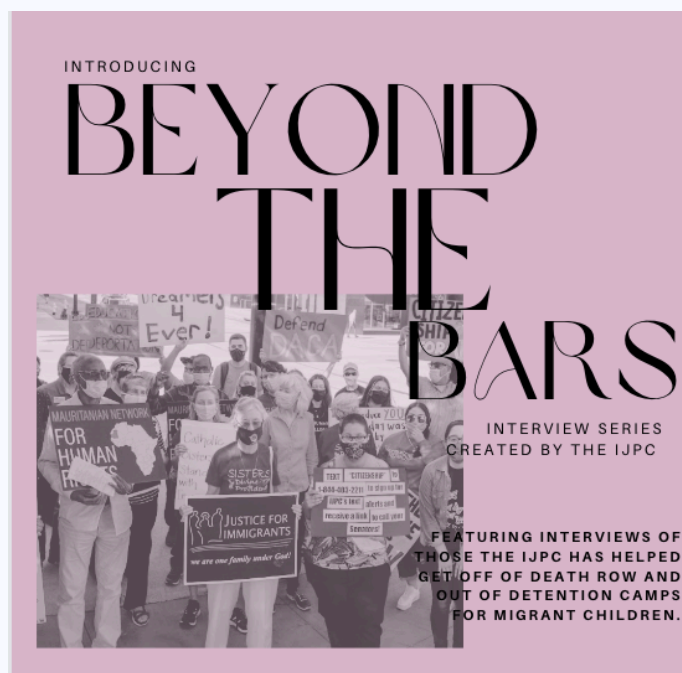
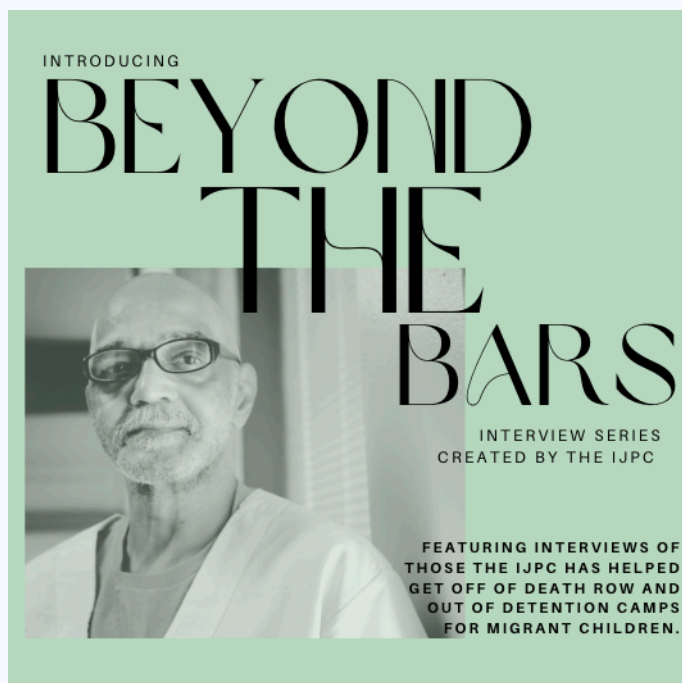
Provide Gen-Z college students in the Cincinnati area and current IJPC supporters a safe place to discuss the social issues that the IJPC stands for.

Tactic 1: Start support groups for those who are affected by the social justice issues that IJPC promotes.

Tactic 2: Provide easy access and information on support groups in the surrounding areas on IJPC website.

Tactic 3: Promote the inclusive environment that IJPC has on social media accounts to make followers and potential volunteers more familiar and comfortable with the area.

Campaign Deliverables and Samples



Post for Instagram feed to introduce the big idea, "Beyond the Bars". Featuring Elwood Jones and immigration reform activists

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