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## The Art of Promotion: An Exploration of Public Relations and Dance

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The Art of Promotion: An Exploration of Public Relations and Dance

Shannon Cleary

BGSU Dance Program Campaign, Honors Project

Bowling Green State University



# The BGSU Dance Program

Prepared for: The BGSU Dance Program and BGSU Honors College  
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**Overview of the BGSU Dance Program:**

The Bowling Green State University (BGSU) Dance Program is an academic program housed in the College of Education and Human Development in the School of Human Movement, Sport and Leisure Studies (HMSLS). Currently, the program offers both a major and minor in Dance, with the major allowing students to graduate with a Bachelor of Science in Education.

“The Dance Program curriculum focuses on intellectual, creative, and technical dance endeavors, while offering interdisciplinary experiences in theatre, music and kinesiology. The program emphasizes modern dance and classical ballet as well as a lesser focus on jazz dance. Program options are designed to expand each student's dance competencies and can be tailored to meet a student's specific dance interests and talents” (Dance, 2019). Currently, there is no audition required to be part of the program, and the Director and Coordinator of the Dance Program is Colleen Murphy, School of HMSLS Lecturer. The Dance Program offers a minor that is 25-29 credit hours. “It is designed to complement many other BGSU majors and still allow students to graduate in eight or nine semesters” (Dance, 2019). The program is making a shift to the Department of Theatre & Film in the College of Arts and Sciences in the Fall of 2019 – this shift has also removed the major as an option, now only offering a dance minor to BGSU students.

The Dance Program is located in the Eppler Complex on campus, primarily in the Mary Eli Whitney Dance Studio. This space is utilized for classes, rehearsals and performances. The Wolfe Center for the Arts is also a facility utilized by the program. Currently, the Dance program teaches a strong foundation of modern, jazz and ballet, with tap, ballroom, folk and other dance forms offered as supplemental classes. The academic

curriculum also strongly emphasizes dance history, dance theory, movement technique, pedagogy and interdisciplinary areas of study.

The process of enrolling in dance classes is similar to any other academic program on campus, and students also have the opportunity to audition to be part of the Dance Repertory Ensemble at the beginning of the academic year. This yearlong commitment includes rehearsals in the fall semester, a prominent performance of the Winter Dance Concert during the spring semester and other opportunities including professional networking, dance conferences, student development and artistic exploration.

The Winter Dance Concert is the most prestigious performance that the Dance program hosts throughout the academic year. Faculty and guest choreography is performed, and this event is the only time the program is permitted to utilize the state-of-the-art facilities in the Wolfe Center for the Arts. The show takes place on the Donnell Theatre stage, and the Wolfe Center staff works the event as well as far as lights, sound, stage, etc.

**Situational Analysis:**

1. Key external and internal issues and changes that face the organization:
  - Lack of resources and staff members – less dance classes are being offered at the university. Courses are not being promoted or pushed to current students, leading to a poor reputation and program with smaller numbers. This creates smaller scale performances and smaller audiences at those performances, with no resources to promote the program or performances effectively.
  - Program transition – the Dance Program is transitioning to the College of Arts and Sciences under the School of Theatre and Film. This transition will hopefully create a stronger relationship with the performing arts programs on campus and allow for more promotion of the Dance program, but the transition is also affecting the dance curriculum, creating more focus on jazz and musical theatre. This change will be in effect in the fall semester of 2019.
  - Shift in communications to digital world and social media; less printing and more website content and social media used for promotion.
    - BGSU Dance program needs recordings of performances and opportunities and those to be promoted to stay relevant on social media and among other colleges.
    - Digital media allows the Dance Program to communicate with publics and potential audience members online at a lower cost than the cost of printing fliers. Currently, the Winter Dance Concert is only promoted on social media; no flyers are printed.

- This external shift creates a desperate need for strong social media management for the Dance Program (a PR intern) to keep the program relevant, recruit for the program and promote the performance opportunities.

## 2. Risks and Threats:

- Declining numbers – Major no longer offered; only Minor; less classes being offered; less prospective students interested (A threat that could diminish the program)
- Losing teachers – Professors are leaving their positions due to losing classes and not making enough money in their roles (A threat that could diminish the program)
- Losing artistic expression and credentials as a program (Risk)
- Quality of dance and reputation decreasing (Risk)
- Infrastructure/Organization of Dance Program - physically and financially not enough resources to complete projects, pitch to media effectively, or generate awareness of the program, shows and accomplishments (A threat that could diminish the program)
- Conflicting goals - employee vs. employee; employee vs. dancer, professor vs. dancer, dancer vs. program, program vs. general public, program vs. university, professor vs. university (Risk)
- Not enough interest from the community or campus in performances (Risk)
- Not enough publicity in community or on campus for program (Risk)

- Not enough promotion for Winter Dance Concert specifically - social media only utilized very closely to the event, an additional task for the Director who is already busy, no intern to take this work and craft it effectively (Risk)
- Not enough collaboration with university as far as promotion and name recognition (Risk)
- Not enough support from university, financially or emotionally (A threat that could diminish the program)
- Not enough collaboration with other arts organizations on campus – Bravo BG event no longer exists (Risk)
- Winter Dance Concert – low turn out in the audience each year (Risk)

### 3. Relevant Changes and Trends:

- Economic – BGSU focuses financials on the larger academic programs and athletic programs that receive more promotion and support due to the amount of students and revenue those programs bring in. Dance and the arts in general across the nation – large sums of money are not spent on widespread media coverage or promotion of the arts unless it relates to popular dance TV competitions like Word of Dance, Dancing with the Stars, etc.
  - Continuous cycle: universities do not spend a lot of money because the dance programs and shows do not bring in audiences or traffic to campus, therefore media outlets do not cover them, then people do not attend shows because universities are not dedicating money or time to them.
- Socioeconomic – The widespread success of popular dance television shows has created a buzz around the dance culture, but only as it relates to the

entertainment value of dance. College dance programs are much more focused on the artistry, so it does not align and cannot necessarily benefit from the popularity that entertainment and commercial dance has gained in today's society.

- This popularity may lead to increased interest in dance as a whole, but more so related to university dance teams or dance organizations, not necessarily the academic dance programs around the country. Audiences want to see tricks and jaw dropping moves and are not necessarily inherently interested in the art of dance unless they intrinsically and personally appreciate art.
- Political – Decreasing protection of arts programs and less funding nationally for The National Endowment for the Arts (NEA); the Arts are not on many politicians agendas in the current political climate.

#### 4. Environmental Impact:

The BGSU Dance Program impacts its environment through creating a performing arts environment on campus. This performing arts environment is not capitalized on enough in the BGSU community. The social media and communications efforts include social media and local newspapers and photographers specifically relating to their Winter Dance Concert, but not enough communication is done in general for the Dance Program at BGSU, accomplishments of students or ways the program is relevant in the community and around the country. Many students have created dance works on national social issues, and these should be shared and spread. Additionally, there are other related organizations on campus such as the BGSU

Dance Team, BGSU University Dance Alliance, Swing Society, Element Dance Team, Falconette's and other health and exercise related organizations that could be collaborative to impact the environment.

5. Biggest Success:

According to the Dance Program Director, Colleen Murphy, the program's biggest success is producing strong dancers, movers and thinkers who go out and do good in the world. She enjoys the small size of the BGSU Dance Program and feels it makes the program inclusive. She also believes having a small program allows them to cater to the needs of each individual student instead of trying to make everyone "dance the exact same way or follow the same career path". Colleen also enjoys the strong connection with alumni and knows that many of the opportunities they receive after graduation comes through the connections and experiences within the Dance Program. She believes that Dance makes every student's college experience happier, healthier and more meaningful.

**Opportunity Statement:**

This campaign will generate greater awareness of the BGSU Dance Program and its performances and increase attendance at performing arts events at BGSU. Through inventive social and multi-media efforts, innovative collaboration with community and campus partners, and interactive updates to the Dance Program promotional efforts, this campaign will target and reach BGSU students, faculty and staff, Wood County community members, prospective BGSU students, local media and K-12 students in Wood and Lucas County. This proposal will mold a declining program into a thriving and engaging dance environment at BGSU.

**Secondary Research:**

Clopton, S. W., Stoddard, J. E., & Dave, D. (2006). Event Preferences among Arts Patrons: Implications for Market Segmentation and Arts Management. *International Journal of Arts Management*, 9, 48-59. Retrieved from [www.jstor.org](http://www.jstor.org).

Focusing on art patronage and arts management, Clopton et al. explore how audiences can be segmented based on preferences and how their characteristics then can be analyzed to create a customer-centered marketing plan. For example, the authors found that segment 3 within their study appreciates visual and performing arts, including dance, and that most of the audience members in this segment have high income, high education and high appreciation for the arts.

What this means: These characteristics inform me that the people attending performing arts events, like the Winter Dance Concert at BGSU, are most likely already invested and interested in the art – they do not need convincing. The research Clopton et al. conducted helped me learn about the segments less inclined to attend performances and how to create a promotional plan based on their characteristics that better markets to them and helps them understand how dance performance can be beneficial for them.

Dance at The Juilliard School. (n.d.). Retrieved from <https://www.juilliard.edu/dance>

Juilliard has one of the top five dance programs in the country, some sites rank it as number one, and their website reflects the prestige and class of their program.

Photographs on the site are high quality and well designed, the site is easy to navigate and user-friendly, dance faculty and their credentials are highlighted, and important events (like performances) are promoted. Altering and updating the website design and content for the BGSU Dance Program is something I would like to include in my promotional campaign as a way to keep community and campus members engaged. This way the audiences can still interact with the program before

and after performances, and information about events can be more clearly communicated to its publics, hopefully driving larger attendance at the performances and Winter Dance Concert specifically.

What this means: I used the Juilliard website for inspiration to model some of the changes I wanted to make to the BGSU Dance Program website. As one of the top five dance programs in the country, Juilliard's promotion is strong, effective and moves people to action and will be a useful example to follow when working on the BGSU Dance website.

Dance Degree Options. (n.d.). Retrieved from

<https://www.pointpark.edu/Academics/Schools/COPA/COPADeptsMajors/Dance/DanceConcentrations>

Point Park University is another one of the top ten dance programs in the country. One resource in particular that caught my eye on their website was a video highlighting the performances, classes and opportunities dancers will take part in as a dance major at Point Park University. I would love to create a multi-media piece that is reflective of what the Winter Dance Concert is at BGSU – this way audience members can experience a piece of the show before they attend, and due to the nature of social media, awareness of the show will increase as well with the video being shared.

What this means: This resource will be useful in creating the BGSU Winter Dance Concert video so the content, visuals, b-roll and interview material will be effective and moving. Point Park Dance also displays a mission statement on their website, which serves as a great branding tactic and adds to the overall atmosphere of the program – this framework will also be beneficial to utilize as I update and add copy to the BGSU Dance Website, including a mission statement.

Events Archive. (n.d.). Retrieved from <https://www.washingtoncenter.org/events/>

This source highlights an effective and user-friendly way of promoting events. The Washington Center is a prominent and well-known venue around the country, and

they promote events on their website in a succinct and efficient manner. You can purchase tickets straight from the website and learn more about the specific show you are clicking on.

What this means: This source will be useful in navigating the redesign of the BGSU Dance Program website – being able to purchase tickets online will streamline the process, making it more convenient and easy for all audiences to learn about the Winter Dance Concert and make it to the performance.

Markusen, A., & Brown, A. (2014). From audience to participants: New thinking for the performing arts. *Análise Social*, 49(213), 866-883. Retrieved from [www.jstor.org](http://www.jstor.org).

Markusen and Brown focus on two very important aspects to performing arts – audience participation and venue space. Their research concluded that the distance between performers and the audience is too vast – audience members want to share in the artistic expression. Additionally, the venue and space the performance takes place in is strongly correlated to the mood of the audience and how much they enjoy the performance. Venues can be “cold” or they can be “friendly” to audience members.

What this means: The audience research conducted by Markusen and Brown was helpful to me in finding new ways I could allow the audience to participate more in the Winter Dance Concert. The participation may not occur physically, as the Winter Dance Concert takes place in the Wolfe Center on campus, and we do not have much control over how to utilize the stage. Instead, though, the participation can take place through my public relations promotional efforts with community partners, the structure of the show, etc. Slightly closing the gap between audience and performers and allowing the audience to feel involved in the performance may create a much stronger desire for the public to attend BGSU Dance Program events.

Misirhiralall, S. D. (2013). Dance as Portrayed in the Media. *The Journal of Aesthetic Education*, 47(3), 72-95. Retrieved from [www.jstor.org](http://www.jstor.org).

Misirhiralall explores the way dance is portrayed in the media in the context of religious dances, dance in education, self-development and social classes. The article analyzes dance as cultivation of creativity within these contexts and whether or not dance is more valuable as subject matter or as an independent studio study. One specific point of interest is how dance is utilized within liberal arts education at universities like Yale and Harvard.

What this means: This article will be useful in analyzing the way dance is perceived by the public as I go about creating my public relations campaign for the Winter Dance Concert. I can expand on the analysis in this article and use the media portrayal to create a proposal that reflects the issues/debates in the media.

NYU | Tisch. (n.d.). Retrieved from <https://tisch.nyu.edu/dance>

The Tisch Dance Program is one of the top university dance programs in the country, so similarly to my reasoning behind utilizing the Juilliard website, modeling aspects from the Tisch Dance website for the BGSU Dance website will be very beneficial.

What this means: The modifications I am looking to make on the BGSU Dance website focus on creating an artistic, engaging and informative atmosphere for BGSU Dance, which I think the Tisch Dance site effectively achieves through design, layout and copy. I also think the dance events are heavily and efficiently promoted, which is something I am striving to incorporate into BGSU Dance Program promotion.

Partners. (2016, October 13). Retrieved from <https://dance.osu.edu/about/partners>

The Ohio State University Dance Program is in the top twenty-five programs in the nation, and this source emphasizes their focus on community and campus partners. Because the BGSU Winter Dance Concert promotional plan will encompass community and campus partnerships, this research allows me to get an idea of some

of the related fields that could serve as partnerships for BGSU Dance. Ohio State Dance holds partnerships with The Dance Notation Bureau Extension for Education and Research, The Ohio State University Sports Medicine & Rehabilitation's Performing Arts Medicine team, and The Motion Lab with the Advanced Computing Center for the Arts and Design.

What this means: The fields of OSU's partnerships are all related to dance, but serve a greater purpose when combined with the Ohio State Dance Department, which is useful in finding resources in Bowling Green and on campus that are similar and would be effective partnerships with the BGSU Dance Program.

Point Park Dance Department (@pointparkdance) • Instagram photos and videos. (n.d.).

Retrieved from <https://www.instagram.com/pointparkdance/?hl=en>

Social media is a prominent part of a public relations campaign; so investigating how one of the top ten dance programs in the country runs their social media will be beneficial to come up with innovative yet effective ideas for the BGSU Dance social media pages. Point Park utilizes graphics and Instagram stories for their posts, which is an interesting concept I have not seen from many other programs.

What this means: I want to mold their concept to craft original social media pieces to promote the Winter Dance Concert. Social media has a huge audience reach and can be spread quickly, and Point Park utilizes their social media to promote their shows and events in a timely and aesthetically pleasing form, which will be included in the BGSU Winter Dance Concert promotional plan.

Projects Take Students Into the Community. (n.d.). Retrieved from

<https://www.juilliard.edu/news/136436/projects-take-students-community>

This source is another example of how community partners can be a successful form of engagement with an organization's publics and can help to positively influence

the promotion of events. Juilliard Dance students complete community service projects and programs in New York. These programs spread awareness of the Juilliard Dance Program as well as provide dance experiences for different New York communities.

What this means: Not only are these partnerships beneficial to Juilliard Dance in the context of branding and reputation, it also spreads awareness so that more community members show up to their performances. I will be able to use these examples to model the community partnerships I would like to include in my BGSU Winter Dance Concert promotional campaign.

Putler, D. S., & Lele, S. (2003). An Easily Implemented Framework for Forecasting Ticket Sales to Performing Arts Events. *Marketing Letters*, 14(4), 307-320.

doi:10.1023/b:mark.0000012474.56171.e9

Putler and Lele take a more business-analytical approach to performing arts in their research. They present a framework to model ticket sales to performing arts events similar to the Winter Dance Concert at BGSU. The ticket model they utilize in their study strongly influences and reflects the marketing efforts to sell tickets. Knowing the projected ticket sales allows the promotional team to be aware of which performances may require greater efforts on their end.

What this means: I can utilize this research in my own promotional efforts as I prepare my promotional plan for the Winter Dance Concert. Predicting how many tickets the concert will sell allows me to alter and adapt my public relations proposal based on the results, promoting the show to the largest audience possible.

Rentner, T., Dr. (n.d.). *Sports PR Campaign Proposal Guidelines*[Word Doc].

This source from Dr. Rentner outlines in detail what a sample public relations proposal looks like including research, situation analysis, creating an opportunity statement and identifying target audiences. The background knowledge of the proposal then allows the PR professional to create goals, objectives, strategies and tactics, develop key messages and also create a basic timeline to implement the proposal.

What this means: This source served as a solid foundation for me to follow as I created the PR proposal for the BGSU Winter Dance Concert including sample pieces and structure of the campaign in general.

*Selecting Publicity Photos and Graphics*[PPT]. (2013). Pearson Education.

This resource from Pearson Education outlines the importance of publicity photos and creating graphics in a promotional way. The information analyzes criteria of a beneficial photo as well as how to select adequate photos for marketing purposes. The PowerPoint also describes how to create other informational graphics such as infographics and photo captions.

What this means: In creating the social media pieces and taking photos, this information will help me create the most effective proposal as possible for the Winter Dance Concert – reaching a broader audience online and drawing the eyes of more potential audience members.

Stoner, S., & Chapman, S. (1993). Ensuring the Future of the Arts: School/Community Partnerships: An Interview with Scott D. Stoner of the John F. Kennedy Center for the Performing Arts. *The Choral Journal*,34(4), 23-29. Retrieved from [www.jstor.org](http://www.jstor.org).

An interview with Scott Stoner, Associate Director of Education of the John F. Kennedy Center for the Performing Arts, this resource delves into the topic of school and community partnerships within the performing arts and how partnerships can benefit the arts community. Stoner emphasizes the grassroots level of partnerships including face-to-face interaction and personal connections, allowing partnerships to express the core values of each organization. Additionally, these personal interactions can lead to word of mouth promotion and marketing efforts for the performing arts as well. Stone also notes the importance of making sure an organization has leadership in place to conduct the tasks necessary of forming a community partnership.

What this means: This research will be very useful to me in developing a public relations campaign for the Winter Dance Concert at BGSU, as I plan on including community and campus partnerships in my promotional plan.

*Tapping the Web and Digital Media*[PPT]. (2013). Pearson Education.

This PowerPoint file from Pearson Education outlines the basic web and digital media that is prevalent to public relations majors. Describing traditional media, mobile media, social media, podcasts, blogs and the Internet in general, this resource gives me information on the basic usage of these mediums and how to utilize them in a promotional manner.

What this means: The information will be most useful in updating BGSU Dance website content and using digital media promotional efforts for the Winter Dance Concert. This background knowledge on the mediums will allow me to effectively create the promotional pieces.

The Juilliard School (@juilliardschool) • Instagram photos and videos. (n.d.). Retrieved from <https://www.instagram.com/juilliardschool/?hl=en>.

As one of the top five dance programs in the country, Juilliard's social media can serve as a solid example to model within the BGSU Winter Dance Concert promotional campaign. Specifically, Juilliard Dance utilizes the main Juilliard social media accounts. So rather than simply posting on the Juilliard Dance social media accounts, they make sure to have a relationship with the Marketing and Communication Department of The Juilliard School as a whole, so that the dance events and performances can be posted and featured. The main social media accounts of universities typically reach a larger quantity and broader range of students, community members and people in general.

What this means: It would be very useful to model a social media campaign for the Winter Dance Concert off of Juilliard's example and form a connection with the BGSU Marketing and Communication Department. Through this connection, the dance program performances can be promoted on a larger scale and more likely to reach a larger audience on the BGSU Dance social media accounts.

The 10 Best Dance Colleges 2019. (2019, April 18). Retrieved from <https://www.collegemagazine.com/the-top-10-schools-for-dance-in-2019>

This source highlights the top ten dance colleges in the United States and what they have in common; it also showcases what makes each university program special. For instance, it highlights building relationships, community partnerships and collaborating with music programs, high schools in the area, etc. The common theme was that each prestigious program had a strong connection with the community leading to a strong reputation and prestige for their program.

What this means: This source helped me in creating strategies and tactics for my PR proposal and how to go about creating a strong reputation and loyal following for the BGSU Dance Program. I discovered that the arts environment at BGSU needs to be emphasized, and that there is a disconnect between other prestigious programs on campus and the Dance Program. We need to build upon one another, and this was utilized in my proposal.

TSA. (2017). Retrieved from <http://ts4arts.org/>

TSA is a charter school in Toledo, OH focused on the performing arts; also known as Toledo School for the Arts. Their website is polished, fun, exciting and easy to use. Their social media accounts are the focal point of the page, which is something I would like to incorporate into the BGSU Winter Dance Concert social media campaign, and they create events on Facebook for their performances that audience members can actually respond to. I believe the strong social media push and personal connection of inviting someone to the Facebook event pushes the public to attend performances and feel more engaged with the performers at the events.

What this means: In the BGSU Winter Dance Concert promotional plan, creating Facebook events would be a very effective way to spread awareness to students and the surrounding community, and it would also allow others to continue the cycle of promoting and sharing the event online.

Van Dyke, J. (2010). VANISHING: DANCE AUDIENCES IN THE POSTMODERN AGE. *Dance Chronicle*, 33(2), 208-230. Retrieved from <https://www.jstor.org/>.

In this article, Van Dyke touches on the decreasing amount of audience members that dance performances are facing, while the number of employed dancers in the United States is increasing. She also explores the reasons why dance audiences may be diminishing, and she concludes that insufficient publicity is a potential cause.

What this means: Insufficient publicity is the problem that the BGSU Dance Program faces, and this article will be useful to me as I navigate the most effective way to promote the Winter Dance Concert. Drawing on her conclusions about how to analyze dance audiences differently will help me to develop the best resource for the dance program and gain more audience members.

**Primary Research: Interviews****Colleen Murphy, Director of the Dance Program and School of HMSLS Lecturer:**

In talking with Colleen Murphy about the current climate of the Dance Program at BGSU, she seemed optimistic. With the program transitioning to the College of Arts and Sciences under the Theatre and Film (T&F) Department, her understanding is that the program will be officially transitioned by Fall 2019. Dance classes will still be held in Eppler, so it is more of an academic move than a physical move to the Wolfe Center. She hopes this transition will lead to better promotion of the Dance Program events and performances on campus and a better relationship in general with T&F and the Arts on campus.

Her favorite part of the Dance Program on campus is the close-knit atmosphere. "I like our small program. We are inclusive, and we cater to each student instead of trying to make everyone dance the exact same way or follow the same career path." She truly believes the BGSU Dance Program produces strong dancers, movers and thinkers who go on to do good in the world. She values the connection the program holds with alumni and how much networking in the program has led to great opportunities and connections for these dancers – she enjoys when alumni come back to visit. She inherently believes that dance makes life better and that the BGSU Dance Program makes students' college experiences happier, healthier and more meaningful.

**Autumn White, Senior Dance Minor:**

Autumn White is a graduating Dance Minor on campus and part of the BGSU Dance Program. She has performed in several BGSU Dance Program productions as well as been

involved in Dance organizations on campus like University Dance Alliance. Autumn believes that the BGSU Dance Program has taught her more than just the technical aspects of dance, and she values the education she received in dance history, theory, famous choreographers, etc. She loves learning from multiple professors with different movement specialties, and she believes the performance opportunities are great ways to get involved in the program, meet new people, work closely with faculty and gain experience onstage.

As far as the transition to T&F, Autumn is confident that the move will be beneficial for the program and allow more students the opportunity to dance. However, she does not believe that the dance curriculum should focus only on musical theatre classes when the move is made. She believes that T&F students should still learn terminology, technique, etc. to be prepared for auditions. She hopes the Dance Program will be permitted to utilize the Wolfe Center space more often after this transition.

From a promotional standpoint, she did not see much promotion of the Winter Dance Concert on social media or elsewhere. "Overall, the Dance Program could do a better job of promoting classes and shows." She was aware of multiple master class dancers and choreographers that came to campus after performing at the Stranahan Theater in Toledo, and she thinks that the Dance Program should capitalize on similar events.

### **Publics and Target Audiences**

1. **BGSU Students, Faculty and Staff:** BGSU Students, faculty and staff are the BGSU population and the audience we want to target to increase their awareness of the BGSU Dance Program, their performances and the general performing arts environment at BGSU. Specifically, we want to target on-campus organizations related to the arts and students involved in the performing arts already on campus. Increasing engagement with this audience will lead to higher attendance at performances, more publicity for the Dance Program and a shifted attitude about the BGSU Dance Program on campus.
2. **Wood County Community Members:** This campaign is also targeting Wood County community members in an attempt to increase engagement with them, increase their awareness of the BGSU Dance Program and lead to higher community member attendance at performances. We especially want to focus on targeting young dancers, ages 8-18, and their families, as well as community members involved in the arts in other ways in the community such as the Black Swamp Arts Festival participants, open-mic night participants, dance studio owners and teachers, etc. Targeting this audience will increase awareness of the Dance Program at BGSU and how they can get involved as well as increase their attendance at performances. Additionally, we are targeting the community to increase collaboration with off-campus community businesses and organizations. More Bowling Green community members will attend the performances because of the connections within the community partners. This campaign can also (mutually) benefit these partners by

increasing their participation/business through the publicity they gain at the performances/on social media.

3. Prospective BGSU Students: We want to target prospective students to continue growing the BGSU Dance Program and widening the reach of the program. Widening the reach of the program leads to larger turnout at their performances. The more dancers there are in the program, the wider the reach and more support there is at each performance. Because of the transition of the program to T&F, this is the perfect time to rebrand the BGSU Dance Program for incoming students.
4. K-12 Students in Wood and Lucas Counties: We want to target young students to increase their knowledge and awareness of the arts culture at BGSU at a young age. Particularly young dancers (ages 8-18) and their families in the community can learn what the BGSU Dance Program has to offer and how they can continue to stay involved through participation, attendance and donations. This can lead to spreading information through word of mouth and increasing awareness of the Dance Program at BGSU. It can also lead to increased attendance at performances from community members. This will also contribute to growing the Dance Program and sparking interest in Dance at BGSU for these children at a young age.
5. Local Media: We want to target local media to gain more coverage for the BGSU Dance Program. We want to increase awareness, attendance and participation at performances and events and raise awareness about the performing arts environment on campus through media coverage, media partners and more publicity overall.

**Planning: Goals and Objectives**

**Goal #1: To increase awareness and general knowledge of the BGSU Dance Program performances and mission during the 2019-2020 academic year.**

Objective #1: To increase awareness of the BGSU Dance Program performances and mission by 8 percent among BGSU students, faculty and staff by the end of the 2019-2020 academic year.

Objective #2: To increase awareness of the BGSU Dance Program performance and mission by 5 percent among the Wood and Lucas County community members by the end of the 2019-2020 academic year.

Objective #3: To increase communication efforts to reach prospective students interested in dance at BGSU by 5 percent by the end of the 2019-2020 academic year.

**Goal #2: To raise audience turnout and attendance at the BGSU Dance Program Winter Dance Concert and other performances during the 2019-2020 academic year.**

Objective #1: To raise turnout at BGSU Dance Program Winter Dance Concert by 8 percent by the end of the 2019-2020 academic year.

Objective #2: To raise social media engagement on BGSU Dance Program accounts by 20 percent by then end of the 2019-2020 academic year.

**Goal #3: To increase community and campus partnerships and collaborations with the BGSU Dance Program during the 2019-2020 academic year.**

Objective #1: To increase community partnerships by 10 percent by the end of the 2019-2020 academic year.

Objective #2: To increase on-campus partnerships by 10 percent by the end of the 2019-2020 academic year.

Objective #3: To increase collaboration and communication with local media by 5 percent by the end of the 2019-2020 academic year.

**Execution: Strategies and Tactics**

Strategy	Tactics	Content
Establish a PR Internship for the Dance Program	<p>1: Craft a PR Internship Job Description and List of Duties.</p> <p>2: Connect with Dr. Terry Rentner and the Department of Journalism and Public Relations to establish the internship and spread the word.</p> <p>3: Post on BGSU's student job networking site, Handshake.</p> <p>4: Publicize the job posting.</p> <p>5: Hire and train the new intern.</p>	<p><b>See Appendix A for PR Intern Job Description and Duties</b></p> <p>*Intern will be responsible for implementing many parts of this PR campaign</p>
<b>Build Relationships and Collaborations</b>		
<i>Local Media</i>	<p>1: Craft a media list that contains all contacts to reach out (Intern).</p> <p>2: Establish connections with individuals at these media outlets to create rapport and publicize the program more effectively.</p> <p>3: Search for local media in Wood and Lucas County in a variety of different channels (print, TV, radio, magazine, social media, etc.).</p> <p>4: Find relevant local media in areas with performing arts schools or where dance studios prominently located.</p>	<p>The Intern will utilize these contacts and connections to send press releases and other communication to promote performances on campus, like the Winter Dance Concert, and other Dance Program successes/newsworthy events.</p> <p>Dance lends itself to visual aids and visual aesthetics, so the intern will include multimedia aspects to the communication when relevant. The intern can also inform the media that they are welcome to come to rehearsals and performances and take their own photos</p>

		<p>and videos for their stories.</p> <p>Capitalize on newsworthy events to make sure the essence and value of the Dance Program is captured and presented to the community through local media.</p>
<p><i>On-Campus</i></p>	<p>1: Connect with on-campus organizations related to the arts to collaborate on events, raise attendance at each other's events (Intern).</p> <p>2: Establish a new student organization that combines all of the arts on campus including theatre, film, dance, music, painting, drawing, etc. focused on the arts at BGSU.</p> <p>3: Connect with on-campus organizations that may want to collaborate with the Dance Program – put on master classes, combine dance with another activity, etc.</p> <p>4: Capitalize on the reach of the BGSU University Dance Alliance (a subset of the BGSU Dance Program) and utilize their social media and events as promotional opportunities for the Dance Program.</p>	<p>The goal of connecting with relevant on-campus organizations would be to foster mutually beneficial relationships for all in which they can promote each organization/program's shows, events, etc., while also contributing to a vibrant and relevant arts atmosphere and climate on BGSU's campus.</p> <p>This organization could be called the BGSU Arts Alliance, and the Dance Program would have a representative or multiple representatives serving in the organization and reporting to the PR Intern.</p> <p>Master classes would be held in Eppler and hosted by the Dance Program and University Dance Alliance – it would again, create a mutually beneficial relationship, by promoting each organization and grabbing students' attention.</p> <p><b>See Appendix B for a list of potential on and off-campus organizations to</b></p>

		<p><b>collaborate with for innovative events/sustainability suggestions.</b></p> <p>University Dance Alliance (with over 100 members) should retweet Dance Program tweets, post Dance Program content such as audition and performance information on their accounts and promote the Dance Program in their performance programs and at their weekly classes. The Dance Program should also be promoted at University Dance Alliance’s campus fest table at the beginning of the year.</p>
<p><i>Off-campus/Community</i></p>	<p>1: Intern should create a list of off-campus and community partnerships to connect with and establish rapport.</p> <p>2: Connect with these partnerships about being involved in performances and events and setting up merchandise/promotional material at performances.</p> <p>3: Connect with collaborations about potential social media giveaways.</p>	<p>Potential community partners include: Gallery Salon and Spa, Get Inspired, El Zarape and Guajillo’s, The Beat Dance Company, Toledo School for the Arts, Arts Commission in Toledo, etc.</p> <p>Social media giveaways could include: Anyone who follows the Dance Program Twitter account being entered to win a free Get Inspired combo, free class at The Beat Dance Company, discount at El Zarape or Gallery Salon and Spa, etc.</p> <p>More information about these partnerships being involved during performances will be include in the Winter Dance Concert</p>

		strategy below.
Develop and Implement Effective Social Media Strategies	<p>1: Create engaging social media posts on Facebook and Twitter BGSU Dance Program accounts (at least one post a week)</p> <p>2: Create a BGSU Dance Program Instagram Account</p> <p>3: Establish a relationship and contact with Official BGSU Marketing and Communication to share our Dance content and events/performances</p> <p>4: Craft Instagram and Facebook posts that showcase Alumni Success Stories</p> <p>5: Craft Instagram and Facebook posts that showcase Student Success Stories</p> <p>6: Use social media to connect and collaborate with Theatre and Film accounts and capitalize on performance promotion</p> <p>7: Focus the social media accounts to reflect the rebranding of the program and website updates</p> <p>8: Social Media Series – So You Think You Can Dance: BGSU</p> <p>10: Craft tweets and Instagram posts with</p>	<p>The BGSU Dance Program accounts should post on a social media channel at a minimum of once a week.</p> <p>A BGSU Dance Program Instagram account should be created to reflect the branding, performances and values of the program, as well as connect with students and partners.</p> <p>Contact should be established and maintained with Marketing and Communications at BGSU so that we can spread Dance Program content and performance opportunities to students on and off campus through the Official BGSU Social Media accounts. The intern serves as the liaison between the Program and Marketing/Comm.</p> <p>The intern will reach out to Dance Alumni to craft posts that publicize what they are currently doing and what their successes have been on Facebook and Instagram. <b>See Appendix C for a sample post.</b></p> <p>The intern will also be responsible for communicating with current Dance students to learn their achievements, internships, current dance works, etc. to promote and craft social</p>

	<p>Giveaways and Contests from community partners</p>	<p>media posts on Instagram and Facebook. The intern will maintain a strong relationship with Theatre and Film interns and staff to promote their events on the Dance Program social media and ask for the same promotion in return.</p> <p>Create new cover images, profile pictures, account descriptions and content that is consistent with the website rebranding detailed below.</p> <p>New Social Media Series – So You Think You Can Dance: BGSU Edition will include a contest with up to 10 submissions of photos and videos from Dance and general students on campus. Whoever gets the most retweets or likes on their post (from the BGSU Dance Program accounts) will be entered to win giveaways from campus and community partners. It will be an 8-week campaign with a new contest/giveaway each week. <b>See Appendix D for a sample social media post from this social media series.</b></p>
<p>Manage Website Updates</p>	<p>1: Create a mission statement for the BGSU Dance Program Website</p> <p>2: Rebrand the website content to include faculty highlights, program credentials, alumni</p>	<p>Mission statement will reflect the values, purpose and brand of the BGSU Dance Program. <b>See Appendix E for sample mission statement.</b></p> <p>The website updates will</p>

	<p>successes, conference and master class opportunities</p> <p>3: Include a multimedia and photo section on the site</p> <p>4: Create a calendar of events to be published on the website and updated each month</p> <p>5: Update ticket purchasing process and box office on the website to include online and in-person sales for the Winter Dance Concert.</p>	<p>include each faculty member's name, biographies and past successes, achievements and experience in the field. For example, Tracy Wilson was not highlighted on the previous website, although she has performed on Broadway. Updates will also include opportunities for students such as master classes, dance conferences and performances.</p> <p>Multimedia pieces will be created by the intern to reflect the dance culture at BGSU including b-roll of performances, interviews with current students, alumni testimony and successes and photos from performances and classes. Intern will connect with BG24 or Media Production students to help with multimedia pieces.</p> <p>Intern will also create a calendar of events highlighting Dance Program auditions, performances, events and other relevant information.</p> <p>Intern will work with the Department of Theatre and Film to adjust box office processes for the Winter Dance Concert and make tickets available online and at the door.</p>
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<b>Communication Efforts</b>		
<i>Press Releases</i>	<p>1: Craft press releases for performances and Dance Program events</p> <p>2: Craft press releases on success and feature stories of current and alumni students as well as announcing new collaborations and partnerships</p>	<p><b>See Appendix F for a sample press release for the Winter Dance Concert.</b></p> <p>These press releases will contain valuable information for a wide range of media outlets to publicize the events and successes, as well as inviting the media to attend the performances and get their own photos, videos and interviews.</p>
<i>Flyers</i>	<p>1: Craft flyers to publicize the Winter Dance Concert in the Spring Semester</p> <p>2: Print and distribute flyers on and off campus (150 on campus and 150 off)</p>	<p>Flyers should contain information about performance, attention grabbing graphics/photos, social media accounts and contact information. Intern is responsible for creating, printing and distributing.</p> <p>Flyers should be distributed in high-traffic areas on campus such as the Union, Moore Musical Arts Center, Wolfe Center, Eppler Complex, Library and School of Art.</p> <p>Off campus, flyers should be distributed in person to local shops and restaurants such as Grounds for Thought, Easystreet, Eric's, Sunset Bistro, Get Inspired, Gallery Salon and Spa, The Beat Dance Company and other local dance studios.</p>
<i>Email Campaigns</i>	<p>1: Craft and send emails to faculty on-campus teaching arts related classes to</p>	<p>These emails should have a focus of informing and raising awareness of the</p>

	<p>promote the performances</p> <p>2: Craft emails to local arts organizations like Finder’s downtown to spread the word and publicize the performance</p> <p>3: Craft emails to local schools, arts schools and local dance studios inviting them to the performances</p>	<p>Dance Program performances and Winter Dance Concert specifically. It will increase our reach of messaging to campus and the community, and the intern will be responsible for crafting these emails.</p>
<p>Winter Dance Concert Performance and Event</p>	<p>1: Host the 2-night Winter Dance Concert performance at the Wolfe Center (as usually is planned and budgeted for)</p> <p>2: Collaborate with on and off-campus partners during the performance</p> <p>3: Promote the performance effectively on social media</p> <p>4: Create a general theme for the performance each year to further engage with partnerships and fundraise</p>	<p>The Winter Dance Concert each year will have a theme that can be related to the dance works involved as well as the campus partnerships involved. The Dance Program will pick a charity to be involved as well and donate proceeds from performance when applicable. This may encourage more campus and community partnerships to be involved.</p> <p>For example: If Mental Health were the theme of the Winter Dance Concert one year, the Counseling Center, Rec and Wellness, Psychology Department and other student organizations that spread positivity could set up tables and booths in the lobby of the Wolfe Center during the performance, spreading their messaging and giving away samples, etc. Additionally, the dances would all relate to mental health in some way. This allows the partners to</p>

		<p>increase promotion and creates increased turnout in attendance for the concert because of the partnerships involved. Finally, NAMI (National Alliance for Mental Illness) could receive ¼ of the proceeds of ticket sales (or donations from campus and community partners) from the Winter Dance Concert.</p> <p><b>See Appendix G for sample flyer for the Winter Dance Concert.</b></p>
<p>Develop a Focus Group and Conduct Research about Awareness and Attitudes Toward BGSU Dance Program</p>	<p>1: Create a focus group survey on campus before the academic year begins that measures the attitudes and awareness of students and faculty toward the BGSU Dance Program and previous attendance of this audience at performances.</p> <p>2: To create a focus group survey off campus before the season begins that measures the attitudes and awareness of Wood and Lucas counties community members toward the BGSU Dance Program and previous attendance of this audience at performances.</p>	<p>Focus group survey will contain questions such as: “Are you aware there is a Dance Program at BGSU?” “How often do you attend Dance Program performances?” “How often do you see BGSU Dance Program performances and where?” “What is your general attitude toward the BGSU Dance Program?”</p>

**Key Messages:**

- The BGSU Dance Program is small but mighty, accomplished in many ways and values performance and the arts in the college experience.
- The BGSU Dance Program produces accomplished alumni and brings great performing arts connections BGSU.
- The BGSU Dance Program hosts an impactful and entertaining Winter Dance Concert each year during the Spring Semester.
- Performances are exciting, engaging and impactful.
- The BGSU Dance Program collaborates on and off campus and has a large and varied network across BGSU and Wood/Lucas Counties.
- Dance can be relevant and relatable to all.

### **Budget**

As part of the 2018 Homecoming Court, I raised \$1,700 for the BGSU Dance Program through donations. The program has not yet utilized this money, so in creating this campaign, I based my strategies and tactics off of a budget of an amount of \$1,700 should any of the tactics incur costs. With most of strategies and tactics relating to communication efforts, this campaign does not cost much at all. The only tactics in which budget may come into play would be printing costs and the Winter Dance Concert Performance updates as far as tables, booths, etc.

- Printing Flyers – May potentially be free based on Dance Program office space (I know programs for shows are printed in bulk in Eppler, so this may be an option for flyers, depending on printing options (color, etc.) If not available in Eppler, printing through BGSU Print, Copy and Mail: 1,000 fliers total = [\\$250](#) (Based on previous purchase of 1,000 8.5 x 11 colored, medium weight, matte finish fliers); so the cost to print 300 Winter Dance Concert flyers would be under \$250.
- Winter Dance Concert Updates – Additionally, there may be a cost to rent tables for the on and off campus partnerships to set up their booths and signs. These tables would most likely have to be rented from an external business by the Dance Program. At Great Lakes Rental, 8 rectangular tables would cost a total of \$136 for 2-days of use.

<https://www.greatlakesparty.com/equipment.asp?action=category&category=12&key=TA BLE6BAN>

These prices keep us well below the \$1,700 budget with room to continue coming up with innovative events and improving the Eppler facility.

## Timeline

### July 2019:

- Prepare and post the Dance Program PR Internship on Handshake
- Conduct interviews and hire Dance Program Intern
- Train Dance Program Intern

### August 2019:

- Begin preparing and posting social media posts for the beginning of the school year, available space in dance classes on campus and Winter Dance Concert auditions
- Hold focus groups and conduct research on attitudes toward and awareness of the BGSU Dance Program to help with Winter Dance Concert promotion during Spring Semester
- Intern will craft a media list of local media outlets to utilize throughout the academic year (also reach out and establish relationships and connections with each outlet)
- Intern will begin gathering alumni and current student data to utilize on social media posts throughout the year
- Create a BGSU Dance Program Instagram
- Intern will establish a connection with interns and/or staff in the Official BGSU Department of Marketing and Communications – the intern should maintain this connection year round and pass along Dance Program information to be shared when timely
- Intern should also establish and maintain a strong connection with BGSU Theatre and Film interns and/or staff to pass along Dance Program information to be shared as well as share T&F info when necessary

### September 2019:

- Craft and post a minimum of one social media post per week
- Craft and post one alumni and one current student success story per month
- Once the school year begins, the intern will reach out to relevant student organizations and campus partners and establish connections for collaboration throughout the year
  - Especially establish a strong relationship with University Dance Alliance Exec Board to serve as the liaison and get content to their social media accounts (include Dance Program messaging and events at the UDA Campus Fest table – on the UDA flyer they hand out)
  - Begin to brainstorm and coordinate potential master classes for the year based on these collaborations
- Decide on a theme for the Winter Dance Concert
- Establish the framework for the Arts Alliance Student Organization on campus
- September Social Media Posts including Alumni Success and Student Success as well as promoting Winter Dance Concert Auditions
- Intern will begin brainstorming and creating a contact list for local businesses and potential off-campus collaborations

- Intern will work to re-brand the social media accounts based on the Dance Program website updates (updating cover photos, profile pictures, account descriptions, language, etc.)
- Dance Program website updates will begin (can continue as long as necessary throughout the year) including: crafting a mission statement, faculty bios, alumni success stories, opportunities the program offers, multimedia pieces, calendar of events updated monthly and box office process for Winter Dance Concert)

#### October 2019:

- Craft and post a minimum of one social media post per week
- Craft and post one alumni and one current student success story per month
- Intern and Dance Program will connect with potential off-campus collaborations about giveaways and Winter Dance Concert partnerships – secure promotional material, giveaways for social media contests and partnerships for the event
- Craft a minimum of one press release for the Fall Semester (Student or alumni success, program transition, etc.)
- Craft and send emails to BGSU faculty, local arts organizations and local art schools and dance studios about the Dance Program master classes, collaborations, etc.

#### November 2019:

- Craft and post a minimum of one social media post per week
- Craft and post one alumni and one current student success story per month
- Solidify a strong group of interested campus and community partners for the Winter Dance Concert based on the theme
- Select charity to receive proceeds from the Winter Dance Concert

#### December 2019:

- Craft and post a minimum of one social media post per week
- Craft and post one alumni and one current student success story per month
- Update the box office process for the Winter Dance Concert
- Order tables for the Winter Dance Concert if necessary

#### January 2020:

- Craft and post a minimum of one social media post per week
- Craft and post one alumni and one current student success story per month
- Craft and distribute a press release announcing the Winter Dance Concert
- Craft, print and distribute flyers for the Winter Dance Concert
- Craft and send emails to BGSU faculty, local arts organizations and local arts schools/dance studios about the Winter Dance Concert, inviting them to attend
- Confirm partnerships and logistics of the event
- Craft and post a minimum of one social media post per week in the month of January promoting the Winter Dance Concert

**February 2020:**

- Hold the Winter Dance Concert in the Wolfe Center in early-mid February
- Post on social media every day leading up to the Winter Dance Concert
- Craft and post a minimum of one social media post per week
- Craft and post one alumni and one current student success story per month

**March 2020:**

- Craft and post a minimum of one social media post per week
- Craft and post one alumni and one current student success story per month
- Following the Winter Dance Concert, begin promoting the So You Think You Can Dance social media series on our accounts and begin the 8-week series after Spring Break on Instagram, Twitter and Facebook

**April 2020:**

- Craft and post a minimum of one social media post per week
- Craft and post one alumni and one current student success story per month
- Continue social media series

**May 2020:**

- Craft and post a minimum of one social media post per week
- Craft and post one alumni and one current student success story per month
- Continue social media series
- Evaluate successes in reaching goals and objectives of this campaign through post-campaign focus group research and attendance at performances

### **Evaluation**

**Awareness and Attitude Change:** Can be measured by focus group research survey done before the academic year and another focus group research survey conducted after the academic year (or towards the end of the year after the Winter Dance Concert). One conducted with BGSU students, faculty and staff as well as an additional focus group of members of the Wood/Lucas counties community members. This survey will measure the awareness of the target audiences about the BGSU Dance Program, performances and general attitudes and awareness relating to the BGSU Dance Program– we would measure the results of the post-campaign surveys compared to the pre-campaign surveys to see if we met our objective of increasing awareness by 8 percent among BGSU students, faculty and staff and 5 percent among the Wood and Lucas counties community, as well as analyzing if there was any change in the attitudes toward the program after the campaign was implemented throughout the academic year.

**Knowledge:** We could also measure the amount of knowledge our target audience's have about the BGSU Dance Program based on social media and website analytics. Measuring engagements and what audiences are searching for and clicking on online will show us if the audiences' focuses have shifted at all toward the performances/events put on by the Dance Program. We would also be able to tell if audiences are interested in the giveaways, social media series and success stories posted. These analytics would be used to measure if we met our objective of raising social media engagement by 20 percent. Additionally, we can analyze how many articles/stories in local media related to the Dance Program by the

end of the year to analyze if our reach grew and if we met our objective of increasing communication with local media by 5 percent.

**Behavioral Change:** Can be measured by comparing the quantitative attendance of audience members at the 2020 Dance Concert compared to 2019 attendance. We can also compare number of campus and community partnerships at the 2020 event compared to last year as well as how many prospective students reach out/are interested/declare dance minors in the 2019-2020 academic year. We can use these quantitative values to measure if we met our objectives of raising turnout at the Winter Dance concert by 8 percent, increasing community and campus partners by 10 percent and increasing communication efforts to reach prospective students by 5 percent.

## Appendix

### **Appendix A**

#### **Public Relations Internship Job Description and Duties**

*Internship Position – Dance Program PR Intern working under Colleen Murphy*

#### Hiring Process

1. Post the student position online through Handshake in early July of 2019.
2. Collaborate with the BGSU Department of Journalism and Public Relations to promote the position and spread the information through their social media, email updates and word of mouth. (Dr. Terry Rentner – trentne@bgsu.edu)
3. Review applications, conduct interviews and hire an intern by August 26<sup>th</sup>, 2019.
4. Intern will work approximately 8 hours a week unpaid – this position can count as their on-campus PR or Communications internship.

#### Job Description

##### Duties:

- Responsible for implementing the PR Campaign proposed by Shannon Cleary
- Develop and strategically utilize Dance Program social media accounts with creative content generation, contests and engaging interactions
- Help manage the current Dance Program social media accounts/create new accounts
- Serve as the liaison between the BGSU Dance Program and Official BGSU social media, connecting Dance Program content and performance information to Official BGSU
- Continue developing a comprehensive contact list of partnerships and collaborations (on and off campus) for the Dance Program
- Building and maintaining a relationship with contacts on and off campus
- Coordinate and work large events put on by the Dance Program
- Craft and distribute communication related to the Dance Program including press releases, email outreach, social media, etc.
- Order, print and distribute visual communication pieces such as flyers for performance promotion
- Collaborate with current and former BGSU Dance students to gather content for social media posts
- Work Preview Days and Recruitment Events for the Dance Program
- Craft a media list of local media outlets and establish rapport with individuals at each outlet
- Implement website updates including multimedia pieces, faculty biographies, student testimony and program opportunities
- Conduct focus group research relating to the Dance Program

Qualifications:

- Social media experience (Facebook, Twitter, Instagram, Snapchat)
- Excellent writing skills
- Search-engine optimization experience
- Strong verbal communication skills
- Ability to take initiative
- Ability to complete work in a timely and effective manner
- Strong design skills and event planning experience not required but beneficial
- Strong and reliable research skills
- Ability to work independently
- Interest/passion for the performing arts
- Special interest given to those who are Dance Minors

## Appendix B

### Potential On-Campus Collaboration/Sustainability

With any public relations campaign, sustainability must be considered. This means maintaining relationships and partnerships with the following on and off-campus organizations:

BG Independent Media	University Dance Alliance
BG24 and BGSU Media Production	Dance Marathon
BGSU Marketing and Communications	BGSU Department of Journalism and PR
BGSU Office of Residence Life	Element Dance Team
BGSU Recreation and Wellness – Group X classes/instructors	Eric’s Ice Cream
College of Musical Arts	Grounds For Thought
Easystreet	Sunset Bistro
Falcon Swing Society	Sundae Station
School of Art	Department of Theatre and Film
Sentinel Tribune	BGSU Dance Team
The BG News	Falconette’s Dance Team
The BGSU Counseling Center	The Beat Dance Company
The Office of Dean of Students	Gallery Salon and Spa
Toledo School for the Arts and the Arts Commission	Get Inspired
University Activities Organization (UAO)	El Zarape/Guajillos

Obtaining and maintaining these relationships will effectively allow our campaign to have an impact on campus with the student body as well as off-campus in Wood and Lucas counties. The collaboration efforts mentioned effectively allow for innovative events that capture a wide variety of audience members.

Event ideas include:

- Group X Master Class
- Swing Dance Master Class
- Break Dance Master Class
- Dance Marathon Fundraising Class
- Athletics Collaboration with BGSU Dance Team and Falconette’s (Basketball Game)
- Get Inspired Event with free samples
- World of Dance event with UAO – campus wide dance competition

## Appendix C Sample Alumni Success Post



This is an example of one of the monthly alumni success spotlights that could be posted on the Dance Program Instagram account.

Copy could read: We are so proud of Class of 2019 Dance Program Alumna, Shannon Cleary. She is currently working at a non-profit in Cuyahoga Falls, Ohio known as Ballet in the City. Shannon is working directly with professional dancers from the New York City Ballet and other leading professionals in the industry.

**Appendix D**  
**Sample Social Media Series Tweet**



**Dance at BGSU**

@DanceBGSU



Make sure to DM us your dance photo/video by midnight tonight! All submissions will be posted tomorrow. The one with the most retweets will receive a 50% coupon at El Zarape! #BGSUDance

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

8:02 PM - 10 May 19 · [Embed this Tweet](#)

**Appendix E**  
**Sample Mission Statement**

The Dance Program at BGSU is committed to producing strong dancers, movers and thinkers who do good in the world. We value artistry, technique and passion for the field and help you achieve your personal goals during your college experience and beyond. This program provides a personalized, impactful and supplemental arts experience to any area of study. Soar with us in the BGSU Program!

## **Appendix F**

### **Sample Winter Dance Concert Press Release**

Feb. 1, 2020

#### **FOR IMMEDIATE RELEASE**

**Contact:**

Colleen Murphy  
BGSU Dance Program Contact  
419-372-0225  
cmurphy@bgsu.edu

Bowling Green State University (BGSU) Dance Program to Host Winter Dance Concert and  
Mental Health Event

(Bowling Green, Ohio) – **February 1, 2020** – Support mental illness advocates and enjoy a talented performance from the Bowling Green State University (BGSU) Dance Program at their annual Winter Dance Concert. Support the arts and mental health on Feb. 7 & 8, 2019 at 8 p.m. in the Wolfe Center for the Arts.

Performed on the Donnell Theatre, tickets to the show will cost \$10 each and includes the dance performance from BGSU Dancers as well as free giveaways and food from the BGSU Recreation and Wellness Department, BGSU Counseling Center, BGSU Theatre and Film Department, Sunset Bistro and Get Inspired.

Additionally, 25 percent of the ticket sale proceeds will be donated to the National Alliance on Mental Illness (NAMI), further benefiting an impactful cause while enjoying some performing arts entertainment.

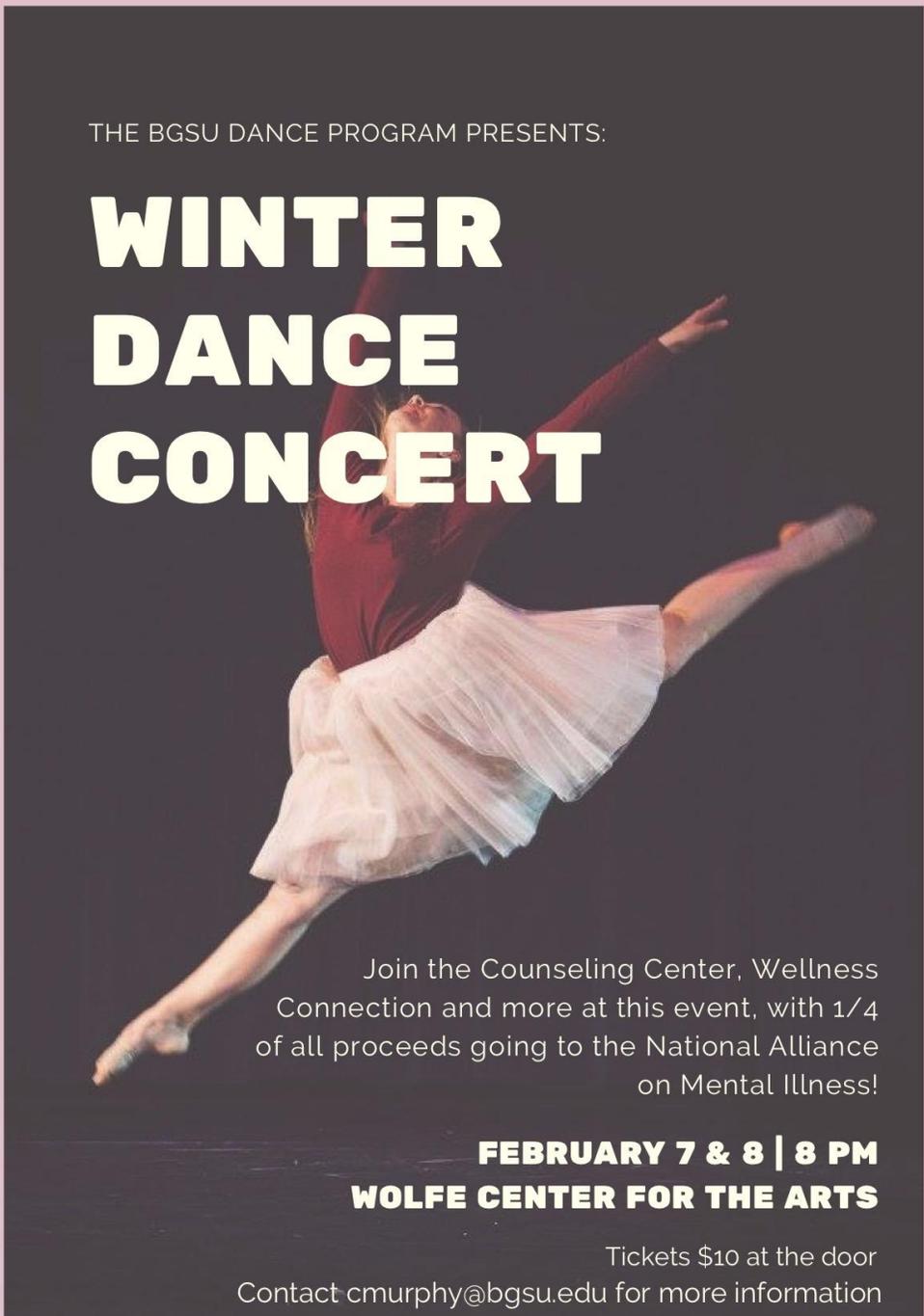
"Each dance will be related to mental health in some way, leaving a lasting impact on the audience after the dance concert," said Dance Program Director Colleen Murphy.

The Bowling Green State University Dance Program is housed in the Eppler Complex and holds multiple performances and master classes each year. Visit BGSU Dance Program on

Twitter, Facebook and Instagram for more information on performance opportunities, auditions and special events throughout the season.

###

**Appendix G**  
**Sample Winter Dance Concert Flyer**



THE BGSU DANCE PROGRAM PRESENTS:

# WINTER DANCE CONCERT

Join the Counseling Center, Wellness Connection and more at this event, with 1/4 of all proceeds going to the National Alliance on Mental Illness!

**FEBRUARY 7 & 8 | 8 PM**  
**WOLFE CENTER FOR THE ARTS**

Tickets \$10 at the door  
Contact [cmurphy@bgsu.edu](mailto:cmurphy@bgsu.edu) for more information