



# **OrangePolitics Client Portfolio**

Becky Scheible, APPLES Editorial Intern  
JOMC 232 – Public Relations Writing  
Fall 2014

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## EDUCATION

University of North Carolina at Chapel Hill  
B.A., Journalism and Mass Communication – Public Relations  
Second Major in Political Science  
GPA: 3.53 | Expected graduation date: May 2016

## HONORS

Dean's List three semesters

## WORK EXPERIENCE

### **Public Relations and Editorial Intern** **September 2014 – December 2014**

*OrangePolitics, Chapel Hill, N.C.*

- Coordinated with four team members to organize a pre-election political mixer, publicized it via a news release, media pitch and calendar postings
- Conducted audit of client's internal and external communication efforts
- Developed a six-month public relations plan focusing on expanding client's following

### **Marketing Intern**

**May 2014 – December 2014**

*Carolina Dining Services, Chapel Hill, N.C.*

- Worked with four team members to create informative presentation, delivered it to 600-person audiences at 13 new student orientations
- Introduced dining options to incoming students and parents, offered professional and personal advice that simultaneously fit student needs and promoted CDS
- Gathered student feedback by creating and distributing research surveys

### **Server/Host**

**March 2013 – August 2014**

*Mellow Mushroom, Chapel Hill, N.C.*

- Provided guests with positive dining experience and high-quality service
- Corresponded with staff members and multitasked in high-pressure environment

## LEADERSHIP EXPERIENCE

### **Membership Vice President**

**August 2014 – December 2014**

*Alpha Phi Omega, Community Service Fraternity*

- Directed a 10-day recruitment process comprising an introductory presentation, nine social events, 19 service events and 57 in-person interviews
- Selected and delegated duties to committee chair holders and members
- Facilitated member retention and engagement throughout semester
- Won presidency for next year

## RELEVANT COURSEWORK

Public Relations Writing  
Introduction to Graphic Design

Principles of Advertising and Public Relations  
Advertising and Public Relations Research

## SKILLS

Proficient with Adobe Illustrator, Photoshop and InDesign; Microsoft Office  
Comprehensive knowledge of social media tools, WordPress and basic HTML/CSS  
Ability to verbally and visually communicate effectively and appropriately

## Reflection Essay

Working with OrangePolitics after being paired with the organization through the APPLES service learning program enlightened me in several ways – I was able to apply the public relations writing skills I learned in JOMC 232, I developed skills in working with teams and communicating with clients, I experienced firsthand what it is like to take on a new client when you have other responsibilities, and I learned that public relations positions require more than just knowing how to develop traditional PR documents.

First and most importantly, working with OrangePolitics allowed me to apply the fundamental PR skills we have learned this semester to a real-world situation. Developing a news release to publicize OrangePolitics' happy hour event, conducting a communication audit and using those results to then create a six-month PR plan allowed me to gain experience drafting these documents in real life. I found the communication audit and PR plan to be much more valuable than the news release – since they are complex documents and require more time and thought, creating them for a real organization was a great experience.

Working with OrangePolitics also allowed me to gain valuable team collaboration and client contact skills. Developing personal relationships with the other APPLES interns was a lot of fun for me, though it did present its challenges when it came to contacting the client. We assigned one team member to be the sole point of contact between the interns and the editors to maintain consistency and avoid confusion, but we ran into problems when our communicator had a few busy school weeks and was unable to respond to emails as quickly as our client expected. At the end of the day, I learned from this challenge that communication is vital in this industry, and I could have talked to our communicating intern earlier to ask if she had responded, or I could have simply responded myself.

I struggled in the beginning to balance schoolwork, extracurricular commitments and the work I needed to complete for OrangePolitics. I realize now that this was a great introduction for what public relations practitioners who work for PR agencies experience every day. I began to view each commitment in my life as a client of sorts – everyone has commitments, and maybe one commitment is a big and important client, but each is a client nonetheless. Along with this, I confirmed that establishing responsibilities and deadlines and sticking to them is important so that the client knows exactly what they will get and when they will get it.

My last enlightenment stemmed from the job description of this editorial internship – sometimes a client will ask for more than just the run-of-the-mill PR duties. I expected from this program to be paired with an organization that wanted PR documents and PR documents only. We created the news release, communication audit and PR plan, but our client was apprehensive about receiving the communication plan and expected us to focus more on creating original content to post on the OrangePolitics blog relating to local political issues. The client was satisfied with all projects in the end, but this experience confirmed the notion that the client's needs do not always align with traditional PR roles.

As far as recommendations for the client go, my biggest recommendation is that OrangePolitics editors should work toward expanding the blog's following by simplifying their rhetoric when adding new content and sending messages via social media and by posting consistently. It is hard to find new followers for a blog focusing on community issues because many people are not active in local politics – explaining these topics in a complicated manner further closes off potential audiences. In addition, consistent posting yields credibility, which is vital for any blog or information outlet.



## Service-Learning Time Log

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Student's Name	Becky Scheible	Phone #	(919) 606-7099	Email	rscheibl@live.unc.edu
Course Name	JOMC 232	Professor's Name	Valerie Fields		
Agency Name	OrangePolitics				
Supervisor's Name	Dr. Molly DeMarco	Supervisor's Phone #	(541) 231-3292	ext.	
Start Date	9/14/14	End Date	12/2/14	Scheduled Days and Hours	Oct. 5, Nov. 2 and 22 and as needed

WEEK	MON	TUE	WED	THU	FRI	SAT	SUN	TOTAL	VERIFIED
1: 9/15	0	1	1	0	0	0	1	3	MD
2: 9/22	2	1	0	1	0	0	0	4	MD
3: 9/29	0	1	0	0	0	2	2	5	MD
4: 10/6	1	0	0	0	2	0	0	3	MD
5: 10/13	2	1	0	0	0	0	0	3	MD
6: 10/20	2	1	3	1	0	0	0	7	MD
7: 10/27	0	0	0	0	0	0	3	3	MD
8: 11/3	0	1	0	0	0	0	0	1	MD
9: 11/10	1	1	0	0	0	0	0	2	MD
10: 11/17	0	0	1	0	0	2	4	7	MD
TOTAL SEMESTER HOURS								38	MD

I certify that the service hours indicated above are accurate.

Student's Signature	Date
Supervisor's Signature <i>Molly DeMarco</i>	Date Nov. 26, 2014
Professor's Signature	Date

## PRIMARY WORKS

The following three documents are public relations pieces our team created for OrangePolitics as required by the JOMC 232 course. The news release, which follows AP Style, is presented first because it was the first document our team completed. We wrote a news release to publicize the event we planned for OrangePolitics, a happy hour that was held Oct. 10 at TRU Deli + Wine to engage the Orange County community before the November elections.

The second document in this set is the communication audit, the next piece we completed during the semester. The audit examined OrangePolitics' internal and external communications, and being an internal document, it need not follow AP Style. To allow for easy navigation throughout the communication audit, an additional page numbering system is provided via dashed numbers.

The final document under this category is the public relations plan, which was the last primary piece of work that we completed this semester. We took the results and recommendations from the communication audit and used them to outline a six-month plan for OrangePolitics. As an internal document, it did not strictly follow AP Style.

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## NEWS RELEASE

FOR IMMEDIATE RELEASE - 09/25/14

### ORANGEPOLITICS TO HOST HAPPY HOUR, ENGAGE COMMUNITY BEFORE ELECTIONS

CHAPEL HILL, N.C. – OrangePolitics, an organization that encourages open discussion of progressive community issues, will host a happy hour on Friday, Oct. 10 from 5:30-7 p.m. at TRU Deli + Wine for residents to gather and discuss local politics prior to the upcoming elections.

Molly De Marco, an editor for the OrangePolitics blog, said, “Happy hours are a good way for Orange County residents to meet others interested in local politics and also get a chance to meet and connect with local elected officials.”

This event is free and open to the public, and it will provide a special opportunity for attendees to learn more about community-specific issues and meet those involved with the government. TRU is located at 114 Henderson St., a close walk for students and individuals who live downtown. Local officials who have attended in the past include town commissioners, councilors and members of the Chapel Hill-Carrboro and Orange County Boards of Education.

Orange County will hold elections on Nov. 4, and polls will be open from 6:30 a.m. to 7:30 p.m. With the happy hour just three weeks before elections, voters will have a prime opportunity to hear more about local candidates and issues from a well-informed sect of Orange County residents.

-MORE-

“Our hope with these events is to engage people interested in issues of importance locally,” De Marco said. “We’d love to be able to broaden the circle of people who contribute to discussions about local issues on our site.”

OrangePolitics was founded in 2003 by Ruby Sinreich and seeks to encourage Orange County residents to get involved in the community by discussing local topics of interest that might otherwise be forgotten. Since 2011, De Marco and two other editors have run the blog, offering a progressive perspective on local and regional issues. More information can be found at [www.orangepolitics.org](http://www.orangepolitics.org).

# # #

# OrangePolitics Communication Audit

Conducted by APPLES Interns:

Rachel Gogal  
Julianna Hill  
Kelly Archer  
Becky Scheible  
Elizabeth Applegate

October 23, 2014

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## **Executive Summary**

### **Background**

As part of a larger compilation of public relations work, our group did as interns for OrangePolitics, we compiled a communication audit to assess the effectiveness and efficiency of internal and external communications of our client.

The review provides a brief history of OP and the organization's goals for the future of progressive politics in Orange County, N.C.

### **Process**

To conduct the audit, we analyzed results from a past survey, implemented an additional survey and made observations of OP communication sent out in person and online. The past survey was conducted online, and our follow-up survey was distributed in person. We made observations in person at OP meetings and events and by analyzing media-based communication on the OP blog and social media.

We also attended relevant community events to observe the effect OP editors' attendance had, to cover the events for forum content and to gauge community expectations afterward as to how OP should cover such events.

### **The Audit Findings**

We identified five major strengths and three weaknesses of OP. After determining these factors, we evaluated both opportunities and threats deemed worthy of assessing to create recommendations for OP.

OP's external strengths include the appropriate use of the blog as a respectful, open place for communication, the organization's strong reputation built through awards and local recognition as well as its strong presence and following on social media.

Internally, the organization's weakness is a lack of efficiency at monthly team meetings and externally, insufficient use of the OP social media accounts compared to its other media outlets.

### **Recommendations**

We recommend internal communications be extended more directly to OP members, potentially in the form of newsletters. This helps alleviate problems with the scope of information shared. It would also provide a greater possibility of donations if more members of the community understood how to get involved.

Externally, we felt that a niche in the student community of the University of North Carolina at Chapel Hill is not being explored to its full potential. We suggest that OP editors form relationships with student organizations on campus to allow students the possibility to get involved with OP and start a following among younger members to extend the future of the blog.

## **Introduction**

OrangePolitics is a political blog and Internet forum founded by Ruby Sinreich in 2003. The mission of OP is to encourage residents of Orange County, N.C., to get involved in their community by offering progressive perspectives on local and regional issues. Active OP participants include local elected officials, community leaders, activists and journalists. Community dialog, heated debate and live breaking information about a wide variety of issues can be found on the organization's website <http://orangepolitics.org/>. The primary goal of OP is to encourage Orange County residents to focus on local issues where they can have an impact.

Since 2011, OP has been led by a group of editors who maintain the website and contribute to its content. The current editors are Travis Crayton, Molly De Marco and Jeff Miles. Editors emeriti are Jason Baker, Erin Crouse and Damon Seils. The purpose of this audit is to analyze the internal and external communications of OP. The audit will look at how the editors communicate with one another, as well as how the editors communicate with the community.

## **Methodology**

In order to evaluate the internal and external communications of OrangePolitics, several research instruments were used throughout the period of this audit. Data collected from these instruments were then assessed and analyzed to provide OP with a clear understanding of their strengths and weakness in regards to the communications aspect of the organization. These research instruments included surveys and observations.

Two types of surveys were generated to specifically evaluate OP's external communication. The first survey was conducted by OP on its blog website. The results were posted on Aug. 14, 2014, after 31 individuals completed the online survey. The survey consisted

of 23 questions highlighting OP's communication on its blog, on social media and at events. The second survey was conducted by the APPLES interns at the OP Happy Hour on Oct. 10, 2014. The survey consisted of six demographic questions and six generic questions. The demographic questions were used to determine the average age, gender and employment of OP blog contributors. Three generic questions were used to determine OP's event announcements, participation and attendance. The other three questions were used to determine OP's communication on its blog and social media sites.

The second instrument involved observations. Observations were conducted by the APPLES interns and were used to evaluate OP's internal and external communications. To assess internal communications the interns observed OP's email exchange with each other, frequency of executive meetings, meeting productivity and executive member attendance at events. To assess external communications, the interns observed OP's frequency of posts on social media, frequency of blog posts, traffic on blog website, number of events hosted by OP per month and number of local events attended by the OP executive team. These specific observations were collected in a non-biased method and were evaluated to provide OP with constructive recommendations and suggestions.

## Audit Diary

*Sunday, Sept. 7, 2014*

- APPLES interns had their first meeting with the executive team of OrangePolitics at the Looking Glass Café in Carrboro, N.C. from 11 a.m. to 1 p.m.
- Discussed semester goals and objectives for interns, projects required to complete for class grade and potential tasks to be completed by interns for the executive team

*Thursday, Sept. 11, 2014*

- Interns met separately to discuss a semester agenda for OP after the JOMC 232 class in Carroll Hall from 4:45-5:30 p.m.
- Began brainstorming logistics for the OP Happy Hour event on Oct. 10

*Thursday, Sept. 25, 2014*

- Interns wrote a news release and media advisory, Appendices A and B, for the OP Happy Hour event on Oct. 10
- Both documents were submitted to the OP editors and the JOMC 232 professor

*Saturday, Oct. 4, 2014*

- Interns attended an open forum discussion with Chapel Hill Police Chief Blue from 2-3 p.m. Saturday, Oct. 4 at Chapel Hill Public Library to determine the effectiveness of an OP editor's attendance
- Interns took notes on, and recorded, the question and answer session between Blue and members of the public in attendance

*Sunday, Oct. 5, 2014*

- Interns had their second meeting with the executive team of OP at the Looking Glass Café in Carrboro, N.C. from 11 a.m. to 1 p.m.
- Discussed agenda and publicity for the OP Happy Hour on Oct. 10
- Interns explained communication audit project to executive team

*Monday, Oct. 6, 2014*

- Interns attended an open forum discussion with Carrboro Police Chief Horton from 7-9 p.m. at the Carrboro Town Hall, again to determine the efficacy of OP editor attendance
- Interns took notes on, and recorded, the open discussion between Horton and Carrboro town members, members of the Carrboro Board of Aldermen and notably school kids in attendance

*Wednesday, Oct. 8, 2014*

- Interns emailed media advisories, Appendix C, to more than 20 media contacts provided by the executive team of OP

*Friday, Oct. 10, 2014*

- Interns and editors hosted the happy hour event at TRU Deli + Wine from 5:30-7 p.m.
- Interns distributed and collected completed communication survey, Appendix D, by attendees at the event

*Monday, Oct. 20, 2014*

- Interns posted an analysis, Appendix E, of the two police discussions on the OP blog
- Interns met to discuss communication audit and survey analysis at Starbucks on Franklin Street from 5:15-6 p.m.

*Thursday, Oct. 23, 2014*

- Interns met to finalize communication audit from 1:15-3:30 p.m. in Carroll Hall and submitted audit to JOMC 232 professor at 3:30 p.m.

### **Results of the Audit Process**

OrangePolitics surveyed 31 people over the summer and found that most people had heard of the organization by word of mouth or simply could not remember because they had heard about it so long ago. The survey found that the most popular features of OP are its candidate forums, its blog's homepage, latest content and election information pages, as well as its Twitter account. Regarding frequency of use of the OP blog, 81 percent of participants said they visited the blog at least once a week, and of the 81 percent, 72 percent visited the blog several times a week. Sixty-one percent of participants have visited an event hosted by OP, with the most popular event being a Candidate Coming Out Party.

When asked for feedback about events, participants overall responded that the events were good for meeting candidates and other active citizens as well as expanding networks and having a good time. One participant responded that Candidate Coming Out Party events consisted of nearly all candidates. The survey also asked for feedback on live tweeting local events, yielding responses that were unanimously positive. Most respondents said the live tweeting was extremely useful and a good source of information. When asked what OP does well, most respondents said it thoroughly covers local politics, meetings and keeps people informed. Participants responded to the survey's question of how to improve with suggestions of maintaining post frequency even when it is not election time, utilizing social media, posting more photos, and expanding readership.

A second survey conducted by APPLES interns found similar results from the original survey conducted by the OP executive team. The results of the survey indicated that most participants were above 25 in age and registered to vote in Carrboro. The survey also revealed that many participants were friends or colleagues with those who attended the event and have attended other OP events in the past. In addition, most participants learned about the happy hour

event through Facebook notifications. Similar to the first survey, most participants read the OP blog at least once a week.

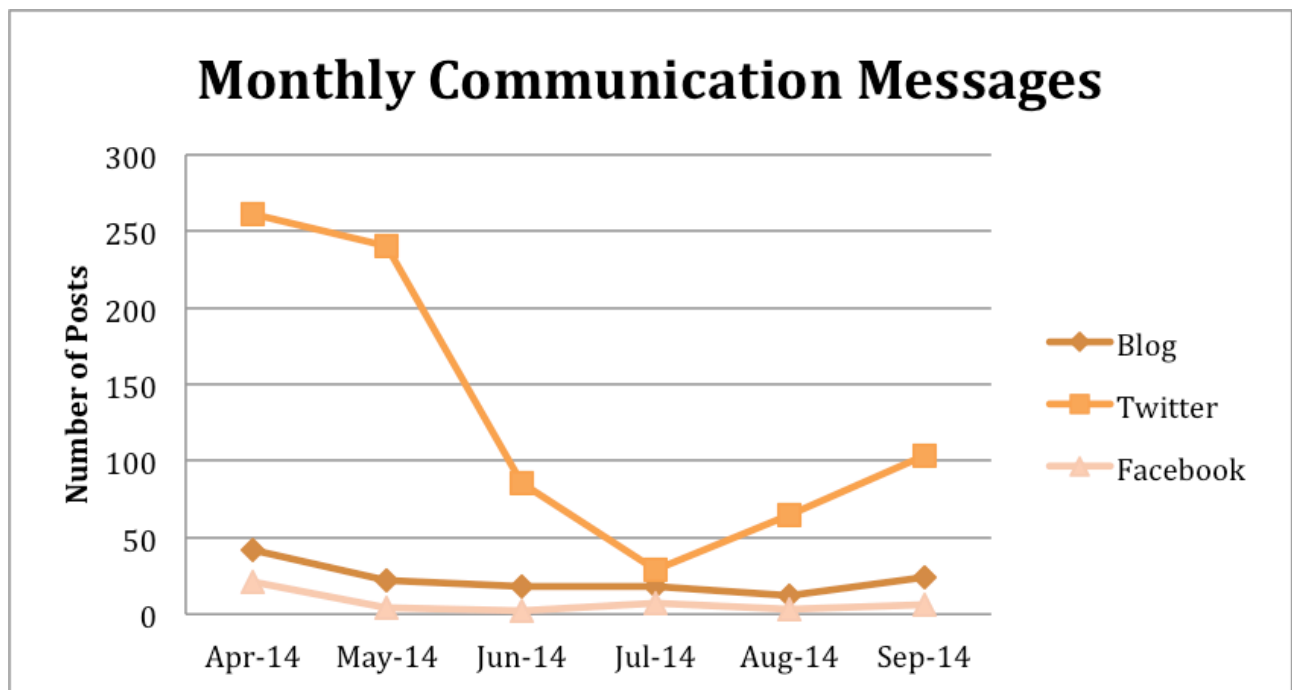
The OP executive team has sent out 18 emails to its APPLES interns since the beginning of September. The emails communicated relevant information including meeting times and locations, expectations, resources, reminders, progress checks and praise. Considering we have interned for OP for 7 weeks, email frequency has averaged out to about 2-3 emails per week.

In addition to contacting each other through email, executive meetings for OP occur once per month at the Looking Glass Café in Carrboro. Meetings last about 1-2 hours and are scheduled consistently for Sunday mornings. Attendance for meetings is somewhat inconsistent in that one or two members of the executive team are often unable to make it. Meetings follow a loose agenda and are organized by different topics of discussion including recently posted blog content, potential new blog content, upcoming local political events and intern expectations. Meeting agendas are not distributed to employees beforehand, and meeting minutes are not made available afterward.

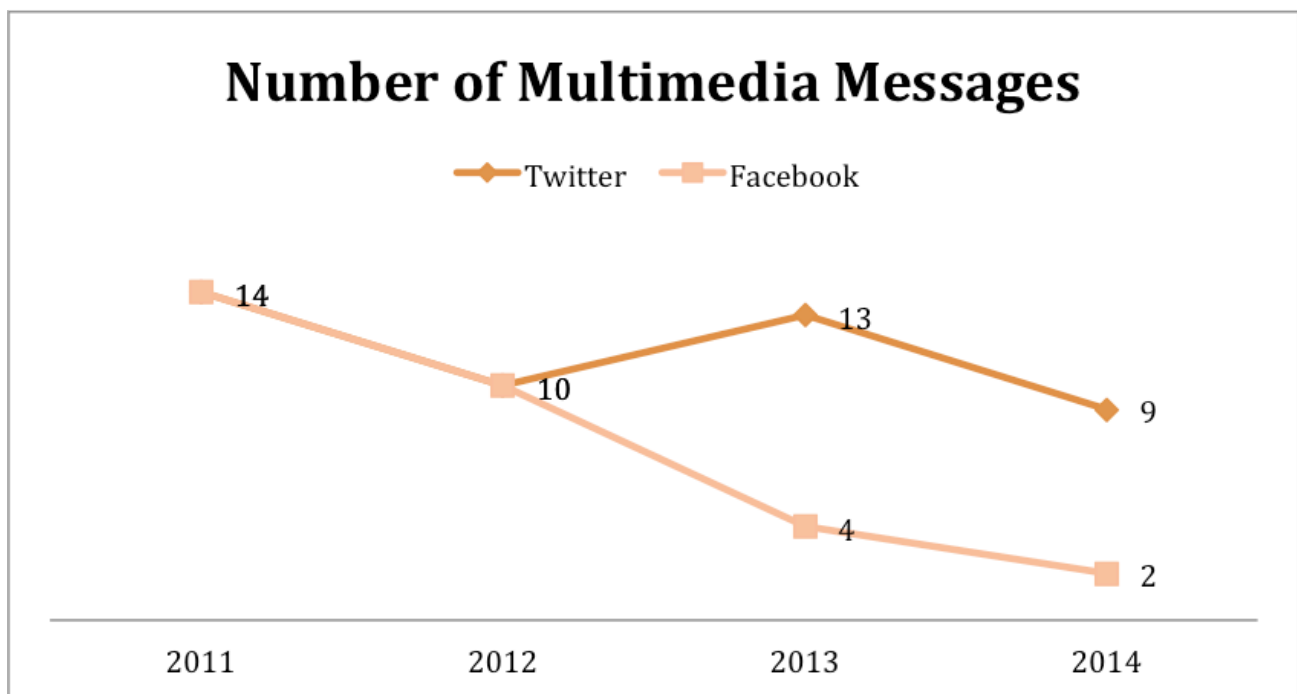
In regards to OP's external communications and frequency of external communication material, OP uses its blog most often for longer messages that are more in-depth. Over the course of five months from April to September, the average number of blog posts per month was 23, with a range of 12 to 42 monthly posts. Most messages consisted of op-eds, summaries or explanations of current events relating to local issues. Some were promoting or informing blog viewers of events that either OP hosted or that were occurring in the Orange County area. The average number of interactions with blog posts (average comments per post) was 1.25 in August and 1.75 in September.

OP uses Twitter most frequently and sent out the most messages using this media platform, but the messages were shorter and shallower. From April to September, the average monthly amount of tweets was 131, with a range from 29 in July to 261 in April. The number of tweets saw a decline during the summer and picked up again in the fall. Most tweets linked followers to blog posts, promoted events related to OP or the community, or informed followers of local political news in a short blurb format.

OP's least-used media platform is Facebook. From April to September, the average number of monthly posts was 7, with a range of 2 to 7. April's post count was 21, but messages sent out via Facebook saw a decline afterward and have not increased or recovered since then, with September's post count at 6.



The number of multimedia messages OP posted on Facebook and Twitter this year is 9 and 2, respectively. In past years, multimedia message use has been slightly higher; however, compared to overall communication messages sent via Facebook and Twitter, the difference is minute. Multimedia posts account for a small fraction of the overall posts on both Facebook and Twitter.



OP engages in external communication at events that it hosts and events that executive team members attend. OP hosts an annual happy hour to give its followers, local elected officials, candidates and anyone interested in local politics a chance to gather and discuss community-specific issues. The happy hour tradition is self-described by OP as a quarterly event, but OP has only hosted four in the last two years. It also occasionally celebrates its birthday on Sept. 27 but does not consistently do so every year. As far as other local events go, executive team members regularly attend various community events. These include meetings from

different sects of Orange County governments, police forums, meetings put on by local political action organizations such as NAACP and other events related to local politics and community issues.

## **Conclusions and Recommendations**

### **SWOT Analysis**

<b>Strengths</b>	<b>Weaknesses</b>
<ol style="list-style-type: none"> <li>1. Award-winning local blog that allows for open discussion within the community</li> <li>2. OP team utilizes social media to inform followers of new blog posts and upcoming events - community members rely on this outlet</li> <li>3. Strong following on Twitter</li> <li>4. Annual events</li> <li>5. Passion for the organization</li> </ol>	<ol style="list-style-type: none"> <li>1. Lack of structure at meetings</li> <li>2. Blog/Facebook have no visual cues</li> <li>3. Lack of followers on Facebook page</li> <li>4. Lack of consistency in adding new content</li> <li>5. Complicated and sophisticated messages could turn some viewers away</li> </ol>
<b>Opportunities</b>	<b>Threats</b>
<ol style="list-style-type: none"> <li>1. Distribute a monthly e-newsletter</li> <li>2. Add a “Donate” button to website</li> <li>3. Take pictures at events and upload to social media</li> <li>4. Reach out to UNC-CH student organizations</li> </ol>	<ol style="list-style-type: none"> <li>1. Competition between OP and other local political organizations for donations and sponsorships</li> </ol>

### **Strengths**

OrangePolitics has successfully built a small community of strong followers. At the OP Happy Hour event, attendees were well informed on the organization and its involvement with Orange County politics. When speaking one-on-one with attendees, the feedback was extremely positive. Individuals expressed their respect and gratitude for the OP team and the progressive ideas they desire to see implemented in the cities of Chapel Hill, Carrboro and Hillsborough.

The OP blog won Independent Weekly’s Best Local Blog in 2004 and 2005, and was a finalist for the award in 2012. The blog allows for individuals to easily make a user account so they can comment and participate in an open discussion on the OP forum posts.

OP has a social media presence on Google+, Twitter and Facebook. The team links followers to new blog posts and upcoming events through both their Twitter and Facebook accounts. The OP Twitter page has a substantial following of 1,950 people. This is a much higher following than the Twitter pages for both Chapel Hill Politics and UNC Young Democrats combined, with 196 and 953 followers, respectively.

Hosting annual events is an essential tool in keeping an organization fresh in the minds of its followers. OP has been successful at doing so through the annual politician happy hour as well as the annual OP “birthday party,” which takes place on Sept. 27.

OP’s greatest strength is the team’s passion for the organization and progressive politics. The executive team has cohesive ideas allowing them to collaborate efficiently and share their enthusiasm with the rest of the Orange County community.

### **Weaknesses**

The OP team meets on the first Sunday of every month at the Looking Glass Café in Carrboro from 11 a.m. to 1 p.m. The meeting is casual and allows for open discussion among its members concerning new blog content, upcoming events and local government meetings. However, there is no set itinerary or minutes recorded during the meeting. Implementing an itinerary would improve efficiency and shorten meeting times. Assigning someone to write down what was talked about at meetings would also be a helpful tool to share with members who were unable to attend.

Visual cues are a key element in keeping followers interested in an organization. The OP website would be greatly improved through the pictures. Although the social media pages do include some pictures, there have been no recent ones added. Pictures need to be taken at all events hosted by OP and any other relevant meetings where an OP member is in attendance.

The OP Facebook page has only 310 likes. It would greatly benefit the team to reach out to its Twitter followers and encourage them to like the Facebook page. Linking to relevant local news articles or other sources on the Facebook page would also boost traffic and encourage people to like and follow it on a regular basis. This practice should also be implemented on the Twitter account. Many of the tweets posted are extremely short with little background information. While the core group of OP followers may understand those tweets, newcomers to the site or uninformed citizens may not understand the context or the underlying issue being described in the tweet. Linking the reader to a news article or website would not only make them more informed, but it would also improve OP's credibility.

### **Opportunities**

There are a few opportunities for OP to establish a greater presence in the community and keep its followers updated. One option would be a quarterly or monthly e-newsletter that is emailed to OP members and community followers. The newsletter could include information such as upcoming events, government meetings, hot topics in local politics, current issues or ways for the community to get involved (i.e. writing a letter to the mayor, donating, etc.).

If OP could acquire higher donations, it would be able to host more events and make an overall greater impact on the community. Adding a "Donate" button to the website would allow people to easily donate to the organization and allow OP to pull in more revenue.

A great way to generate a younger following would be to reach out to UNC-CH student organizations, such as UNC Young Democrats or UNC Student Congress. Having OP pair up with an on-campus organization and speak at one of the meetings would get the word out about OP to a targeted group of students who share an interest in politics.

## **Threats**

Currently OP does not face much competition from other local political organizations. However, if other groups are formed in the future, the competition to receive donations will increase. This could have a negative effect not only on donations but also OP's overall community. OP needs to build a larger community following while it has the upper hand. Once competition sets in, it only becomes more difficult to gain followers, and OP will lose community members to competitors.

## APPENDIX A

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### NEWS RELEASE

FOR IMMEDIATE RELEASE - 09/25/14

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Molly De Marco, an editor for the OrangePolitics blog, said, “Happy hours are a good way for Orange County residents to meet others interested in local politics and also get a chance to meet and connect with local elected officials.”

This event is free and open to the public, and it will provide a special opportunity for attendees to learn more about community-specific issues and meet those involved with the government. TRU is located at 114 Henderson St., a close walk for students and individuals who live downtown. Local officials who have attended in the past include town commissioners, councilors and members of the Chapel Hill-Carrboro and Orange County Boards of Education.

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-MORE-

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# # #

## APPENDIX B

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### MEDIA ADVISORY

Release Date-10/03/14

#### ORANGEPOLITICS TO HOST POLITICAL HAPPY HOUR

CHAPEL HILL, N.C. — OrangePolitics, an organization that encourages open discussion of community issues, will host a happy hour on Oct. 10 for community residents to gather and discuss local politics prior to the upcoming elections. The event is open to the general public and the editors of OrangePolitics strongly encourage young adults and students to attend. Attendees will have a chance to learn more about community-specific issues and meet those involved with local government.

**WHAT:** OrangePolitics will be hosting an informal happy hour to allow community members to discuss local politics with OrangePolitics editors, previous local officers and currently elected officials.

**WHO:** Local officials who have attended in the past and may attend this year include town commissioners, councilors and members of the Chapel Hill-Carrboro Board of Education.

**WHEN:** Friday, October 10, 2014  
5:30-7 p.m.

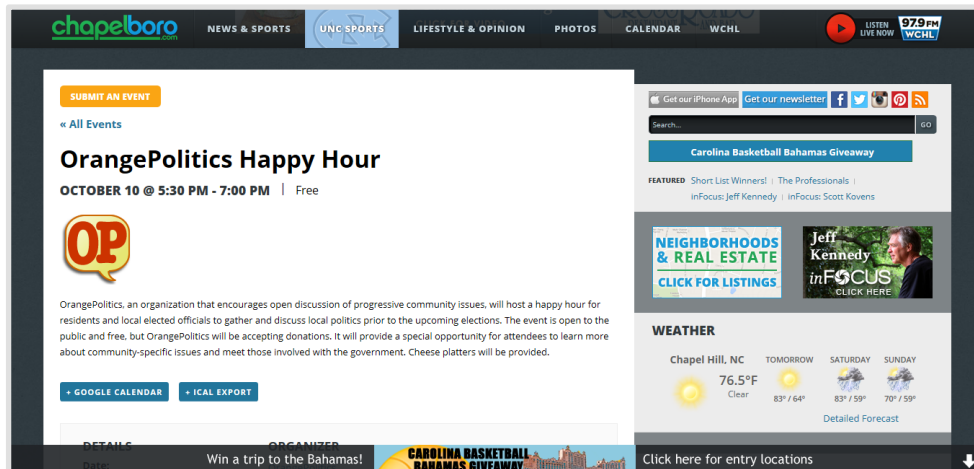
**WHERE:** TRU Deli + Wine  
114 Henderson St.  
Chapel Hill, N.C. 27514

**DETAILS:** OrangePolitics will be providing complimentary cheese platters. Legal adults may purchase alcoholic beverages at the bar. For parking information, please visit Town of Chapel Hill Parking at <http://www.townofchapelhill.org/index.aspx?page=191>. For more information about OrangePolitics, please visit <http://orangepolitics.org/>.

# # #

## APPENDIX C

Below are screenshots of calendar postings that we used to publicize the happy hour event. News outlets included WRAL, WCHL and Indy Week.



## APPENDIX D

### OrangePolitics Happy Hour Survey

#### Demographics

Age \_\_\_\_\_

Gender \_\_\_\_\_

Are you a student? If so, where? \_\_\_\_\_

Are you employed? If so, where? \_\_\_\_\_

Are you on Facebook, Twitter? \_\_\_\_\_

Where are you registered to vote (Carrboro, Durham, Chapel Hill, etc.)? \_\_\_\_\_

#### Questions

1. How did you learn about this happy hour event?
2. Why did you attend this happy hour event?
3. Have you ever attended an OrangePolitics event in the past? How many?
4. Have you ever visited the OrangePolitics blog?
5. If yes to question #3, how often do you visit the site and have you ever posted yourself?
6. Do you follow OrangePolitics on social media (Facebook and/or Twitter)?

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## ORANGEPOLITICS PUBLIC RELATIONS PLAN

**Situation Analysis:** After conducting an internal and external communication audit for OrangePolitics, the APPLES interns found that the organization needed to expand its community outreach and increase social media usage in order to maximize its influence on the Orange County government.

**PR Campaign Objective:** To increase community awareness of OrangePolitics among Orange County residents and students

### Target Audiences:

1. Orange County residents
2. UNC-CH students
3. Politicians

### S.M.A.R.T Goals

- To place as a finalist for the best local blog in the Indy Week Best of the Triangle 2015.
- To generate 2,500 followers on Twitter by March 2015
- To obtain over 500 likes on Facebook by March 2015
- To receive at least 5 pieces of positive media coverage by April 2015.
- To have a \$300 budget per year
- To have at least 3 political posts written by UNC-CH students by March of 2015

### PR Strategy:

- **Inform:** Alert the Orange County community to the OP blog and social media accounts
- **Fundraise:** Generate more awareness of donation button on website and donation requests at events
- **Coordinate:** Host events in collaboration with UNC-CH student organizations

### Tactics:

- a) Publish at least 10 Twitter posts and 5 Facebook posts a week with at least 25 percent containing multimedia content beginning Dec. 1, 2014
- b) Host a Q&A panel with UNC-CH Young Democrats that allows students to address any questions and learn more about progressive politics during the spring semester of 2015
- c) Reserve a booth at the UNC-CH Fall Fest in August 2015
- d) Partner with UNC Student Government to host an event with Orange County politicians to discuss their day-to-day duties, career pros/cons and local politics with students on campus during the spring semester of 2015

- e) Host a Happy Hour in Hamilton Hall for legal students to attend to meet the staff of OP and ask questions during the spring semester of 2015
- f) Send out information about OP events every month to UNC-CH departments related to politics beginning in December 2014

**Action Item**

1. Molly - Communicate with faculty to promote/send out web design internship opportunity, contact Student Government/Young Democrats representatives, reach out to department chairs for listserv communication by Jan. 1, 2015
2. Travis - Work on style guide and editing About Page with Damon by Dec. 22, 2014
3. Jason - Write up qualifications/job description for web design internship and update PayPal account by Dec. 12, 2014
4. Jeff - Lead social media strategy for OP team beginning Dec. 1, 2014.
5. Damon - Work on style guide and editing About Page with Travis by Dec. 22, 2014

**Budget**

- No budget

## SECONDARY WORKS

The documents in the following section consist of additional work we composed for OrangePolitics this semester. Though a few were present in the appendix section of the communication audit, these documents are placed here to distinguish them from the three primary works required by the JOMC 232 class.

The first document is an event plan that outlines a strategy to fulfill OrangePolitics' objective of engaging the local community before the November elections.

The second document is the media advisory we created to publicize the happy hour event and posted on the OrangePolitics blog.

The third is a media pitch we used to invite media outlets to the event – we also used it to invite pertinent UNC student organizations to attend, as seen in the specific example provided.

The fourth is the media list we used to target the event's advertisement.

The final document is a blog post I wrote regarding my experience with finding off-student housing and its effects on the local population of long-term and low-income renters. OrangePolitics does not follow AP Style, so this post need not be in accordance with it either. At the bottom of the document is a screenshot of it published on the blog. While not a PR document, a goal our team outlined in the public relations plan was to develop a UNC following, and being UNC students, we took the first step by posting about local issues ourselves.

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## ORANGEPOLITICS EVENT PLAN

**Situation Analysis:** In order to boost awareness of the upcoming November elections and foster political discussion, the OrangePolitics APPLES interns will be hosting a happy hour on behalf of the OrangePolitics executive team.

**PR Campaign Objective:** To engage the community concerning local politics before November 2014 elections.

### Target Audiences:

1. Chapel Hill / Carrboro community
2. Local politicians
3. UNC-CH Students

### S.M.A.R.T Goals

- To have at least 25 politicians and political figures attend from the Carrboro and Chapel Hill area.
- To reach out to at least 5 media outlets with media pitches and a publish media advisory to notify them of the event
- To have at least 15 college students attend the event

### PR Strategy:

- **Collaborate:** Work with the OrangePolitics executive team to generate more awareness of the event
- **Coordinate:** Contact the TRU Deli + Wine Event Manager, Tanner King, to logistically plan the event, including space reservation and food platter requests.
- **Inform:** Pitch the happy hour event to political student organizations and media outlets, along with post on social media.

### Tactics:

- Send pitch letters to media contacts at WCHL, WRAL, ABC, WUNC, Chapel Hill Weekly, News14, News & Observer, Indy Week, Daily Tar Heel, Chapel Hill Magazine, WNCN, Herald Sun by Oct. 1
- Submit event details to calendars of WCHL, WRAL and Indy Week by Oct. 1
- Send out event details via Facebook, Twitter and the OrangePolitics blog beginning Sept. 25
- Send invitation emails to political student organizations including Student Government, Young Democrats, Young Americans for Liberty, SAGA and Siren

**Actions:**

1. Becky - Post event to community news calendars by Oct. 6
2. Rachel - Pitch media contacts to WCHL, WRAL, ABC, WUNC, Chapel Hill Weekly, News 14 and News & Observer and post event on the OrangePolitics blog by Oct. 6
3. Julianna - Pitch media contacts to Indy Week, Daily Tar Heel and Chapel Hill Magazine by Oct. 6
4. Elizabeth: Pitch media contacts to WNCN and Herald Sun by Oct. 6
5. Kelly: Contact political student organizations

**Budget:** \$50 (Cost for food platters)

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## MEDIA ADVISORY

Release Date-10/03/14

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# # #

Becky Scheible  
OrangePolitics  
(919) 606-7099

## MEDIA PITCH

Release Date-10/5/14

Hello,

My name is Becky Scheible, and I am inviting SAGA members to a happy hour at TRU Deli + Wine this Friday, Oct. 10, hosted by a local organization called OrangePolitics. It is free of charge and will run from 5:30-7 p.m.

The happy hour will offer attendees the opportunity to discuss local politics prior to upcoming elections with candidates and current elected officials, as well as others in the community who are well versed in local politics.

Local officials who have attended in the past include town commissioners, councilors and members of the Chapel Hill-Carrboro and Orange County Boards of Education.

OrangePolitics is a local organization that offers a progressive perspective on local politics and seeks to engage Orange County residents in community issues. More information can be found at <http://www.orangepolitics.org>. I am currently an APPLES intern for OrangePolitics, so if you have further questions about the happy hour this Friday, feel free to contact me.

Thanks, and I hope to see some of your members this Friday.

Best,  
Becky Scheible  
APPLES Editorial Intern  
OrangePolitics  
(919) 606-7099

# # #

## Media List for the OrangePolitics Happy Hour

<b>Name</b>	<b>Position</b>	<b>Media Outlet</b>	<b>Contact</b>
N/A	N/A	WRAL	<a href="mailto:assignmentdesk@wral.com">assignmentdesk@wral.com</a>
Thomas Clarke	Calendar Editor	The Herald-Sun	<a href="mailto:tclark@heraldsun.com">tclark@heraldsun.com</a>
Tammy Grubb	Reporter	News & Observer	<a href="mailto:tgrubb@newsobserver.com">tgrubb@newsobserver.com</a> <a href="mailto:mschultz@newsobserver.com">mschultz@newsobserver.com</a>
N/A	N/A	WNCN	<a href="mailto:wncncommunity@wncn.com">wncncommunity@wncn.com</a> <a href="mailto:newstips@wncn.com">newstips@wncn.com</a>
Dan Shannon	Publisher	Chapel Hill Magazine	<a href="mailto:danshannon@chapelhillmagazine.com">danshannon@chapelhillmagazine.com</a>
Andrea Cash	Vice President	Chapel Hill Magazine	<a href="mailto:andrea@chapelhillmagazine.com">andrea@chapelhillmagazine.com</a>
N/A	Managing Editor City Desk	Daily Tar Heel	<a href="mailto:managing.editor@dailytarheel.com">managing.editor@dailytarheel.com</a> <a href="mailto:citydesk@unc.edu">citydesk@unc.edu</a> <a href="mailto:city@dailytarheel.com">city@dailytarheel.com</a>
Lisa Sorg	Editor	Indy Week	<a href="mailto:lsorg@indyweek.com">lsorg@indyweek.com</a> <a href="mailto:editors@indyweek.com">editors@indyweek.com</a>
N/A	N/A	News14	<a href="mailto:news@news14.com">news@news14.com</a>
Ron Stutts	Broadcaster	WCHL	<a href="mailto:rstutts@wchl.com">rstutts@wchl.com</a> <a href="mailto:news@1360wchl.com">news@1360wchl.com</a>
N/A	N/A	WUNC	<a href="mailto:news@wunc.org">news@wunc.org</a>
N/A	N/A	ABC	<a href="mailto:wtdassignmentdesk@abc.com">wtdassignmentdesk@abc.com</a>

Becky Scheible  
Nov. 24, 2014  
Update to OP Blog

### One UNC student's experience with finding off-campus housing

I signed a new housing lease about a month ago in mid-October – a lease that won't start until June of next year. This is how competitive student off-campus housing is in Chapel Hill, and the ever-high demand for student housing in Chapel Hill continues to negatively affect non-student renters.

Niche.com estimates that 90 percent of houses near campus fill up by October. From my experience, students looking to rent an affordable house (as opposed to a townhouse or apartment) begin the search as early as September. Every year this fight to find the closest, nicest and most affordable home puts additional stress on UNC students, and our desperation to sign a lease as soon as possible pits students against each other, increasing competition and driving prices up.

According to a 2010 report prepared by Development Concepts Inc., students make up about a third of all rented units in Chapel Hill (and rented housing comprises over half of all housing in Chapel Hill). We are a huge market for property owners and developers – on-campus housing can only accommodate 9,700 students, so the remaining 9,000 or so undergrads must find off-campus places.

The lease I signed for next year is for a house in the Northside neighborhood, a popular choice for students because of its close proximity to campus. Despite Northside's low house value relative to other neighborhoods in Chapel Hill, the rate I will be paying (\$650 per person in

a four-bedroom house, not including utilities) is more expensive than that of my current house, which is the same distance from campus and in an area with higher house values.

The disparity between house value and rent price stems in part from property owners' inclination to take advantage of a high-demand market. These higher rental rates are bad news for hopeful students, especially when 42 percent of undergraduates receive need-based aid, but its effects extend beyond just the student population. Northside's historically black and lower-income residents have also seen consequences.

New construction and renovations that developers have brought to Northside in hopes of gaining from the student housing market have priced many long-term residents out of Northside due to rising property taxes. This has been going on for a long time. Despite efforts within the past few years to halt construction in Northside, students, including myself, continue to unknowingly feed into the system, encouraging the high rates that property owners set for Northside rentals.

What is new and could worsen the situation is the development of two new apartment complexes in Chapel Hill. Shortbread Lofts and Lux at Central Park Apartments, which are marketed directly toward students, opened up this year and charge monthly rates ranging from \$700 to \$1,000 per person. While there was originally hope that these new options would attract students who would otherwise have chosen a Northside house, the rates are comparatively too low in Northside for these students to favor a luxury apartment.

Instead, these new apartment complexes could have a negative effect on housing affordability by increasing Chapel Hill's Fair Market Rent. FMR, calculated from the 40<sup>th</sup> percentile of rent rates, determines rental subsidies for low-income residents. The addition of highly priced apartments could drive the FMR up, increasing the costs of rental assistance. With

higher costs, rental subsidies (if limited by a fixed budget) will not be able to assist as many residents.

As we get into the lease-signing season, we revisit this issue: how can Chapel Hill provide affordable and close off-campus housing without disrupting these culturally rich neighborhoods? Comment below with your thoughts.

Related Information:

- A good overview of Fair Market Rents  
<http://www.huduser.org/periodicals/USHMC/winter98/summary-2.html>
- Northside and Pine Knolls Community Plan, adopted in 2012  
<http://www.townofchapelhill.org/home/showdocument?id=11921>
- Residential Market Study of Chapel Hill  
<http://www.townofchapelhill.org/home/showdocument?id=8970>



# OrangePolitics

Progressive perspectives on Orange County, NC.

ViewEdit



## One UNC Student's Experience With Finding Off-Campus Housing

 Blog post Submitted by Becky Scheible on November 24, 2014 - 5:18pm

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