

COMM 460 – Research Paper

Vista Maria PR Campaign Study Using the R.O.P.E. Model

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April 19, 2012

Abstract

This essay explores a public relations campaign for Vista Maria, a non-profit organization, which “treats over 900 girls annually who are victims of abuse, neglect and trauma through its specialized trauma recovery, mental health and substance abuse programs.”¹

Introduction

Vista Maria is a center to heal victimized girls and women with best-practice treatment programs designed to meet their unique needs while serving other vulnerable children and families in Southeast Michigan.²

This PR campaign was based on a community learning partnership between Vista Maria and the University of Michigan-Dearborn. The objectives for this campaign, along with a list of audiences that Vista Maria wishes to reach, and key messages were developed over a meeting with representatives and teachers for this organization. The Vista Maria brochures, newsletters, website, and their 2010 annual report provided additional descriptions that include explanations about the treatments programs and community-based programs they offer. This aided in the development of information regarding the client, their issue and the situation analysis.

The National Coalition Against Domestic Violence (NCADV) is a website that presented a scope encompassing the problems of abused women and their families (paraphr.)³ through facts sheets detailing the size of the problem of domestic violence and sexual abuse in the United States, where the issue seem to be endemic.⁴ The awareness campaign for Vista Maria, “Abuse Doesn’t Always Leave Visible Scars,” focused on sexual and domestic abuse since this is a persistent issue that has become a social problem and threatens many families and individuals, especially girls and women, who are often the victims of such abuse. The entire week of April 2 through 6, 2012 was dedicated to create events that raised awareness about domestic and sexual abuse, and how Vista Maria is helping “them to rebuild their lives through our full array of highly intensive programming, including female gender responsive treatment, to help address the tough issues faced by adolescent girls, ages 11 to 17.”⁵

Research

The Client

The client for this research is Vista Maria, a non-profit organization established in 1883 “based on the philosophy of Saint Mary Euphrasia Pelletier, who founded the Sisters of the Good Shepherd - the community of women who founded Vista Maria. Her compassion, empathy, and interest in helping marginalized women and children evolved out of her own experience as a troubled adolescent.”⁶ Thirty years after it was founded Vista Maria expanded its services to the community to help an ever growing number of young women left behind by the industrial revolution and living in the most desperate conditions. (paraphr.)⁷

During the 129 years that Vista Maria has been in the Dearborn Heights community the girls they help have attended school there, and recovered from the issues that plague them after a life of mistreatment, neglect, and abandonment (paraphr.).⁸ Vista has ensured that every girl has opportunities for a new future full of hopes and potential for success in the world outside of its protective campus, but it was falling short to help out in giving back to the society individuals who could overcome the cycle of poverty. The Village of Hope came about as a way to help these girls who are already 18 and too old for Vista Maria’s system, but not ready for the world, to benefit from their programs and social resources, and enable them to bridge themselves as productive citizens and break out from poverty and government assistance for the poor, which are the prevalent conditions leading to a life of destitution and multi-generational abuse.

With their tremendous success in the treatment of abused girls, Vista Maria’s response to breaking these cycles of poverty is to expand their size and develop a new program based on their knowledge about what works when helping the girls that are brought for their care, and

through the Village of Hope, they aim to become a center for children and families who face the hardships of destitution.⁹

The Issue

Vista Maria is a non-profit organization with a long history behind it since its beginnings as The House of the Good Shepherd, and after 1942 it re-opened with its current name. Many people do not know who Vista Maria is or what they do, it needs to build brand awareness and build the image of the organization in order to draw people from the 21 – 40 demographics where the younger people could serve as volunteers and the older could become donors for their community. For these reasons, Vista Maria wants to continue having a presence at the campus of the University of Michigan-Dearborn.

In light of the recent developments in social media, Vista Maria needs to create awareness and create partnerships that can associate their brand with the social media sites such as Twitter and Facebook. These have become the most significant tools in recent movements to create awareness for causes sponsored by non-profit organizations.

Situation Analysis

Vista Maria's need for awareness has never been greater. As a rule of thumb, people do not actively seek out non-profit organizations where they can volunteer or donate unless they have had some type of connection to these places sometime during their lives. Among the concerns Vista Maria has is the lack of awareness about domestic and sexual abuse, since these are societal problems that are often concealed in the hopes that they would not be noticed. The other threats are competition from other non-profits especially in this economic downturn of the past four years, every organization is competing for attention and donation dollars, so Vista

Maria needs desperately to make personal connections with younger people who can stay loyal to their cause through the years.

Vista Maria's long history in South-East Michigan ensures their success at educating and re-integrating these girls who brought to them by the court system, to the community. ¹⁰ Once a girl arrives at Vista Maria, she begins to heal and take back her life by putting the pain of her past behind her. The following are some of the treatments that a girl gets at Vista Maria ¹¹:

- Stabilizing the mental health for cognitive impaired girls
- Rehabilitated girls with substance abuse issues
- Helping them with trauma recovery
- Behavioral health
- Delinquent detention alternative programs for delinquent girls

The Target Audience

Part of the demographic Vista Maria wants to reach is college students who have some time at their disposal to volunteer. "There are several ways in which students can become a volunteer through Vista Maria:

Host Events for Girls:

- Sponsor a party (Halloween, Christmas, Prom, Hawaiian Luau, Pizza Party, etc.)
- Create your own event
- Groups of volunteers may adopt a program.

One-on-one with clients:

- Mentorship Program.
- Tutoring Program.
- Teach dance lessons
- Provide singing lessons

- Teach sewing classes, arts and crafts
- Create your own group
- Provide testimonials/motivational speaking

Other Organizational Needs:

- Campus Beautification (e.g., painting, pulling weeds, planting flowers, etc.)
- General Office Support
- Holiday preparation (e.g., creating and taking down the annual Haunted House, wrapping and sorting Christmas gifts)

Leadership Opportunities:

- Serve on a Special Events Committee
- Serve on a Committee of the Board
- Assist with fundraising efforts”¹²

Many students in the target demographics graduate and get jobs in large organizations such as Ford Motor Company and continue their support of Vista Maria through monetary donations or stay with the volunteer work they used to do when they were in college. For this research, only college students that are 21-25 years old, and college graduates and other demographics ages 25 – 40, all of which can be reached through social media sites will be included.

Stakeholders

These are the executives and employees at Vista Maria who want to enhance the image and reputation of the place by and showcasing the brand, its success as a good organization worthy of donations and volunteer work from college students and their parents, and the staff delivering communication and interviews during the events. This will enable Vista Maria to attract attention in the social media sites and improve its reputation with brand recognition.

Primary Research

Find out information pertaining their regular communications, presence in the community and the web

Secondary Research

Vista Maria's case for PR was delivered to us by the professor and the staff at Vista Maria. Information for secondary research was provided by their Annual Report 2010.

Objectives

Informational Objectives

- Vista Maria's main objective is to be able to expand programs and services at the Dearborn Heights campus.
- For this campaign, “the ultimate position for Vista Maria is to be perceived as the best non-profit organization helping victimized girls and women with best-practice treatment programs designed to meet their unique needs while serving other vulnerable children and families within Southeast Michigan (from their Mission Statement)”¹³

Attitudinal Objectives

- The target demographics should be able to hear the name of Vista Maria or see its logo and recognize who they are and what they stand for.
- It should create an emotional response in their lives regarding domestic and sexual abuse.
- The target demographics should want to support the organization.

Behavioral Objectives

- Motivate the target demographics enough to volunteer or donate
- Create a presence in social media for brand recognition

Facilitation of an Organization's Position

Some of Vista Maria's community partners are organizations such as Ford Motor Company, General Motors, and other large organizations like these Detroit corporate giants, and the University of Michigan-Dearborn. As a non-profit organization concerned with its reputation and social responsibility, Vista Maria should have relationships with government organizations, agencies, non-government organizations (NGOs), and other organizations dedicated to advocacy and educational resources. Vista Maria strives to prepare girls for life-long successful decision-making in the real world after they leave the organization. These associations can help foster their ethical image and promote their mission, and interests of the organization.

Identify the Opinion Leaders

- College students
- Universities' student organizations
- Universities' student governments

Programming

Strategy

The campaign's objective is to create awareness for Vista Maria within the college demographics and through social media sites, more specifically Twitter and Facebook. The events that were planned for Abuse Awareness Week, which takes place April 2 through 6, 2012, highlighting what happens to a person through an abusive relationship, for example, there is a loss of identity, and so the event of Tuesday was called Identity Awareness.

The strategy for the campaign is a week's long events combined with social media activity. The entire week is packed with events designed to raise awareness about domestic and sexual abuse in the traditional way and in social media. The following is the schedule of events:

Monday 4/2 - Vista Maria's Abuse Awareness Week

- 11 a.m. -3 p.m. - Flash Mob on the Stage at the UC.
Dress in black and meet the students of UM-D there!
- Easter egg hunt

Tuesday 4/3 - Identity Awareness

- 11 a.m. – 3 p.m. and 5 – 6 p.m. - Students will be walking around wearing a black and passing candy with a message about identity and abuse.
Dress in black and meet everyone at the UC!

Wednesday 4/4 - Domestic Abuse Expo

- 11:30 a.m. - 12:00 p.m. - WUMD broadcast an interview with Vista Maria's representative, Becky Hermann.
- 11:30 a.m.- 1:30 p.m. - Domestic Abuse Expo - Mobile Museum at UC Room 1225.

- 12:30 p.m. - 1:00 p.m. – “Domestic Abuse Forum.”
Speaker: Becky Hermann from Vista Maria.
- Food will be served for those attending the forum.
- Twitting and Facebook

Thursday 4/5 - Sexual and Domestic Abuse -- Social Media Awareness day

- 6 - 8 p.m. - WUMD Broadcast about Vista Maria
- 9 – 10 p.m. – Public is invited to post on the Social Media sites

Friday 4/6 - Empowering Women

Evening Fundraising event at Black Finn Restaurant and Saloon in Royal Oak, MI

The campus-based events should reach as many college students at University of Michigan-Dearborn through the school community boards, classrooms, messages being spread around campus through the events, the school’s radio station, and school’s newspaper. During and after the events, the goal is for Vista Maria to showcase its brand as a good cause and associating the fact that it cares about what happens to so many abused girls and young women and is willing to help them by housing them and educating them, but most importantly provide counseling to help them heal psychologically to become productive members of society.

Message(s):

The message projected should ultimately be that because “Abuse Doesn’t Always Leave Visible Scars,” we all should focus our attention on the social problems brought about by sexual and domestic abuse, and Vista Maria is the ultimate organization in Southeast Michigan dedicated to the restoration of the lives destroyed by domestic and sexual abuse.

Tactics Plan:

The media plan:

- Email and social media campaign announcing the events.
- Posting facts about domestic and sexual abuse on the social media sites
- Holding conversations on Twitter about domestic abuse, using the hashtag #RebuildingLivesUMD
- Each individual student participating in the campaign could set up a mass email announcing the events held on campus for Vista Maria.
- Design and print large (24x36) banner poster to hang at the UC. (See picture in the Appendix B)
- Distribute flyers at the school, staple them on poster boards, leave them at the counseling office, University Center, cafeteria, bookstore, resting and studying lounges, and leave them every floor of the campus's buildings. Community boards outside school, such as those at grocery stores and coffee shops.
- Send press releases to the local media as follows:

Tim Powers, editor of the Press and Guide
tpowers@heritage.com
734-246-0800

Also could try their education reporter, Katie Hetrick
Katie_hetrick@hotmail.com (there is an underscore after Katie)

Dearborn Times-Herald newspaper - Sherri Kolade
skolade@bewickpublications.com
584-4000

Jessica Carreras- Dearborn Patch
Jessica.Carreras@patch.com
734-386-6490

Arab American News
Nick Meyer
Nickmeyer777@hotmail.com
734-716-4661

DeepSaidWhat (local news blog)
saiddeep@Deepsaidwhat.com

Dearborn Free Press (local news blog)
doug@dearbornfreepress.com

CDTV
Patty Maurier
pmaurier@ci.dearborn.mi.us
313-943-2365

InStyle Magazine

The MetroTimes Paper

- Run two shows on the school's own radio station WUMD.

Budget:

\$500 (grant)

In-Kind Donations:

- \$100.00 from the Women's Resource Center
- \$54.00 from Beatriz Preece

Launching the Campaign:

The campaign should be launched at the UM-D campus UC building with the Flash Mob:

- Post the events at the University of Michigan-Dearborn Website under the Campus Events link (<http://eventcalendar.umd.umich.edu/calendar/index.php3>)
- Post the event at the University of Michigan-Dearborn Facebook site the entire week (<http://www.facebook.com/UMDearborn>)
- Post the event at the university Tweeter account the entire week (http://www.umd.umich.edu/mlk_twitter_directions/)

- Post about it on your Facebook page, Twitter using the hashtag #RebuildingLivesUMD the entire week
- Go to Vista Maria's Facebook site and "Like" the page to support this cause
<http://www.facebook.com/VistaMariaOrg>
- Go to the University of Michigan-Dearborn for Vista Maria and "Like" the page to post facts Sexual and Domestic Abuse:
<https://www.facebook.com/UmDForVistaMaria>

Evaluation

Planning

While the flash mob and the fundraiser were very successful events, the other events that were planned for the week fizzled out and had no following at all.

Some of the root cause analysis can be defined as following:

- After each event the class was supposed to get on the social media sites and begin forming conversations about the event and reposting them if on Facebook, or/and posting and re-tweeting them while on Twitter. No one showed up at the UMD4Vista on Twitter or <https://www.facebook.com/UmDForVistaMaria>. At one point there were two Facebook sites going and no one knew which one was the correct one to follow, and Thursday's traffic was scant.
- Thursday 4/5 – Domestic Abuse Expo – Lacked leadership. The event needed some sort of announcement at the door to indicate what was happening and attract foot traffic from the hallway. Maybe a projector with a nice computer graphic announcing the event would have been very helpful. The other issue with traffic was that the school was hosting another event outdoors and the weather was very nice, so everyone was outside.

The campaign could have been shorter, three days instead of an entire week. Flyers with actual dates of the events were needed and could have used Vista Maria's banner for representation at the Expo.

Message of the Campaign

Production and Cost

The message of the campaign was “Abuse Doesn’t Always Leave Visible Scars.” The message was good and was understood, although, it was hardly visible on the teaser banner and the flyers due to the color of choice. Another observation is that it got mixed up with the “Rebuilding Lives” hashtag for Twitter. There was no cost for the production of the message.

Dissemination

Even though this was a social media based campaign, the class did not use social media very well to disseminate the message on Facebook and Twitter. Not very many people were tweeting their friends, other limit themselves to posting on the Facebook site for the campaign <https://www.facebook.com/UmDForVistamaria>, others did not know which page to “Like” the one above or Vista Maria’s official Facebook page: <http://www.facebook.com/VistaMariaOrg>. Some used the hashtag #RebuildingLivesUMD in every which way and combination. Lastly, no one was in the social media sites after the events, which was the original plan.

The schedule of events needed to be printed in the flyers, which was not. This meant that we could not leave these flyers anywhere and expect people to understand them. Some might have tried to access the hashtag on Twitter, but many made jest about it.

The Wednesday event was a fiasco; it needed better leadership and try to get the news about the event to everyone, especially when it came to posting it on everyone’s own Facebook site and the Facebook event site.

Exposure

The campaign needed more marketing tactics, i.e., flyers, banners, or brochures offering more information to the target audience. It could have also piggy back on other organizations or their events.

Recall

Regardless of the shortcomings, the message was cohesive and stayed connected to Vista Maria.

How to Make the Campaign More Effective

- The organizers of the campaign needed more time on pre-launch and discuss the possibilities of something going wrong without taking the discussion personally.
- Make it a shorter, but stronger campaign
- Advertise the schedule of events better
- The social media campaign should have taken place at Vista Maria's Facebook and Twitter sites

Audience Reached

It was notice that Vista Maria had 841 "Likes" on the Facebook site prior to the campaign, and on Saturday 4/6/2012 it had 852.

Donations

The Friday fundraiser event took in \$800 in donations.

Budget

The campaign took place within budget.

Steps to Improve

- It needed more leadership
- All class members needed to show up to the events
- Have a project plan or a literal structure-events spreadsheet
- Nominate or elect a project manager

Objectives

Two of the main objectives were to motivate the target demographics enough to volunteer or donate and create a presence in social media for brand recognition. These were partly met. The campaign needed to create more traffic on the social media sites.

Direct Observation

- Two of my friends who are not in the target demographics liked Vista's Facebook page. One of them is a musician, she decided to volunteer and teach the girls at Vista how to write music.
- Shareia Carter of the UMD Women Resource Center liked our Expo event and decided to get Vista's information to hold a college awareness event to show the girls at who are currently at Vista how they can get a college education.

Traditional Media Coverage (the ones I could find online)

- **Dearborn Press and Guide**

University of Michigan-Dearborn spreading word about Vista Maria-

<http://www.pressandguide.com/articles/2012/03/29/news/doc4f73086334634030433328.txt>

- **Dearborn Times-Herald**

UM-D PR class hosts Vista Maria during Abuse Awareness Week -

<http://downriversundaytimes.com/2012/03/24/um-d-pr-class-hosts-vista-maria-during-abuse-awareness-week/>

- **Michigan Journal**

PR Class, Vista Maria Partner For Domestic Abuse Awareness -

<http://michiganjournal.org/2012/04/03/pr-class-partners-with-vista-maria-to-teach-about-domestic-violence/>

Students Participate in Sexual Assault Awareness Month -

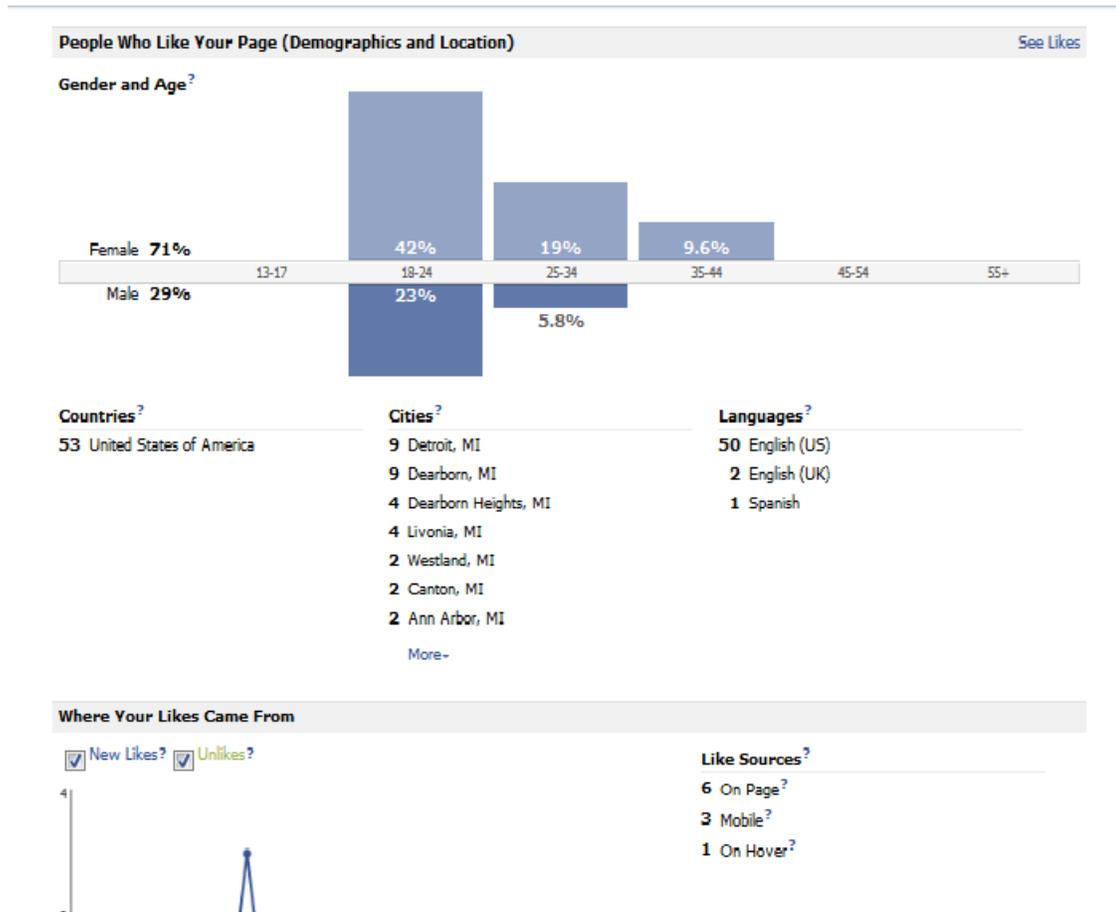
<http://michiganjournal.org/2012/04/10/students-participate-in-sexual-assault-awareness-month/>

- **City of Dearborn TV (CDTV)**

UMD Expo for Vista Maria – To be aired on May 4, 2012

Social Media Impact

Twitter page UMD4Vista had the total of 113 Tweets and 41 followers on Saturday 4/6/2012. The page <https://www.facebook.com/UmDForVistaMaria> was deactivated by the owner and administrator (Kaleigh Borushko). The results reported by the page administrator for this paper were as follows:



Statistics provided by the Facebook Insights feature

71% of the women than men in the age demographic 18-44 ‘liked’ the event page <https://www.facebook.com/UmDForVistaMaria>. The intention was that these people would translate into Vista Maria’s followers in Vista’s own Facebook page <https://www.facebook.com/VistaMariaOrg>. The report from the Vista Maria’s team was that the New Likes were 5, People Talking About This: 51 (+183.3%), Weekly Total Reach: 1,551 (+91.0%). Hard to tell if the people from the UM-D event page were the same that spoke about Vista. In addition, I took a “Like” headcount on 1/30/2012 and there were 842. At the end of the campaign on 4/7/2012 there were 852. It would have been a good thing to open the Vista page and see if the new likes were people that were common friends with the event page or not.

According to www.socialmention.com, the campaign only had 6% reach on Twitter. The YouTube site had only 60 views. On <http://addictomatic.com> it showed all the social media mentions for the campaign which included the spot on my own blog Culture and Identity at <http://tinyurl.com/bsg6dam> and the Michigan Journal website and press coverage by Dearborn Press and Guide, but excluded Facebook because the site was deactivated too soon.

Recommendations for future social media campaigns:

- Twitter: Conversations and themes should be planned ahead of time with the 140 characters that are the limitation for communication on this social media utility. People can waste a lot of time trying to figure out what to say in 140 characters. There should be a lot of re-tweeting. The Tweeting should be done from Vista's own Twitter page.
- Facebook: Vista people themselves were not tweeting or posting to anyone on their Facebook site regarding the events going on at UM-D. The client should be an active participant.
- Better monitor of the client social media sites for accurate evaluation of effectiveness of the campaign later.

Appendix A:
Sample Press Release and PSA
Blog Post

News from Vista Maria

<http://www.vistamaria.org/>
20651 West Warren Avenue
Dearborn Heights, MI 48127
1.800.7.VISTA.6

FOR IMMEDIATE RELEASE

March 28, 2012

University of Michigan-Dearborn Hosts Vista Maria for Sexual Abuse Awareness Week

DEARBORN HEIGHTS, Mich. –The University of Michigan-Dearborn is hosting Vista Maria for Abuse Awareness Week, April 2 through April 6, 2012 at the University of Michigan-Dearborn campus.

To help spread awareness about sexual abuse, the university is holding an Easter Egg Hunt all across campus and a Flash Mob on the University Center stage at the from 11 a.m. to 3 p.m. Dress all in black and join the students at UM-D. All events are open to the public.

Vista Maria is a center to heal victimized girls and women with best-practice treatment programs designed to meet their unique needs while serving other vulnerable children and families within Southeast Michigan

For more information about Vista Maria and Abuse Awareness Week at UM-D, please contact Dr. Susan Sheth at susheth@umd.umich.edu.

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MEDIA CONTACT: Dr. Susan Sheth at susheth@umd.umich.edu

News from the COMM 460 Class
(Press Release for the Michigan Journal)

FOR IMMEDIATE RELEASE

April 1, 2012

**Students at the University of Michigan-Dearborn
Partner with Vista Maria for “Abuse Awareness” Week**

DEARBORN, Mich – Students at the University of Michigan-Dearborn partner with Vista Maria for Sexual and Domestic Abuse Awareness week, April 2 through 6, 2012.

In the last decade, sexual abuse has received vast media attention. This crime includes all kinds of sexual activity in which adults use children and teens for their sexual gratification. The advent of the Internet, as generators of globalized economic systems and within them, the growing market for the global child pornography and sex trade, has made this terrible form of abuse much worse.

This is a persistent issue that has become a social problem and threatens many families and individuals, especially girls and women, who are often the victims of such abuse.

Vista Maria is a center to heal girls and women victimized by sexual and domestic abuse with best-practice treatment programs designed to meet their unique needs while serving other vulnerable children and families in Southeast Michigan.

The entire week is packed with events raising awareness about domestic and sexual abuse. The awareness campaign, “Rebuilding Lives,” focusing attention on sexual and domestic abuse and the restoration of these lives by the intervention of Vista Maria. The following is the schedule of events:

Monday 4/2 - Vista Maria’s Abuse Awareness Week

- Post about it on your Facebook page, Twitter using the hashtag #RebuildingLivesUMD
- Go to Vista Maria's Facebook site and "Like" the page to support this cause.
<http://www.facebook.com/VistaMariaOrg>
- 11 a.m. -3 p.m. - Flash Mob on the Stage at the UC. Dress in black and meet the students of UM-D there!
- Easter egg hunt

Tuesday 4/3 - Identity Awareness

- Post about it on your Facebook page, Twitter using the hashtag #RebuildingLivesUMD
- Go to Vista Maria's Facebook site and "Like" the page to support this cause.
<http://www.facebook.com/VistaMariaOrg>
- 11 a.m. – 3 p.m. and 5 – 6 p.m. - Students will be walking around wearing a black and passing candy with a message about identity and abuse. Dress in black and meet us at the UC!

Wednesday 4/4 - Domestic Abuse Expo

- Post about it on your Facebook page, Twitter using the hashtag #RebuildingLivesUMD
- Go to Vista Maria's Facebook site and "Like" the page to support this cause.
<http://www.facebook.com/VistaMariaOrg>
- 11:30 am - 12:00 pm - WUMD broadcast an interview with Vista Maria's representative, Becky Hermann.
- 11:30 am- 1:30 pm - Domestic Abuse Expo - Mobile Museum at UC Room 1225.
- 12:00 pm - 1:00 pm – “Domestic Abuse.” Speaker: Becky Hermann from Vista Maria. Food will be served for those attending the speech.
- Twitting and Facebook

Thursday 4/5 - Sexual and Domestic Abuse -- Social Media Awareness day

- Post about it on your Facebook page, Twitter using the hashtag #RebuildingLivesUMD
- Go to Vista Maria's Facebook site and "Like" the page to support this cause.
<http://www.facebook.com/VistaMariaOrg>
- Go to the University of Michigan-Dearborn for Vista Maria and "Like" the page to post facts Sexual and Domestic Abuse: <https://www.facebook.com/UmDForVistaMaria>
- 6 - 8 pm - WUMD Broadcast about Vista Maria
- 9 – 10 pm – Public is invited to post on the Social Media sites

Friday 4/6 - Empowering Women

Evening Fundraising event at Black Finn Restaurant and Saloon in Royal Oak

- Post about it on your Facebook page, Twitter using the hashtag #RebuildingLivesUMD
- Go to Vista Maria's Facebook site and "Like" the page to support this cause.
<http://www.facebook.com/VistaMariaOrg>

All events are open to the public open to the public, invite everyone you know!

For more information about Vista Maria and Abuse Awareness Week at UM-D, please contact Beatriz Preece at bpreece@umd.umich.edu

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MEDIA CONTACT: Beatriz Preece at bpreece@umd.umich.edu

Blog Posts

“The Complex Traumas of Psychological Abuse”

Posted on my personal blog “Culture and Identity” at <http://cultureandidentity.blogspot.com/>

Radio PSA

Event: Monday 4/2 -Vista Maria’s abuse awareness week – Flash Mob

(15 seconds +/-)

This week, April 2nd through 6th, is Vista Maria’s Abuse Awareness Week.

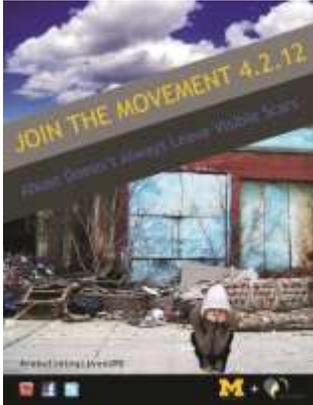
Today is Sexual Abuse Awareness day. This is a good time to remember this very important organization that cares for young abused women and helps them rebuild their lives. Vista Maria is helping make the difference in a young woman’s life.

You can help us make a difference this very important week. Join for an Easter Egg Hunt and attend the Flash Mob on the Stage at the UC from 11-3 today, post about it on Email, Facebook or Twitter, #RebuildingLivesUMD.

A message from WUMD and Vista Maria.

Appendix A: Pictures of Some of the Events that Happened During the Campaign

Teaser Poster Ad to Attract Students to the Events Planned for the Campaign



Sample of Facebook Profile Photos



Flash Mob

The flash mob was recorded and posted on YouTube at:

http://www.youtube.com/watch?v=mybxqJgXs_I&feature=youtu.be



Expo



Fundraiser



References:

1. Vista's Violence Against Girls. Online at: <http://www.vistamaria.org>
2. Vista Maria. Online at: <http://www.vistamaria.org>
3. The National Coalition Against Domestic Violence (NCADV). Online at: <http://www.ncadv.org/>
4. The National Coalition Against Domestic Violence (NCADV)-Fact Sheets. Online at: <http://www.ncadv.org/resources/FactSheets.php>
5. Vista Maria - Programs. Online at: <http://www.vistamaria.org>
6. Vista Maria. Online at: <http://www.vistamaria.org>
7. Ibid
8. Ibid
9. Ibid
10. Vista Maria 2010 Annual Report
11. Ibid
12. Vista Maria. Online at: <http://www.vistamaria.org>
13. Ibid