

Hello writers, my name is Logan Schroeder, and I am a current student at Wisconsin Lutheran College. I am working alongside Daniel Plocher on a public relations project for a college class. The two of us are currently running a public relations campaign for this organization – The Christ In Media Institute. When doing our background research on the organization, we noticed it had a special mission – to use the ever-expanding technological world in a positive way by using technology and media to spread the good news about Christ through the Gospel.

Since the beginning of this semester in February, we began to think of ways in which we can help The Christ In Media Institute through our public relations class while also strengthening our public relations skills and experience. We developed a plan and are now two months into it. We met with Dr. Tom Kuster over Skype to discuss ways in which we can help boost The Christ In Media Institute's online presence and engagement.

Our plan to do this was the idea of starting the #ShareTheSavior campaign, through which the Gospel would be spread through media but also to increase the number of followers of The Christ In Media Institute both on Twitter and Facebook. The idea is for students to post their favorite Bible passage on either Twitter or Facebook and then tag @cmiblc and include the #ShareTheSavior phrase at the end. All those who participated have been automatically entered to have a chance to win a \$25 gift card to Target.

To promote this campaign, we created a poster outlining the steps students can take to participate: 1) Follow The Christ In Media Institute on Facebook and/or Twitter, 2) Post your favorite verse, 3) Include #ShareTheSavior at the end, and 4) Tag @cmiblc at the end. We printed off these posters and had them distributed at Wisconsin Lutheran High School, Manitowoc Lutheran High School, and our school, Wisconsin Lutheran College.

Our goal through this campaign is to show the power of media and technology to high school and college aged students and that these blessings can be used to share God's Word and the spread the good news of our Savior.

Thank you for allowing us to work alongside your organization.

Logan Schroeder