



Public Relations Plan

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Client

The client is Dr. Chris Menton. Menton is a criminal justice professor and former program director at Roger Williams University School of Continuing Studies. Menton has a variety of published research articles and presentations on topics regarding criminal justice public safety, and law enforcement training. With a publication on police bicycle controls versus police car patrols, Menton has an interest in creating a bike-friendly community. He proposed a variety of accommodations such as a safe bike path through Bristol, RI, a possible bike share program, and adding bike racks to increase student cycling. Dr. Menton is very passionate about this topic and has dedicated his time on sabbatical to this, ultimately hoping to make Bristol, RI, including the Roger Williams University campus, a completely bike-friendly community.

Situation

Within Bristol, there are a limited number of safe and easily accessible cycling areas. Most roads do not have sidewalks or designated shoulders for cyclists, raising safety concerns for riders. Additionally, there are few secure bike racks, leaving cyclists without trustworthy locations to park their bicycle. These circumstances, therefore, carry over to the Roger Williams University campus. Sidewalks often are congested, making them difficult and unsafe for riding. With limited storage and riding locations, biking is not a common hobby. While college campuses are ideal environments for bicycling due to their high density and defined boundaries, there is still a lack of bike friendliness on the Roger Williams University campus.

Publics

The East Bay community is the main public. This includes but is not limited to residents in Barrington, Warren, and Bristol, those commuting to Bristol, and those who have businesses in Bristol. The East Bay is made up of coastal towns, filled with busy streets, small families, students and business owners.

Additionally, is the Roger Williams University campus community in Bristol, covering all students, staff, and faculty of the university. Both the Bristol and Roger Williams University have mixed feelings about bike friendliness, with people supporting different programs such as a bike path or bike share program and others not seeing the need. It is a mixed target public that is crucial to work with in making a bike-friendly community.

Primary Audiences

We have determined through research that our client's primary audience is the East Bay Community. The East Bay dwells 50,648 people. We will more narrowly target Bristol, the Roger Williams University campus, local businesses and organizations in the East Bay and those who simply enjoy biking (determined by surveys). By closely targeting those who are in close proximity to the East Bay Bike Path, we may see more utilization not only of the bike path, but of bikes in general. Also, by targeting the entire East Bay, we will be able to disperse information to a larger group and motivate public's who may not be aware of the path, to utilize it.

Secondary Audiences

The East Bay Rhode Island Media is made up of the Bristol Phoenix, Warren Times-Gazette and the Barrington Times. The Bristol Phoenix has about 7,500 readers, the Warren Times-Gazette has 3,200 readers and the Barrington Times has 5,800 readers. Total there are 16,500 readers. These readers are 57 percent women, 77 percent are ages 25-64, 65 percent have incomes at \$75k or higher and 50 percent are college graduates.

The digital media is made up of the Bristol-Warren Patch and the Barrington Patch. These are online newspapers that the community is able to comment and start discussions on by creating an account. The Patch will email subscribed members and it is updated daily. The Patch offers many different types of stories ranging from straight news, lifestyle, and events within the town.

Surveys

The PR teams conducted a survey to evaluate the opinions of bike riding within the target publics. There were 100 surveys conducted to gain insight into the opinions the community has. The surveys were given to males and females, students and staff at Roger Williams University, Bristol residents, and others. This information is significant because it gives an understanding of what interests the community has and what would potentially result in taking action.

Figure 1.1 gives an idea of incentives that the community would be interested in. There were 16 responses and the majority wanted discounts from local businesses. It is important that we take this information into consideration when targeting our audience, so we know what to offer to encourage them to ride their bikes. For the Roger Williams University campus, we will be offering Hawk dollars and bookstore discounts when people register their bike.

Interviews

Ocean State Communications interviewed twenty-five people within their target publics to get an understanding of opinions on bike riding and bike paths within the East Bay community. These people were chosen to be interviewed because they are the most likely to utilize any bike paths around the area. The nature of the questions ranged from biking habits, opinions on biking within the Bristol community and safety concerns while biking.

Figure 2.1 in the appendix depicts the community bike usage, an overwhelming 52 percent to not ride bikes. The reason behind most respondents not riding bikes was due to not owning a bike, choosing to take part in other activities such as walking, or they were not interested in the idea of riding a bike around the East Bay area. 24 percent responded that they occasionally ride their bikes. Reasons for occasional bike use included preferring to walk or not being interested in riding around the East Bay Area. Another 24 percent of respondents reported that their bike use was used to spend time with their children, for exercise purposes, leisure or exploration of the area.

Figure 2.2 depicts the usage of the East Bay bike path. Of the respondents, 44 percent said they would be definite utilizers of the East Bay bike path. The respondents stated they would use the path for exercise, because it is safe, spend time with their families, get outside, and it is a better alternative to other areas. They said they would use the path for exercise, safety from busy streets, family time and they would find it to be better conditions than what the Roger Williams University campus has to offer for biking.

Figure 2.3 depicts the community's bike path usage rates, meaning what bike paths they are riding on. Of all the interviewees, 16 percent said they ride on the East Bay bike path. Another

16 percent said other bike paths such as the Blackstone Valley Path and Curtis Corner. Four percent

responded with riding around downtown Bristol. The other 64 percent are currently not utilizing any bike paths in the East Bay area, they prefer local neighborhoods which they consider to be safe or do not ride at all.

Figure 2.4 depicts the community's cycling prohibitory factors. Of the respondents, 32 percent or 8 respondents reported that they do not bike because of unsafe conditions. These conditions include traffic patterns, lack of bike lanes, and narrow roads. Out of the 25 respondents, 4 people or 16 percent reported that they do not have enough time to go bike riding. The lack of time was due to school, work, and extracurricular activities. The next prohibiting factor was lack of places to ride, 28 percent or seven respondents gave this answer. The lack of areas is caused by respondents not finding Metacom Ave and downtown Bristol favorable. Some respondents do not have bikes, and this is what prohibits them from riding, five respondents or 20 percent reported not owning a bike to ride. Finally, one respondent or four percent responded that they fear some type of judgment from riding a bike.

Focus Groups

The PR team conducted three focus groups to start a conversation about people's views on bike riding within the community as well as the bike path. The first focus group consisted of students from the Roger Williams University ages ranging from 19 to 22 years old. The focus group was held in the Mary Teft White Center in the library. Many respondents thought that cycling was better for the environment, which lead to a conversation about European lifestyle. Europeans tend to ride their bike as their primary way of transportation. The primary reason that students would willingly ride their bike to school is the lack of parking spaces for their vehicles, which makes it inconvenient for them. Students who lived in Portsmouth thought that riding their bike was too unsafe especially over the bridge. There was one respondent who said she enjoys running on the East Bay bike path, however there was one respondent who did not know that it existed.

Focus group two, which was also held in the library, consisted of students and faculty ranging from 19 to 39 years old. The group was led by a question of what bike friendliness meant to them. One respondent thought Bristol was not bike-friendly, but the bike path makes it somewhat friendlier. Several respondents thought Bristol was not bike-friendly because of the Mt. Hope bridge, which is unsafe for cyclists and runners in general. Out of the seven respondents, only one did not know of the bike path. This focus group showed us how the students and faculty do not feel as though the campus is bike-friendly, but the bike path is.

The third focus group was held in the Bristol at the Bristol Bagel which consisted of students and community members ranging from 21 to 53 years old. When asked about the bike friendliness of the community, much of the concern was about sharing the road. The respondents agreed that

Thames Street, many places downtown, and Colt State Park are the most bike-friendly. However, Metacom is not bike-friendly since there is no sidewalk and only two lanes.

Overall, the focus groups gave specific opinions about the bike friendliness within the community. Faculty wishes to have a safer route to campus with bike lanes and safe routes. Whereas the students feel as though the campus is too small to ride to and from class. However, many respondents enjoyed the fact that Bristol has a bike path. From this research, we got a better understanding of the community and their opinions which will make our plan easier to target specific audiences.

Program Goal

The goal of the PR plan is to help Professor Menton improve the public awareness and ultimately increase bike use within the East Bay community. This campaign will be accomplished through gaining media support to help reach the target publics of East Bay, Rhode Island. The PR plan will be designed to increase awareness of the East Bay bike path, as well as motivate the publics to utilize the path. This will be done by the creation and implementation of a variety of objectives, strategies, and tactics, all designed to help reach this goal.

This would be a first step in gaining support to reach the ultimate goal of widening the bike path. Widening the bike path would become something that community members vote on and they would need to support the riding of bikes first. This plan is a way of gaining people's support of expanding the bike path for safer use within the community.

Informational

To increase awareness of the East Bay bike path by 25% of East Bay residents by June 1, 2018

Strategy

Collateral Materials

Tactics

Social Media Posts, Press Releases, and Informational Posters

Evaluation Category

Media Analysis

Explanation

The first objective we aim to fulfill is to increase awareness. Before we can begin to build the public's image of the East Bay bike path, or, achieve any behavioral objectives regarding biking, the public must first obtain information about biking opportunities while living in Bristol. We aim to increase the awareness of the East Bay bike path of 25% of our target publics because it meets our output objective of 15,000 impressions. We aim to fulfill this objective by June 1st, the beginning of the summer, so our target publics will be informed of the path in time for proper biking weather and the repaving of the path. The East Bay bike path runs within Bristol and Providence counties. Running 14.3 miles long, the path endpoints can be found at Thames St. and Oliver St. in Bristol, as well as Tockwotten St. and India St. in Providence. Furthermore, this campaign aims to increase awareness of the East Bay Bike Path and the ways in which biking and the East Bay bike path benefits our publics.

In order to achieve this objective, we will be providing our target publics with collateral materials. Based on our informational objective, By providing content on social media, press releases and informational posters, our client will be able to promote the movements regarding bicycling he is passionate about, but also lead to more community-based visibility.

Attitudinal

To increase positive attitudes about the East Bay Bike Path in 1,000 East Bay residents by July 1, 2018.

Strategy

Media Outreach

Tactics

Pitching News stories, NPR Interview, Photo Campaign

Evaluation Category

Measurement of Audience Opinion -method: surveys

Explanation

For the attitudinal objective, to increase positive attitude about bike paths. We chose to target 1,000 East Bay Residents because out of the 15,000 people who may see our informational materials, only some will care to have an opinion. The date to complete this objective was chosen based on the fact that biking on the path is considered a summer activity. We want attitudes to change before summer is over to get more people out riding for the summer holidays.

There are many benefits to riding on these paths, specifically health. Specifically, from our research, we found that people like to ride their bikes to spend time with their families or exercise. For our strategy, we see media outreach to be the best way to achieve this objective. The plan includes pitching the media feel-good stories about people in the community and the benefits they have gotten from riding their bikes. The media we would like to pitch is The Patch, The Bristol Phoenix, The Warren Times-Gazette and the Barrington Times. Another tactic is to set up an interview with Christopher Menton on NPR. Here he could talk about his own biking experiences. Finally, we are creating a biking photo campaign on the Roger Williams University campus, entitled “#WhyIRide”. This will show students why others ride their bikes and encourage other students to see the positives of riding their bikes.

To evaluate our tactics, we believe surveying people over email for students and in person out in the community with on their attitudes towards bikes is the best way to measure their attitudes. In our research we were able to gather a baseline of people’s attitudes, so we would be able to conduct surveys to see if the community’s feelings have changed.

Behavioral

To get 500 East Bay residents to ride their bikes by September 3, 2018.

Strategy

Community Involvement

Tactics

Bike Club, Bike Registration, Seasonal Bike Decorating Contest

Evaluation Category

Measurement of Audience Action

Explanation

It is important that we get our target audience to take action and participate so we can achieve our goal. We ultimately want to increase community involvement within the East Bay by encouraging residents to participate in riding bikes. We want 500 East Bay residents to be proactive because although 1,000 residents may have positive attitudes about the bike path, this does not mean they will act upon it. The more involvement there is, the more likely others will participate. We want people to ride bikes by September 3rd since it is the end of summer, considering that biking is an outdoor activity that is more often done during the summer months. If we can establish groups and offer incentives, residents will be more likely to participate.

Bike clubs will give the East Bay residents a perfect opportunity to get involved with other community members to share a bike riding experience. This non-exclusive club allows anyone to ride their bike within this group.

More specifically to the Roger Williams University campus, we will offer bike registrations to encourage students to ride bikes. Not only will students be able to register their bikes, but there will be incentives such as Hawk dollars and bookstore discounts to get students and staff interested to ride their bikes.

A bike decorating contest will be effective for this campaign because it will encourage residents within the East Bay to not only be involved within the community, but also participate in riding their bikes. The contest will be held on July 4th in Bristol, RI during their annual Fourth of July parade. This would be more geared toward families who attend the parade

The most effective way to measure the success of our objective is measurement of audience action. We will be able to count the number members within the bike club, number of registrations, and participants in the bike parade. This is very important when it comes to our goal because we want residents to increase bike use

Output Objective

Create 15,000 impressions through placements in 5 local print that mention biking benefits and the East Bay bike path by July 1, 2018.

Strategy

Newsworthy Content

Tactics

Feature stories, pitch letter, press releases, media list

Evaluation Category

Measurement of Production

Explanation

Media presence plays a major role in reaching the described target public of East Bay residents. It is extremely difficult to inform and persuade the public without the use of media. It is one of the most appropriate and efficient ways to reach the target public, making it a secondary target public. The objective of using the media as a secondary target public is to ultimately gain as many impressions as possible. By receiving 15,000 impressions, approximately 30% of the East Bay will be reached, which aligns with the informational objective of informing 25% of East Bay residents about the East Bay Bike Path. This will ensure that the target public is receiving the messages that are being disseminated via the secondary target public.

To reach the given amount of impressions, placements in a variety of media must be used. As stated in the objective, the use of five local print media will be effective to reach all areas of the East Bay to ensure maximum message exposure. This variety of media will include: Bristol Phoenix, Warren Times-Gazette, Barrington Times, Bristol-Warren Patch, and Barrington Patch. These media cover each area of the East Bay. To build a media presence, coverage in these local media is crucial. This will be gained by a variety of tactics that will ensure local media coverage.

Feature stories provide a large amount of coverage. By utilizing a feature story in all of the three local East Bay newspapers, information can be disseminated about the East Bay Bike Path to all subscribers of the publication. Additionally, pitch letters can be sent out to all local media outlets, pitching stories about the East Bay Bike Path. These pitches will be aimed differently to fit each publication, each including newsworthy information about the path that will garner media coverage and create impressions. Lastly, press releases will be distributed to inform media about the repaving and improvements being done to the bike path, again demanding media coverage to build a presence and reach the target public. With the use of all of these tactics, it

will be important that a media list be created to provide easy access to contact information for these publications. This will provide seamless transmission of materials to media contacts.

The best way to evaluate the success of the objective is to use measurement of production. The number of press releases, pitch letters, and feature stories will be collected to determine if an effective number was utilized. Additionally, impressions can be found from subscribership of each of the publications, to see how many East Bay residents the information reached.

Informational Objective

Collateral Materials:

Social Media (Figure 3.1)

Our client should aim to reach out to popular local Facebook and Instagram pages such as *Visit Rhode Island*, *East Bay Chambers of Commerce*, and *Town of Bristol, RI*. By providing posts and information to these sources regarding The East Bay Bike Path and East Bay Bike Club, information will be circulated throughout a variety of Facebook users by potential partnering organizations and groups.

Additionally, we have determined the importance of making a page to popularize the East Bay Bike Club, a tactic for our behavioral objective. Administering the page will be our client, Chris Menton. By frequently updating the page, followers will become aware of biking information, events, and opportunities available not only in Bristol but, all across the East Bay. Reference appendix Figure 3.1 to see the East Bay Bike Club on various social media platforms.

Hashtags, implemented on Twitter and Instagram, are a way to categorize keywords. When clicking on a hashtag, social media users are able to track discussion topics. Implementing the hashtag #WhyIRide on Instagram and Twitter will inform those who ride on the benefits of biking and why they should bike.

Press Release (Figure 3.2)

In order for the press to recognize the East Bay bike path, we must pitch our actions and organization the correct way. Therefore, various release templates are provided to show how we will, in order to achieve our goal. These would be distributed to journalists that are more likely to write articles pertaining to the bike path, which we have recognized as The Bristol Phoenix, The Warren Times and The Barrington Times. As well as, the Bristol-Warren Patch and Barrington Patch. Important topics such as the repaving of the East Bay bike path and a newly implements bike decorating contest during the Bristol Fourth of July parade. Refer to attached files for sample press releases.

Informational Flyers (Figure 3.3)

The distribution of flyers around the East Bay is essential in the circulation of information. By creating relationships with local organizations throughout the East Bay community, we would be able to inform community members about the East Bay Bike Path, the Fourth of July bike decorating contest, and the East Bay Bike Club. These flyers all include ways to get more information, dates and times. A copy of each flyer created is listed as Figure 3.3 and on the included flash drive as PDFs.

Attitudinal Objective

Media Outreach:

Pitching News Stories (Figure 4.1)

Our first tactic for our attitudinal objective would be pitching news stories to multiple newspapers. The print and online news outlets who will be pitched are listed below:

- The Bristol Phoenix
- Warren Times-Gazette
- Barrington Times
- The Bristol-Warren Patch
- The Barrington Patch

We feel that these outlets are useful to reaching our target publics because we are targeting the East Bay community. These are the local papers of where these residents are able to get their news and local stories from. The Bristol Phoenix has 7,500 readers. The Warren Times-Gazette has 3,200 readers. The Barrington Times has 5,800 readers. This would total for a possible 16,500 readers. The Bristol and Barrington-Warren Patches are ways for community members to keep up with news and events, learn more about local businesses and the people behind them and participate in discussions. The idea of participating in discussions will get people talking about biking and the bike path, including the benefits they will receive. This will help to encourage positive feelings about both biking and the East Bay bike path.

The stories would be angled and pitched as soft, feel-good stories for a lifestyle section of the paper. This would be used to make biking seem more relatable. Through our research, we found that people enjoy riding their bikes with family and for exercise. We would relate stories to those feelings that community members have about riding with their families and what benefits they have gotten from riding their bikes. Another feel-good story we could write about is the fixing and repaving of the East Bay bike path. This story could be angled as fixing up a local community.

The news stories, if published, would get the idea of the East Bay bike path in the reader's mind as a nice addition to the East Bay and create positive feelings towards the bike path and the usage of the path. Examples of sample pitch letters are included in the appendix as Figure 4.1 and available on the flash drives as PDFs.

NPR Interview (Figure 4.2, Figure 4.2.1)

Our second tactic for achieving the attitudinal goal of creating more positive feelings about biking and use of the East Bay bike path would be an NPR interview. This would be done by an interview with Christopher Menton. He would be able to talk about the benefits he has found from biking and why he enjoys biking, as well as promote the opportunities that come along with the new East Bay Bike Club out of Bristol. This would help to provide exposure about both the idea of biking around the community and about the use of the bike path. In order to obtain air time, an email should be composed to news@ripr.org obtaining a compelling press release included in the body of the email. A news “peg” for why a news organization should cover your client *right now*. For example, RWU Bike Registration, or the Fourth of July Bike Decorating Contest. As well as to consider the following questions in the request for coverage: Is your client doing something special to acknowledge these events? Has your client made improvements for the bikeability of East Bay communities? Has your client been recognized as a bike-friendly business (or campus) by the League of American Bicyclists? Email can be found in the appendix as Figure 4.2 available on the flash drive as PDFs.

Photo Campaign (Figure 4.3, Figure 4.3.1)

Our third tactic to achieve the attitudinal objective would be a Roger Williams University - Bristol campus-wide photo campaign. The photo campaign would be used on campus as posters hung around campus featuring normal students who ride bikes. We found through our research that bike riding is not a regular activity on campus for residential students. This would be good for showing other students why people ride. This photo campaign can also cross over to our social media tactics with the hashtag “WhyIRide”. People ride their bikes for many reasons. This photo campaign would help to normalize the idea of biking around the Roger Williams Bristol campus. Through the normalization of bike use, this would hopefully get more kids to bring their bikes down for the fall and spring semesters and encourage them to use the East Bay bike path.

These are real students who will share their real thoughts on why they bike and what makes it so great. By hanging posters in popular spots around campus such as the academic buildings, residence halls, and commons, students would begin to develop positive or more neutral feelings about biking around campus and using the East Bay bike path. An example of a flyer for the photo campaign is included below in the appendix as Figure 4.3 and on the flash drive included.

Behavioral Objective

Community Involvement:

Bike Club (Local) (Figure 5.1)

We will create an East Bay Bike Club based out of Bristol, RI considering that is where the East Bay bike path is located. The club will be available for anyone in Bristol, Warren, and Barrington. The club will be established through the Bristol Community Center in Sports and Programs. We will pitch the idea of the community center to create the club so we can promote our club on the Bristol Community Center website. The bike club will meet every Saturday morning to ride on the bike path. We will send out notifications to members of the club as reminders.

Bike Registration (Figure 5.2)

In order to get more students and faculty on the Roger Williams University campus to ride their bikes, we are going to encourage students and faculty to register their bikes. Students and faculty will be able to register outside of the Global Heritage Hall for the first two weeks of each semester. Anyone who is registering will need to bring their bike as well as provide their ID to ensure that they are not registering multiple time to receive the incentives. When students or faculty register their bikes, they will be given a free bike parking band as shown in figure 5.2 to put on the handlebars of their bike to signify that their bike is registered through the school. Once registered, they will also be offered incentives such as Hawk dollars and discounts at the school store. We are aiming to encourage students and faculty to register their bikes, so we can normalize biking on campus. During our interviews, one respondent said she does not ride her bike because she does not want to be judged. If we can normalize bike riding on campus, we can eliminate the fear of drawing negative attention to themselves.

Seasonal Bike Decorating Contest (Figure 5.3)

Since Bristol, RI is known for the oldest Fourth of July celebration we are going to encourage the residents of East Bay to decorate and ride their bikes to the parade. If we can start this tradition, it will bring the community together and even encourage more people to attend the parade. The parade begins at 10:30 AM and we will encourage people to arrive at 9:30 AM to judge and vote on their favorite decorated bike. All participants will receive a mini American flag to thank them for their participation. We hope to make this a tradition with the Fourth of July celebration to encourage the East Bay residents to attend yearly. We will spread awareness about the contest on “Bristol 4th of July” Facebook page. Figure 5.3 shows a sample draft of a Facebook post encouraging people to decorate their bikes for the Fourth of July.

Output Objective

Newsworthy Content:

Feature Story (Figure 4.1)

Feature stories will be used to gain media coverage and build a media presence for the East Bay Bike Path. These stories will be placed in a variety of local media outlets to help obtain the necessary amount of impressions as well as reach the target public of East Bay Residents.

Feature stories will be placed in three local print media outlets: The Bristol Phoenix, The Warren Times-Gazette, and The Barrington Times. These media will be appropriate because they are distributed and read by the target public, which is what is necessary for a secondary target public. The combination of these three newspapers have 16,500 subscribers, reaching 7,700 homes in the East Bay area. This will allow for the use of media to reach approximately 30% of the East Bay through impressions of these feature stories. Each feature will also be targeted differently to better fit the audience that will be reading each publication. These feature stories will be placed by using pitch letters to obtain media coverage.

Pitch Letters (Figure 4.1)

As discussed above, pitch letters must be utilized in order to receive media coverage and place a feature story in any of the mentioned publications. Pitches will be specialized to the publication focusing on pitching soft and feel good stories to lifestyle sections of these media. This would be used as a basis for people to be inclined to utilize the East Bay Bike Path. Pitches will also be angled towards both individuals and families with a focus on exercise, as that was indicated as a reason for riding in previously conducted research. Stories may also be pitched about the repaving of the path, angled as improvements to make the community a better place. With the use of pitch letters, feature stories will be able to be placed, therefore creating media impressions to reach the target public.

Press Releases (Figure 3.2)

As previously mentioned for other objectives, press releases will be used to inform the media and potentially gain media coverage. They will be distributed to all identified local media sources to garner media interest. Releases, which may be viewed in the appendix, will be written about the repaving of the East Bay Bike Path and the bike decorating contest that will take place during Bristol's Fourth of July celebration. With this information, media can request further information and then cover these topics, assisting with creating impressions and reaching East Bay residents through the use of local media.

Media List (Figure 6.1)

When working to receive placements in the media, a media list will be necessary. A media list will include all of the media outlets that information will be sent to as well as contact information for these media. It will include email addresses, phone numbers, addresses, as well as a person of contact and what the best way is to contact the specific media. Attached in the appendix is the media list that is necessary for this objective to be completed. When materials are being distributed to the media, this list will always be used.

Timeline

This project will begin the end of May through mid-September which includes the start of the plan through the evaluation period. This timeline allows for the plan to begin in the early summer months and continue until the end of the summer season when bike riding and the use of the East Bay Bike Path is at its peak. Below is the suggested timeline, broken down by month, for the implication of this project.

May

Begin reaching out to media to pitch stories and get coverage so we can inform the residents of the East Bay about the East Bay Bike Path. We will use collateral material as stated above such as social media, press releases, and informational posters. The social media accounts will promote bike clubs and the East Bay Bike Path. The posters will also provide the East Bay information about clubs, East Bay Bike Path, and upcoming events.

June

Start reaching out to local media to pitch news stories, complete an NPR interview, and start a photo campaign with the hashtag “#WhyIRide” on the Roger Williams University campus. News stories will be pitched to The Bristol Phoenix, Warren Times-Gazette, Barrington Times, The Bristol Patch, and The Barrington- Warren Patch. Chris Menton will conduct an NPR interview discussing his bike riding experiences and why he is so passionate about cycling. We will also start a photo campaign encouraging students to use the hashtag “#WhyIRide” on Twitter and Instagram to show their experiences. We will hang flyers around campus to spread the word about the hashtag. We will also begin promoting our Fourth of July bike decorating contest.

July

We will hold the Bristol Fourth of July bike decorating contest at 9:30 AM, an hour before the parade begins. We will hand out participatory American flags, in which we can measure how many people participated.

August

Continue updating social media accounts and pitching news stories to media outlets.

September

Evaluate the effectiveness of our campaign. If the goal was met, objectives were reached, or any changes that could have been made to improve our plan.

Media Analysis

To examine the effectiveness of the previously identified information objective, media analysis must be implemented. The objective is set to increase awareness of the East Bay bike path by 25% of East Bay residents by June 1, 2018. In order to fulfill this objective, information will be disseminated to our publics through stories and updates on various social media platforms, press releases sent to local print media, and the distributions of information flyers to local businesses. Content analysis will be used to study our broad range of ‘texts’ from transcripts of interviews and discussions to advertising content of newspapers and magazines, as well as measure the amount of media dispersed through the East Bay.

Measurement of Audience Opinion

To measure the attitude of our publics, we must measure their opinions. We will be measuring their opinions through the use of surveys. People can complete surveys at major events such as the Fourth of July parade. The timing would be right after the resurfacing of the East Bay Bike Path. This survey would help us to understand how people feel about biking in the East Bay area and if we completed our objective by the date of July 1st, 2018. We can compare our results to other surveys that can be administered out in the communities that make up the East Bay before the start of the plan.

Measurement of Audience Action

In order to measure the behavior of the audience, we must use measurement of audience action. This ultimately determines if the audience accomplished our objectives. Since we want people to join a bike club, register their bikes, and participate in the bike decorating contest we can simply count the number of registrations and participants. By September 3, we want at least 500 people to accomplish our goal of biking in the East Bay.

Measurement of Production

To examine the effectiveness of the previously identified output objective, measurement of production must be used. This objective is set to receive 15,000 impressions in local print media sources. This objective is then going to be completed by using pitch letters, press releases, and feature stories to gain media coverage to receive the impressions. To evaluate this, by means of measurement of production, the number of these materials that were produced and distributed can simply be counted. It is important to count how many materials were created as well as how many times they were distributed to each media source. This can then help to determine if the set amount of impressions was reached based on the readership of each of the media sources. This method of evaluation can also be used to see if there were placements in all five local media sources and if this was accomplished before the date in the objective.

Budget

The budget below includes all costs of this project. All potential costs are mapped out below to allow for accurate planning and budgeting to complete all necessary tactics.

Wristbands

Wristbands will be distributed to all students on campus who bring their bike to the bike registration. These will serve as bike identification. A package of 500 wristbands will cost \$48.95.

\$48.95

American Flags

Small American flags are going to be distributed to every contestant who decorates their bike and enters the contest at the Bristol Fourth of July Celebration. An order of 144 American flags will cost \$4.49.

\$4.49

Posters

Informational and promotional posters will need to be printed to be distributed throughout the East Bay. Posters for the East Bay Bike Path, East Bay Bike Club, and the Bike Decorating Contest will be printed in a quantity of 100 per each poster. Each set of 100 posters will cost \$51 from canva.com. Additionally, posters for the photo campaign will also be printed in a quantity of 50, costing \$35.

\$188

Total: \$241.11

Figure 1.1

What incentives would interest you to increase your use of a bike in Bristol?

16 responses

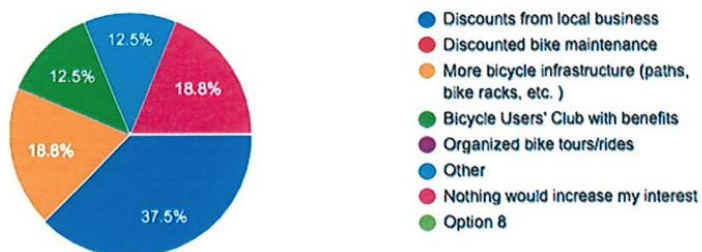


Figure 1.2

If you answered yes, where do you ride?

6 responses

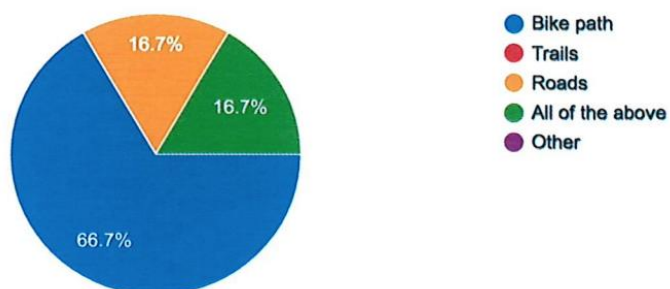


Figure 2.1

Community Bike Usage

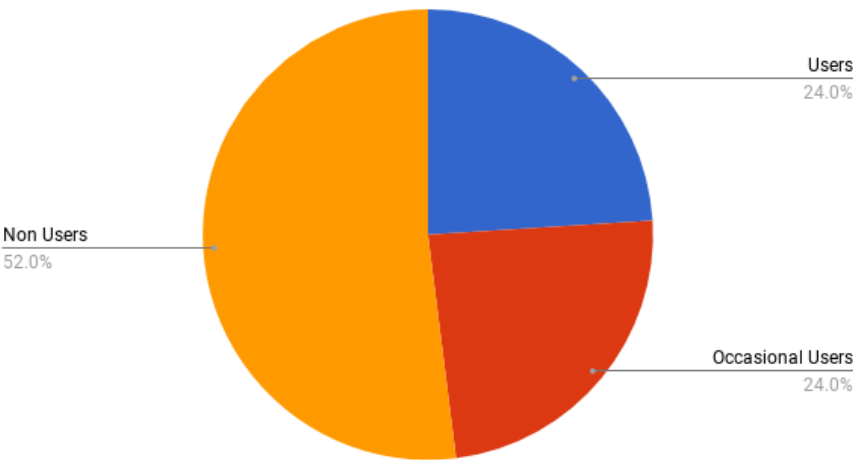


Figure 2.2

Bike Path Usage Rates

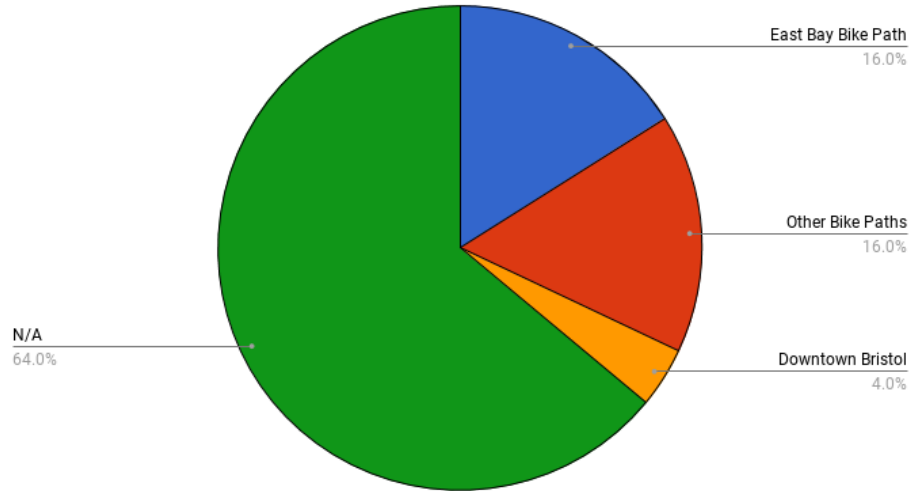


Figure 2.3

East Bay Bike Path Use

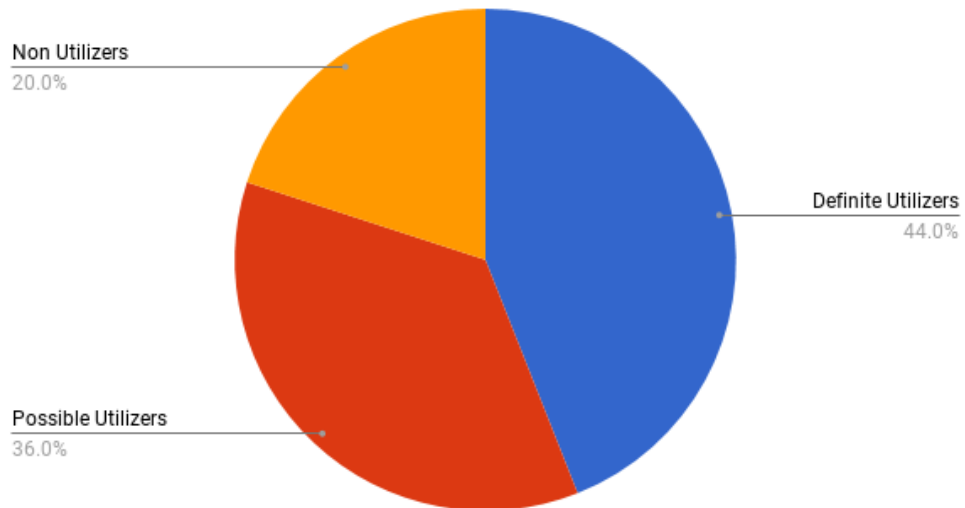


Figure 2.4

Cycling Prohibitory Factors

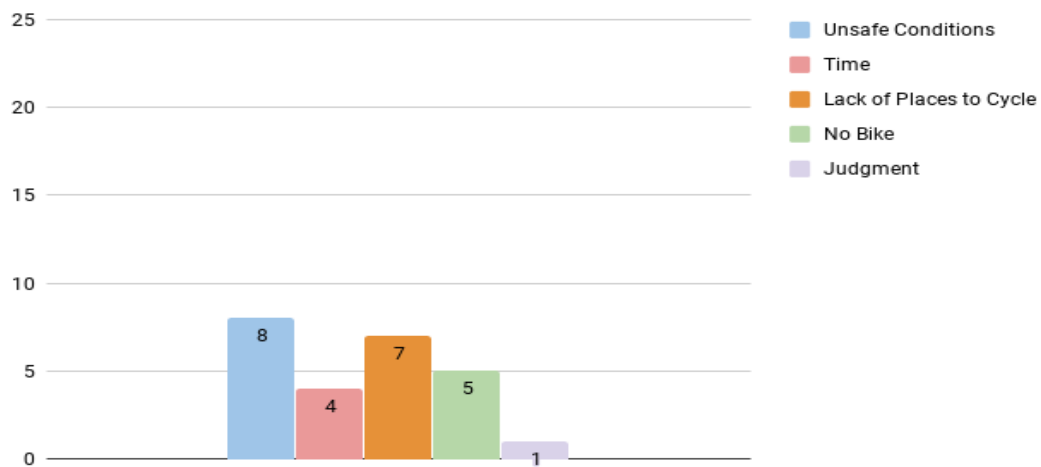
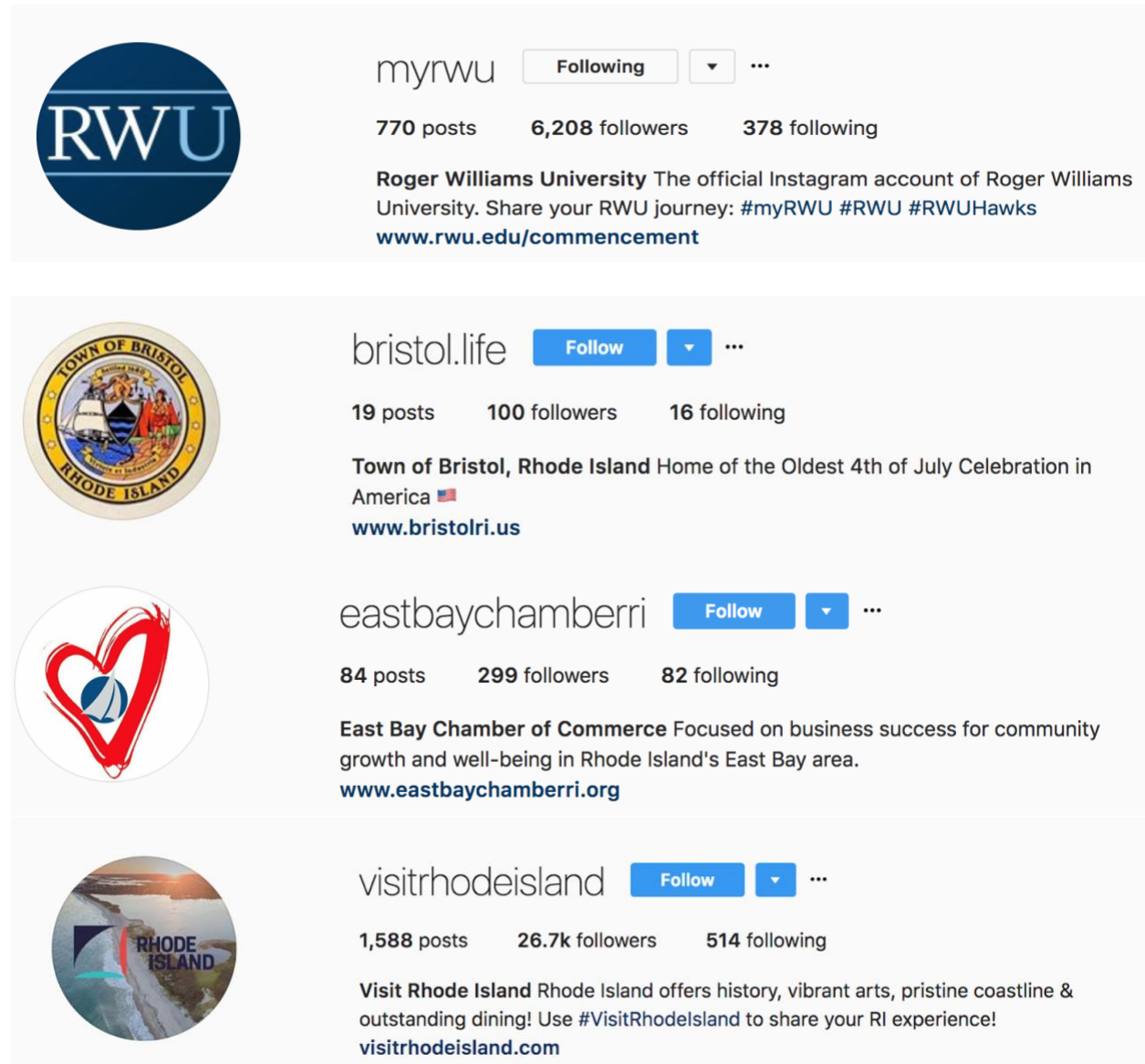


Figure 3.1

**Social Media Platforms for Partnering (Informational Objective):
Instagram Accounts --**



Facebook Groups to Partner with:



Roger Williams University 
@myrwu

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- Events
- Reviews
- Twitter
- Flickr
- Videos
- Instagram - myrwu
- Plan A Visit
- Posts
- Notes
- Community

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 Write something on this Page...

Photos




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College & University in Bristol, Rhode Island
4.6 ★★★★★

Community [See All](#)

 Invite your friends to like this Page

 83,903 people like this

 82,859 people follow this

 Alec Radocchia and 72 other friends like this or have checked in

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1 Old Ferry Rd
Bristol, Rhode Island 02809

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 www.rwu.edu



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@Bristol.Life

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 Write something on this Page...

Posts



Town of Bristol, Rhode Island · 20 hrs · 

Congratulations to Mt. Hope High School which ranked in U.S. News' 2018 Best High Schools! #BristolLife



Making the grade: Several local high schools ranked nationally

Of the more than 20,500 high schools across the U.S., approximately 5,950 made the...

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  34

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Photos



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Reviews

4.5 ★★★★★ 101 Reviews

 Tell people what you think ★★★★★

Tourist Information Center in Providence, Rhode Island

4.5 ★★★★★

Community See All

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- 40,407 people like this
- 39,853 people follow this
- Lauren Stevens likes this or has checked in

About See All



315 Iron Horse Way
Providence, Rhode Island 02908

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(401) 278-9100

Send Message

www.visitrhodeisland.com

Tourist Information Center · Travel Company · State

FOR IMMEDIATE RELEASE

Contact: Ashleigh Triber
PR Consultant
401-123-4567

East Bay Bike Path Fourth of July Bicycle Decorating Contest
Free Event for All

Bristol, Rhode Island- May 31st, 2018- The town of Bristol is proud to announce a bicycle decorating contest for the Fourth of July.

Judging will be held at Mt. Hope High School at 9:30 am on July 4th, 2018. Bikes must be rideable, and winners and runners-up from each age class will ride in the parade to show off their creations. This contest is free for all ages to enter, but riders must be able to ride their decorated bike safely, and all riders under 18 must have a waiver signed if they are chosen to ride in the parade.

This event will bring a new sense of community to the Fourth of July celebration in Bristol, Rhode Island. Starting this new tradition of a bike decorating contest will only add to the traditions of the Fourth of July celebrations that already partake in the town of Bristol.

The Bristol Fourth of July Parade is also known to be the oldest Independence Day celebration in America. Dating back to its first march in 1785, this historic parade route now is where more than 50,000 fans come to view the floats, bands and those in uniform every year. For more information on the Bristol Fourth of July Celebration, please visit <https://fourthofjulybristolri.com/parade/>.

For more information about the contest, including contest rules, please contact Ashleigh Triber at atriber637@g.rwu.edu.

Completing its construction in 1992, the East Bay Bike Path is the first multi-town bike path built in the state of Rhode Island. The path follows the former Providence-Bristol Railroad, and travels 14.5 miles from India Point Park in Providence, to Independence Park, in Bristol. This path is popular with commuting cyclists to Providence and connects many popular parks and schools along the way. To learn more about the East Bay Bike Path, please visit <http://www.dot.ri.gov/community/bikeri/eastbay.php>

###

FOR IMMEDIATE RELEASE

Contact: Ashleigh Triber
PR Consultant
401-123-4567

East Bay Bike Path Resurfacing Event

All Welcome to Enjoy

Bristol, Rhode Island- June 7, 2018- With the Rhode Island Department of Transportation (RIDOT) announcing the resurfacing of a 12-mile portion of the East Bay Bike Path.

Completion of the resurfacing is set for the end of June, depending on the weather patterns during the resurfacing. The path offers families a way to spend time together, a chance to explore and exercise. The path sees about 900,000 visitors a year. This resurfacing is a way to eliminate cracks that pose as safety hazards. Along with resurfacing, crews will be cleaning up vegetation that may also pose a hazard. During the resurfacing the path will not be closed, however, bike riders should be prepared for brief daytime area closures.

It is encouraged that East Bay residents and others come out to ride on the newly resurfaced path. At the Independence Park end of the path, there will be places for people to sign up for the towns new bike club. This event will be a day in the park to spend with friends and family and celebrate the beautiful East Bay Bike Path, a staple attraction in Bristol, Rhode Island and the rest of the East Bay Community.

Completing its construction in 1992, the East Bay Bike Path is the first multi-town bike path built in the state of Rhode Island. The path follows the former Providence-Bristol Railroad, and travels 14.5 miles from India Point Park in Providence, to Independence Park, in Bristol. This path is popular with commuting cyclists to Providence and connects many popular parks and schools along the way. To learn more about the East Bay Bike Path, please visit <http://www.dot.ri.gov/community/bikeri/eastbay.php>

###

Figure 3.3



**EAST BAY
BIKE
CLUB**

**COLT STATE PARK
ROUTE 114**

**SATURDAY MORNINGS
RIDES START AT 9 AM**

**SPONSORED BY:
BRISTOL COMMUNITY CENTER**

for more information: 401-253-7000



**DISCOVER
EAST BAY**

**BIKE
PATH
14.5
MILES**

RIDE ON THE EAST BAY BIKE PATH

Enjoy the beauty of this stunning 14.5
mile stretch of bike path

<http://www.dot.ri.gov/community/bikeri/eastbay.php>

Figure 4.1

Mr. Scott Pickering
Managing Editor
The Bristol Phoenix
1 Bradford Street, Bristol, RI 02809

May 22, 2018

Dear Mr. Pickering,

This June, the East Bay Bike Path will be getting a remodel. Currently, the path is needing to be fixed up and the Rhode Island Department of Transportation is coming to fix up a local community treasure.

The bike path is a way for people to exercise and spend time with their families. The resurfacing is set to remove cracks that may pose as a safety hazard, making the path safer for the approximate 900,000 people who use the path annually, as it is one of the state's most popular bike paths. The resurfacing will repair about 12 miles of the 14.5-mile long path stretching from Bristol, RI to East Providence, R.I.

The path is set to be finished by late June, perfect timing for the Fourth of July when festivities in Bristol, RI start to pick up. During the resurfacing the path will not be closed, however, bike riders should be prepared for brief daytime area closures. The path is a staple to Colt State Park and offers activities to do in Bristol, RI.

If you have any questions, please call me at (774) 280-4700 or email me at atriber637@g.rwu.edu
I look forward to hearing from you.

Sincerely,
Ashleigh Triber
PR Consultant
Ocean State Communications



Mr. Scott Pickering
Managing Editor
The Warren Times-Gazette
1 Bradford Street, Bristol, RI 02809

May 22, 2018

Dear Mr. Pickering,

When the Fourth of July comes around, the people of East Bay come to Bristol to watch the historic Fourth of July celebration parade, the longest running Fourth of July parade in the United States.

In efforts to bring the community together, there will be a community bike decorating contest. This event encourages the residents of East Bay to decorate and ride their bikes to the parade. If this tradition is started, not only will it increase bike use in the beautiful East Bay community, but also encourage more people to attend the parade.

The Parade begins at 10:30 am and we will encourage those who choose to participate in arriving at 9:30 am to judge and vote on their favorite decorated bikes. All participants will be rewarded for their participation with a mini American Flag to thank them for their participation. We hope to make this a running tradition with the Fourth of July celebration to encourage residents to attend yearly and ride their bikes more often in the beautiful East Bay communities.

If you have any questions, please call me at (774) 280-4700 or email me at atriber637@g.rwu.edu. I look forward to hearing from you.

Sincerely,
Ashleigh Triber
PR Consultant
Ocean State Communications



Mr. Scott Pickering
Managing Editor
The Barrington Times
1 Bradford Street, Bristol, RI 02809

May 22, 2018

Dear Mr. Pickering,

The Bristol Community Center will be creating an East Bay Bike Club. This club will be open to all East Bay community members. The club will be based out of Bristol, RI, with consideration of Colt State Park and the East Bay bike path that runs from Independence Park in Bristol, RI all the way to Riverside Square in East Providence.

This bike club will offer the community a healthy way for the people to come together. The bike path will help to encourage people to use what is available to them, the East Bay Bike Path. Club members would not be expected to ride the full 14.5 miles but are encouraged to ride till they cannot ride anymore.

The bike club will start at Colt State Park, for parking purposes and will meet on Saturday mornings. When more specific date and time information becomes available, I will contact you. If you have any questions, please call me at (774) 280-4700 or email me at atriber637@g.rwu.edu. I look forward to hearing from you.

Sincerely,
Ashleigh Triber
PR Consultant
Ocean State Communications

Figure 4.2

To: news@ripr.org ▾

Cc: Ocean State Communications

Subject: Request for Coverage

From: Samantha Thomas – sthomas896@g.rwu.edu

Hello RI NPR,

We are Ocean State Communications, a local communications group assisting our client, Christopher Menton, in the creation of a PR plan that improves the public awareness and ultimately increase bike use within the East Bay community. This campaign will be accomplished through gaining media support to help reach the target publics of East Bay, Rhode Island. The PR plan will be designed to increase awareness of the East Bay bike path, as well as motivate the publics to utilize the path. This will be done by the creation and implementation of a variety of objectives, strategies, and tactics, all designed to help reach the ultimate goal.

One of the specific tactics we hope to implement is coverage on RI-NPR. Because of the local coverage NPR gets, a feature would notably aid us in receiving the regional broadcasting we hoped for. Below is a press release containing information we want publicized if we land NPR coverage.

Thank you for your time and hope to hear from you soon!

Sincerely,
Ocean State Communications

NPR Press Release: Repaving of The East Bay Bike Path and Additional East Bay Biking Opportunities

East Bay, RI – Projected to be completed in late June, the RIDOT has agreed to repave The East Bay Bike Path, a popular bike path running from Providence to Bristol, that is utilized by 900,000 people annually.

Don't worry bikers, the path will not be closed. Work will take place during brief daytime closures and no work will be done on the weekends. Additionally, this improvement is being carried out just in time for the creation of the new East Bay Bike Club, located out of the Bristol Community Center.

Administrated by bike enthusiast, Chris Menton, The East Bay Bike Club was created for those who simply love biking. Anticipated members can attend weekly meetings and rides with the

group, as well as be informed of events pertaining to biking. If you can't make it to a weekly meeting, members will also receive notifications for updates on social media platforms regarding biking opportunities or upcoming events.

The summer months of the East Bay brings weather that is simply perfect for biking.

The Fourth of July is a popular time for locals and tourists of Bristol to spend time around the town. With the implementation of the East Bay Bike Club, what better way to show bike spirit than to have those in the club and those who simply just love biking to participate in a fourth of July bike decorating contest.

Menton, also a professor at RWU, will be implementing a bike registration program on campus, that provides benefits such as hawk dollars and bookstore discounts for those who register and use their bikes on campus.

Chris Menton's overall goal is to improve the public awareness and ultimately increase bike use within the East Bay community.

East Bay Bike Club 2018

NPR Press Release: Repaving of The East Bay Bike Path and Additional East Bay Biking Opportunities

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Figure 4.3



"To save money on gas."

- Mae Van Rossum, 2020

#WHYIRIDE

Tell us why you ride. #WHYIRIDE

Figure 4.3.1

Photo and Name Release Form

I _____ hereby consent to the use, reproduction, editing and/ or printing by Ocean State Communications of any and all photographs of me taken by or on behalf of Ocean State Communications, from this date, without compensation to me. All photos shall constitute the property of Ocean State Communications solely and completely.

I _____ hereby consent to the use by Ocean State Communications of my name and year of graduation on all printed materials for use online and on the Roger Williams University Bristol Campus.

Name (Print Clearly)

Signature and Date

Date of Graduation

Figure 5.1

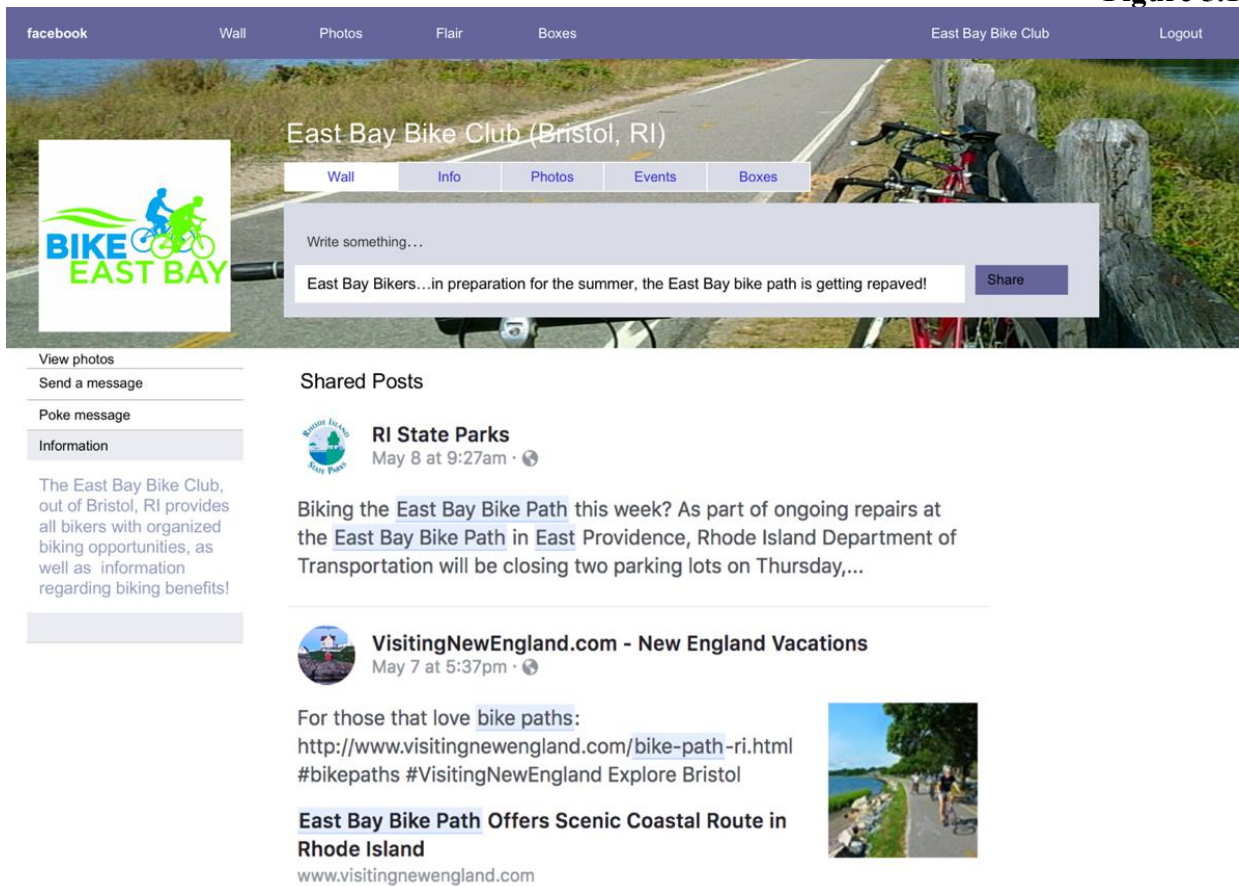


Figure 5.2



Figure 5.3



Test Page

Sponsored · 🌐

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Bristol Fourth of July bike decorating contest!



**Come decorate your bike and ride down to the annual
Bristol Fourth of July parade!**

Get more patriotic and decorate your bikes for the Fourth of July. All participants will receive a festive American flag! We encourage people of all ages to participate...

FOURTHOFJULYBRISTOLRI.COM

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💬 Comment

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Figure 6.1

Outlet	Editor	Email	Phone	Mail
Bristol Phoenix	Scott Pickering	spickering@eastbaynewspapers.com	(401) 424- 9144	1 Bradford St, Bristol, RI 02809
Warren Times-Gazette	Scott Pickering	spickering@eastbaynewspapers.com	(401) 424- 9144	1 Bradford St, Bristol, RI 02809
Barrington Times	Scott Pickering	spickering@eastbaynewspapers.com	(401) 424- 9144	1 Bradford St, Bristol, RI 02809
Bristol- Warren Patch		Bristol-Warren@Patch.com	(413) 728- 2448	
Barrington Patch		Barrington@Patch.com	(413) 728- 2448	