

Public Relations Cases & Campaigns (MCJ 159S)



Students in Prof. Betsy Hays' Public Relations Cases and Campaigns service-learning course worked with two local clients to build public relations campaigns from the ground up.

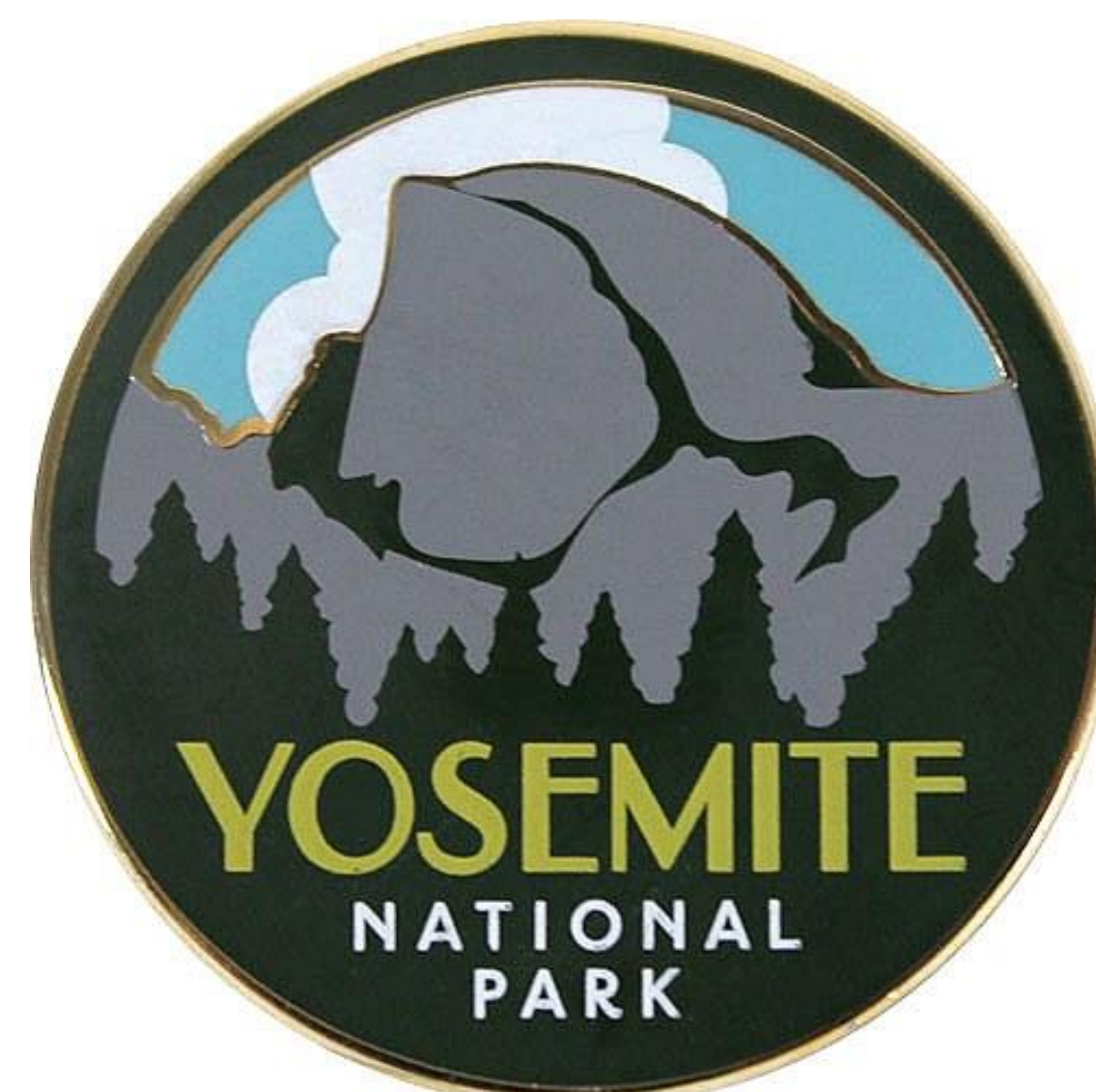


Mariposa Grove

*Restoring the past,
Reshaping the future*

- Promoted the grand re-opening of Mariposa Grove after a four-year restoration project
- Implemented #JourneyLikeJohnMuir and "Come visit the new Mariposa Grove" social media Campaigns
- Planned Mariposa Grove "Sneak Peak" Day for media
- Worked with community partners and assisted with media relations to promote re-opening

Teams were responsible for developing and implementing plans for media relations, special events, social media, and community partnerships on behalf of these organizations.



Visit Cat Haven

- Goal: Increase visitors to Cat Haven
- Designed, coordinated and staffed booth at Fresno State Vintage Days
- Developed promotional materials
- Facilitated community partnerships and assisted with media relations
- Implemented #FurLove #FurTheLoveOfCats social media campaign

