

PR Cases & Campaigns Course: #ShareAPair Project

The advanced PR students in the Mass Communication and Journalism Department at Fresno State, as part of a service-learning class project, created and implemented the #ShareAPair campaign to collect new socks and underwear for children at:



CATHOLIC
Diocese of Fresno
CHARITIES



Strategies & Tactics:

- ✓ Partnership with Fresno State Baseball
- ✓ Partnership with Fresno State Softball
- ✓ Vintage Days
- ✓ Free Speech Area Tabling
- ✓ Print Materials
- ✓ Media Relations
- ✓ Promotional Video
- ✓ On-Campus Partnerships
- ✓ Off-Campus Partnerships
- ✓ Social Media
- ✓ Website
- ✓ Collateral Materials (T-shirts, Capes, Costumes)

The MCJ 159S PR Cases & Campaigns course is taught by Prof. Betsy Hays.