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## Senior Communications Capstone

**SHEREEN CLARKE**  
**Spring 2013**



This is the capstone project of Shereen Clarke. The purpose of this capstone project is to provide a public relations plan for *Rogers State University* soccer program to build a win-win relationship with area youth soccer teams and, in doing so, to increase attendance at RSU home soccer games.

Instructor's Name: Dr. Juliet Evusa

## Preface

This written capstone provides substantial evidence of significant projects demonstrating the continuous progress I have made during my tenure here at Rogers State University. Displaying excellent academic performance at all times and dedication has helped me to reach the highest point of my academic experience. Reaching the climax within my academic experience would not be possible without the support and interest of many primary individuals. A debt of gratitude is owed to the following.

- Dr. Juliet Evusa
- Dr. Jeff Gentry
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- Ms. Cathy Coomer
- Dr. Dana Gray
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## **Introduction**

### **Client's Background**

Hillcat soccer is one of the six athletic programs at Rogers State University. The program was introduced in 2006 and has attendance of approximately 50 people per game during the last season (RSU Athletics Adds Soccer Programs, 2006). Hillcat soccer got accepted into the Sooner Athletics Conference in September 2006 (RSU Athletics Adds Soccer Programs, 2006). Sooner Athletics Conference (SAC) is known to be the premiere conference in the NAIA. Both soccer programs began to compete in the 2007-2008 academic year. The program began with seven players from the Claremore area. These individuals included three males and four Claremore High School females. These individuals were the first players to sign letters of intent to play soccer at RSU.

Previous soccer games at RSU consisted of only local players and only three events during half time designed to attract and retain spectators. Although Hillcat soccer has international athletes on both the women's and men's teams, attendance at the games has not grown. For example, Hillcat soccer currently has international walk-out, in game promotion such as hamster ball, shoot-out, and golf soccer. Attendance may remain low because the community and RSU lack information and interest in the games. Clearly, RSU soccer must give attendees a compelling reason to attend the games and more effectively communicate game information. In the past the organization has done different games at half-time to entertain attendees. These include promotions such as free posters and prizes. These events have not shown to have improved or increased attendance at the home games.

RSU soccer also has a responsibility to support soccer. In doing so, RSU will build relationships with area youth soccer programs. RSU can provide support and mentorship for these teams, and players can serve as role models.

The public relations plan for this capstone project is designed to meet both of these needs: To help RSU soccer represent the sport of soccer and build relationships with area youth soccer teams, while also increasing attendance at home games.

Therefore, this public relations plan is strategically designed to build mutually-beneficial relationships with area youth soccer teams and coaches as well as their fans and supporters.

### **Project Rationale**

Throughout my years at Rogers State University, Shereen Clarke, the student consultant has noticed a low attendance at home soccer games. The soccer program would benefit by increasing attendance at home soccer games. The RSU soccer program also needs to support and enhance the sport of soccer in the area and one way to do that is by supporting youth soccer organizations. The Public Relations (PR) plan proposed for Hillcat soccer is designed to build win-win relationships with 10 area youth soccer programs in a program that will help those programs through mentoring and equipment and help the RSU soccer program through increased attendance at home soccer games. The relationship will also support the sport of soccer in the area.

## Target Publics

The Public Relation plan is aimed at building relationships with existing area soccer teams.

- Existing K-8 soccer programs, area public and private K-8 school systems with soccer programs – specifically their coaches and players.
- Secondary publics include their supporters and fans.

## Academic Professional Background

Throughout the early years of soccer at Rogers State University, there was an overpowering emotion that allowed many to keep moving forward. Accepting a soccer scholarship following high school years, the student consultant can safely say soccer is the main reason for her existence at Rogers State University today. During her time of play, the student consultant have noticed each season that the attendance at the game season opener would be 50 and by the end of season attendance level have dropped to 20. Playing and representing the institution for three years, the student consultant knew within that she had the experience required and the knowledge to implement this proposed project. Regarding her field, the student consultant has taken numerous courses that have given her the experience and helped her prepare for this final project. Being a Communication major with a focus in corporate, the student consultant is mostly interested in designing Public Relations strategy and designing promotions for businesses. This proposed project fits her academic program in numerous ways. In her time as a student at RSU, the student consultant had to take core classes regarding her major, which was also linked to radio and television. Over the period the student consultant had to conduct interviews, deliver presentations, shoot film, and design PR strategies which have helped prepare her for the future. Courses such as Communications in Organization have helped her with her communication skills and have taught her how important it is to have a good communication background with the individuals one is working with.

Public Relations Strategies have helped tremendously to develop a focus in corporate communication. At the end of this course the student consultant was able to apply the necessary skills and knowledge gained by conducting different public relations campaigns. Although her focus is not geared towards television, being required to take Video Production introduced the student consultant to many new skills which will prove beneficial in the future and also the desired career path. This is because, in today's society employers are looking for individuals who are well- rounded and have the experience or skills to get the job done. Going into this class the student consultant had no idea how to shoot, which consisted of using a camera and filming an event, nor capture and edit different shots. At the end of the class the student consultant mastered the different levels and was able to conduct and produce an entire video by herself. The courses the student consultant has taken over the period of being a student at RSU have helped her significantly as an individual and on her career path. Being a senior and preparing to enter the work field, the student consultant learned how to become a great leader, what is actually expected in the work field and how it is important to have excellent communication skills. Communication Research Methods and Communication Theory have also helped her tremendously. Both courses have taught the student consultant how to utilize both quantitative and qualitative methods to conduct primary research. For her capstone project the student

consultant hopes to utilize these skills to conduct survey and focus groups with the intended target audience.

Throughout college, the student consultant has managed to take 15 or more credit hours each semester, participated in extracurricular activity, such as playing soccer for the university while holding a job on campus as a student worker. Constantly having a busy schedule, the student consultant maintained a strong GPA. The student consultant has worked as a student worker in the Registrar office from 2009 until present. This job has definitely helped the student consultant to see what it is like working with an organization and what is actually required to be productive doing a task. The student consultant was able to improve on communicating with fellow colleagues and students that were working on board.

Being a part of Rogers State University soccer program has definitely helped the student consultant to execute the aim of coming to college. Without being offered a soccer scholarship, the student consultant does not know if it would have been possible to attend college. This is the main reason she wanted to use her capstone project to help the program that has tremendously helped her.

## Methodology

### Project Anticipated Goals

Now that the student consultant has identified the problem the organization faces and has done the necessary research, it is time to see what the anticipated goals of the project consist of. Using the skill and knowledge to implement the proposed project regarding Rogers State University Soccer Program, the student consultant engaged Dave Anderson, the Assistant Associate Director for External Relations of RSU Athletics Department, who explained that the outcomes should be specific, measurable, achievable, realistic, and timely. Dave became the Associate Director for Rogers State University in September of 2011. Anderson spearheads the Hillcats marketing and fundraising initiatives. Anderson earned his Bachelor of Business Administration from Dakota State University and earned his Master of Business Administration from Arizona State University in 2003. Anderson and his wife, Molly, reside in Claremore. The couple has two children, Brooks and Presley.

- **Specific:** The purpose of the student consultant project is to develop a public relations program for Rogers State University Soccer that will strengthen the program's relationships with target publics, build attendance at soccer games, and promote the games to community members.
- **Measurable:** Regarding the student consultant's public relation plan, the results are definitely measurable and will definitely meet the goal for this plan. The student consultant will determine success of the strategy by conducting surveys, and instructing RSU personnel to count at each stadium gate how many individuals attend and from which particular group they come from.
- **Achievable:** The formation of the Public Relation Strategy will be definitely achievable in the semester that I have to complete my Senior Capstone. Although soccer is in the fall, it can never hurt to start planning early.
- **Realistic:** The student consultant project is realistic because the problem identified is a current issue that needs to be solved in order to make the program very successful in the

future. Also, receiving ideas from individuals within the athletic department as well have shown that the plan will lead or result into a successful outcome.

- **Timely:** The student consultant set objectives of implementing a public relation plan that should be finished or completed in the time frame the final capstone presentation is due. However, with that said and done, soccer season at RSU begins in the fall. Therefore, the student consultant has put in place different strategies that the organization needs to adjust in order to continue on a successful path.

## RACE Acronym

Public relations practitioners use the RACE acronym as a structure for public relations programs and plans. The RACE structure is briefly reviewed here, but the bulk of the actual plan is below to be consistent with capstone directions.

### Research

To achieve the goal of this proposed project, the RACE acronym (Research, action, communication, and evaluation) was constantly used throughout to implement this project. This plan explains the different research that was conducted; the target audience and the different methods that were used to help fix the problem.

To reach the goal of this project, both traditional and nontraditional communications were created.

To begin the proposed project, a survey (see questionnaire in appendix...) was conducted with RSU students, faculty, and community members. With the survey, the student consultant asked questions to identify some of the main reasons why attendance at RSU home soccer games were low and what could be done to improve the program. The survey revealed that many individuals understand RSU has a soccer program and know about the games. Research needs to be conducted with the leadership of youth soccer programs to determine their level of interest in a program such as what is proposed in this plan.

The student consultant also conducted research to determine what innovative programs that peer university soccer teams used to build relationships with soccer fans, to support the sport of soccer in their areas, and to increase attendance at home games. The student consultant researched by contacting other universities in her region and the local marketplace to see what their attendance rates are and what strategies they used to increased attendance. Assessing these teams, the student consultant looked at what in-game promotions they were doing, what their marketing efforts looks like, and if they have a marquee event that seems to be especially popular. University in our region, such as Tulsa University and Oral Roberts University, go about increasing attendance at their games by getting the community involved and building relationships with area high schools with soccer programs. University within the local marketplace, such as Oklahoma City and Oklahoma Baptist University, used many different strategies to increase attendance at games. Using promotional media to inform both students and community members, having players brand themselves so community members and students can get to know who they are. In the process, the student consultant kept in mind the population of these Universities, taking into consideration that RSU is a smaller institution.

As stated earlier, target publics are area youth soccer teams. The purpose of this project is to build a win-win relationship with area youth soccer teams and, by doing so, increase attendance at RSU soccer home games. The student consultant developed a spreadsheet with area schools entailing coaches' email address and phone number.

This plan does not target RSU students and faculty because numerous promotions and plans have targeted these groups in the past. This plan sought to target an entirely new public that is already interested in soccer and that provided an opportunity for RSU soccer to be more socially responsible and support the sport of soccer in the area.

The student consultant evaluated the effectiveness of the strategy by conducting a survey with RSU students, faculty and staff (see questionnaire in appendix...) who showed the different reasons the attendance level is low and individuals are not attending the games. Individuals were not required to participate in the survey but those who did take the survey gave written consent. Eighty- three surveys were filled out and returned. The survey had ten questions, however, the student consultant focused mainly on seven important questions. The first was "Which category below includes your age?" while the second one was "What is your gender?" The third one was "Are you aware that Rogers State University has a soccer program?" while the fourth one was "How did you hear about Rogers State University athletics?" The fifth one was "Do you attend soccer games at Rogers State University?" The sixth one was "What would entice you to attend the games?" And the last was "Do you know when RSU Soccer teams play actual games?"

The answers for the first four questions and question seven were provided so that those taking the survey could simply circle the answer that applied to them. Those who answered no for question five gave four different reasons. They were as follows: a) No time, b) Not a soccer fan, c) Conflicts with work and school schedule, d) Not aware when the games are.

Question six answers were as follows: a) Schedule games at later time such as 6pm b) Gave students more awareness of when the games actually are, c) If my friends or significant other played, d) Better seating facility, e) Warm weather, f) A program for children and players promoting themselves, g) More school spirit, h) Games to educate fans during half-time, I) Free food and prizes, j) RSU having a winning record, k) Nothing. The results of the survey can be found in the pie charts in the Appendix (See artifact 7).

## Action

The student consultant has planned numerous events and promotional tools that will entice individuals to come out to the games. With the Internet being the number one source which individuals go to obtain information and become aware of many activities, the student consultant has created a Facebook page for soccer ([Facebook Page](#)) which will be very helpful. The Facebook page will be used to inform students, faculty, community members, and area youth schools about the program and also when the games are. Doing weekly news releases by publishing it in the local newspaper will keep community members informed and updated about the games. A copy of the news release can be found in the Appendix (See artifact 8). Also, having RSU home games and schedule listed in the newspaper. The purpose of the proposed project is to build win- win relationship with area schools, therefore, having members of the team go out and do something for the community by giving away free T-shirts, jersey, poster etc. The approach will benefit area schools and also be an incentive for them. On the other hand, the



RSU soccer program will build relationships with area schools and the program attendance span will be at its peak.

## **Communications**

The communication channel for this project plan involved getting the athletes very involved with the community. The student consultant stresses that when individuals can trust and have a relationship with a product or a person, the chances are they are going to be willing to give back to the person or product in some way or form.

## **Evaluation**

See details on page 12.

## **Objectives**

To increase attendance at home soccer games to an average of 150 per game by August 2013.

### **Strategy 1**

Develop attendance program with area soccer teams and feeder schools to encourage and reward them to fill the stands during RSU home soccer games. Identify, target, and build relationships and special program with existing K-12 soccer programs within a 45-minute drive of Claremore.

### **Tactics**

1. Name of schools and teams including contacts and game schedules. Since her aim is to target little leagues and high school programs the student consultant had to contact schools within the Owasso, Claremore, and Verdigris areas to receive coaches contact information.
2. Prepare introductory letter to send to each coach requesting a meeting. ( See appendix 5)
3. Develop program with materials and strategic messaging that invites each area soccer team such as (Owasso HS, Claremore HS, Verdigris HS, Prior Lake HS, Oologah HS, Inola HS, Tulsa HS, Claremore HS, and the Owasso Soccer Club) to schedule to be featured guests during an RSU home game. The program will provide each team with materials to help them recruit people to attend the games and reward them based on the number of attendees they bring to the game. Now that RSU is going Division 2 in the fall soccer season, the primary targets for area soccer teams will focus on K-8 children. Primary targets for area soccer teams will mostly come from middle schools while my secondary target will come from elementary schools.
  - a. Provide RSU game information for area schools to post and share. The use of both traditional and non-traditional media will be used to provide information for these schools.
  - b. Create a designed night for each team/school at the RSU games and encourage them to invite friends.

- c. Create an incentive and support for them to fill the stands at the game. For example – if the team/school brings 100 people then they get one-hour meet and greet reception with RSU players. For 250 people, they get a one-hour practice clinic with RSU players.
  - d. For the team to get credit, the attendee must wear some type of identification for the school (such as t-shirt or ball cap) or tell the attendance taker that they are attending for the guest school/team. RSU will always give more than expected because the purpose is to build a relationship and attendance; RSU will never argue with a guest team about attendance numbers and may choose to provide the reward for the next level.
4. Plan to schedule games and guest teams for fall 2013 season.

## Strategy 2

Increase awareness and presence of RSU soccer program via blend of promotional tools targeting RSU and community members.

### Tactics

1. Create and post weekly hall announcements about upcoming game and weekly announcements by putting plasma TV's in hallways displaying game information.
2. Build and use social media channels to keep fans fully informed of games, promotions, etc. Examples include Facebook page, blog (to increase results in search engine searches), group text message. ( [Facebook Page](#))

To increase attendance at home soccer games, the student consultant has added new promotional tools to the present array of promotions

- Public Soccer Facebook Page
- Promotional Video
- Posters (to be used in area schools to increase attendance)
- Embed Facebook Soccer Page on RSU Athletics official website
- News Release to local media
  - Hillpost
  - Claremore daily Newspaper or Claremore Progress
  - Targeted area schools (School Magazine)

## Timeline

All professional projects are accompanied by a timeline. It is very essential that my capstone have a timeline entailing what milestones need to be achieved and under what time schedule.

- January 21 – Met with client (Discuss the current issue the organization faces)

- January 23 – Met with Mentor (Discuss different strategies and tactics for the success of my implemented project, contact regional Universities such as TU and ORU to get an idea of the different strategies they use to have individuals attend the games)
- January 24 – (Met with client and athletic representatives to talk about implementing a soccer Facebook page for my project, to help increase awareness)
- January 25- (Got approval from RSU athletics department to implement the Facebook page)
- January 28- (Met with mentor to review my prospectus)
- February 4- Create introductory letter to send to each coach requesting a meeting
- February 15- Conducted surveys at basketball games and on campus
- February 25- Complete poster
- March 1- Complete news release
- March 7- Complete the name of the program implemented to increase attendance
- March 15- Complete Media Production
- March 22- Complete Project

## **Project Budget**

Hillcat soccer has a minimal budget which goes to scholarship and the facilities needed for the program. For the project to be a success the necessary materials/equipment needed includes RSU soccer T- shirts and posters for each area school. Prices below will definitely reflect the account for all the expenses needed for this project.

### **RSU Soccer T- Shirt- \$35/ each**

Each RSU Soccer T-Shirt will be taken as a gift upon a meeting with coaches for each area school. The T- Shirt will be a gift for coaches to wear and help promote the program. Also, the T-shirt will be a way for RSU to show its appreciation to each organization. With nine area organization listed above, a total of nine RSU Soccer T-shirts will be needed.

### **Posters- \$10/ each**

Posters will be used in each area school to help recruit individuals to attend the games and increase attendance. With nine area organization which includes middle and elementary, a total of a 100 posters will be needed.

## **Human Subjects**

The human subjects who were involved in this plan included the current RSU soccer players and coach who participated in the promotional video. The players and coach have signed media release forms that convey agreement. The current RSU soccer players and coach involved, Kevin Howard, Caleb Pitts, Eddie Choe, Necas Collins, Danko Kenjic, Garron Hayes, Caleb Clark, Steven Baker, Matthew Levenson, Mitchell Sowerby, Kaspars Kokis, Tara Garrett, Loren

Leforce, Melissa Subu, Macy Travis, Chelsea Myers, Carley Johnson, Taylor Geissler, and Derek Larkin.

## **Key Personnel, Facilities and Equipment**

With the new soccer facility that was put in place last fall, the student consultant's project regarding equipment and facility has been made easier. Hillcat soccer definitely has the correct facilities, but it is their approach about increasing attendance that they significantly lack. The equipment needed for the student consultant project includes: soccer balls, T-shirts, different artifacts for different prizes, posters, flyers, and a RSU soccer jersey. The student consultant will use media release and consent forms to give to high school and club teams to inform them about the different activities happening on each game day. For the Facebook page, the student consultant worked with Sarah Williams and Steve Braun in the athletic department. For the video promotion, the student consultant used equipment from the communication department to shoot, film, and edit. Editing the promotional video, Final Cut Pro software was used to develop the video. This particular software is open to students who are enrolled in Video Production class or classes where an individual has to use the Mac Lab. Being introduced to Final Cut Pro software in Video Production class, the student consultant applied the necessary skills learned in that class and applied them to creating a promotional video for the proposed project. The fact that the software is free and efficient, made the student consultant knows this was the best software to use.

With the Public Relation plan in place, the route the student consultant decided for the proposed project will definitely involve participants. This goes back to doing in-game promotional to get individuals to attend the games. In addition, members of the soccer team can invite students who can commute to the games. This leads back to good communication skills. Getting the soccer players outside their comfort zones and inviting other individuals, not only their close friends can build attendance at the games. An individual who just commutes to RSU for classes only, may have no idea that the institution has a soccer program.

## **Results and Evaluation**

### **Evaluation Plan**

The success of the program will be measured in two ways.

The first will be a survey of coaches of youth soccer programs that participated in the program of building attendance at RSU home soccer games. The survey will help determine their satisfaction level and reveal any concerns to improve before the program is repeated. Coaches will also be asked about their level of respect and relationship with the RSU soccer program.

The second success metric will be quantitative record keeping of actual attendance numbers of RSU home soccer games. As stated before, soccer at RSU is played during the fall season, which runs from August until early November. The objective is to increase average attendance per game for 2013 to 150 persons. Attendance will be recorded for each game to track progress. In addition, the following will be tracked:

1. Number of teams/schools/organizations scheduled as designated guests per game.

2. Attendance to be counted at each game – including number of people attending representing the guest school/team. This is critically important because of the level or reward the guest school/team receives. The precise number is not that important because RSU soccer will always focus on building the relationship with the guest team/school and give more than is expected.

## **Evaluation and Dissemination of Plan**

The anticipated long-term impact of the project is to build relationships with area youth soccer programs as well as increasing attendance at RSU home soccer games long-term. From the Public Relations plan, the Rogers State University soccer program is expected to see an increase of attendance to home games. Also, the method of evaluation is appropriate for the proposed project because tracking numeric progress for each effort will quantify progress toward the desired result. Effectiveness of the project also will be accessed by individuals within the athletic department after the project is implemented. The project will also be evaluated by assessing the analytics of the Facebook page created by the student consultant. After the program is implemented, the student consultant will follow up with RSU's Athletics Department to assess whether their attendance has improved. This plan will add a great relationship regarding the program and the target audiences. Attendance will be recorded for each game and recorded in the RSU Athletic office. Publicizing progress from low to acceptable attendance will not benefit the Athletic Department or teams, so there is no plan to publicize current low attendance or progress. Social media will definitely be used to disseminate information about results and impacts of the project.

## **Concluding Remarks**

This Public Relations plan will not only increase attendance at RSU home soccer games, but also build relationships with area schools with soccer teams and also area club teams. With that being said, the program itself will benefit significantly and individuals will be more aware about what the program is doing. During the research stage of my proposed project the student consultant encountered a few difficulties, such as adapting and working around other individuals schedules.

## References

(2006, November 13). RSU athletics adds soccer program. RSU. Retrieved from <http://rsuhillcats.com/article.asp?articleID=90>.

## Appendix

### Artifact 1: RSU Soccer Program Facebook Page

The screenshot shows the Facebook page for Rogers State University Soccer. The page is viewed in a web browser with the URL [https://www.facebook.com/HillcatSoccer?notif\\_t=fbpage\\_presence](https://www.facebook.com/HillcatSoccer?notif_t=fbpage_presence). The user is logged in as Shereen Pearl Clarke. The page header includes the Facebook logo, a search bar, and the user's name. The page name is "Rogers State University Soccer" with "Timeline" and "Now" tabs. The cover photo shows a group of soccer players and coaches. The profile picture is a tiger head logo. The page has 85 likes. A post from Rogers State University Soccer, dated 15 February, mentions a basketball game. The post text reads: "The 2013 edition of the Hunter the Hillcat bobblehead, decked in RSU soccer attire, will be given away to the first 750 fans in attendance at the basketball game Saturday against Wayland Baptist! Women tipoff at 1 p.m. and men follow at 3 p.m."

facebook Search for people, places and things Rogers State University Soc... Shereen Pearl Clarke Home

You are posting, commenting and liking as Rogers State University Soccer — Change to Shereen Pearl Clarke

Rogers State University Soc... Timeline Now Admin Panel Create Page

Now 2013 Founded

Change Cover

**Rogers State University Soccer** 85 likes

University Rogers State University Soccer Established in 2007 Claremore, Okla. About

Photos Likes

Highlights

Status Photo / Video Event, Milestone +

How's it going?

Post

Rogers State University Soccer updated their cover photo. 29 January

51 Friends Like Rogers State University Soccer +42

Rogers State University Soccer shared RSU Hillcats's photo. 15 February

The 2013 edition of the Hunter the Hillcat bobblehead, decked in RSU soccer attire, will be given away to the first 750 fans in attendance at the basketball game Saturday against Wayland Baptist! Women tipoff at 1 p.m. and men follow at 3 p.m.

See Your Ad Here Rogers State University Soccer Rogers State University Soccer Established in 2007 Claremore, Okla. Like Shereen Pearl Clarke likes this. Get More Likes Chat (Off)



Artifact 2: Poster to use within the target area schools to help fill the stands



Artifact 3: Video Promotion Script and Video



**PRODUCTION INSTRUCTIONS**  
**ALL CAPS** - LEFT COLUMN

SCRIPT- spoken words in **Upper and lower case**

<b>NAT SOUND</b>	<b>(( NAT SOUND- MUSIC PLAYING</b>
<b>PLAYER #1</b>	<b>For the 2013 soccer season R-S-U soccer program wants to support youth soccer in area schools.</b>
<b>PLAYER #2</b>	<b>We are inviting you to join us and help us fill the stands during R-S-U home soccer games.</b>
<b>(SOT TEXT)</b>	<b>(SOT TEXT: If your program wishes to participate in the program, R-S-U will designate one R-S-U game in honor of your organization)</b>
<b>PLAYER #4</b>	<b>Receive many different prizes such as free equipment and one hour greet reception with R-S-U soccer players</b>
<b>PLAYER #4</b>	<b>And a one hour practice free clinic with R-S-U players and coaches.</b>
<b>PLAYER #5</b>	<b>So join us this Friday at Soldier field and we are looking to break the mark attendance.</b>
<b>(SOT TEXT)</b>	<b>SOT TEXT: But we need your help.)</b>
<b>COACH</b>	<b>If interested in attending an R-S-U soccer game contact us at 918-343777 or visit our website @www.rsuhilcats. com</b>
<b>MUSIC</b>	<b>((MUSIC))</b>
<b>TRT: 1:26</b>	

### Promotional Video

The participant was informed that this is part of a senior research capstone project and it is voluntarily, before signing the media release form.



Artifact 4: Media Release



**Department of Communication**

**Audio/Visual Image & Talent Release Form:**

Print Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

This production and/or any materials including your image, voice, or likeness may be used by Rogers State University and/or any affiliated faculty or student group for an indefinite period of time.

By signing bellow, I affirm that I am participating on my own volition and expressly release those persons involved in producing this project \_\_\_\_\_ (Name of person producing project), Rogers State University, its agents, employees, licensees and assigns from any and all claims which I may have for invasion of privacy, right of publicity, defamation, copyright infringement, any form of remuneration, or any other causes of action arising out of the use, adaptation, editing, reproduction, distribution, broadcast, posting on the world wide web, or exhibition of such recordings of my image, voice or likeness. I will receive no monetary or any other type of consideration for use of my image.

Project Producer: \_\_\_\_\_ (Print Name)

Project Title: \_\_\_\_\_

Participant's Name (Printed): \_\_\_\_\_

Participant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

IF THE PERSON BEING USED IN THE MATERIAL IS UNDER 18 YEARS OF AGE, A PARENT OR LEGAL GUARDIAN MUST SIGN THE FORM BELOW.

Parent/Guardian Signature: \_\_\_\_\_

Parent/Guardian Name (Printed): \_\_\_\_\_ Date: \_\_\_\_\_

Artifact 5: Introductory letter To Area Schools



RSU ATHLETICS

TO WHOM IT MAY CONCERN:

Soccer is a passion that each of us shares. RSU is dedicated to supporting youth soccer in area schools and we would like to work with your youth team. Our “Kick off madness” program provides a way for the RSU soccer program to work with a limited number of youth soccer programs during the upcoming season.

If your program wishes to participate in the program, RSU will designate one RSU home game in honor of your organization. Depending on how many people from your program attend the home game and wear clothing with your program’s name or logo on it, your program can receive various levels of complimentary support including free equipment, a one-hour meet and greet reception with RSU soccer players, and/or a one-hour practice clinic with RSU players and coaches – all at no cost to your program. If your program has a booster club, we can discuss activities for them to fundraise during the RSU home game.

We believe that part of our responsibility at the RSU soccer program is to serve as role models for children interested in soccer and to help support area programs. I will call you in the next week to arrange a meeting with you to discuss our program “Kick off Madness” at your convenience. If you would like to contact us, please call Derek Larkin, RSU head soccer coach, at 918- 343-7995 or by email to [dlarkin@rsu.edu](mailto:dlarkin@rsu.edu).

We look forward to working with you and your program.

Sincerely

Artifact 6: Survey

**1. Which category below includes your age?**

- ☐ 17 or younger
- ☐ 18-20
- ☐ 21-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ 60 or older

**2. What is your gender?**

- ☐ Female
- ☐ Male

**3. Are you aware that Rogers State University has a soccer program?**

- ☐ Yes
- ☐ No

**4. How did you hear about Rogers State University athletics?**

- ☐ Twitter Page
- ☐ Newspaper
- ☐ Word of Mouth
- ☐ Flyers
- ☐ Posters
- ☐ Radio
- ☐ Television
- ☐ Facebook Page

**5. Do you attend soccer games at Rogers State University?**

- ☐ Yes
- ☐ No

☐ If No, explain why?

**6. What would entice you to attend the games?**

**7. Do you know when RSU Soccer teams play actual games?**

☐ Yes

☐ No

**8. Did you know that there is no entry fee to attend the soccer games at RSU?**

☐ Yes

☐ No

**9. Does Rogers State University soccer schedule interfere with your work schedule?**

☐ Yes

☐ No

**10. Is our facility comfortable enough to be seated for a whole game?**

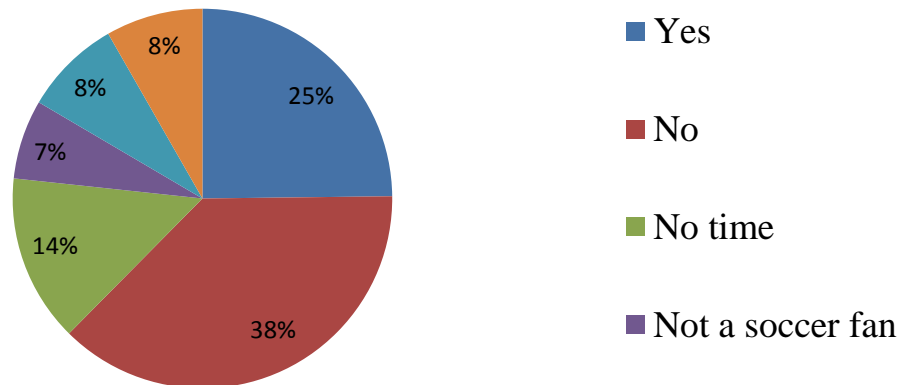
☐ Yes

☐ No

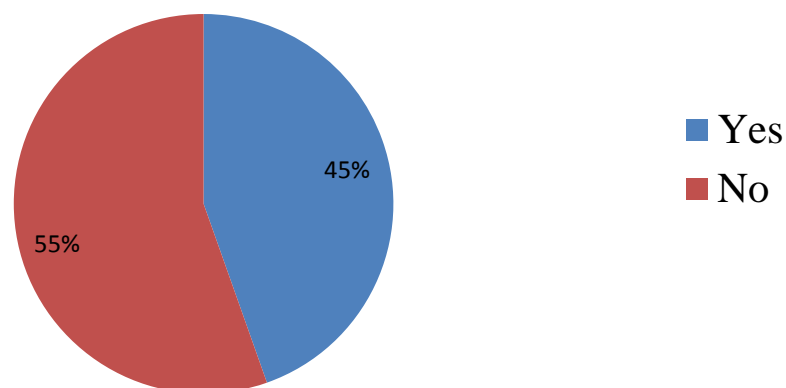
The consent form was handed out first, where the participant took the time to read before the taking the survey.

Artifact 7: Pie charts showing survey Results

## Do you attend soccer games at Rogers State University?



## Do you know when RSU Soccer teams play actual games?



## Artifact 8: News Release

### Women's and Men's Soccer to Host ----- In 2013 Season Opener

April 17, 2013

CLAREMORE, Okla.- Rogers State head Soccer Coach Derek Larkin will look to expand his men's and women's programs performance for the upcoming Fall season. With many new faces and several returners on both men's and women's team, the Cats are posed to make a good run in the upcoming season.

With both teams advancing to the Sooner Athletic conference tournament last season, Rogers State University men's and women's soccer team will officially open the 2013 season against Opponent Day at Soldier Field on the Claremore campus. Women's kickoff set for Time p.m. before the men's game get underway at Time p.m.

Being accepted to compete in the NCAA division II level in the 2013 fall season, Rogers State is very thrilled to be given the opportunity to compete at a higher level. RSU competed in the Sooner Athletic Conference last season, this season RSU will be competing against schools located in Oklahoma, Arkansas, Kansas, and Texas. Starting in the fall of 2013, RSU will play a Heartland Conference schedule in all sports as it completes Second Year Candidacy.

The first 100 fans to the game will receive a **free Hillcat soccer poster.**

So join us this Day at Soldier Field and help us cheer the Cats on.

For full schedule about RSU Athletics visit <http://rsuhillcats.com/> or our Facebook soccer home page <https://www.facebook.com/HillcatSoccer>