



**OMPA Public Relations Strategy Recommendations
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OMPA Background

The Oregon Media Production Association (OMPA) is an advocacy group for the film, television and digital storytelling industry in the state of Oregon. OMPA strives to grow its presence in Oregon's media industry by promoting the work of its members and advocating for them in state and local governments. Members find value in OMPA through its online and printed directory of local producers and industry professionals, as well as the network of these professional members that OMPA facilitates. OMPA members also see value in OMPA's efforts in representing the media industry to state and local governments.

In recent years, members have lost sight of the benefits of OMPA. In 2016, Janice Shokrian left the Portland Actors Conservatory to join the OMPA as Executive Director. Her expertise and passion for film is a new beginning for the organization. Her goals for OMPA include a stronger recognition of new and seasoned members, valuable networking events, and to reposition the presence of OMPA across the media and production industry.

To gauge perceptions and behavior toward OMPA, the University of Oregon School of Journalism and Communication issued a survey through Qualtrics to the OMPA membership. The survey totaled 17 questions with a blend of both qualitative and quantitative responses. The quantitative questions were tailored to uncover common perceptions of OMPA across all members. The qualitative questions gave members a voice to express where they want to see change.

Membership responses were critical towards the OMPA history and value providing the organization with an opportunity to reposition itself internally through a variety of new tactics. The data also provided insight into which membership features are considered both most and least valuable to OMPA members. While many former members expressed negativity towards the organization, many new and current members expressed a positive outlook towards the future of OMPA with the addition of Executive Director, Janice Shokrian.

Target Audience

The OMPA membership includes a broad range from recent college grads entering the film industry to distinguished members with decades of experience. The data analysis from the membership survey revealed a common perception of OMPA membership value on a negative scale. Results also shared that members with fewer than three years of industry experience reported low awareness levels of OMPA membership benefits, such as networking opportunities, educational resources, industry advocacy, and the overall impact OMPA has within the professional community.

A vast majority of members expressed a high level of importance on *job opportunities* and *networking* as their most significant or sole reason for joining OMPA. Many members expressed their reason for joining OMPA was because they were recommended to, however, were unaware of the advantages. In response to a survey question, one member stated, "I'm not entirely sure how to 'use' or benefit from my membership. I was just instructed to become a member by my agent so I did. Now what?"

For this campaign, a team of University of Oregon public relations students created a series of strategic communication recommendations centered on digital content. Strategies include, a new online design of SourceOregon, a newly structured monthly newsletter focused more on membership highlights and events, and utilizing member submitted content to share across platforms to recognize membership success. These strategic communication initiatives are primarily directed toward early- to mid-career members who reported lower levels of knowledge and awareness about the value of OMPA membership.

Survey analysis clarified that members highly value SourceOregon as resource, however feel the overall publication needs a "facelift," as one member mentioned. While keeping SourceOregon in print maintains value to many members, updating the digital version is both cost-efficient and timely with today's marketplace.

Members appreciate the current monthly newsletter, however we feel it is a great medium to highlight membership benefits and core values. In addition, highlighting the accomplishments of current members will encourage others to participate and shed light on industry opportunities in Oregon. We recommend a forum on the OMPA website for members to submit testimonials that may be included in the newsletters.

As OMPA members are scattered across the state of Oregon, the networking events are what bring them together. Networking events allow for new and prospective members to learn about the benefits and values of OMPA and provide established members with opportunities to mentor and inspire others. Networking events may also be used as a tool to measure membership involvement and gauge monthly feedback. It brings members together, giving them a sense of community and builds on the OMPA value of its membership.

Goal

Increase awareness of OMPA's value to current and prospective members.

Objective

Increase awareness of OMPA's value among early- to mid-career members by 10.0%, by March 2017, as measured by a post-campaign survey.

Strategy

Create a digital content campaign that will reposition OMPA communication to better showcase membership value, the organization's core values and promote member benefits.

Tactic 1- SourceOregon

Update the online version of SourceOregon to recognize members across all categories of the film industry, make user-friendlier, and attract an increased membership audience to the OMPA site.

- Promote awareness of the SourceOregon listings directory to other state film offices and production organizations.
- Allow members in the directory to include bio to better inform readers.
- Stronger vetting of members listed in the directory.
- Update the guide more often so contact information is up-to-date.
- Implement a modern, user-friendlier version of SourceOregon online.

Tactic 2 - Newsletter

Create a new template of the monthly newsletter that highlights what current OMPA staff and members are doing to benefit the Oregon media industry.

- Create a membership spotlight edition that highlights member accomplishments from several different categories (e.g. Select 1-2 film projects or events to summarize per month), and new/old members that demonstrate excellence or have achieved a new accomplishment.
- Inform membership of upcoming events occurring within the following two months.
- Highlight valuable facts about OMPA to showcase the benefits of being part of the membership.
- Encourage members to submit short testimonials to be featured in the next newsletter.

Tactic 3 – Networking

Organize networking events at varying locations around the state to promote the OMPA community in different regions.

- Host a speed dating styled networking event.
- Create and update event schedule with short description per event for members to reference
- Option 1: Issue post-event survey with incentives for members to complete (e.g. gift cards) for months June-August to measure progress from the 2016 PR plan.
- Option 2: Hand out a survey during the event encouraging members to stay the full duration of the event to possibly win a prize.

Timeline June 2016 - March 2017

June

- Update newest version of SourceOregon online (Wk 1)
- Notify membership of the new SourceOregon online version (Wk 1)
- Notify membership of the new monthly newsletter starting in July (Wk 1)
- Draft July newsletter including recommended content from Tactic 2 (Wk 2)
- Issue email to membership to encourage content submission to feature on monthly newsletter (Wk 3)
- Start planning networking event for July. See Tactic 3 for suggestions (Wk 3-4)

July

- Issue July newsletter to membership (Wk 1)
- Highlight content from newsletter on OMPA social platforms (Wk 1)
- Continue planning networking event (Wk 2)
- Notify membership via email and/or OMPA social platforms of upcoming networking event including details (Wk 2-3)
- Develop 3-5 question survey for event (Wk 3)
- Draft August newsletter (Wk 3)
- Send reminder email for members to submit content to feature in Aug. Newsletter (Wk 3)
- Finalize newsletter (Wk 4)
- Host July networking event (Wk 4)

August

- Organize survey feedback in spreadsheet (Wk 1)
- Issue August newsletter to membership (Wk 1)
- Analyze feedback in conjunction with planning upcoming networking event (Wk 2)
- Notify membership via email/social platforms of upcoming event and last call for user submitted content (Wk 3)
- Host Aug. event (Wk 4)
- Draft Sept. newsletter (Wk 4)

September

- Issue Sept. newsletter to membership (Wk 1)
- Review and update event schedule for September-December 2016 (Wk 1)
- Social blast with user submitted content (Wk 2)
- Issue reminder email to membership of upcoming event (Wk 3)
- Draft Oct. newsletter (Wk 3-4)
- Host networking event (Wk 4)

October

- Issue Oct. newsletter to membership (Wk 1)
- Blast OMPA social media platforms with user submitted content (Wk 2)
- Issue reminder email to membership of upcoming event (Wk 3)
- Draft Nov. newsletter (Wk 3-4)
- Host networking event (Wk 4)

November

- Issue Nov. newsletter to membership (Wk 1)
- Blast OMPA social media platforms with user submitted content (Wk 2)
- Issue reminder email to membership of upcoming event (Wk 3)
- Draft Dec. newsletter (Wk 3-4)
 - This newsletter should be an overview of OMPA 2016 accomplishments
- Host networking event (Wk 4)

December

- Issue Dec. newsletter to membership (Wk 1)
- Blast OMPA social media platforms with user submitted content (Wk 2)
- Issue reminder email to membership of upcoming event (Wk 3)
- Notify membership via email to create/update SourceOregon directory listing (Wk 3)
- Draft Jan. newsletter (Wk 3-4)
- Draft plan for SourceOregon to release in March 2017 (Wk 4)

January

- Issue Jan. newsletter to membership (week 1)
- Blast OMPA social media platforms with user submitted content (Wk 2)
- Issue reminder email to membership of upcoming event (Wk 3)
- Continue drafting SourceOregon (Wk 3-4)
- Notify membership via email to create/update SourceOregon directory listing (Wk 3)
- Finalize Feb newsletter (Wk 4)
- Host networking event (Wk 4)
- Brainstorm Feb event (Wk 4)

February

- Issue Feb. newsletter to membership (Wk 1)
- Issue reminder email to membership of upcoming event (Wk 3)
- Continue drafting SourceOregon (Wk 3-4)
- Notify membership via email to create/update SourceOregon directory listing (Wk 3)
- Draft March newsletter (Wk 3-4)

March

- Issue March newsletter to membership (Wk 1)
- Issue reminder email to membership of upcoming event (Wk 3)
- Continue drafting SourceOregon (Wk 3-4)
- Notify membership via email to create/update SourceOregon directory listing (Wk 3)
- Draft April newsletter (Wk 4)
- Issue follow up survey to membership to conclude the 2016 OMPA Public Relations campaign (Wk 2)

Recommendations

Prior to implementing this plan, a review and update of the editorial calendar is in order. Additionally, the format for weekly emails and monthly newsletters needs to be redeveloped and stored in an archive to monitor what content is going out to membership. A social media-posting schedule is highly suggested to encourage member submitted content that will feature across social platforms and monthly newsletter. An internal forum hosted on the OMPA website is suggested to promote the value of the membership voice and receive continuous feedback.

Tools/resource to use to measure this plan

- Require membership to sign in at each event to identify the attending demographic
- Issue post-event survey's to gain feedback per month to track the success of the overall 2016 PR plan
- Utilize a website tracking service to monitor the number of new member sign-ups per month
- Use incentives to increase the number of members who attend each event

Evaluation

To conclude the 2016 PR plan, a follow up survey containing the same list of questions will be issued out to membership. The results from the 2016 survey will be compared to the 2017 follow up survey. The overall objective is to increase awareness of OMPA's value among early- to mid-career members by 10.0%, by March 2017, as measured by a post-campaign survey. Looking at the data set from the survey and data set from the follow up survey, calculate the percentage difference to determine your success of the 2016 PR plan. Use the attached data analysis from the first survey as a guide in analyzing the follow up survey to ensure OMPA has increased value in the desired areas. Utilizing the suggested strategies and tactics are set in place to reach this 10% increase by the projected date of March 2017.