

Norma E. Boyd Race for Education

Public Relations Final Report

November 5, 2015

Respectfully Submitted by:

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The P.R. strategy for the Norma E. Boyd Race for Education exceeded expectations. We met goals and reached targeted media and audiences as well as participants. The main objective as noted in the PR Strategy update was to have participation to meet or exceed 2014’s number of 200 registrants and to create a better public awareness. Increased media coverage and participation were also goals which were met. A three-pronged approach was attempted and met. It included websites, social media and traditional media.

Target Audiences

[Expectation met from the Strategy Update]

Primary audiences included members of the running community who are looking for a fun-yet challenging 5K race in preparation for longer races. Secondary audiences include organizations and individuals who are interested in exciting ways to promote health and wellness, as well as comradery with friends, and associates. This also includes members of Xi Omega Chapter and other sorority chapters and Greeks in the Greater Washington, D.C. area.

Key Target Media

[Expectation Met]

Targeted media includes traditional community organizations, and mainstream media such as radio programs and talk shows, television public service and morning TV talk shows and news, and black/mainstream publications as well as on-line media news outlets. This initiative is to inform the general public of the educational and community-service work that the chapter does by way of this annual event. This will only be effective if specific benefits of previous races are disseminated. This approach will also positively affect the bottom line of achieving more registrants.

Recommendations | Needs

Recommendations outlined in the earlier PR Strategy update were met. They included:

- Provide personal stories (included in WHUR segment and final media advisory)
- Outside participants (some of the participants noted hearing about the race via traditional media)
- Photos (included in Social media and video)
- Incentives (internal communications team provided)
- Follow ups (with Committee Chairpersons as well as P.R. Chairperson)
- Trail Information (included in final press release and media advisory)

External Communication

- Press Release: Distributed September 6, 2015
- Media Advisory: Distributed September 23, 2015

The 5K race had a wide scope which was included, but not limited to the following outlets:

Radio

- WHUR FM – On-air segment: Bobby Gailles’, “Taking It to the Streets” Sept 14, 2015– Soror JT represented Soror Dena in proxy | <http://www.whur.com/taking-it-to-the-streets-show-features/this-morning-on-taking-it-to-the-streets-272/>
- WTOP Radio – Public Service Announcement (PSA) on 5K: Soror JT created a :30 PSA for broadcast
- Radio One – PSA on 5K (Soror reported hearing it on air)

Television (online)

- WUSA9: http://events.wusa9.com/Norma_E_Boyd_5K_Race_for_Education/320663194.html

Newspaper

- Washington Post: https://www.washingtonpost.com/local/dc-news-in-brief/2015/09/15/4b6a3152-45bd-11e5-846d-02792f854297_story.html
- The Afro: <https://www.afro.com/section/washington-d-c-news/page/3/>
- Pentworth News: www.petworthnews.org/s/NormaEBoyd5KRace.pdf
- Prince Georges Afro American

Social Media

- **Twitter:** 5K Race updates and reminders were regularly shared on Twitter, using the approved Xi Omega Hash Tags #5KRace under the chapter handle, @akaxo
- **Facebook:** Race updates were shared on the Xi Omega page, Alpha Chapter Alumni page, Black Woman Run page, Ladies of Alpha Kappa Alpha in MD, DC and VA page, Black Men Run page

Other Online

- www.active.com
- www.championscuplax.com
- www.Getevents.com
- www.RunningintheUSA
- www.roadracerunner.com
- www.worldventer.com
- www.roundtown.com
- <http://allevents.in/washington/alpha-kappa-alpha-sorority-xi-omega-chapter-norma-e-boyd-5k-race/1468555743459580#>
- <https://localraces.com/bull-run-va/search/5K>
- <http://twicsy.com/i/UxYdJi>
- <http://www.frequency.com/video/aka-xo-norma-e-boyd-5k-promo/243490831?cid=5-538>

- <https://gametiime.com/events/norma-e-boyd-rack-for-education-washinton-dc-2015>
- <http://www.jogrunrace.com/Race/View/202786/norma-e-boyd-5k-race-for-education-washington-district-of-columbia-september-14-2014>
- www.meetup.com/es/Beautiful-Brown-Girls-Brunch...DC/.../223760101/
- <http://shtoor.com/event.php?id=egk570o4jg>
- <https://roundtown.com/event/9436422/Alpha-Kappa-Alpha-Sorority-Xi-Omega-Chapter-Norma-E-Boyd-5K-Race-Washington-DC-DC>
- <http://www.wherevent.com/detail/Erica-Gleaton-Alpha-Kappa-Alpha-Sorority-Xi-Omega-Chapter-Norma-E-Boyd-5K-Race>
- <http://twicsy.com/i/V5U5yi>

INTERNAL COMMUNICATION

Video

- Soror JT created a short video for internal communications to encourage sorors to take part. The video was also shared via Facebook and Twitter. The video may be found: www.youtube.com/watch?v=f0hPP64e6UA
- <http://www.skeeweev.com/Home/VideoDetail?Id=f0hPP64e6UA&pv=yt>

Fit & Fabulous Raffle

The internal communications team provided gift incentives for member /team registration and donations.

Suggested text for email was also provided to members of the internal communications team for Race reminders.

CONCLUSION

The 5K race exceeded objectives which were described in the PR Strategy update.

The main objective was to increase participation to at least 200 registrants. According to co-chair Soror Erica McClaskey, there were **237** registered participants.

The secondary objective was to “create a better public awareness of the reason behind the race, and to appeal to the running community, Greek community and public at large.

Awareness of the education and outreach initiatives was noted as a key strategy to garnering media coverage and participation.

Lastly, Soror Erica reports that total funds raised was \$7,906.60.

I am pleased to have helped create and implement the strategies which supported the bottom line for the Norma E. Boyd 5K Race for Education — to raise awareness and funds for this worthy cause and continue with our national service theme, “Launching new Dimensions of Service.”