Student PR campaign earns national recognition

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Competing against 67 teams nationwide, five University of Wisconsin Oshkosh public relations students received national recognition for their work on a 2010 U.S. Census campaign.

As part of “Public Relations 455,” taught by Julie Henderson, Shane Arman, Tina Babler, Jessica Gordon, Melanie Stepanek and Partick Terry won honorable mention in the 2010 national Public Relations Student Society of America (PRSSA) Bateman competition.

The team exceeded their campaign goals by garnering more than 1,000 pledges from students committing to complete the U.S. Census and successfully raised awareness of the importance of completing the 2010 U.S. Census. The team used the theme “Get engaged with the U.S. Census.”

Teams were judged on the basis of research, creativity, execution, effectiveness, planning and evaluation. The judges noted students showed a “clever, creative use of the Census hand, good use of word association, including messaging of commitment.”

“You tied your theme into the message of the Census, and it’s clear you put a lot of thought into this and had fun with it,” the judges commented.

Wisconsin topped the nation in 2010 U.S. Census return rates at 81 percent, and Oshkosh, at 85 percent, ranked in the top 50 cities with highest return rates nationwide.

For more information about the 2010 Bateman competition, visit www.prssa.org/news/news.aspx?Id=982 .

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