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# Evoke

Krystal Beauregard, Natalie Bowman, Becca Shenefield, Lauren  
O'Mara and Bria Roberson

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# Challenge Statement

- To increase traffic at the event, create social media engagement, and raise awareness for environmental racism
- Increase overall media impressions

# Media Outreach



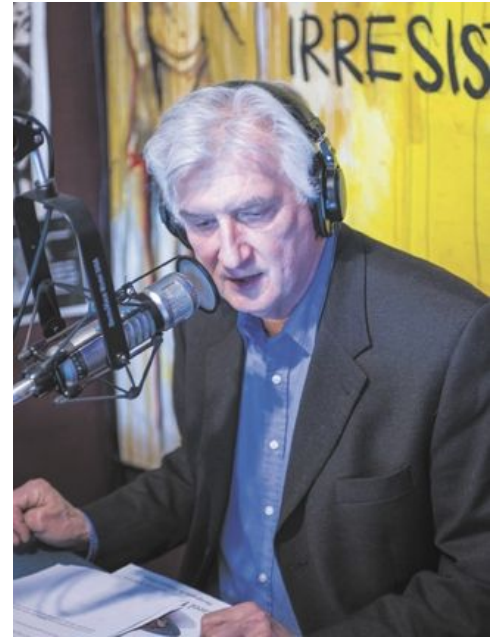
Sam Roe

- Chicago Tribune Investigative reporter - environment
- Teaches at Columbia in the journalism department



Carlos Mendez

- Station supervisor Columbia College radio station
- Local, Chicago-based, college audience



Mike Nowak

- Host of The Mike Nowak Show (1590 WCGO)
- Environmental discussions - Petcoke
- Audience is educated and aware of issues

# Social Media Engagement



**Sam Roe**

@SamRoe

Chicago Tribune investigative reporter. Public health, prod safety, enviro, science, crimjustice. J school adjct. Oak Park dad of twins. sroe@chicagotribune.com

📍 Chicago

🌐 [chicagotribune.com/chi-sam-roe-st...](http://chicagotribune.com/chi-sam-roe-st...)

3,169 FOLLOWING

4,450 FOLLOWERS



**WCRX FM**

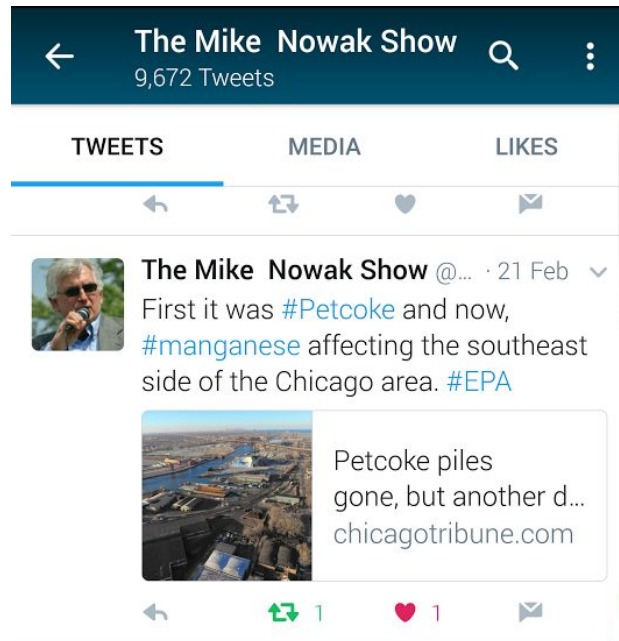
@WCRXFM

Columbia College Chicago's radio station!  
wcrxmgmt@gmail.com Stream - [tiny.cc/wcrxstream](http://tiny.cc/wcrxstream)

📍 Loop Chicago 🌐 [wcrxfm.com](http://wcrxfm.com)

994 FOLLOWING

1,678 FOLLOWERS



Hi Mike,

My name is Rebecca Shenefield, and I am a student at Columbia College Chicago. I am reaching out to you regarding Evoke, a new environmental exhibit inspired by the Petcoke: Tracing Dirty Energy exhibit at the [Museum of Contemporary Photography on environmental racism](#). I believe this would be of interest to you because the mission statement for your show is based on the environment, green living, green gardening, and local and sustainable product. All of the pieces in the Evoke Exhibit are made entirely out of local and sustainable materials in support of environmental issue awareness for the city of Chicago. I also follow you on Twitter, and I noticed that you have been tweeting about Petcoke in the past week, so this exhibit could build on your previous conversations around the topic.

I'm offering this invitation to provide you with the chance to share the harmful environmental impacts that are happening in Chicago with your listeners. Event details are listed below:

- What: Columbia College Chicago Student and Alumni Environmental Impacts Art Exhibit
- When: February 2-March 14, 2017
- Where: Columbia College Chicago, 618 S. Michigan Ave., The Arcade on Floor Two
- Why: This exhibition continues the conversation on environmental injustice, following MoCP's fall exhibition Petcoke: Tracing Dirty Energy.

In the summer of 2016, [Progress Illinois](#) reported on the petroleum coke storage piles on the southeast side of Chicago. Petroleum coke, or "petcoke," is a solid carbon material that resembles coal. The city is asking residents near these facilities to report any observations of dust coming from these sites.

"We live in a concrete city and don't always think about environmental impacts." -Kelly Egan, Evoke student curator.

I would be happy to connect you with Evoke curators and artists for more information regarding the exhibit. For more information on Evoke, feel free to visit the [Evoke website](#) or contact me. I will follow up with you next Monday, March 6, 2017 at 10:30 a.m. by email.

Hi Mike,

I just wanted to follow up with you regarding Evoke, the new environmental exhibit inspired by Petcoke. I have added my original message to the bottom of this email with the event details and why I believe you would have interest in the exhibit.

I also wanted to make you aware of the new information regarding the exhibit. There will be a reopening of the Petcoke exhibit at three [locations at](#) Houston and 91st on Earth Day, April 22, 2017. This exhibit continues the conversation regarding environmental racism, and I believe that you would be a valid contributor to that conversation.

Here are the links to the three new locations for Earth Day:

- Sky Art: <http://www.skyart.org/home/>
- South Side YMCA: <http://www.ymcachicago.org/southchicago>
- Chicago Library-South Chicago: <https://www.chipublib.org/locations/73/>

Please let me know if you have any further questions or if you would like to get in contact with artists or curators for the exhibit.

# Media Outreach



Fran Spielman

- Chicago Sun-Times
- City Hall Reporter
- Petcoke



Alicia Ontiveros

- Chicago Eco Blogger
- BP Oil Spill

# Social Media Engagement



**Alicia Ontiveros**  
@EcoChicagoIL

Trying to be green one day at a time. Follow my adventures on EcoChicago.

Chicago, IL [eco-chicago.blogspot.com](http://eco-chicago.blogspot.com)

517 FOLLOWING 724 FOLLOWERS

Tweets Media Likes



**Fran Spielman** ✓  
@fspielman

City Hall reporter, Chicago Sun-Times

402 FOLLOWING 7,362 FOLLOWERS

Tweets Media Likes


AT&T LTE 8:48 PM 25%

**Fran Spielman**  
7,663 Tweets

Tweets Media Likes

chicago.suntimes.com


2 1 3

 **Fran Spielman** ✓ @fspielman · 1d  
Amid pressure, Rauner says he wants pension, CPS bill passed now [bit.ly/2IAFny7](http://bit.ly/2IAFny7) via @suntimes



Amid pressure, Rauner says he wants pension, CPS bill passed now  
chicago.suntimes.com

1 1 2

 **Fran Spielman** ✓ @fspielman · 1d  
CPD use-of-force change prompting Black Lives Matter protest [bit.ly/2mg1E1b](http://bit.ly/2mg1E1b)

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Hi Alicia,

My name is Natalie, and I am a student at Columbia College Chicago. I am reaching out to you regarding Evoke, an environmental inspiration exhibit inspired by the Petcoke: Tracing Dirty Energy exhibit at the [Museum of Contemporary Photography](#) and [environmental racism](#). I believe this would be of interest to you because of your work highlighting the damage done by the BP Oil Spill.

We're offering this invitation to share with your readers news of this **free** art exhibit, designed to engage citizens in a continuing conversation about harmful environmental impacts in Chicago and beyond. Event details are listed below:

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In the summer of 2016, [Progress Illinois](#) reported on the petroleum coke storage piles on the southeast side of Chicago. Petroleum coke, or "petcoke," is a solid carbon material that resembles coal. The city is asking residents near these facilities to report any observations of dust coming from these sites.

"We live in a concrete city and don't always think about environmental impacts." -Kelly Egan, Evoke student curator.

We would be happy to connect you with Evoke curators and artists for more information regarding the exhibit. For more information on Evoke, feel free to visit the [Evoke website](#) or contact me. I will follow up with you next week Tuesday February 21.

Thank you in advance for your time and consideration.

Natalie Bowman  
Public Relations Major  
[natalie.bowman@loop.colum.edu](mailto:natalie.bowman@loop.colum.edu)

Hi Alicia,

I am just following up regarding Evoke, an environmental inspiration exhibit inspired by the Petcoke: Tracing Dirty Energy exhibit. There is less than month left to view the exhibit.

Below is the previous email I sent you about the exhibit.

Thank you,

\*\*\*

Natalie Bowman  
Public Relations Major  
[natalie.bowman@loop.colum.edu](mailto:natalie.bowman@loop.colum.edu)



# Media Outreach



Lauren Chval

- RedEye Chicago
- Report on Chicago scene, including Eat & Drink coverage, sports profiles, entertainment through the city, and lifestyle pieces



Kelly Kleiman

- Consultant to charities and philanthropies
- A freelance journalist who has appeared on Wall Street Journal & Washington Post
- Local professor at UIC

## Columbia College Chicago Hosts Environmental Exhibit: Evoke

**Krystal Beauregard** <krystal.beauregard@loop.colum.edu> to KellyNFP

Hi Kelly,

My name is Krystal Beauregard, and I am a student at Columbia College Chicago. I am reaching out to you regarding Evoke, an environmental exhibit inspired by the Petcoke: Tracing Dirty Energy exhibit at the [Museum of Contemporary Photography](#) and [environmental racism](#). I believe this would be of interest to you.

We're offering this invitation to provide you with the chance to share the harmful environmental impacts that are happening in Chicago with your readers. Event details are listed below:

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- Why: This exhibition continues the conversation on environmental injustice, following MoCP's fall exhibition Petcoke: Tracing Dirty Energy.

Feb 21

**Krystal Beauregard** <krystal.beauregard@loop.colum.edu>

to KellyNFP, bcc: Anne

Hello Kelly,

I just touch base since sending you my email last week. I know you are very busy and just wanted to reach out again about the Evoke exhibit that is being hosted at Columbia College Chicago. The exhibit has a little less than a month left. If you have any other questions about Evoke please feel free to reach out. Below, on the forwarded email you can see my contact information that is best to reach me.

Thanks for your time,

Verizon 10:01 PM 58%

**Kelly Kleiman** @KellyNFP

Nonprofiteer, aspiring progressive politician, theater critic

Chicago

[ChicagoNow.com/the-nonprofite...](#)

47 FOLLOWING 145 FOLLOWERS

Tweets Media Likes

**Kelly Kleiman** @KellyNFP · 3d  
"Like eunuchs discussing the Kama Sutra, the voters discuss the elections..." (h/t @AravindAdiga). Don't be a eunuch: defend your rights NOW.

**Kelly Kleiman** @KellyNFP · 3/2/17  
Dept of I-Wish-I'd-Written-That: Charlie Pierce assesses the "real Amurricans"

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Verizon 10:02 PM 58%

**Lauren Chval** @lchval

@redeyechicago deputy editor, movie and TV addict, sports girl, slytherin. Somewhere between Lorelai and Rory.

Chicago [redeyechicago.com](#)

192 FOLLOWING 739 FOLLOWERS

Tweets Media Likes

Lauren Chval Retweeted

**Rembert Browne** @rembert · 3d  
also, before you send your woke reply never forget that I don't care

**Lauren Chval** @lchval · 9h  
Every year I refuse to let my Notre Dame allegiance cloud my March Madness judgment, but this year I've decided to

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# Media Outreach



The Eagle News

- Local

- College based

- Previously wrote about issues taking place locally

Hello Kevin,

My name is Lauren O'Mara, and I am a student at Columbia College Chicago. I am reaching out to you regarding Evoke, a new environmental exhibit inspired by the [Petcoke: Tracing Dirty Energy](#) exhibit at the [Museum of Contemporary Photography](#) on [environmental racism](#). I believe this would be of interest to you because Robert Morris University is located in the downtown Chicago south loop area. It is crucial that the local community is aware of the environmental issues taking place

We're offering this invitation to provide you with the chance to share the harmful environmental impacts that are happening in Chicago with your readers. Event details are listed below:

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- Why: This exhibition continues the conversation on environmental injustice, following [MoCP's](#) fall exhibition [Petcoke: Tracing Dirty Energy](#).

In the summer of 2016, [Progress Illinois](#) reported on the petroleum coke storage piles on the southeast side of Chicago. Petroleum coke, or "[Petcoke](#)," is a solid carbon material that resembles coal. The city is asking residents near these facilities to report any observations of dust coming from these sites.

"We live in a concrete city and don't always think about environmental impacts." -Kelly Eagan, Evoke student curator.

We would be happy to connect you with Evoke curators and artists for more information regarding the exhibit. For more information on Evoke, feel free to visit the [Evoke website](#) or contact me. I will follow up with you on Friday, February 17 around 1:00 in the afternoon.

Thank you in advance for your time and consideration.

**Lauren OMara** <lauren.omara@loop.colum.edu>

Feb 17



to me ▾

Hello,

I am following up with you today regarding Columbia College Chicago hosting the **Evoke** environmental exhibit.

Below I have attached the original email I sent to you regarding this matter.

If this is of any interest to The DePaulia I am looking forward to hear back from you anytime before March 14 which is the final day of the Exhibit.

If you have any questions or concerns please do not hesitate to contact me:

Lauren O'Mara  
Public Relations Major  
[708-770-5840](tel:708-770-5840)  
[Omaralauren@gmail.com](mailto:Omaralauren@gmail.com)  
[Lauren.omara@loop.colum.edu](mailto:Lauren.omara@loop.colum.edu)



# Social Media Engagement



**The DePaulia**

@TheDePaulia

DePaul University's student-run newspaper. Follow The DePaulia on Instagram, Snapchat and Facebook. Sign up for our newsletter: [bit.ly/DPUnewsletter](http://bit.ly/DPUnewsletter)

📍 Chicago, IL

🌐 [dePauliaonline.com](http://dePauliaonline.com)

📅 Joined August 2010



TWEETS **8,507** FOLLOWING **1,017** FOLLOWERS **4,277** LIKES **267** LISTS **14**

Following

Suggested

close X



RMU Eagle News

@RMUEagleNews

Home

About

Photos

Events

Reviews

Likes

Videos

Posts

👍 Liked

Unlike this Page

Featured For You

Get in touch





# Media Outreach



**Alex Ruppenthal**

- Chicago Tonight Reporter
- Digital Reporter focusing on investigative and environmental news.



**Michael Hawthorne**

- Chicago Tribune Reporter
- Focus on environment and public health issues

# Social Media Engagement



## Alex Ruppenthal

@arupp

Digital Reporter @wtw's #ChicagoTonight covering environment & more. US/DE passports. Prev @WickedLocal, @MLB.com, @ESPNChicago. @Mizzou. aruppenthal@wtw.com

Chicago, IL [chicagotonight.wttw.com](http://chicagotonight.wttw.com)

1,580 FOLLOWING 979 FOLLOWERS

Tweets Media Likes

Pinned Tweet



**Alex Ruppenthal** @arupp · 2/16/17  
@UCHealthNews' Erin Haynes: Manganese overexposure affects brain function in children. Part 2 in our series on pollution on Chicago's SE Side [twitter.com/wttw/status/83...](https://twitter.com/wttw/status/83...)

This Tweet is unavailable.



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Tweets Media Likes



Alderwoman: More Info Needed to Evaluate Chicago's health  
[chicagotonight.wttw.com](http://chicagotonight.wttw.com)



Alex Ruppenthal Retweeted  
**Matt Masterson** @ByMattMasterson · 3d  
@chancetherapper calls donation a call to action. Wants corps to match donations. Each \$100k raised means \$10k match from @SocialWorks\_Chi



24 34

Alex Ruppenthal Retweeted  
**WTTW (Chicago PBS)** @wtw · 2d



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Me



## Michael Hawthorne

@scribeguy

Chicago Tribune investigative reporter w/focus on environment/public health. Son of the flat farmlands of downstate Illinois.

Chicago

[chicagotribune.com/chi-michael-ha...](http://chicagotribune.com/chi-michael-ha...)

973 FOLLOWING 4,054 FOLLOWERS

Tweets Media Likes



Michael Hawthorne Retweeted  
**Peter Gleick** @PeterGleick · 11h  
This is like the Surgeon General saying cigarettes don't cause cancer, or hear NASA saying the Earth is flat.



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Tweets Media Likes



Michael Hawthorne Retweeted  
**POLITICO** @politico · 8h  
If you want to understand how America got so fat, just check out a Buffalo wing, @DavidAKesslerMD says [politi.co/2n4hYp7](http://politi.co/2n4hYp7)



26 34 43



**Michael Hawthorne** @scribeguy · 10h  
Pruitt also told Congress he doesn't know much about lead poisoning.



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Messages

Me

Hello Mr. Ruppenthal,

My name is Bria Roberson and I am a student at Columbia College Chicago. I am reaching out to you regarding Evoke, a new environmental inspiration exhibit inspired by the Petcoke: Tracing Dirty Energy exhibit at the Museum of Contemporary Photography on environmental racism. I believe this would be of interest to you because of your great approach to environmental news and your most recent article discussing life after petcoke which is examining pollution on Chicago's far southeast side.

We're offering this invitation to share with your reader's news of this free art exhibit, designed to engage citizens in a continuing conversation about harmful environmental impacts in Chicago and beyond. Event details are listed below:

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"We live in a concrete city and don't always think about environmental impacts." -Kelly Egan, Evoke student curator.

We would be happy to connect you with Evoke curators and artists for more information regarding the exhibit. For more information on Evoke, feel free to visit the [Evoke website](#) or contact me. I will follow up with you next Wednesday morning, February 22<sup>nd</sup>, around 9 am.

Thank you in advance for your time and consideration.

Bria Roberson

Marketing and Public Relations Student

Hello Mr. Ruppenthal,

My name is Bria Roberson and I am following up with you to see if you have had a chance to take some thought into learning more of Evoke, a new environmental inspiration exhibit.

We would love to offer you more information on how this experience could be of great knowledge to yourself along with your readers.

Please don't hesitate to contact me with any further questions and I hope to hear from you soon.

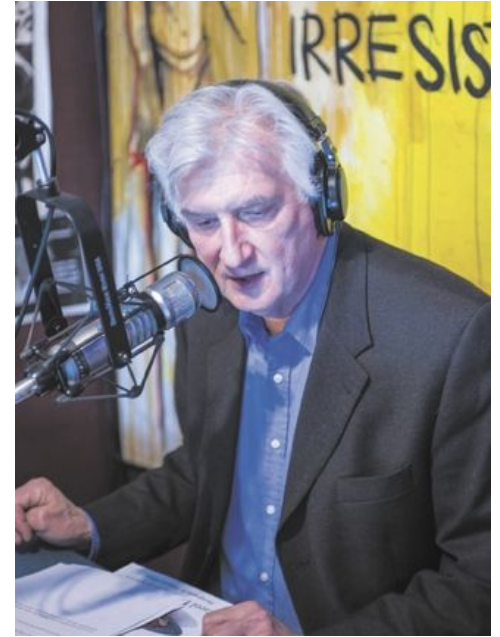
# Media Outreach Results Summary

Unfortunately, even after targeted follow-up, we did not hear back from any of the media that we pitched.

# Media Outreach: Recommendations

Good targets to continue pitching:

1. Mike Nowak
2. Alex Ruppenthal
3. The Depaulia & Eagle News



The Eagle News

The **DEPAULIA**



# Media Outreach Recommendations

DEPs/MoCP and the student artists should follow up by:

- Continuing to pitch target media through email
  - Enlist the help of a PR intern (possible creation of a media tool kit)
- Follow target media on Twitter, Facebook, and Instagram
  - Engage with target media
  - Direct message target media
- Invite target media to environmental events like Evoke, and attend environmental events where target media will be present



# Media Outreach Recommendations

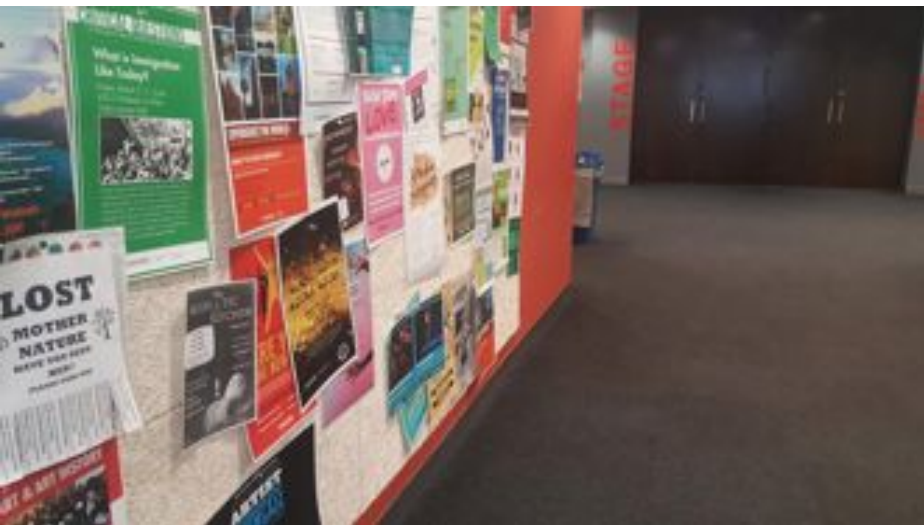
- Enlisting student artists for social media takeovers and tag/forward posts to targeted media
- Conduct an environmental panel with open discussion regarding topics like Petcoke in Chicago and invite targeted media (send out press releases)
- Utilize Facebook Live at events and send reminders to targeted media
- Possible partnership with target media for panel discussion or environmental outreach event
- Possible radio spotlight with student artists or curators (target Mike Nowak)

# Big Idea

- Goal: Gain student/faculty attendance at Evoke exhibit
- Idea: Evoke "Lost" Flyers
  - Environmental awareness
  - Information tabs with feature hashtag: #EvokePetcoke
  - Recycled Chronicle newspapers (student connection and environmentally savvy)
- Execution: Flyers were placed in all Columbia buildings near the exhibit in main student gathering areas and featured on DEPs social media



## Social Media Photos



# Social Media Execution

- Facebook & Twitter
- Tuesday, Wednesday  
03/07-03/08
- 12-1pm
  - Prime time for students  
in between classes



GlassCurtainGallery  
@GlassCurtainCCC

LOST! Mother Nature! Come join us at Evoke, an environmental art exhibit at Columbia College Chicago, 618 S. Michigan! [#EvokePetcoke](#)



Columbia DEPS

Yesterday at 1:00 PM · 🌐

ATTENTION! Mother Nature is lost! Come to 618 S. Michigan Ave. on the 2nd floor for Evoke to find your own environmental awareness! [#EvokePetcoke](#)



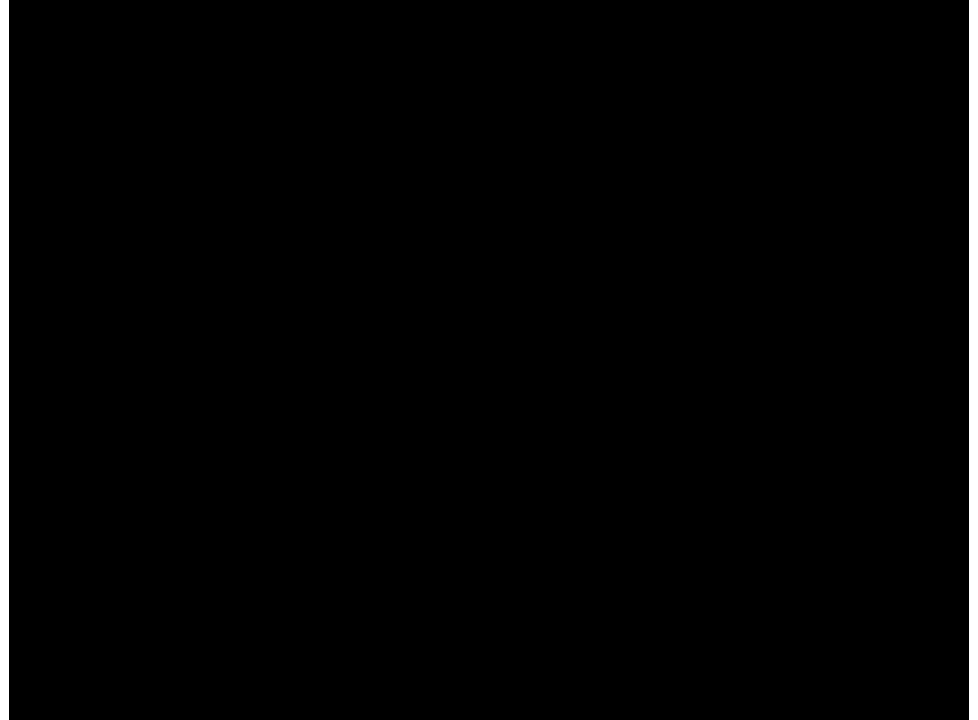
# Social Media Execution

- Boomerang Video
- Facebook
  - Wednesday

Caption:

"We're heading to Evoke at 618 S. Michigan Ave!

Are you?? #EvokePetcoke"



# Social Media Execution

- Instagram
- Wednesday 03/08
  - During class hours - many students active on their accounts at this time



Liked by [kbeauregard7](#) and 5 others

[columbiadepts](#) We're on our way to Evoke! Are you? Don't miss out on your chance to see student and alumni work based on Petcoke in Chicago and environmental racism at 618 S. Michigan. [#EvokePetcoke](#)



# Twitter Results

## ❖ Tuesday

Impressions 67  
times people saw this Tweet on Twitter

Total engagements 10  
times people interacted with this Tweet

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Likes 4  
times people liked this Tweet

Media engagements 3  
number of clicks on your media counted across videos,  
vines, gifs, and images

Detail expands 3  
times people viewed the details about this Tweet

## ◆ Wednesday



**GlassCurtainGallery**

@GlassCurtainCCC

LOST! Mother Nature! Come join us at Evoke, an environmental art exhibit at Columbia College Chicago, 618 S. Michigan!

#EvokePetcoke

pic.twitter.com/ZXi0NOtazW

Impressions 68  
times people saw this Tweet on Twitter

Total engagements 1  
times people interacted with this Tweet

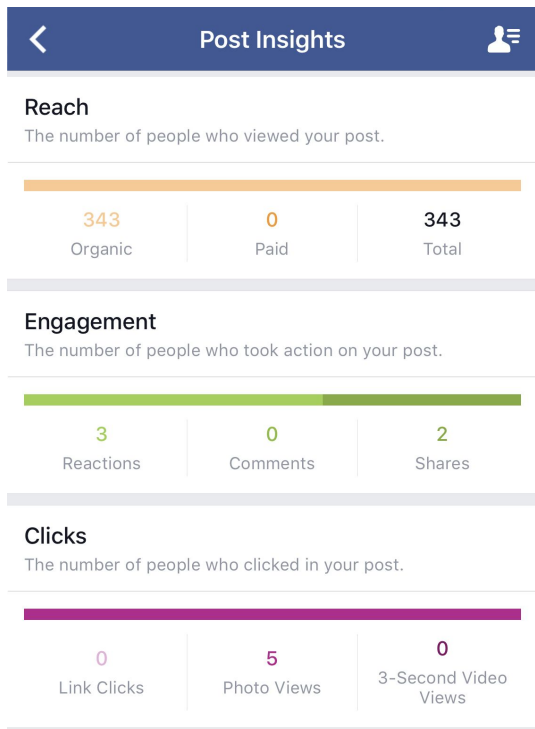
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Detail expands 1  
times people viewed the details about this Tweet

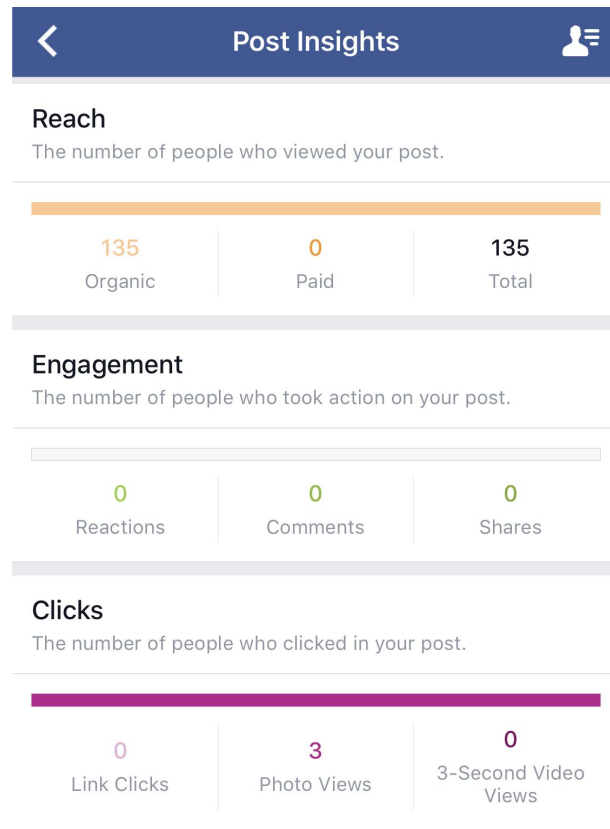
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# Facebook Results

## ❖ Tuesday



## ◆ Wednesday



# Instagram Results

- Instagram
  - Wednesday
  - 6 likes total (first day)



Liked by kbeauregard7 and 5 others

**columbiadeps** We're on our way to Evoke! Are you? Don't miss out on your chance to see student and alumni work based on Petcoke in Chicago and environmental racism at 618 S. Michigan.  
[#EvokePetcoke](#)

# Assessment

- LOST flyers drew attention and engagement
  - Tabs were torn - interest
  - This engagement could have lead to increased attendance at Evoke
- Social Media
  - Facebook & Twitter were most successful in capturing engagement
    - Tuesday posts received the most interactions (make note of this for future posting)



# Big Idea Recommendations

To Engage Columbia:

- Possible raffle with flyer tabs at the exhibit (win a feature artist donated creation)
- LOST flyer treasure hunt - the tabs could include locations to find different features of artwork from the exhibit throughout campus
- Interactive booth set up on campus using recycled materials (like the newspapers) featuring the artwork from the exhibit
- Social media forum engaging student opinions regarding environmental racism (information for the forum posted on flyer tabs and through online DEPs/MoCP outlets)

# Challenge Statement Revisited

- To increase traffic at the event, create social media engagement, and raise awareness for environmental racism
  - Big Idea creation provoked interest in the topic
  - We hope that attendance at the event increased due to Big Idea and social media
  - Big Idea flyers with the shared hashtag (#EvokePetcoke) were used to spread awareness of the event that educates on environmental racism
- Increase overall media impressions
  - Our social media content increased likes by a new audience (students)
  - New media prospects outreach was formed, opportunity for follow up



**Thank You!**