

PR Plan Part A + B(r) + C

Campaign Topic:

Increase Attendance for Women's Sports at the University of Oregon

Team Marionberries

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PROBLEM STATEMENT

The University of Oregon struggles to build positive value around its women's sports programs. Negative perceptions drive low visibility, attendance, and media engagement across UO's athletic department, but also broader campus culture. Although these challenges have existed in the past, they persist today, even with recent resources such as Women in Flight, GoDucksW, and policies such as Title IX (1972). These problems persist due to certain patterns in cultural perspectives, underinvestment, low visibility, and insufficient marketing. The university should take a more proactive approach to developing a solution to this issue, as it affects its reputation, potential legal issues, and its ability to capitalize on the growing revenue potential of women's sports.

INTERNAL FACTORS

Mission, Vision, and Values

The University of Oregon Athletic Department's mission is to: "Provide an outstanding collegiate experience to student-athletes while enabling them to pursue excellence in the classroom, the community, and their lives while competing at the highest level in their chosen sport." The Athletic Department at UO emphasizes several core values in its mission statement.

- Academic success and degree completion
- Holistic development - life skills, career preparation, community engagement
- A "family atmosphere" that fosters connection and belonging
- Physical wellness through access to facilities and medical care
- Integrity, leadership, sportsmanship, and ethical behavior
- Commitment to equity and diversity
- Compliance with NCAA and conference regulations¹

While the athletic department's mission explicitly highlights equity, support, and student-athlete well-being, there is a distinct gap between their stated values and the current experience of the women's athletic programs. The statement from the athletic department positions itself as committed to equality, but the reality of funding, media attention, and game attendance reflects the disparities between men's and women's athletics.

Organizational History

The University of Oregon's history with women's athletics reflects long-standing disparities that continue to impact attendance and visibility. Before Title IX, women's athletics received minimal funding, no scholarships, and little to no media coverage, creating a cycle of low recognition and limited public interest, even when teams were successful.

Following Title IX, women's sports were formally integrated into the athletic department in 1977, but inequities persisted. Men's programs continued to receive greater promotion, resources, and fan engagement, while women's events were often free, under-marketed, and reinforcing perceptions of lower value.¹

This pattern briefly shifted positivity again during the Sabrina Ionescu era, when increased visibility and investment drove attendance from around 1,629 to 10,852 fans per game. However, attendance declined after her departure, highlighting a key insight: when women's sports receive sustained promotion and resources, fan engagement increases; without them, disparities persist.

Organizational Functioning

Rob Mullens is the UO athletic director, now in his 16th academic year, and recently received a contract extension through the 2032-33 season. Since 1947, the athletic director has led the department above the assistant directors and associate directors. Mullens oversees more than 500 student-athletes and a \$162 million athletics budget. Of those athletes, women have made up

approximately 49% of the varsity roster, yet EADA data shows the university has spent only 25% of total athletic expenditures and 15% of recruiting funds on female athletes. Valarie Johnson serves as deputy athletic director, senior woman administrator, and deputy Title IX coordinator, a role that is central to our campaign given its direct oversight of gender equity within the department. The department also includes dedicated Athletic Communications and Marketing and Promotions units, which handle media relations and game-day promotion across all sports. Football generated a \$55 million surplus in fiscal year 2024, while women's basketball operated at a \$4 million deficit, and all other women's sports combined ran a \$15 million deficit. This financial structure means revenue-generating men's sports effectively subsidize the rest of

Resource Allocation

Although women are 49% of student-athletes, they receive only 25% of athletic spending, 15% of recruiting funds, and unequal financial aid. This directly contradicts the department's stated mission and commitment to "equity and equal support."⁴

Legal History and Challenges

The *Schroeder v. University of Oregon* lawsuit reflects the systemic inequalities faced by women. The lawsuit focused on the conditions of the beach volleyball team. The beach volleyball athletes practice at off-campus public parks, which lack locker rooms, safety measures, and spectator seating. There were evident disparities in their equipment, travel accommodations, medical services, and Name, Image, and Likeness (NIL) opportunities. In contrast, men's programs are provided with high-quality, university-funded facilities. These inequalities not only affect the athlete experience but also fan perception and attendance, as accessible facilities and program funding correlate with attendance value.

Marketing Systems

Women's sports have historically lacked dedicated marketing, media coverage, and institutional support.⁵ However, recent campaigns and promotions demonstrate the potential of women's sports. Allen Hall advertising ran a successful campaign for women's basketball attendance. They created a campus-wide promotion featuring banners, posters, and transit ads, and added incentives for early attendees. Their campaign focused on player storytelling and the fan experience, which resulted in sold-out arenas and fans staying for entire games. The Allen Hall Advertising campaign led to women's basketball attendance ranked among the highest in the nation.⁷

Attendance and Program Structure

Despite progress across various programs, disparities in attendance at men's and women's sporting events remain evident. In 2024, women's basketball averaged 5,045 fans and 4,820 in 2023; men's basketball averaged 10,000-12,000 fans per game.⁸ Although the University of Oregon sponsors eight men's sports and 12 women's sports, the men's programs consistently receive more visibility and higher attendance. The disparities in attendance, regardless of sponsorship, highlight that the issue is not the number of opportunities to attend women's events, but the differences in promotion and perceived value.

Current Initiatives

Recently, the "Go Do Anything" campaign raised \$15 million for women's athletics, and the GoDucksW social media platform launched to increase the attention given to women's sports. The athletic department began investing in women's sports, but efforts remain inconsistent across programs, creating an opportunity for unified attendance.⁴

Position & Reputation

The University of Oregon has a strong national identity through the Oregon Ducks, previous success in women's basketball attendance, high-profile athletes who attract national attention, and ongoing donor and institutional support for the women's programs. The women's programs at UO have faced ongoing criticism surrounding Title IX and gender equality, unequal resource distribution across programs, and inconsistent promotions for women's sports.^{4,5} Women's sports are often viewed as less competitive, entertaining, and less important than men's sports. These perceptions are reinforced by the lack of marketing and attention given to the women's program.^{5,7}

Mission, Vision, Values

Mission

UO Athletics' vision is based on the five core goals articulated by Athletic Director Rob Mullens, which guide the organization's long-term direction. These are: providing an exceptional student-athlete experience, fostering a culture of excellence, enhancing resources to meet expectations, uniting and strengthening the Oregon community, and competing for championships in all sports.

Values

UO Athletics is committed to

- Strive to recruit student-athletes who are academically prepared and make every effort to help each meet their academic commitments.
- Provide academic support services so that our student-athletes will receive the best educational experience, including obtaining their degree.
- Create a supportive family atmosphere where student-athletes feel connected to their peers, the community and the University.
- Ensure that student-athletes will become responsible, contributing citizens through career counseling, development of life skills and community service opportunities.
- Provide facilities and medical staff to enhance the physical fitness and wellness of all student-athletes.
- Require all members of our department to demonstrate and promote the highest standards of integrity, leadership, sportsmanship, ethical behavior and a true respect for equity and diversity.
- Maintain a quality comprehensive intercollegiate athletic program that is self-sufficient and self-sustaining in harmony with the mission and goals of the University.
- Operate in accordance with all rules and regulations set by the University, the Big Ten Conference and the NCAA.

Application

Our campaign directly applies UO Athletics' core values by addressing the gap between the organization's stated commitments and its current situation. The commitment to equity and diversity is applied through a sustained effort to increase visibility, attendance, and institutional support for women's programs, ensuring female student-athletes receive the recognition the department mission promises. This campaign aims to reflect the values of integrity and ethical behavior by actively working to make UO female athletes feel seen and supported while holding the department accountable to its own standards. By driving measurable progress in closing the gender equity gap in college sports, this campaign supports UO's compliance obligations under Title IX and reduces the institution's legal exposure.

EXTERNAL FACTORS

Emerging Trends or Issues

Major female athletes and improved marketing have increased attention to the University's women's sports programs. At the University of Oregon, Sabrina Ionescu's 2019 NCAA championship sparked national discourse about WNBA pay disparities. Attendance at UO women's games has steadily increased through improvements in marketing, fan experience, and event hosting. Since Title IX passed, interest and participation have increased by over 600% over the last 54 years. Structural and social barriers limit engagement rather than a lack of interest. Research shows fans attend women's sports events primarily for social motivations, like going with friends or family, rather than in response to promotions.

Limited media coverage also remains a key obstacle hindering visibility, awareness, and perception of women's sports. According to an AP-NORC poll, about 30% of U.S. adults follow professional or college sports "extremely, very, or somewhat closely." This indicates that the motivation to attend women's sports games lies in the event experience. Additionally, according to Barker and Traugutt's analysis of women's college volleyball, visibility and storytelling develop deeper fan connections and boost attendance. Financially, women's sports have reached an "inflection point," according to McKinsey & Company; revenue for women's sports grew 4.5 times faster than men's sports between 2022 and 2024, with projections estimating up to \$2.5 billion by 2030. Rising attendance, sponsorships, and media attention drive the momentum for women's collegiate sports. These trends indicate strong commercial value despite the institutional setbacks present.

Competing Forces

In ranked and rival games, the University of Oregon women's sports programs have recently increased in popularity. This has been observed across NCAA women's sports programs. The NCAA reported that the 2021-2022 season saw the largest increase in female student-athletes, with enrollment reaching 226,212, up 5% from the previous year. This marks the largest percentage growth since the 2000-2001 season.¹² Ticket sales statistics signal clues for strategies to generate fan interest. The women's NCAA coverage reflects growth in participation, but participation does not guarantee attention, coverage, or commercial support, which can affect critical outcomes.¹⁷ Media representation is the most significant competing force. Limited or unfavorable coverage reinforces the perception that women's sports may be less important or exciting.¹⁵ An article exemplifies this phenomenon, discussing how the May 2018 Men's European Tour received greater depth and cultural recognition than the women's golf events, thereby weakening the visibility and credibility of the latter.¹⁹ This results in a domino effect that diminishes women's golf culture, limits public interest, and hinders future coverage and investment. This cycle has the power to disadvantage women's sports institutionally, rather than as a traditional competitive force.

This imbalance extends to sponsorship possibilities, audience growth, athlete legitimacy, and long-term branding when coverage is distorted, weak, or lacking. In NCAA women's sports, progress is contingent on whether major media outlets, sponsors, departments, and fans perceive women's events as important.^{15,16} UO directly reflects this pattern in its strategies for meaningful exposure, rivalry spotlighting, and high-profile matchups have attendance improvements, weak or distorted coverage stalls sustained growth. NCAA women's sports continue to grow, yet coverage still competes with media bias, inequality, and outdated perceptions, hindering fan

engagement and sustained interest in their events. A focus on balanced representation would allow UO women's sports and the overall league to continue expanding both attendance and influence.

Case Studies

Case Study 1: Consumer Behaviors of Women's Basketball at the Collegiate Division I Level

This study aimed to identify the barriers limiting game-day attendance and what tactics drive higher attendance rates. It found that factors in social platforming, marketing, and game-experience factors cause low attendance.

Through a 100-participant survey, with the majority being 18-24-year-old female students, researchers analyzed season-ticket statistics, attendance habits, and motivational factors that drive student turnout, which had the greatest impact on spectators. Compared to men's basketball attendees, women's basketball spectators were most influenced by promotion strategies, group ticketing options, and the social context of the event.¹³

Results indicated that audience behavior depends on social opportunities to create social events out of attending women's basketball games.¹³ "Once a program truly figures out what their specific spectators look forward to at a women's basketball collegiate game, it will make it easier to target those fans (UNC + UA&T)." This study shows that attendance is driven more by social experiences than by team performance. This insight shows how UO could prioritize group-based social promotions and the event atmosphere over messaging focused on the team's performance.¹³

For our campaign, we should consider framing our tactics around creating worthwhile opportunities that make women's sports games social events.

Case Study 2: What Factors Drive NCAA Division I Women's Volleyball Attendance

This case study on NCAA Division I women's volleyball attendance provides a clear, actionable roadmap for the University of Oregon's athletic department. Analyzing more than 700 matches across 15 programs from 2021–2023, the study used a random-effects regression model to identify the most significant drivers of fan turnout beyond team performance. The findings show that event-specific factors play a larger role in attendance than win-loss records. Evening start times consistently attracted larger crowds, while conference matchups and games against strong opponents increased turnout because of the higher stakes.²¹

High-profile contests, such as the Wisconsin–Minnesota match that drew 1.66 million viewers, demonstrate how marquee games can elevate visibility and attract both dedicated and casual fans. While promotions like giveaways and themed events contributed to attendance, their impact was moderate. In contrast, geographic proximity and rivalry dynamics were far more influential, with regional matchups significantly boosting crowd size. Ticket pricing was not a primary deterrent; instead, attendance fluctuated based on timing, competition level, and broader market conditions.²¹

A key takeaway quoted in the paper is that focusing on "several big games" yields better results than trying to push attendance at every home game. For UO, this means the campaign should concentrate on selecting a handful of volleyball matchups, focusing on local rivals, nationally ranked opponents, and evening conference games to turn those events into social experiences. The study's ticket-sales analytics also challenge the idea that admission fees automatically deter fans; instead, attendance fluctuates based on timing, performance, and broader market conditions. Using this information, our campaign tactics should include targeted evening

promotions, themed nights, highlighting conference rivalries, and post-game elements that encourage fans to treat the match as a destination event.^{15, 21}

RELEVANT PUBLICS

Introduction

To increase attendance and engagement in women's athletics at the University of Oregon, this campaign targets key audiences through strategic segmentation based on demographics, behaviors, and research. The primary audience is UO students already engaged in athletics, while secondary audiences include producers and sponsors such as ESPN, alumni, athletic brands, and women's sports organizations. Focusing on these groups allows for more efficient messaging and resource use.

University Students (Primary Public)

College students (ages 18–24) are the most accessible and influential audience, driving attendance, school spirit, and visibility through social engagement. Low ticket costs and competitive matchups make women's sports accessible, while platforms like TikTok, Instagram, and YouTube amplify reach through in-game content and student-generated media. Students who engage with one sport are likely to explore others, creating opportunities to cross-promote women's athletics. Despite strong viewership, many remain passive, highlighting the need for messaging that converts interest into attendance. Students are also motivated by a sense of belonging, identity, and school pride, making women's sports a strong avenue for building community and fostering long-term engagement. Using situational theory, this audience can be segmented by involvement levels to better target active and passive publics.

Producers and Sponsors (Secondary Public)

Producers and sponsors, including media outlets, athletic brands, and local businesses, play a key role in funding, visibility, and distribution. Their involvement is driven by return on investment through advertising and brand exposure. At UO, initiatives like Women in Flight and GoDucksW highlight the value of these partnerships by increasing funding, centralizing content, and expanding audience reach.^{20,23} Through the two-step flow theory, intercessors such as coaches, administrators, and media figures influence perceptions and engagement. Their role is critical in shaping support, representation, and overall visibility for women's athletics.

Potential Threat Publics

Key threats include competition from men's sports, opposing teams, and limited financial resources, all of which divide attention and sponsorship. Historically, men's sports receive greater funding and media coverage, contributing to disparities in attendance and revenue. For example, significant gaps in financial investment and average attendance between universities demonstrate how visibility and promotion directly impact success.^{13,17, 23} These challenges highlight the need for strategic resource allocation and targeted promotion to elevate women's sports.

SWOT ANALYSIS

Strengths

- Players who received a large following and continued coverage for the university. (e.g., Sabrina Ionescu)
- Highly accessible stadiums and facilities
- Growing student interest in women's sports

- Organizations within UO that help and encourage women's representation in sports (e.g., Women In Flight, Rising Tide, GoDucksW)
- Women who support women. Whether that be students or athletes, there are people who care and encourage more spectators

Weaknesses

- Lower attendance rates when compared to men's sporting events
- Less coverage when compared to men's sports
- People don't talk about acknowledging or knowing that women's events are happening on campus
- Not grabbing people's attention with the same marketing tactics as men's events
- The whole sports culture at UO seems to pertain only to men

Opportunities

- Leverage alumni and former notable athletes
- Capitalize on competitive games and rivalries
- Promote with different athletic programs
- Integrate academic incentives with athletic attendance
- Promote value-added incentives through experience rewards

Threats

- Lack of respect surrounding women's sports
- Women's sports as a whole are advertised less than men's, so fewer students know when or where games are
- The Athletic Department delegates more funding to the men's program
- Less of an appeal without a star athlete in comparison with Sabrina Ionescu
- Fewer social media followers of female student-athletes
- WNBA receives less attention from SportsCenter, ESPN, any athletic organization, or media accounts
- Social media prioritizes men's sports over women's

CURRENT SITUATION

Issue Background:

UO Athletics faces challenges in equity in funding, visibility, and overall support for women's athletics. The *Schroeder v. University of Oregon* lawsuit reveals institutional disparities that violate Title IX at UO: women's teams, including the beach volleyball team, receive fewer resources, media coverage, and funding than men's programs. These inequities have suppressed fan attendance, the athlete experience, and public perception, reinforcing the perception that women's sports programs are undervalued.⁶⁷ UO's steps to address the current situation are through the Women in Flight and the GoDucksW platform initiatives; these campaigns focus on advancing fundraising, storytelling, and visibility, yet challenges persist.^{9, 20} Awareness of women's sports has improved in recent years, yet limited attendance and media coverage remain unaddressed.

Issue consequence(s)

The issue poses a significant risk to UO's reputation and exposes it to legal risk. Especially in an environment of Title IX violations and stakeholder criticism, continuing disparities potentially lead to downstream effects on recruitment, campus morale, and fundraising.

Direction

This campaign needs to address three core deficits in women's sports at the University of Oregon: low attendance, limited engagement, and weak media coverage/visibility. Eventually, it will help break the outdated perception of women's sport. We aim to reposition women's athletic programs as integral to UO's athletic identity in increasing visibility, driving social engagement, and building a consistent fanbase. Active engagement with this campaign issue ensures it demonstrates measurable progress towards closing the visibility gap in UO women's athletics. If the University of Oregon wants to move forward positively, prioritizing investment in women's sports programs, improving visibility, and actively showcasing this prioritization will help achieve our campaign goals.

Planning Obstacles

The campaign faces major obstacles, starting with the long-standing perception that women's sports are less important than men's, which shapes both media coverage and audience attitudes. This cultural bias creates a significant barrier, meaning the campaign must go beyond promotion and actively challenge the idea that women's athletics are secondary. Another challenge is competition for attention in a crowded sports and digital media landscape. To stand out in the industry, the campaign will need consistent exposure, creative content, and strong emotional storytelling. Leveraging athlete narratives, influencer partnerships, and targeted events will be essential to capturing and maintaining audience interest. Finally, converting awareness into attendance remains a key objective through strategies. While social media can build visibility, it does not always lead to game-day support. The campaign must break through the noise by connecting storytelling to action and making attendance feel accessible, meaningful, and community-driven. At UO, strategies such as group experiences, rivalry games, and highlighting athletes' stories will be critical to driving turnout.

Resources

The University of Oregon has strong existing assets to support this campaign, including Women in Flight for community engagements and fundraising, and the GoDucksW platform, which reaches nearly 1 million followers and centralizes women's athletics content. GoDucksW can amplify visibility through athlete takeovers, behind-the-scenes content, and in-season highlights that build emotional connections with fans.^{9,20} Additional support comes from PitCrew and Allen Hall Advertising (AHP), student creators, alumni networks, and NIL collectives like Duck Nation, all of which can drive partnerships, content production, athlete awareness, and event promotion.

To overcome challenges like media bias and limited coverage, the campaign should prioritize athlete storytelling, community building, and targeted promotion. With a strong foundation already in place, UO can turn growing attention into measurable gains in attendance, funding, athlete awareness, and engagement. Elevating women's sports from a secondary focus to a central part of the university's athletic identity will demonstrate a long-term commitment, help close the visibility gap across college athletics, and shut out criticism.

Part B

PRIMARY RESEARCH

A student survey was conducted with 569 total respondents, of which 94% had confirmed enrollment at the University of Oregon. For the purposes of our campaign, we filtered responses

to those from the 167 confirmed UO freshmen and sophomores who represent the campaign's primary target audience.¹

The most significant finding was the attendance gap between men's and women's sports. Among underclassmen, 85% had attended a UO men's sporting event in the past school year compared to only 54% who attended a women's event.¹ This gap confirmed that the problem is not a lack of interest in UO athletics, but a specific deficit in engagement with women's sports. This finding shaped the campaign's focus toward converting already sports-engaged underclassmen rather than building athletic interest from scratch.

When asked what prevents attendance at women's sporting events, underclassmen identified friends not going as the top barrier, with 76% rating it a probable or definite factor.¹ Lack of awareness and scheduling issues followed closely, each cited by 59% of respondents.¹ Cost ranked last by a significant margin, with only 14% identifying it as a barrier.¹ This finding directly informed the campaign's strategic direction away from price-reduction tactics and toward social and peer-driven engagement strategies.

Fifty-seven percent of underclassmen said social media is their primary source of information about UO women's sports, and 26% cited peers and friends.¹ Eleven percent reported receiving no information at all, representing a direct awareness gap within the target public that the campaign can address.¹

Finally, when rating potential attendance incentives, underclassmen responded most strongly to free merchandise, with 60% calling it very motivating and a mean score of 3.41 out of 4.¹ Duck Store gift cards and discounted concessions also ranked well. These findings guided the campaign toward tangible, low-barrier incentives tied to attendance rather than informational messaging alone.

Taken together, the primary research presents a clear picture. UO underclassmen are reachable, already engaged with campus athletics, and motivated by social belonging and tangible rewards. The barriers are not financial; they are social and awareness-based, and those are exactly the kinds of barriers a well-designed PR campaign can move.

Target Public

The University of Oregon's incoming students and underclassmen (ages 18-20) represent the key public for this campaign. This segment is distinct from the broader undergraduate population because they are in an active transition period, still forming their habits, social circles, and campus identity. Incoming freshmen in particular are navigating a new social environment and actively looking for ways to belong, making them uniquely persuadable compared to any other student segment. For this target public, who are living near or on campus with limited discretionary income, incentives like free tickets, giveaways, and promotions are especially effective. This audience is highly influenced by peer behavior and social media, making it more likely they will attend games when the experience feels social, convenient, entertaining, and tied to school pride.

Based on our experience, we believe this public is profiled as digitally saturated, with the endgame being daily engagement on platforms like TikTok, Instagram, X, or YouTube, while consuming sports as shareable, meme-driven content rather than traditional events. While this group is aware of and supportive of women's sports, they often need a clear, compelling reason to attend. Including authenticity, equity, and inclusion as key characteristics of the high-value audience positions experiences as engaging, social, and aligned with their values.²⁵

Situational

Primary research data from key public showcases indicate clear overall engagement with athletics, but only 54% of underclassmen attend women's events, leaving a 31-point gap compared to men's programs. For the 18-20 age group specifically, this gap is particularly significant because these students are still deciding which campus experiences will become part of their routine. Gen Z students are motivated by social connection through shareable, culturally relevant moments that are worth posting. Students engage well with high-energy activations and tangible rewards, such as quality merchandise, because they deliver immediate, visible value. The primary barrier is social rather than purely financial; awareness of women's athletics is limited, and the friend factor strongly influences whether students choose to attend, making peer endorsement and visible group participation the most effective levers for boosting turnout.

The University of Oregon has 12 NCAA Division I varsity women's athletic teams, with volleyball and basketball standing out as record-setting programs. In November 2024, UO women's volleyball set a school attendance record at Matthew Knight Arena with 8,566 fans, showcasing strong potential for women's sports to draw large student crowds.²⁶ Recent promotions featuring the volleyball team and UO's PitCrew also show that platform-based content aligns well with the campaign's primary research, especially since 57% of underclassmen say social media is their main source of information about UO women's sports.²⁶ This assessment determines that social media is a key channel of esteem needs through Maslow's Hierarchy, for reaching students and that social dynamics play a major role in shaping engagement throughout campus.²⁷

Organizational

UO Athletics and its underclassmen engagement with the public mutually depend on a relationship that is currently underleveraged on the women's sports side. This year, UO Athletics have worked to increase promotion and recognition of the women's athletics industry as a whole. For UO, concentrated on a specific public or immediately around the Eugene Campus removes access as a barrier entirely. Shaping experiences by controlling which events get promoted, how visible women's sports are on campus, and what incentives exist to attend, as the 11% with no awareness from primary research reflects, UO's organization directly produces the engagement gap it is working to close. The department has the platform, the venues, and the reward structures to move this public successfully through awareness.

The influence between UO Athletics and its student audience is mutual. Behavioral research shows that students who engage early in their college experience are more likely to become regular attendees, peer ambassadors, and eventually alumni donors and long-term supporters.²⁸ A strong student section not only enhances game-day atmosphere but also shapes recruiter perceptions, broadcast appeal, and the overall experience for athletes. This campaign aims to support UO Athletics by increasing awareness and addressing gaps in engagement with women's sports. By strengthening promotion and highlighting the visible impact of student participation, the campaign positions student involvement as a key driver in elevating women's athletics across campus.

Segmentation Level Assessment

The target audience for this campaign is narrowed specifically to UO students ages 18-20 in Eugene, Oregon, who live near or on campus and are most likely to attend events due to convenience and proximity. This is not the general undergraduate population; it is the segment still in the process of deciding what kind of Duck they are going to be. According to UO, the audience includes all genders, but the focus on incoming freshmen and underclassmen is shaped by limited discretionary income and a strong connection to campus life.²⁹ Through that, the students who value social connection, peer approval, inclusion, shareable experiences, and behavioral influence are interested in relying on social media. UO's school spirit has been defined by the most recent Taco Bell Student Section Award winner, supporting the idea that athletic support naturally influences UO student culture.

Communication Assessment

UO underclassmen are primarily reached through social and peer networks. While 57% rely on social media for information about women's sports and 26% rely on friends, 83% are influenced through informal channels rather than official promotion. Although UO Athletics and ASUO use emails and ticketing initiatives, the 11% who receive no information highlights the limits of passive outreach, signaling a need for more active strategies through possible channels. Messaging must align with Gen Z habits, social, visual, and shareable, rather than broadcast-driven short-form content, but peer influence is equally critical, as students trust friends more than institutions. This campaign should prioritize activating groups and aligning communicational habits by using social dynamics to create clear, collective reasons to attend women's events.³⁰

GOAL-OBJECTIVES-STRATEGIES-TACTICS

Outcome Objective 1: Raise awareness of women's sporting events amongst underclassmen and incoming students, age 17-20, by 35% by the beginning of the 2026 Fall term, as measured by pre and post-campaign ticket sales.

Strategy 1: Publicity through a Consistency appeal - Get the attention of incoming freshmen and underclassmen focused on women's sporting events by highlighting differences in their attitudes toward women's versus men's athletics.

Justification: Publicity is a strategy often used to spread information and endorse an organization's message through media coverage. Underclassmen and incoming freshmen are highly connected to the institution's various media channels, including orientation pages, athletic and social media accounts, student newsletters, and residence hall blogs and updates. Using a consistent appeal will prompt incoming freshmen and underclassmen to reflect on their views of women's sports and how those perceptions connect to their school spirit and attendance at different sporting events. A consistency appeal would be applicable to underclassmen because they want their beliefs to align with their actions and those of their peers. The idea that students at the University of Oregon are proud supporters of women's sports, despite the university overlooking their achievements, uses campaign messaging to motivate them to change their behavior. That

strategy also aligns with audience values of inclusivity, campus pride, and student involvement, which is especially important for incoming freshmen and underclassmen.

Tactic: Create a social media campaign with the University of Oregon PitCrew, titled “Same School. Same Pride,” comparing attendance, crowd engagement, and the student activity at men's and women's sporting events. The video campaign will spotlight underclassmen, showing why they support school athletics while highlighting the attendance gap between men's and women's sports. All of the videos will end with a QR code linked directly to ticket sales for women's sporting events and a message encouraging students to “show up for All Ducks.” The content will be posted on the University of Oregon Athletics social media accounts and the PitCrew social media platforms. Additionally, the QR code displayed at the end of the video campaign will be posted in residence halls and high-traffic campus locations, and will appear in the university newsletter.

Justification: Creating a social media campaign and using video content to promote attendance at women's sports is an ideal tactic to engage college students, as they are the primary demographic on most social media platforms, and video content will catch their attention more than a static graphic or flyer. Using social media allows the campaign to spread its message on platforms and accounts that students already spend significant time on. This tactic encourages students to repost their content to friends or neighbors in their residence hall, supporting the campaign's initiative to boost attendance for women's athletics. The side-by-side comparison of attendance at women's and men's sporting events reinforces the appeal of consistency by showing students that attending women's sports aligns with their already established values of school spirit and pride. Featuring current students at the university also increases the campaign's credibility and its ability to relate to a large portion of underclassmen. Including the QR code eliminates potential problems with ticket purchasing or knowledge of game dates and times; the code provides direct access to event sales and any necessary information.

Strategy 2: Audience engagement through a teleological appeal- Promote women's sporting events by creating graphics of what the event would feel like when the arena is full of fans, use the aspirational images of a packed audience, include a QR to ticket sales, and a list of people in your dorm/major who signed up to attend.

Justification: Audience engagement strategies are designed to encourage interaction and participation between an organization and its publics. A teleological appeal uses ideal imagery to present a desirable future that the audience wants to achieve. Underclassmen and incoming freshmen are heavily influenced by the need for social belonging, campus culture, and the fear of missing out on any aspects of college. By presenting women's sporting events as exciting, high-energy, and central to campus culture, filled with students and school spirit, the campaign encourages students to imagine themselves as part of that atmosphere. Showcasing the names of students, classmates, or dorm members also creates peer influence amongst the underclassmen, increasing the likelihood of participation.

Tactic: Develop an interactive digital graphic and Instagram story template dispersed throughout the campus, highlighting a packed student section at women's sporting events with captions such as “Your dorm showed up, did you?” The graphic will include a live attendance sheet for students to sign up and categorize their attendance by dorm, major, and potential Greek life affiliation. The attendance sheet will include a QR code that links directly to ticket sales and event details. Athletics organizations, residence hall platforms, and student ambassadors will post the graphic every week leading up to a major women's sporting event.

Justification: Interactive social media campaigns encourage college students to participate while creating a personalized experience. Instagram stories and repostable graphics are effective strategies for college students because they are easy to read and share, visually engaging, and already part of students' daily social media habits. Displaying attendance numbers by dorm or major creates an element of positive peer pressure, encouraging the teleological appeal and students to attend and make connections. Students are more likely to attend events when they perceive attendance as benefiting their social life and as an opportunity to meet more people. The QR code also simplifies this process for them by giving immediate access to ticket purchases and event details.

Strategy 3: Special Event through a stimulation appeal - Create an event for all underclassmen centered on a women's sporting event, organize the arena by major, and create an incentive determined by audience attendance. The major with the most attendees receives a tour of athletic facilities.

Justification: Using women's sports as an opportunity for a special event provides students with direct interaction and a memorable experience tied to women's athletics, fostering consistent attendance between an organization and its public. A stimulation appeal focuses on excitement, novelty, and fun to motivate more students to participate. Underclassmen are the demographic most likely to be motivated by social experiences and campus traditions, as they are eager to participate in events that offer opportunities to meet new people and create a memorable college experience. Organizing the seating sections by major allows students to meet people in their classes, creates a sense of belonging and friendly rivalry, and simultaneously increases attendance for women's sports. Offering an exclusive incentive, such as an athletic facilities tour, further motivates participation by creating an opportunity available only to the major with the highest participation.

Tactic: Host a “Major Madness Night” during a high-profile women's sporting event, such as the University of Washington against the University of Oregon women's basketball, where the arena is separated by sections designated to each major. Attendance will be tracked via student ticket scans, and the major with the highest turnout will win a tour of the athletic facilities and a meet-and-greet with some student-athletes. The event

will also feature music, giveaways, halftime competitions between majors, and photo opportunities for all underclassmen.

Justification: Using a special event as a tactic to promote attendance among underclassmen is effective because it generates excitement around women's sports and offers a shared experience for them. Organizing the arena by major will encourage students to attend with classmates and help them form new connections within their classes. The stimulation appeal works for our target audience because it draws attendance to the event and frames it as a social reward rather than simply an act of support for the women's athletics, and adding friendly competition between majors provides an additional incentive for students to participate. The event includes giveaways, music, and interactive activities, which will increase the likelihood that, by the end of the event, students have formed a positive perception of women's sports, view these events as exciting campus events, and attend consistently. Media coverage and social media posts from the event will also support the campaign by connecting with students who did not attend and reinforcing awareness of women's sports among incoming students and underclassmen.

Outcome Objective 2: Increase the belief that attending women's sports events contributes to spirit and belonging among underclassmen and incoming freshmen by 25% by the end of the campaign, as measured through post-campaign survey data.

Strategy 1: Audience engagement through the scarcity appeal – Setting up engaging fan participation events focused on gathering and commuting to women's sports events together.

Justification: These engaging fan-participation events will bring students together and give them a sense of belonging within the fanbase. From our primary research, we found that the lack of peers attending the games was the top barrier, with 76% citing it as a major factor in their attendance. Particularly for underclassmen, finding a group of people to attend events with and feel comfortable around can be difficult. With this scarcity appeal, the assumption is that “everyone” will be there, and those who aren’t might miss out. These events can reduce fears of exclusion or social media isolation among peers.

Tactic 1: Using social media to announce exciting, designated places for groups to meet up before events to encourage connection and help underclassmen commute to the women’s sports events.

Justification: Using social media to announce exciting places for students to meet will not only excite fans about the event but also foster a larger, close-knit community that will boost morale at the games. When fans have a place to share their excitement with peers before events, they are more likely to enjoy the events and, in turn, attend similar events again. These events will allow students to share what interests or excites them about women’s sporting events. This will encourage students to talk to their peers about these events and bring in a larger audience. Using social media to announce where these events will be held every week will reduce the number of students who aren’t attending due to a lack of knowledge about the events from the beginning. We found that 59% of

students said their awareness issues were linked to their not attending women's sports events. Another 57% of underclassmen said they primarily found their information about women's sports events on social media. Combining the need for community and overall awareness will help these events attract new spectators and keep existing fans engaged.

Tactic 2: Using the scarcity appeal to encourage students to be the first to get to the event. An announcement containing the time and place will be sent online to all underclassmen and will include that there will be free merch, food, soft drinks, etc., but they will not be told exactly what is happening or what merch will be given out.

Justification: We would be giving students enough information to become interested and excited, while leaving out just enough to limit the number of people who would need an element of scarcity to attend. The element of surprise draws people in as part of the experience and leads to more conversation amongst underclassmen. Within this tactic, there will also be a place on social media pages for students to request specific activities or goods to be included in the events. This will give students the understanding that their opinions are being heard and bring them to the events with the hope that their suggestions helped plan something their peers are interested in attending.

Strategy 2: Create a competition between each of the freshman dorm halls that revolves around attendance points at women's athletic events. Sophomores will also be able to contribute to the dorm where they lived the previous year, so both sophomores and freshmen can work together to help their residence hall win.

Justification: Most underclassmen strive to be the new center of attention in a new social setting. Going from being a senior in high school to now being the youngest in the bunch on a college campus, on such a big campus can be daunting. There are often times when underclassmen feel as though they are passed over and forgotten. This competition would shine a light on these new students and get them excited about the large sports community they are joining at UO. Along with a sense of belonging, students will have the opportunity to connect with people in their freshman-year dorms and bond with those who lived in the hall the year before. This will bring new niche groups together to expand the women's athletic fanbase.

Tactic 1: Each freshman living in a UO residential hall, and every sophomore who lived in one in the last year, will receive an announcement and link to their UO housing portal when the competition goes live in the fall. The competition runs year-round, but a residence hall wins once per term. At the event, your housing portal will allow you to check in once inside the stadium or arena. Students will be able to check in for attendance at each event while inside the facility where it is being held. Points are weighted evenly across all women's athletic events to ensure there is no unfair advantage due to the term or which sports are in season.

Justification: With competition comes an immediate drive to work hard to achieve a group goal. Having freshmen and sophomores help one another not only creates the bond but also allows for fond memories and dorm stories to be shared. This enduring love for

their freshman-year memories will, in turn, drive the next generation to be excited about joining their residency hall community. The year-long timeline allows students to make new connections throughout the year while also maintaining the drive to beat the other dorms in upcoming terms. The mandatory check-in at the facility ensures that the women's sports department is attracting attendees and that students are benefiting. All of these factors will facilitate a passionate fan base for the women's athletics department amongst underclassmen.

Outcome Objective 3: Generate higher attendance at UO women's athletic events by 15% by the end of the 2027 academic year, measured by attendance rates and survey data.

Strategy 1: Having Sabrina Ionescu come to the UO campus to host an event for underclassmen, focused on the idea of encouraging students to attend women's athletic events, and informing students as to why their attendance will and can continue to make a difference.

Justification: Special events are interpersonal communication strategies designed to create opportunities for direct interaction between an organization and its publics. Having Sabrina Ionescu, a highly respected former UO athlete, on campus creates credibility, an emotional connection, and excitement around women's sporting events. Current underclassmen would be highly influenced by a celebrity athlete's appearance and social experience. Sabrina embodies athletic success and the legacy of UO women's sports, making her the ideal spokesperson to drive stronger attendance and school pride. This strategy also includes an identification appeal, as students are more likely to engage in behaviors associated with a role model they admire. The campaign encourages students to see themselves as active contributors to the success of UO athletes by showing the visible impact of student attendance on athletes and the future of women's sports events. Additionally, special events are highly engaging and persuasive because they create memorable experiences that strengthen emotional investment in the organization and its mission.

Tactic 1: Free-throw competition between the students who have attended the most women's sporting events and a celebrity. The first choice for this event would be Sabrina Ionescu, but another celebrity who could boost attendance is Dante Moore, who is the current UO Quarterback for the Football team and has an advantage of being on campus. He could demonstrate outward support for other sports on campus. Moore would be a back-up if Ionescu is unavailable, with equal influence and power.

Justification: This tactic uses a stimulation appeal by transforming support for women's athletics into a unique experience for students. Stimulation appeals work by making participation feel entertaining and memorable, creating an emotional reward for participating. Hosting a live event with nationally recognized athletes creates excitement and social buzz that will appeal strongly to underclassmen. Students who have already attended women's events will feel rewarded for their loyalty, while other students feel motivated to attend future events in the hopes of participating in a similar opportunity. The competition will also create opportunities for strong publicity through social media, campus news coverage, and attendees' content and posts. College students, especially

underclassmen, are highly incentivized by campus culture and viral experiences. The tactic increases excitement around women's athletics while reinforcing the perception that attending women's events is socially valuable and fun.

Tactic 2: The Students who wins or performs the best against Sabrina Ionescu in the free throw competition, will receive free tickets for the next WNBA game in Eugene (last year it was the NY Liberty, which is who Sabrina now plays for)

Justification: Providing students with free WNBA tickets serves as an inductive appeal because it encourages students to engage in supportive behaviors first, which can later influence long-term attendance and perception toward women's athletics. Students who may not regularly attend women's events are more likely to change their behavior when an incentive is offered, especially when experiences are connected to professional sports and recognizable athletes. Using WNBA tickets as an incentive also reinforces women's sports as legitimate, exciting, and supports the growing popularity of women's athletics beyond the University of Oregon. This tactic strengthens the relationship between UO students and women's athletic events by showing students the broader impact and future opportunities associated with supporting female athletes. The incentive of free tickets also creates the appeal of exclusivity and reward, making students feel appreciated for their participation and motivating them to consistently attend and support women's events in the future.

Strategy 2: The four students with the highest attendance rate at women's sports games in the 2027 season will have the opportunity to travel with the UO women's basketball team for one away game during the upcoming season.

Justification: This strategy uses audience engagement and assertive appeals to encourage UO students to make a long-term commitment to participating in women's athletics. Audience engagement strategies foster two-way communication and active involvement between organizations and the public, building a personal connection between audiences and the campaign's outcome. The assertion appeal motivates students to attend by offering exclusive experiences associated with their status, recognition, and insider access. Traveling with the team shows loyal attendees they are valued members of the athletic community rather than simple spectators. This strategy also incorporates positive behavior through incentives, encouraging students to attend games consistently throughout the year rather than just once. Since underclassmen are strongly motivated by experiences and social recognition, the campaign creates additional motivation by creating an opportunity unavailable to the general student body.

Tactic 1: A point system based on attendance tracked through the UO athletics app (wherever tickets are being scanned) and how they have supported the teams in the past season.

Justification: This tactic uses a repetition appeal by reminding students to attend women's sporting events and rewarding ongoing participation throughout the

year. Repetition appeals are effective because repeated exposure to a message or behavior increases awareness and forms a routine habit. Tracking attendance through the athletics app also fosters accountability and encourages students to stay engaged throughout the season rather than attending only one event. Gamifying attendance through points makes participation more interactive and competitive, which is especially appealing for underclassmen. The app-based system also provides a measurable way to evaluate the campaign's effectiveness and allows students to regularly monitor their progress toward earning a reward.

Tactic 2: People can be nominated based on their experience as a loyal fan of overall women's athletics or specific women's teams.

Justification: Using an empathy and identification appeal by showing students who have been emotionally invested and supportive of women's athletics creates recognition of their loyalty. Allowing nominations encourages students to include their peers and to celebrate others who have made a positive contribution to campus spirit and athletics. Recognition-based tactics are effective because they make audiences feel valued and appreciated while encouraging other students to replicate their behaviors. Students are more likely to consistently support women's athletics when they see their peers being rewarded and publicly acknowledged for their participation. Nomination can also create opportunities for storytelling and publicity across athletics, social media, and campus publications, reinforcing the idea that supporting women's sports is meaningful, community-oriented, and socially respected.

CRISIS PLANNING AND RESPONSE

Crisis:

A potential crisis we may encounter is an investigative article published by a student news organization like the *Daily Emerald* or a regional publication like *The Oregonian* that reveals significant funding and pay gaps between UO men's and women's faculty, staff, or athletes, or documents unequal facility access within UO Athletics, especially surrounding prior Title IX violations. This could undermine and publicly call into question the motivation behind our campaign to elevate women's sports. An exposé from either outlet could discourage students from attending women's sports events, ignite boycotts, and increase public visibility of the issue, drawing attention away from the progress UO Athletics is working to make. This coverage would travel quickly through student discussion forums like YikYak, Fizz, or Instagram, channels popular with our target audience, and through word of mouth across campus.

The crisis would make students more acutely aware of the institutional equality concerns within UO's athletics, concerns the client already acknowledges and is actively working to address. This awareness would undermine our campaign's genuine intent to raise attendance for women's sports events and advance equitable institutional support across UO Athletics. The exposé could subsequently draw students away from engaging with UO Athletics' future campaigns entirely. Our target audience of underclassmen and incoming freshmen may adopt the view that they can "see through" our campaign, growing more aware of the legal issues surrounding our organization and becoming less willing to participate in corrective initiatives. For our target

public, this crisis could also prompt an immediate boycott of UO Athletics events and keep previous Title IX violations in the public eye long after UO Athletics takes corrective action.

Type:

According to the textbook, this situation would be classified as a mismanagement (nonviolent) crisis. This is because the exposé reveals a pattern of institutional decision-making that has produced documented inequities in pay, facilities, and opportunity within the organization over time. As acknowledged within our competing forces, pre-existing funding disparities and previous Title IX violations already jeopardize our perceived authenticity and genuine care for the issue our campaign addresses. Despite our active efforts to combat these disparities, a published exposé would reframe our campaign as reactive damage control rather than meaningful institutional commitment to change. This crisis directly affects the credibility of campaign management, and our campaign's explicit positioning on gender equity makes that loss of credibility significantly more costly to address.

Mitigating and Intensifying Factors

Mitigating factors that reduce the severity of this crisis would be that UO Athletics already acknowledges the disparities internally, which means our organization can lead with accountability and strengthen our credibility. Our campaign predates the crisis, which demonstrates active growth and motion before the exposé, which makes the framing of it being "damage control" easily defensible with a timeline. Corrective action is already underway, which means that our organization is not making empty claims to save face, but confirm active work to repair the situation. Also, UO already has institutional credibility infrastructure that allows quick responses through owned and earned media.

Intensifying factors that make the crisis harder to contain would be that our target audience are the most skeptical demographic, being underclassmen who are digitally native, attuned to institutional inauthenticity, and quick to share criticisms on YikYak, Fizz, and Instagram. Word of mouth communication with a close-knit target public makes rumors difficult to contain once student forums amplify it. Speaking of outlets, the outlets have credibility that sustains momentum for the crisis to extend to more national media. Also, the fact that prior Title IX violations are already documented could make our response weaker without tangible action. The exposé could also reduce the credibility and sincerity of our original campaign.

Response:

Our response to this mismanagement crisis would combine concern, investigation, and corrective action. These strategies work best because each element addresses a separate aspect of the crisis. Leading with concern demonstrates that UO Athletics is actively listening to public conversation surrounding the issue and the organization, communicating that an active investigation works in identifying and addressing the root of the issue, and corrective action reinforces that UO Athletics' response is sincere and meaningful to a public quick to identify and reject institutional deflection.

Upon learning about the exposé's publication, UO Athletics would immediately issue a news release acknowledging the findings, expressing concern, informing the public that an investigation is underway, while making a firm commitment to active efforts to address these issues. We would continue our campaign as planned, affirming it as a genuine effort to rectify

previous institutional failures rather than conceal them. We would distribute the news release through UO Athletics' owned media channels, including the official UO Athletics website and Instagram account, and additionally contact the *Daily Emerald* and *The Oregonian* directly as a formal response to their article. Our response would carry a tone emphasizing belonging, community, and pride that mirrors our current campaign voice, leading with concern, empathy, and accountability to reinforce that UO Athletics genuinely supports the communities it serves.

Sample Response

Duck fans,

The University of Oregon Athletics Department has seen the recently published article in the *Daily Emerald* and recognizes the concerns that have come to light regarding funding, facilities, and institutional support between men's and women's athletic programs. The frustration and disappointment that our students, athletes, alumni, and supporters have expressed isn't something we take lightly, especially regarding gender equity.

At the University of Oregon, our words and actions must reflect our commitment to supporting women's athletics. We take accountability for the funding disparities and faculty inequities identified, and we commit to advancing equity across all athletic departments while increasing attendance and visibility for our women's sports programs.

We are actively examining the issues and working with the athletic department to improve the existing policies and meaningfully address the areas that need change for the benefit of our female student-athletes and our women's sports programs.

Our goal is to create an environment where women's sports are visibly valued, supported, and celebrated. We understand that many actions are needed to earn back trust, and we are fully committed to taking them. We are grateful to our community for raising these concerns to us and to our women's athletics for continuing to push us to do better.

To our students, alumni, and supporters: if you have any questions or concerns, we encourage you to reach out to us directly via [our contact form](#).

Will Patterson
willpatt@uoregon.edu
Director, Athletic Communications

Part C

Implementation plan

Our campaign is designed for the University of Oregon Athletics to increase attendance at women's sporting events by combining publicity, audience engagement, and special events to raise awareness, foster a sense of belonging, and strengthen positive perceptions of UO women's athletics. The campaign will launch in October 2026 and run through March 2027 but will use September and August to coordinate all details, partnerships, and content. Our campaign uses a continuity approach because it allows us to maintain consistent communication and messaging with underclassmen and incoming students throughout the academic year while continuously

promoting women's athletics. This approach allows us to present our campaign tactics repeatedly across multiple platforms and to help students become more familiar with women's athletics, thereby encouraging consistent attendance over time. A consistency approach was essential for this campaign because repeated exposure can influence attendance habits and strengthen community and a sense of belonging on campus, while addressing barriers that prevent students from attending women's events. In October, we will finalize partnerships, graphics, campaign materials, and create a schedule to ensure we execute our tactics. Throughout November, December, January, and February, we will consistently implement our social media campaign, interactive attendance initiatives, residence hall competitions, and pregame community-building activities. The campaign launches on November 1 with "Same School. Same Pride," a social media initiative that continues until the end of March. In March, we will end our campaign with our signature event, featuring Sabrina Ionescu at the University of Oregon women's basketball game against Washington. By the end of March, we will conclude our campaign and conduct post-campaign surveys and evaluations to measure changes in awareness, attitudes, and attendance at women's athletic events.

UO Women's Athletics Awareness & Attendance Campaign Timeline

OCTOBER 2026

- Finalize partnerships with UO Athletics & Pit Crew
- Create "Same School. Same Pride" campaign branding
- Develop content, QR code and interactive graphics
- Recruit student ambassadors

NOVEMBER 2026

- Launch "Same School. Same Pride" social media campaign
- Release weekly attendance graphics & Instagram stories
- Start residence hall competition & point-tracking system
- Announce pregame meet-up locations before events

DECEMBER 2026

- Dec 3: Host Major Madness Night at Oregon State vs. Oregon
- Organize arena sections by major
- Halftime competitions & giveaways
- Share event recap & attendance stats across social media

JANUARY 2027

- Relaunch weekly attendance graphics for winter term
- Continue mystery giveaways & meetup announcements
- Update dorm & major leaderboards
- Promote upcoming Sabrina Ionescu event

FEBRUARY 2027

- Intensify promotion for March 1 Sabrina Ionescu event
- Open attendance tracking for free-throw competition
- Post countdowns, incentives & leaderboard updates
- Finalize event logistics & announce finalists

MARCH 2027

- Mar 1: Sabrina Ionescu event at UO vs. Washington game
- Free-throw competition with top student attendees
- Award free WNBA tickets
- Announce travel-with-the-team opportunity

MARCH 2027 (CONT.)

- Share event recap & attendance results
- Recognize top dorms & major participants
- Continue attendance tracking for travel-with-the-team program

END OF MARCH 2027

- Conduct post-campaign survey to measure awareness & attendance
- Analyze results & compile campaign report
- Announce campaign outcomes & future plans

Timeline:

Preparation Period

August

- (Aug 5) Meet with the University of Oregon athletic department to review campaign objectives, goals, tactics, and budget
- (Aug 7) Meet with the campaign team to create a survey designed to measure attitudes and behaviors amongst the underclassmen
- (Aug 8) Create an app for the point tracking system to track attendance per student, with categorization by dorm and major
- (Aug 15) Contact Sabrina Iusecu to secure her participation for Major Madness Night
- (Aug 17) Design and finalize all social media content, QR codes, and campaign templates
- (Aug 20) Review and finalize all material and campaign information

September

- (Sept 6) Meet with the Oregon PitCrew to go over their involvement and participation
- (Sept 8) Create a schedule for the PitCrew social media accounts with all scheduled posts and graphics
- (Sept 11) Meet with residence halls to go over campaign details and residence hall involvement
- (Sept 20) Meet with the campaign team, University of Oregon athletics, UO Women's basketball staff, PitCrew, and the residence hall to finalize the details of their involvement in the campaign

Fall Term Begins

October 2026

- (Oct 1) Launch the pre-campaign survey and measure the awareness, attendance, behaviors, attitudes, and perspectives among underclassmen (Objective 1)
- (Oct 3) Meet with UO Athletics and PitCrew leadership to implement the campaign (1.1.1)
- (Oct 5) Post the branding, visuals, and campaign message for the “Same School Same Pride” social media campaign (1.1.1)
- (Oct 8) Develop a social media calendar for promotional materials (1.1.1)
- (Oct 12) Design interactive digital graphics and Instagram story templates highlighting attendance gaps between men's and women's sports (1.2.1)
- (Oct 15) Create a QR code linking directly to women's ticket sales and schedule for all athletic events (1.1.1)
- (Oct 20) Coordinate with residence halls and orientation programs to distribute campaign materials (1.2.1)
- (Oct 25) Meet with student ambassadors and PitCrew representatives to review campaign participation (1.1.1)

November 2026

- (Nov 1) Launch “Same School. Same Pride” social media campaign across UO Athletics and PitCrew Platforms (1.1.1)
- (Nov 1) Print QR code and campaign information on posters for residence halls and high-traffic locations (1.1.1)
- (Nov 2) Send QR code and campaign information to the university newsletter (1.1.1)

- (Nov 3) Begin weekly Instagram story graphics featuring attendance comparisons and student testimonials (1.1.1)
- (Nov 7) Post the first interactive attendance graphic organized by dorm and major, with a live attendance sheet for students to sign up, categorized by dorm (current or previous year for sophomores), major, and potential Greek life organizations (1.2.1)
- (Nov 5) To generate attendance amongst sophomores, distribute flyers and campaign information to high-traffic areas, Greek-life housing, and apartment buildings (1.2.1)
- (Nov 9) Based on the number of students, meet with UO Athletics and the resident halls to create an attendance goal and the projected number of attendees per hall (1.1.1)
- (Nov 10) Launch an attendance competition between majors and a point tracking app with live updates on who is attending from your major and where your major's designated pregame will be (1.3.1)
- (Nov 15) Post weekly special media announcements for student pregame meet-up locations and attendance ranks (2.1.1)
- (Nov 18) Promote the upcoming rivalry game with a designated meet-up time and location (2.1.1)
- (Nov 19) Promote Major Madness Night through UO Athletics, PitCrew, and Residence Hall Organizations with a teaser for a potential incentive (1.3.1)
- (Nov 20) Release the incentive for Major Madness Night on all social media platforms and the point tracking app, explaining how the major with the highest attendance receives a tour of athletic facilities and a meet and greet with some student-athletes (1.3.1)
- (Nov 24) Post student athlete testimonials and fan spotlights from students with consistent attendance (1.1.1)
- (Nov 28) Release the designated meet-up area per major for the Major Madness Night, and highlight the music, giveaways, and halftime competitions between majors (2.1.2)

December 2026

- (Dec 1) Post the final promo content for Major Madness Night for the Oregon State rivalry game (1.3.1)
- (Dec 3) Set up music, giveaways, and photo opportunities in the arena, and organize seating sections by major (1.3.1)
- (Dec 3) Host the Major Madness Night at the Oregon State vs Oregon Women's Basketball game (1.3.1)
- (Dec 3) Conduct halftime competitions between majors and distribute giveaways (1.3.1)
- (Dec 4) Share event recap video and attendance statistics across all social media platforms (1.1.1)
- (Dec 8) Update the results from the attendance competition and release rankings between majors (1.3.1)
- (Dec 10) Take the winners from Major Madness Night to tour the facilities and meet with student athletes (1.3.1)
- (Dec 10) Post videos on the UO Athletics Instagram stories showing the students touring the facilities and interacting with athletes (1.3.1)
- (Dec 12) Publish student testimonials from Major Madness Night participants and winners (2.1.1)
- (Dec 15) Promote winter term women's athletic events and the attendance opportunities (1.2.1)

Winter Break - Pause from Content

January 2027

- (Jan 5) Relaunch weekly attendance graphics for the winter term women's athletic events (1.2.1)
- (Jan 8) Resume weekly special media meetup announcements before games (2.1.1)
- (Jan 12) Promote the residence hall attendance competition to underclassmen through social media and update graphics with images from Major Madness Night (2.1.1)
- (Jan 15) Release the updated leaderboard by dorm on the point tracing app and social media accounts (2.2.1)
- (Jan 20) Highlight the top residence halls participating and reward the hall with the most consistent attendance with merchandise and free meal vouchers at the game (2.2.1)
- (Jan 25) Publish student stories on friendships, rewards, and experiences they gained from women's sporting events (2.1.1)
- (Jan 30) Begin the promotional campaign announcing Sabrina Ionescu's appearance for the University of Washington Rivalry game in March (3.1.1)

February 2027

- (Feb 1) Increase the amount of promotional content highlighting Sabrina Ionescu's event in March (3.1.1)
- (Feb 3) End attendance competition between majors, and announce a free-throw competition opportunity for students with the most attendance (3.1.1)
- (Feb 4) Post the details and qualifications for the free-throw competition on March 1st (3.1.1)
- (Feb 5) Update attendance tracking for free-throw competition qualification (3.1.1)
- (Feb 8) Post countdown graphics to the March 1 event (3.1.1)
- (Feb 10) Release information and details surrounding the WNBA ticket giveaway (3.1.2)
- (Feb 12) Continue to post weekly meetups for women's events and post the scheduled dates and times from all women's athletics (2.1.1)
- (Feb 15) Promote the student attendance leaderboard, and pin the attendance rankings on all social media accounts (2.2.1)
- (Feb 20) Finalize event logistics with Sabrina Ionescu and UO Athletics (3.1.1)
- (Feb 24) Announce the top 15 finalists for the free-throw competition based on attendance records (3.1.1)
- (Feb 27) Final social media launch on every UO Athletics platform for the event on March 1st (3.1.1)
- (Feb 28) Sabrina Ionescu posts details for the event on her personal social media (3.1.1)

March 2027

- (March 1) Host Sabrina Ionescu's campus event for underclassmen during the University of Washington vs. the University of Oregon rivalry game (3.1.1)
- (March 1) Host a free-throw competition between the top 5 student attendees and Sabrina Ionescu (3.1.1)
- (March 1) Award free WNBA game tickets to the top scorer from the free-throw competition (3.1.2)
- (March 1) Announce travel-with-the-team attendance competition for the upcoming season (3.2.1)
- (March 3) Post testimonials from student attendees, student athletes, and Sabrina Ionescu (3.1.1)

PR Campaign Budget						
Strategies	Tactics	Details	Unit Price	Quantity	Annual Cost	Vendor
Strategy 2.1.1 Social Media Pre-Game	Tactic 2.1.1.1 Social Media Announcements	Instagram & TikTok posts announcing pre-game meetup locations & times via PitCrew	\$0.00	1	\$0.00	PitCrew volunteers
Total Section Cost: \$0.00						
Strategy 2.2.1 Dorm Competition Prizes Per Team	Tactic 2.2.1.1 Term Prizes -- Winning Residence Hall	Gift Cards distributed among winning dorm (roughly \$200/term x 3 terms)	\$200.00	3	\$600.00	Duck Store Gift Cards
	Tactic 2.2.1.2 Competition Leaderboard Printing	Printed standings posted in each dorm lobby throughout competition	\$0.75	30	\$22.50	UO Print & Mail Services
Total Section Cost: \$622.50						
Strategy 3.1.1 Sabrina Ionescu Free-Throw	Tactic 3.1.1.1 (1) Appearance Coordination	Logistics, printed event materials & staff coordination. Sabrina requests her 25K appearance fee	\$25,000	1	\$25,000	UO Athletics
	Tactic 3.1.1.1 (2) Appearance Coordination	Logistics, printed event materials & staff coordination. Sabrina does the appearance for free	\$0.00	1	\$0.00	UO Athletics (in-kindness)
	Tactic 3.1.1.2 Free-Throw Competition Setup	Court equipment, cones & printed tournament brackets	\$50.00	1	\$50.00	UO Athletics equipment room
	Tactic 3.1.1.3 Competition Prizes	Gift cards for free-throw competition (5 prizes)	\$50.00	5	\$250.00	Duck Store Gift Cards
	Tactic 3.1.1.4 Event Promotional Printing	Flyers and posters to promote the Ionescu event on campus	\$0.75	100	\$75.00	UO Print & Mail Services
Total Section Cost: \$1150.00 / \$26,150.00						
Strategy 3.2.1 App Point System	Tactic 3.2.1.1 Attendance Tracking App Setup	QR scan-based attendance point tracking app (no-code platform license)	\$500.00	1	\$500.00	UO IT / Glide Apps no-code platform
Total Section Cost: \$500.00						
Strategy 3.2.2 Away Game Travel for Top 4 Attendees	Tactic 3.2.2.1 Round-Trip Flights (4 winners)	Airfare for top 4 attendees to away game destination	\$350.00	4	\$1,400.00	UO Athletics travel budget / Expedia
		Marriott / UO campus travel rate UO travel per diem policy				
Total Section Cost: \$3,050.00						
GRAND TOTAL (NO SABRINA FEE): \$7,780.00						
GRAND TOTAL (PLUS SABRINA FEE): \$32,780.00						

Evaluation Plan

Outcome Objective 1: Raise awareness of women's sporting events amongst underclassmen and incoming students, age 17-20, by 35% by the beginning of the 2026 Fall term, as measured by pre and post-campaign ticket sales.

Tactics:

- Tactic:** Create a social media campaign with the University of Oregon PitCrew, titled "Same School. Same Pride," comparing attendance, crowd engagement, and the student activity at men's and women's sporting events. The video campaign will spotlight underclassmen, showing why they support school athletics while highlighting the attendance gap between men's and women's sports. All the videos will end with a QR code linked directly to ticket sales for women's sporting events and a message encouraging students to "show up for All Ducks." The content will be posted on the University of Oregon Athletics social media accounts and the PitCrew social media platforms. Additionally, the QR code displayed at the end of the video campaign will be

posted in residence halls and high-traffic campus locations and will appear in the university newsletter.

- **Tactic:** Develop an interactive digital graphic and Instagram story template dispersed throughout the campus, highlighting a packed student section at women's sporting events with captions such as "Your dorm showed up, did you?" The graphic will include a live attendance sheet for students to sign up and categorize their attendance by dorm, major, and potential Greek life affiliation. The attendance sheet will include a QR code that links directly to ticket sales and event details. Athletics organizations, residence hall platforms, and student ambassadors will post the graphic every week leading up to a major women's sporting event.
- **Tactic:** Host a "Major Madness Night" during a high-profile women's sporting event, such as the University of Washington against the University of Oregon women's basketball, where the arena is separated by sections designated to each major. Attendance will be tracked via student ticket scans, and the major with the highest turnout will win a tour of the athletic facilities and a meet-and-greet with some student-athletes. The event will also feature music, giveaways, halftime competitions between majors, and photo opportunities for all underclassmen.

Outputs:

- We will track all content produced for the "Same School. Same Pride." campaign, maintaining a minimum of two social media feed posts and one story per week across UO Athletics and PitCrew platforms from November 2026 through March 2027.
- The campaign will show the total number of QR codes that were scanned through videos, posters, and newsletters.
- This campaign will be tracking the number of posters distributed the residence halls through campus.
- Through an attendance tracking system, we will track the number of student sign-ups collected.

Outtakes:

- We will assess the percentage of students that can remember seeing the campaign materials.
- We will measure the percentage of how many students can remember the upcoming women's athletic events.
- We will make sure to assess how aware the students of how and where to purchase the tickets for the women's sporting events.
- The campaign will also measure how aware the students are of the attendance gap between men's and women's athletics.

Outcome:

- The campaign will achieve 35% increase in awareness of women's sporting events, especially among the incoming students and underclassmen. Along with this we will increase awareness of all the opportunities of women's athletics on campus, and this will increase traffic to the event websites and ticket sale pages.

Outcome Objective 2: Increase the belief that attending women's sports events contributes to spirit and belonging among underclassmen and incoming freshmen by 25% by the end of the campaign, as measured through post-campaign survey data.

Tactics:

- **Tactic:** Using social media to announce exciting, designated places for groups to meet up before events to encourage connection and help underclassmen commute to the women's sports events.
- **Tactic:** Using the scarcity appeal to encourage students to be the first to get to the event. An announcement containing the time and place will be sent online to all underclassmen and will include that there will be free merch, food, soft drinks, etc., but they will not be told exactly what is happening or what merch will be given out.
- **Tactic:** Each freshman living in a UO residential hall, and every sophomore who lived in one in the last year, will receive an announcement and link to their UO housing portal when the competition goes live in the fall. The competition runs year-round, but a residence hall wins once per term. At the event, your housing portal will allow you to check in once inside the stadium or arena. Students will be able to check in for attendance at each event while inside the facility where it is being held. Points are weighted evenly across all women's athletic events to ensure there is no unfair advantage due to the term or which sports are in season.

Outputs:

- Throughout the campaign, we will track the number of pregame meetups that were organized as well as the attendance numbers.
- We will track the number of social media post that went up, promoting the meet up opportunities and all of the residents all competitions
- We will track the number of student housing portal check-ins that were completed during all the competitions.
- We will track the number of attendance and giveaway promotion distributions.

Outtakes:

- The campaign will track the students' intentions they have when it comes to participating in future women sporting events.
- The campaign will measure how the students feel regarding the connection between school spirit and women's sports.
- The campaign will measure students' perceptions when it comes to belonging at the women's sporting events.
- The campaign will track how students feel towards UO Athletics and its support for women's sporting events.

Outcome:

- The campaign will strengthen how students feel towards women's athletics and try to increase students' intentions for attending future women's sporting events. There will be a 25% increase in belief that attending women's sporting events is building onto school spirit and allowing more support.

Outcome Objective 3: Generate higher attendance at UO women's athletic events by 15% by the end of the 2027 academic year, measured by attendance rates and survey data.

Tactics:

- **Tactic:** Free-throw competition between the students who have attended the most women's sporting events and a celebrity. The first choice for this event would be Sabrina Ionescu, but another celebrity who could boost attendance is Dante Moore, who is the current UO Quarterback for the Football team and has an advantage of being on campus. He could demonstrate outward support for other sports on campus. Moore would be a backup if Ionescu is unavailable, with equal influence and power.

- **Tactic:** The students who wins or performs the best against Sabrina Ionescu in the free throw competition, will receive free tickets for the next WNBA game in Eugene (last year it was the NY Liberty, which is who Sabrina now plays for).
- **Tactic:** A point system based on attendance tracked through the UO athletics app (wherever tickets are being scanned) and how they have supported the teams in the past season.
- **Tactic:** People can be nominated based on their experience as a loyal fan of overall women's athletics or specific women's teams.

Outputs:

- We will track the number of events, specifically special events that were hosted by UO Athletics, and this will include the pregame meetups, Sabrina Ionescu and free throw events.
- We will also track the number of students that are participating in the attendance-based competitions and reward program.
- We will record the number of WNBA tickets that were distributed because of our partnership with Sabrina Ionescu.
- We will track all the student nominations that are submitted for a fan recognition opportunity.

Outtakes:

- We will assess how satisfied students are with the special events and promotional events being held.
- We will track how motivated students are to attend future women's sporting events.
- We will assess students' perspectives of how exciting and valuable our women's events are.
- We will track students' willingness to recommend women's sporting events to their peers.

Outcome:

- Attendance data from UO Athletics will be collected for all women's athletic events for the 2026-2027 academic year and compared to the prior year's average attendance to measure the targeted 15% increase. A post-campaign survey distributed March 25 to all undergrads will ask students whether they attended more women's sporting events this year than last, what motivated their attendance, and whether they plan to continue attending women's events next year. Pre- and post-campaign responses will be compared to assess behavioral change. Attendance numbers from the point tracking app will serve as secondary data to support student-reported survey responses and help adjust the campaign to further sustain habit change.