

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

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 Eventually, it will help break the outdated perception of women's sport.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

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)

- # April

- | PR Campaign Budget | | | | | | |
|--|---|---|------------|----------|-------------|--------------------------------|
| Strategies | Tactics | Details | Unit Price | Quantity | Annual Cost | Vendor |
| Strategy 1.1: PitCrew Video Campaign | Tactic 1.1.1 Video Production | Film & Edit "Same School. Same Pride" campaign videos | \$0.00 | 1 | \$0.00 | PitCrew volunteers |
| | Tactic 1.1.2 QR Code Generation | QR codes linking to women's ticket sales & schedules | \$0.00 | 1 | \$0.00 | QR Tiger (free tier) |
| | Tactic 1.1.3 QR Code Poster Printing | 150 posters printed for residence halls & campus | \$0.75 | 150 | \$112.50 | UO Print & Mail Services |
| | Tactic 1.1.4 Newsletter distribution | Digital distribution via UO email lists | \$0.00 | 1 | \$0.00 | UO Communications |
| Total Section Cost: \$112.50 | | | | | | |
| Strategy 1.2: Teleological Appeal Graphics | Tactic 1.2.1 Interactive Digital Graphic Creation | Graphics highlighting attendance gaps between men's & women's sports, organized by dorm/major | \$0.00 | 1 | \$0.00 | PitCrew volunteers |
| | Tactic 1.2.2 Instagram Story Template Creation | Weekly story templates for UO Athletics & PitCrew platforms featuring attendance comparisons | \$0.00 | 1 | \$0.00 | PitCrew volunteers |
| | Tactic 1.2.3 Digital Attendance Sheet | Google Form/Sheet for digital attendance tracking embedded in stories | \$0.00 | 1 | \$0.00 | Google Workspace (UO license) |
| | Tactic 1.2.4 QR Code (Story Link) | QR code embedded in Instagram story templates linking to ticket sales | \$0.00 | 1 | \$0.00 | QR Tiger (free tier) |
| Total Section Cost: \$0.00 | | | | | | |
| Strategy 1.3: Major Madness Night | Tactic 1.3.1 Section Signage by Major | Printed foam boards/banners for major themed seating sections inside arena | \$4.50 | 20 | \$90.00 | UO Print & Mail Services |
| | Tactic 1.3.2 Halftime Competition Prizes | Gift Cards for halftime competition winners (3 Prize Levels) | \$25.00 | 3 | \$75.00 | Duck Store/Visa Gift Cards |
| | Tactic 1.3.3 Event Giveaways | Branded items (buttons, stickers, mini pom-poms) for roughly 200 attendees | \$1.50 | 200 | \$300.00 | 4imprint.com |
| | Tactic 1.3.4 Music / DJ Setup | Portable speaker rental or student DJ for pre-game & halftime atmosphere | \$75.00 | 1 | \$75.00 | UO Event Services / Student DJ |
| | Tactic 1.3.5 Photo Opportunity Backdrop | Step and repeat branded banner for photo opportunity activation | \$85.00 | 1 | \$85.00 | GotPhoto / Vistaprint |
| Total Section Cost: \$625.00 | | | | | | |