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Few smooth moves: Phi Rho Eta Fraternity Inc. national branding campaign

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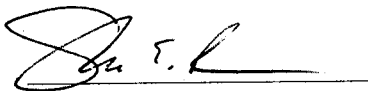
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"A Few Smooth Moves"

Phi Rho Eta Fraternity Inc. National Branding Campaign

(TITLE)

BY

Shea E. Brunson

THESIS

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
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A Few Smooth Moves: Phi Rho Eta Fraternity Inc. National Branding Campaign

For my creative thesis, I chose to conduct a public relations campaign for Phi Rho Eta Fraternity Inc. For the past 18 years, Phi Rho Eta Fraternity Inc. has worked towards emphasizing academic excellence, community development, and brotherhood among black men, with all efforts relating to the core fraternity principles of pride, respect, and excellence. As the fraternity nears its second decade of existence and grows at an exponential rate; the need for a cohesive, unified brand has become the focus of the national executive board. It is for this reason that my PR campaign focuses on branding and re-branding.

The bulk of the campaign will involve the development of a cohesive brand, creating brand awareness, and working within each specific chapter and colony in order to ensure the national brand image is being upheld. A colony is a chapter not yet established. Throughout this campaign, there will be a large emphasis on awareness. Through the development of press releases for national and individual chapter events, to the creation of publicity for these events, my efforts will work towards making the brand of Phi Rho Eta Fraternity Inc. more salient in the minds of students, prospective college students, and alumni in the college community. Through the application of the Rossiter/Percy Grid, with an emphasis on brand awareness, brand recognition, and brand salience, the campaign will aim to not only develop a salient national brand, but ultimately, for that brand to be a part of the consideration set of the recognized brands that prospective members refer to in their decision making process.

Review of Literature

The Evoked/Consideration Set

The overall goal, after achieving salience, would be admittance to the evoked or consideration set. The consideration set is the small set of products or organizations that a consumer thinks of during a purchasing decision (Macdonald & Sharp, 1996). In making a brand more salient, it is not just the goal of the marketing manager to make the brand more noticeable, but the goal is for that brand to be considered during the purchase process. Consumers that are familiar with the brand will enter it into their evoked/consideration set (Baker, Hutchinson, Moore & Nedungadi, 1986). As most research shows, the consideration set is the “goal line” where your brand wants to be. A brand that is not considered cannot get purchased. Making it to the consideration set through increasing brand salience and awareness, should be a central goal of any good branding plan (Macdonald & Sharp, 1996).

Branding by Definition

As the various forms of media started to expand and reach larger audiences, companies started actively branding their products and conducting research on the branding process and its effects (Schutte, 1967). The field of marketing saw this process of branding grow and evolve to what it is today. Branding is seen as an overall umbrella, or an all-encompassing process that draws a connection to every aspect of the brand (Rossiter & Percy, 1992). Brand awareness, brand recognition, brand salience, and brand familiarity (Table 1), are central parts of many marketing models working in connection with the process of branding. The implementation of campaigns involves trying to make

an organization more salient, the ultimate “end all” goal of these campaigns.

Additionally, it is acknowledged that the process of branding is often mistakenly perceived to be an end result for managers, and not a continual process (Rossiter & Percy, 1992). As marketing and public relations has evolved over the past century, the more accepted definition of branding has become, “The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products” (Schutte, 1967).

Table 1

Brand Awareness	Brand Recognition	Brand Salience	Brand Recall	Brand Familiarity	Brand Equity	Brand Attitude
A buyer’s ability to identify a brand within a category in sufficient detail to make a purchase.	A buyer’s recognition of the brand after it has been presented to them.	The accessibility or “prominence” of the brand in buyer memory.	A buyer’s ability to recall the brand when the brand is not present (memory).	The overall awareness consumers have of a particular brand.	A measure of the strength of consumers’ attachment to a brand.	Refers to a buyer’s overall evaluation of a brand with respect to its perceived ability to meet a currently relevant motivation.

The Rossiter/Percy Grid

Since branding is a central part of the marketing process, there has been a continual need to define and refine what the process of branding is, and what is involved

in effectively carrying out that process. In 1987, John Rossiter and Larry Percy created a new approach to examine the various areas of the branding process. Rossiter and Percy (1992) focused on brand awareness and brand attitude and created the Rossiter/Percy Grid, which utilizes both of these concepts in order to guide the marketing process through a specific and careful examination. First, Rossiter and Percy focused their attention on one of the most crucial parts and often overlooked aspects of the advertising strategy, brand awareness. They describe brand awareness as, “a buyer’s ability to identify a brand within a category in sufficient detail to make a purchase” (Rossiter & Percy, 1992). Brand attitude, “refers to a buyer’s overall evaluation of a brand with respect to its perceived ability to meet a currently relevant motivation” (Rossiter & Percy, 1992).

Table 2

	<u>Informational</u> Negative drive reduction	<u>Transformational</u> Positive drive enhancement
<u>Low Involvement</u> Trial experience is sufficient.	<i>Products such as:</i> Asprin Light Beer Detergents Routine industrial products	<i>Products such as:</i> Soda Regular Beer Snacks & Dessert Cosmetics
<u>High Involvement</u> Search and conviction required prior to purchase.	<i>Products such as:</i> Housing Professional calculators Cars (Print Ads) New industrial products	<i>Products such as:</i> Vacations Fashion/Clothing Cars (Television ads) Corporate Image

The Rossiter and Percy Grid builds upon established distinctions of brand awareness and brand attitude and compartmentalizes the decision making process of

consumers into a four part grid. In this grid, decision is categorized by low or high involvement; low involvement relates to items that a buyer can purchase with little known information because trial and error will present no harm in the buying process. In contrast to low involvement, high involvement decision-making occurs when a higher level of background research must be conducted because trial and error is not a reasonable practice in purchasing that specific product (Rossiter & Percy, 1992). The grid breaks down product categories in terms of where they fit in relation to a particular marketing strategy (either informational or transformational) and connects these to either positive or negative motives. Transformational and informational motivations are used to divide customers, based on their desire to gain information in order to satisfy a negative behavioral motivation (informational), or a desire to enhance a positive behavioral motivation (transformational). The eight basic motives, as described by Rossiter and Percy, consist of five negative types (problem removal, problem avoidance, incomplete satisfaction, mixed approach avoidance, and normal depletion) and three positive ones (sensory gratification, intellectual stimulation, and social approval). These motives are the foundation for the strategic application of the Rossiter and Percy Grid. For example, a product that falls under the low involvement/negative section of the grid, such as aspirin, would use an informational strategy, due to the “problem removal” association which is related to that specific product or service. Aspirin, in this case, has the expected purpose of removing a particular ailment. Yet, since aspirin is often used for small aches and pains, trial and error use for the product is sufficient. A product that fits within the low involvement/positive section of the Rossiter/Percy Grid, such as soda or candy, would

make use of a transformational strategy such as, “This dessert will taste good while providing you a warm feeling of satisfaction.” This strategy relates specifically to the positive motivation section of the Rossiter/Percy Grid. Rossiter and Percy not only helped to define brand awareness and attitude, making concrete distinctions between the two, but with the Grid, they prepared a sound way to effectively position ones’ product or brand and strategically market that brand, based upon the position that it takes within the grid. Knowing the type of involvement that is a part of the decision-making process will help determine what types of messages can be used, in order to effectively market that product.

Salience and the Brand

Rossiter and Percy (1992), in their explanation of the Grid, discussed the importance of brand salience within the marketing plan: “Although it is certainly true that purchase intention and behavior is the ultimate goal of advertising, more often one must be preconditioned by first raising the salience of a brand, and then forming at least some tentative attitudes toward it before purchase is considered” (Pg. 263). Brand salience is conceptualized as the ability of an item to ‘stand out’ from its environment or background, a primary focus in the marketing strategy (Romaniuk & Sharp, 2004). The central idea that a product must “stand out” from its competition, having high salience, is a core consideration of the Rossiter Percy Grid. However, throughout the research and literature, brand salience has become more of a “phantom” foundation for other marketing concepts, often used interchangeably with brand awareness, and overlooked in

favor of concepts such as brand attitude, image, and equity (Romaniuk & Sharp, 2004). However, it is the central goal of any branding plan to have a highly salient brand.

Salience is at the heart of brand awareness, brand attitude and image. The ability of a consumer to call to mind a particular brand increases the probability that the consumer will buy that particular brand (Romaniuk & Sharp, 2004). This process of building brand salience is directly connected to the consumer decision process. In order to buy a product, a consumer must have a good attitude in relation to the brand. In order to have a good attitude in relation to the brand, he/she must be aware of the brand's qualities, and in order to be aware of the brand's qualities, the brand must be salient. The process of building a salient and truly valuable brand can be traced back to the connections that are made in memory, as defined in the Associated Network Theories of Memory (Anderson & Bower, 1979). Memory consists of nodes that hold information or concepts that lead to conceptualized connections. Whether it is marketing, branding, or a re-branding campaign; salience must be at the foundation of all campaign-related goals (Romaniuk & Sharp, 2004). Consumers buy, make pre-purchase decisions, and develop brand loyalty through the brands that are most salient in their minds. Consumers take notice of the brands that are most salient, and rarely think about the ones that aren't. At the center of any good branding plan, strategic steps must be in place to make the brand more salient, ultimately leading to more effective execution of an overall marketing plan. Salience is also a foundational motivation for the use of the Rossiter Percy Grid. Making a stronger and more effective message to send to the consumer, is motivated by the need to make a brand more visible/salient. Products that are not effectively marketed are often

forgotten, and because of this issue, retain little to no salience. Brands that make use of the grid and produce effective messages in the marketing process, are much more memorable and become more salient to consumers.

The Brand Essentials

Brand equity (the value consumers place upon a particular brand) and brand familiarity (how familiar consumers are with that brand) are additional areas to consider in implementing a branding plan. Brand awareness and brand recall, as mentioned earlier, are qualities that work “hand in hand” to build brand equity within the eyes of the consumer and must be considered collectively in order to be effective. Brand equity, as described by David Ogilvy, is the customer’s idea of the product (Blackston, 2000). It is also important to note that a singular definition of brand equity is not found in the literature, due to the subjective nature of value and how a consumer values a product. Brand equity has a multiplicity of definitions relating to value, added value by the consumer, and the associations that consumers make in order to ascribe that value (Leuthesser, 1988). Brand equity focuses on the overall value that the customer places on a product (Blackston, 2000). This value is divided into two types of equity; the first involves fundamental equities such as product, price, and packaging. The second is “added value” equities, which are much harder to define (Blackston, 2000). For example, a consumer may place a very high added value (more of an emotional connection) onto a product that many see as relatively inexpensive. Ramen brand noodles, for example, are inexpensive. However, for those who were once on a limited budget, the association that is made with Ramen Noodles and being able to get through hard times, adds value to that

product. After a salient brand is noticed by consumers, one must build a relationship with those consumers, and the consumers may develop a positive attitude towards that brand (Blackston, 2000). Within the various stages of the marketing/branding process, brand equity serves as a subjective measure of value, and helps drive brand attitude among consumers.

Phi Rho Eta Fraternity Inc. National Branding Plan

Objectives

As Phi Rho Eta Fraternity Inc. continues to grow at a fast pace, there is a need for a solidified, definitive brand associated with the organization. Phi Rho Eta Fraternity Inc. is a singular product with seven chapters and three colonies, acting as smaller subsets of the product. This has created an issue of being able to define one specific brand that relates to Phi Rho Eta Fraternity, Inc. Although each college campus is different and there will, undoubtedly, be a different dynamic of people in every chapter and colony; the lack of a definitive brand has caused a drastic loss of operating efficiency on the national level. Each chapter and colony is working towards developing and upholding a brand that is effective for the efforts on their respective campuses. However, without a foundational brand to build upon, confusion is running rampant, and efficiency within recruitment and community service efforts continues to decline.

The established central idea of Phi Rho Eta Fraternity Inc., within the organization, has always been, “Charismatic men who are So Smooth.” Yet, even though members and some onlookers on college campuses have heard these phrases, there is still no direct relation to charisma, smooth, or charismatic, and Phi Rho Eta Fraternity, Inc.

There are competing ideas between new and old members over what the brand really is and what parts of the central idea will be used to develop the brand. Because of these issues, there is a need to stop expansion and development of individual chapter brands, and all members need to focus their efforts towards the development of a national brand. Phi Rho Eta Fraternity Inc., founded in 1994, is much younger in comparison to other predominantly black Greek lettered organizations. Consequently, the letters Phi Rho Eta, the colors, traditions, national programs and activities that Phi Rho Eta Fraternity Inc. delivers are not as readily recognized as other Greek organizations. Right now, within the Greek community, Phi Rho Eta Fraternity Inc., nationally, does not have a salient brand. Phi Rho Eta's target publics do not readily recognize it due to this lack of salience. In order to address all of these issues, the brand plan will consist of three main objectives. First, develop a definitive national brand of Phi Rho Eta Fraternity Inc. Second, increase the salience of Phi Rho Eta Fraternity Inc. on a national level. And, finally, increase the brand awareness on each individual campus.

Process

Throughout this process, my position within the organization is National Public Relations/Branding Chair. In my efforts to achieve the first objective of developing a definitive brand, I needed to look at the already established brand. Phi Rho Eta Fraternity, Inc. has, for years, aimed to establish an internal message of Charisma, directly connected to the members being "So Smooth." In order to develop a brand, there must be a definition of what is considered "smooth" and what is considered "charismatic." In order to ensure that the national brand and the guidelines that go into upholding the brand

are not biased, outdated, or ineffective, the development of a national branding committee composed of undergraduate and graduate members, will oversee brand development.

With development of the brand, there will be specific guidelines. In presenting a message of “Smooth Charisma,” the branding committee will outline code of conduct guidelines that will focus specifically on what is and is not considered “Smooth Charisma.” Through this development of guidelines, there will be a definitive picture in terms of what represents a member of Phi Rho Eta Fraternity, Inc. This representation will help members not only internally uphold the message, but, also, through the recruitment process when choosing people for membership. Patterns of dress, academic achievement, representation on social media, and social involvement within the community, are all areas that will be specifically defined in relation to the national brand. In defining exactly what represents “Smooth Charisma,” what is a violation of the brand of “Smooth Charisma,” and, visually, what this “Smooth Charisma” will look like. This specific focus on membership representation is due to the importance of the individual member in all operations of the organization. Since a brand is developed and grown through a consistent message and images being portrayed within the organization, this focus on the representation that individual members of the organization portray relates directly to building a consistent brand for the organization. Recruitment, mentorship, community service, and community development are centered on the member and by focusing on the branding of the individual member of Phi Rho Eta Fraternity, Inc. all other facets of the organization will, subsequently, be effectively branded.

After establishing specifically what the brand will be and how it will look, increasing brand salience is another key consideration. In order to make the brand more salient, individual chapters and colonies will have to deliver various activities, in the name of Phi Rho Eta Fraternity, Inc. Regular academic and social programming will be required for each chapter and colony. By making use of social media sites like Twitter, Facebook, and Instagram; each chapter will be able to increase the visibility of Phi Rho Eta on their campus and, in turn, assist in making Phi Rho Eta Fraternity Inc.'s brand more salient. Through publicity developed by myself, in accordance with the national brand guidelines established by the branding committee; program and event fliers can also serve as visual representations of "Smooth Charisma" and may increase brand salience. Regular use of each chapter's Twitter and Facebook pages, along with the implementation of a national Phi Rho Eta Twitter and Facebook page, will make Phi Rho Eta regularly visible to the publics we are trying to reach and may act as a centerpiece for chapters and colonies.

In making the organization more visible to publics, it is essential to have guidelines in place that eliminate conflicting brand images. In order to make brand guidelines relevant in the landscape of today's college campuses, the guidelines will be derived from the already established "code of conduct." The main issue, over the past few years, with the fraternity's brand is the ever-increasing "grey areas" of what is and is not acceptable. In developing brand guidelines that build upon an already established foundation that is accepted and enforced nationally, these guidelines should be accepted more readily by members and serve almost as a "quick guide" companion for the "code

of conduct.” Since many of the issues dealing with brand misconduct, can be traced back to the foundational issue of members not being knowledgeable about the brand, this guide will clear up confusion through education. Taking this approach will help eliminate “grey areas,” where much of the brand misconduct occurs, and stop the dissonance between chapters, colonies and the national brand entity.

The final objective is focused upon communication. Building strong communication between chapters is the focal point of the third objective, in order to increase efficiency at the chapter and the national level. With a more effective communication process in place within the organization, members will be better prepared to communicate the national brand to their campuses.

In order to make sure that this process goes smoothly and effectively, I will oversee the development of all fact sheets, press releases, and fliers for chapter and colony events. With these tasks, there will be one cohesive brand represented visually to each campus through media coverage, fliers, and publicity. I will also post on all national social media sites for Phi Rho Eta Fraternity, Inc. With this responsibility, there will not be any conflicting messages sent via social media, which could be detrimental to the brand, but rather, one singular voice, communicating and upholding the brand standard.

Research

For this campaign, I will use the Rossiter Percy Grid as a framework. This grid relates directly to what I am trying to do with brand development and message transmission. One of the central problems that individual chapters have had over the past

18 years, is the misplacement of Phi Rho Eta Fraternity as a product. Making effective use of the grid will help me in making the correct decisions when it comes to promoting events, formatting publicity, and will also give clear direction to the branding committee. Along with the grid, my research has also expanded to brand salience, brand awareness, and brand recognition.

Timeline

Research and pre-planning for this campaign has been going on continually for the past 3 months. October 1st was the official start of the branding campaign and I worked on this campaign through the beginning of February.

National Branding Campaign Timeline

October 1-Official institution of preliminary brand guidelines including notification of upcoming changes, detailed explanation of branding committee objectives, and preliminary meetings with chapter and colony membership chairs and presidents.

October 20-Implementation of new social media guidelines including cohesive chapter profile pictures and specific national communication guidelines in connection to the branding campaign

October 22-Preliminary social media/prospective membership roster assessment date.

October 31-Prospectus defense date

November 1-Official campaign start date.

November 9-11-National leadership conference, first official collective meeting with chapter/colony executive boards and the national branding committee.

November 10-Introduction of official brand guidelines.

December 1- Final meeting with national branding committee for the fall 2012 semester.

January 12-First meeting with national branding committee for spring 2013 semester. Meeting includes upcoming plans, updates, and any needed campaign adjustments.

January 13-Approval of all chapter and colony programming calendars and publicity.

February 1-Meeting with national branding committee and chapter and colony executive boards.

February 22-Final assessment of social media/prospective membership rosters.

February 23-Final meeting with branding committee and completion of branding campaign.

Campaign Evaluation

Since Phi Rho Eta Fraternity Inc. is not selling a specific product, but trying to sell the organization; my measurements and conclusions in connection with this branding campaign, will come from the membership. In addition to the number of Twitter followers and Facebook likes in connection to salience, the prospective membership roster will be a central part of determining the effectiveness of the campaign. At the beginning of the semester, and just before the start of a new recruitment period, each chapter compiles a prospective membership roster, consisting of male students that know about the organization and may be inclined to join. Taking a pre-assessment of the prospective membership roster, and then, a post-assessment at the beginning of the next semester will show whether or not there's an increase in salience. Using the membership rosters, in connection with the Twitter follower numbers and Facebook likes, will provide some information about salience. In a similar way to advertisers measuring how many people see a commercial or advertisement, I will use Twitter and Facebook to measure how many people see Phi Rho Eta on their campus, but the prospective membership roster will help in measuring effectiveness. The prospective membership roster is the beginning step of the recruiting process and the final step of my branding efforts. If Phi Rho Eta is salient, within the consideration set of male students, and has equity with these students, the branding efforts may be considered successful.

Methods

While the proposed project deals with brand salience and making the overall brand of the organization more salient on college campuses, specifically to prospective members, there were some foundational issues that were encountered in the early stages of the campaign's implementation. In order to effectively implement the campaign as described earlier, there needed to be a strong focus on re-branding, building upon that as the campaign progressed. However, there were three main issues that emerged within the initial stages of the project that led to drastic changes in the campaign.

First, the overall organization at the national level had no clearly established central message. A central message is clearly and consistently communicated. The foundational principles that would eventually be used to create a brand for the organization were mis-categorized as the organization's brand. The brand, throughout the organization's existence, has been focused on the organization, ultimately, being Charismatic. However, the values of pride, respect, and excellence, were often used interchangeably with the idea of being "Charismatic men who are So Smooth," and presented to members within the organization as the brand, conflicting with the organization brand idea, "Charismatic." This misunderstanding was the foundational issue with many of the chapters and colonies in relation to their operation, and the main reason that each individual colony and chapter had very different goals in connection to branding. Since the issues with branding and the understanding of what a brand is started at the national level, there was a need to educate the national executive board on not only the organization's brand, but also what is needed to create Phi Rho Eta Fraternity Inc.'s

brand. Individuals on the national executive board and many members within the organization mistakenly understood the core values, as the brand. The ideas of being “Men of Charisma” or “So Smooth” are qualities that can be held by a member of Phi Rho Eta Fraternity Inc. However, since “Charismatic” was not consistently communicated as the brand, there was ongoing confusion about the brand of Phi Rho Eta Fraternity, Inc. This misinterpretation of what a brand is, led many of the individual chapters and colonies to interpret each of the qualities and core values differently, creating an organization with continually competing brand identities. It was essential to show not only the national executive board, but all members, that the core values and the quality of being so smooth are not a brand, but rather values and qualities that drive the brand. “Charismatic” was the key brand idea that Phi Rho Eta Fraternity, Inc. for years, had hoped to establish. Yet, this issue of confusion continued to be a road block in that establishment.

The second issue that presented itself was the national executive board’s resistance to, for the duration of the campaign, completely stopping all recruitment of new members while the proposed campaign was taking place. For years, since there was no established brand in place and the mis-categorization of what a brand is. This continued to be a source of serious issues. Recruitment and expansion remained as central considerations of each individual chapter, due to the emphasis placed upon it by the national executive board. However, through recruitment, continuing to instill an incorrect view of the organization’s brand to incoming members would only continue the issue miscommunication of organizational branding. Since there was direct resistance to the

idea of stopping or even slowing down the recruitment of new members, this issue added to the need for the campaign to move from an external to an internal campaign to correct internal issues.

Finally, the third issue that emerged was the overall lack of communication throughout the organization. Communication was a central part of the original proposed campaign, and in order to establish a foundation for the campaign's success in the future, it would be a focal point of the newly revamped campaign. Since there was resistance to stopping or slowing the recruitment of new members, it was important to look at the already established chain of communication, reiterate and enforce the use of the chain of command, and make any necessary changes to the channels of communication, in order to ensure the most efficient message transmission.

These organizational issues led to a need for a project dealing directly with internal communication. This new campaign would focus on the creation of a cohesive brand, based upon effective knowledge of what a brand is and how it's developed. Communication of the brand is central, not to external publics, but rather to internal members. This new, modified campaign focused on acting as a foundation for the original proposed campaign; preparing the national executive board, chapters and colonies, and individual members in a few areas, in order to ensure the effective implementation of the original campaign at a later date. Since the original project would see success externally only if the members could be successful at internally communicating brand issues, it was necessary to provide members with a foundational education on the branding process. One positive that came from this change, is that since

this new campaign will act as the foundation to lead into the original proposed campaign; many of the same principles and concepts that were to be used in the proposed campaign would still be used in the new campaign. Achieving brand salience was still a central goal of the campaign; however, this salience was internal, focusing on the members, national executive board, and national branding committee. A vital factor in this, is understanding what the brand is. Implementation of the Rossiter Percy Grid was also going to be a part of this new campaign; however, the use of this grid is going to be a central part of the education process of the current members. Knowing the Rossiter Percy Grid, how to use it, and what it means in connection with the organization's message creation as a whole, would be a key part of what new and past members will gain from this campaign.

The original project was based upon addressing ongoing brand issues, related to an already established brand. However, without an established central message, the campaign could not proceed. This new campaign will focus on creating a foundation for the brand through the creation of necessary documents, formatting various request forms, and using proper documentation to enforce communication through the proper channels. The new campaign would also focus on correcting the central issues that led to the original campaign being changed, addressing those completely before implementation of the previously proposed campaign. For this reason, much of the external communication such as press releases, fact sheets, and other materials that would be used in order to expand the brand, would not be created. Rather, the format for these pieces would be created in order to assist the communication process. Reviewing how a press release and fact sheet should look and what they should include, what must be included on publicity

for events, and how all of this relates to the brand would be central parts of the educational process (See Appendix, Pg.U-W). The national executive board, and all members of the organization, needs to be aware of what all these things mean in relation to the brand before they can effectively use them in their efforts to grow the brand on their respective campuses. This would work hand in hand with one of the main goals of the campaign, education of all members on issues related to branding. Each member would have to be knowledgeable on what the brand is, how they influence it, and what has to be done at the chapter level in order to grow the brand.

With these changes to the project, there was one large change that took place making the overall project more effective. The concept of having a particular committee (the branding committee mentioned in the proposal), handling all brand issues for their chapters, became more counterproductive than previously anticipated. Members at the chapter level, who had the responsibility of being on the national branding committee, handled all brand related issues for their chapter. However, these issues were not effectively communicated to all members. This issue showed itself in the initial stages of the original campaign and led to the need for change. Those within the chapters saw the brand issues within the organization as something to be handled by the branding representative at the chapter, and therefore, many of the other members were not taking the time to learn why the branding representative was doing what they were doing. This issue would continue to add to the problems with brand image at the chapter level and further exacerbated the mis-categorization of the organization's brand, as mentioned earlier. For this reason the branding committee was suspended for the duration of my new

campaign. Members who were placed in the branding committee position still did much of the brand work, requesting fliers, updating the chapter's Facebook and Twitter accounts, and also contacting the National Public Relations chair. However, branding issues are a collective responsibility of the chapter, to be educated not only in terms of what needs to be done in relation to branding, but why it is being done. Because of this change, all members at the chapter level would abide by the national branding committee guidelines created for the originally proposed campaign.

Implementation

To start off the campaign, there were a few basic instrumental definitions that had to be established in order for the organization, as a whole, to understand this newly revamped campaign, and what it would entail. For years, the core values of pride, respect, and excellence, were presented at conferences, and on a regular basis, as "The Brand." However, this mis-categorization of the core values, not the brand, led to vast confusion throughout the organization. For that reason, a definition guide to be given to all the chapters and colonies would be required reading for all members. This guide would include a breakdown of not only the basic definitions that are a part of the branding process, but also why and when these definitions are useful. This guide would be not only a part of the chapters, but also a central part of the operations of the National Executive Board in order to create a unified message coming from the top. Also, it is paramount throughout this process that the mis-categorization of the brand needs to be corrected immediately in order to reduce the amount of confusion. In the process of developing the brand of Phi Rho Eta Fraternity Inc. it would be essential to communicate to members,

including the national executive board, that the brand is driven by the core values; the core values are not the brand.

A this point, you will see a comparison of the original project, the goals and objectives of that project and the new project, the goals and objectives of this new campaign. As you can see, many of the changes that occurred deal directly with moving from the external to the internal, with education and communication at the center of these changes.

Original Campaign Goals/Objectives

1. Develop a definitive brand for Phi Rho Eta Fraternity Inc.
2. Develop extensive brand guidelines based upon the already established national “Code of Conduct” for Phi Rho Eta Fraternity Inc. to be implemented throughout the campaign.
3. Develop and work closely with an appointed National Branding Committee in order to enforce branding guidelines and create external content for individual chapters and colonies including: press releases, fact sheets, and program/event publicity.
4. Through the use of external materials, increase brand salience of Phi Rho Eta Fraternity Inc. nationally and on the college campuses of established chapters.

New Campaign (Revised) Goals/Objectives

1. Create national content in connection to the branding campaign including: press release template, fact sheet template, national publicity requirements, and branding guideline documents.
2. Streamline and reinforce communication throughout the organization by: making a clear chain of communication chart/process for all members, creating communication guidelines in connection to the proposed branding campaign, and establishing and making salient what the national public relations chair does and how they fit into the chain of communication.
3. Educate all members, starting with the National Executive Board on all brand related terminology, what it means, how it affects them, and how they affect the brand.
4. Use Zeta Chapter of Phi Rho Eta Fraternity Inc. to implement basic guidelines from the originally proposed to campaign to use as a format for future implementation.

New Timeline

Since the campaign was now going to focus on internal communication of the brand, a new revamped timeline would be needed as well. Since there was a need to

establish a new structure of communication for the members within the organization, it was vital to explain how communication would flow and, then, have that accepted by the national executive board. This new timeline would focus on accomplishing the internal goals associated with the campaign and the possible issues that might come from these changes. A central goal would be on accomplishing an acceptable level of communication, and a timeline. Since “acceptable” is highly subjective, it would be the focus of communication documentation, creating visuals and forms that would make use of the chain of command. Since the limitations of the campaign were pretty extensive, and the changes to the original campaign happened after the national leadership conference, the amount of available time to accomplish these goals was limited. However, since much of the information regarding branding was now under my oversight as National Public Relations Chair, it would be much easier to monitor communication from chapters to national, in connection to branding concerns.

As seen in figure 1-1, the chart shows the changes that were made to the timeline for the project. Since the goals were now focused on internal communication and member education, the new timeline would be centered on reaching these communication goals in a timely manner that would also allow for all undergraduate and graduate members to easily adjust to the changes in communication, while still performing duties within their respective chapters. As shown in the charts, the new campaign would focus much more on the internal communication between the individual chapters and the National Public Relations Chair. The branding campaign would be communicated regularly, in relation to

publicity, programming, and the core values associated with the brand of Phi Rho Eta Fraternity, Inc.

Figure 1-1

<u>Original Timeline</u>	<u>Revised Timeline</u>
<p>October 1-Official institution of preliminary brand guidelines including notification of upcoming changes, detailed explanation of branding committee objectives, and preliminary meetings with chapter and colony membership chairs and presidents.</p>	<p>October 20-Implementation of new social media guidelines including cohesive chapter profile pictures and specific national communication guidelines in connection to the branding campaign</p>
<p>October 20-Implementation of new social media guidelines including cohesive chapter profile pictures and specific national communication guidelines in connection to the branding campaign</p>	<p>October 22-Preliminary social media/prospective membership roster assessment date.</p>
<p>October 22-Preliminary social media/prospective membership roster assessment date.</p>	<p>October 31-Prospectus defense date</p>
<p>October 31-Prospectus defense date</p>	<p>November 1-Official campaign start date.</p>
<p>November 1-Official campaign start date.</p>	<p>November 9-11-National leadership conference, first official collective meeting with chapter/colony executive boards and the national branding committee.</p>
<p>November 9-11-National leadership conference, first official collective meeting with chapter/colony executive boards and the national branding committee.</p>	<p>November 10-Implementation of new internal communication process.</p>
<p>November 10-Introduction of official brand guidelines.</p>	<p>November 12-16-Individual phone/email sessions with branding chairs.</p>
<p>December 1- Final meeting with national branding committee for the fall 2012 semester.</p>	<p>December 5-15-Continued communication with branding chairs and undergraduate members outlining the new branding guidelines on publicity.</p>
<p>January 12-First meeting with national branding committee for spring 2013 semester. Meeting includes upcoming plans, updates, and any needed campaign adjustments.</p>	<p>January 12-Meeting with the national executive board on the new communication process and its implementation for the upcoming semester.</p>
<p>January 13-Approval of all chapter and colony programming calendars and publicity.</p>	<p>January 15-Approval of all chapter and colony programming calendars and publicity.</p>
<p>February 1-Meeting with national branding committee and chapter and colony executive boards.</p>	<p>January 16-21-Meetings via email/phone with individual chapters regarding the brand and the upcoming chapter, along with the new communication process.</p>
<p>February 22-Final assessment of social media/prospective membership rosters.</p>	<p>February 1-Distribution of all new communication materials, including the new chain of communication.</p>
<p>February 23-Final meeting with branding committee and completion of branding campaign.</p>	<p>February 20-24-Final meetings with individual chapters regarding publicity the brand guidelines and final completion of the campaign.</p>

Nationals and the Campaign

In making changes to the original campaign to solidify a strong foundation for the proposed campaign, it was vital to communicate to the national executive board, along with individual chapters the role that they would play in the campaign. The level of communication that was happening between the chapters and colonies and the national executive board was at best “spotty,” chapters with 10-15 members only had two to three reliable contacts that were regularly available to identify brand issues and communicate with nationals about the needs of the individual chapters. For this reason, as mentioned earlier, the original branding committee retained their positions in name; the responsibilities of the branding committee were now expanded to every member of individual chapters and colonies. It was vital to communicate to every member of the organization that the responsibility of building a solid brand, one that would last for generations, would fall upon every member and not a select few. Communicating this would further aid in the education process of members who, up until this campaign, had no idea their individual involvement would affect the brand of the organization. One of the greatest issues in the communication process involving the national executive board and the individual chapters and colonies, was the miscommunication of the responsibilities of each individual member. Communicating the value that each individual member has will, in turn, instill the importance that each member has in relation to the brand of Phi Rho Eta Fraternity, Inc.

In order to create the strongest process of communication, the national executive board, and I, made the decision to implement some of the objectives from the initial

campaign proposal through one particular chapter that will serve as a guide for the future when the campaign is implemented nationally. Other chapters and colonies, although still a part of the communication process, would not be used to measure the effectiveness of the campaign. Publicity, social media, and programming would be investigated through the Zeta Chapter, and the changes made to their original approach to the representation of the organization. Since the Zeta Chapter of Phi Rho Eta Fraternity Inc. already had a very salient position on campus, it was essential to work from what was already known about the chapter and move forward with brand representation. The Zeta Chapter would serve as the pilot group for the future campaign since the chapter had a very prominent position on Northern Illinois University's campus.

Communication Chain of Command

Original

Chapter Committees → Chapter President/National Communication → National Executive board

New

Chapter Committees → Chapter Brand Rep → Chapter President → National PR Chair → National Executive Board

****Everything communicated within the organization must flow through the National PR Chair****

Application

In the education process of the members of the organization including undergraduate, graduate, and national executive board members, there were specific changes made, much like the communication chain of command, as outlined in the appendixes. The major issues that needed to be addressed internally were addressed

through the creation of various materials that addressed these specific issues. Lack of communication, lack of brand knowledge, and the lack of necessary guideline materials, was at the center of the reasoning for such vast content creation. As outlined below, there is an overview of the materials created, which can be found in the appendix, and what specific brand issue they were created to address.

Materials Created for the campaign

Appendix Page B-Phi Rho Eta Fraternity Inc. National Branding Quick Guide.

Appendix I-National Publicity Request Form

Appendix J-Monthly Branding Update Submission Form

Appendix L-Branding Committee Guidelines

Appendix P-National Newsletter

Appendix T-Publicity Template

Appendix V-X-Press Release Guidelines/Template

Appendix Y-AA-Backgrounder Guidelines/Template

As mentioned, one of the major goals of this new campaign was the overall education of all members within the organization. Since the organization is not composed of young men well versed in public relations practice and what that involves, the Phi Rho Eta Fraternity, Inc. Branding Quick Guide was created to help aid in the education process. The branding quick guide is 26 pages long, containing many of the materials created specifically for this campaign. The quick guide had to be short enough for members to get through quickly without losing focus, while having a highly concentrated collection of information to help aid in giving the members the information needed to understand this campaign and campaigns to come in the future. The quick guide was

created and structured in a way that would almost exactly follow the process of implementing a campaign. The guide starts very basic with general public relations information and gradually gets more application focused.

The guide contains charts, basic definitions, and specific application examples in relation to branding. The guide starts with basic public relations and brand definitions which are broken down in a basic chart, as seen in Appendix C. These definitions are short and specifically defined in connection to the organization. Since there is a very low percentage of active members within the organization that actually major in communication studies, public relations, or another field that would use these terms and definitions, there was no need to define these terms in any other way than through connecting it to the organization. Specific examples of each term, what it is, and how it relates to the organization

Once the quick guide moves past basic definitions, it becomes more focused on application. In defining the national and chapter brand, it was necessary to explain what these two things meant, what they were currently, and what they will be in the future. Directly following these explanations is three sections relating directly to national and chapter brand, focused on programming/message creation, the branding process, and publicity guidelines. These sections were grouped together in order to move the members along through the process while they were reading, so that they could understand not just the process, but why that particular process is taking place. Guidelines for publicity, as seen in Appendix F, include not just what should be on publicity or fliers used to

promote events, but why it's included and how this particular item can be included on the fliers.

Also included within the guide, is guidelines for the national branding committee members. Since committee members originally were going to be in a more elevated position within the organization, it was necessary to outline a higher standard of guidelines for those members to follow in order to give other non-committee members a standard to adhere to. These guidelines included a higher minimum GPA along with outlining regular communication schedules between the committee members and the national executive board. However, since these guidelines went along very well with the overall goals of the campaign, and the national branding committee was limited in their activity in this new campaign, these guidelines now became guidelines for organization members as a whole. This would aid in achieving the collective support needed by members in order to make the campaign successful.

Once the guide moves past the guidelines for branding committee members, there is more focus on templates and specific forms needed. Forms such as the Monthly Branding Update form, as seen in Appendix I, are a part of each chapter's communication with the national executive board and having them in the quick guide further solidifies the need that there is for each member to take responsibility for all necessary branding paperwork. Templates in the guide include the newsletter template, the vertical and horizontal publicity template, and both a backgrounder and press release template. All of these materials deal directly with application of the information found in the beginning of the guide and give the members clear examples of how these different

materials should look. Since there had never been a database of press releases, backgrounders, fliers or any other media materials for the organization, without examples, the members would not have any references to refer to once they started the message creation process.

Finally, throughout the campaign I was able to create over 20 fliers for the national executive board and individual chapters that followed the guidelines set in the branding quick guide. In creating content that followed the guidelines set out by the quick guide, there would be a more universal message being sent within the organization, something that had been lacking in years prior. Members would see visually, what I, as the National Public Relations Chair, was communicating to them verbally, future reinforcing the guidelines that are set to be followed.

Through all the content creation, there was also the communication of these changes and new guidelines that was a major part of this education process. Regular telephone meetings with individual chapter executive board members helped continue the accurate flow of information from the national executive board to the chapter level executive boards. Members now had visual references of what each chapter should be doing in connection to message creation. By communicating the basic information as well as any changes that took place, at the national leadership conference, all chapters and colonies were able to receive information on the branding campaign directly from the National Public Relations Chair with no miscommunication of information. For more direct application of the materials created, there were some specific trips taken to various chapters in order to meet in person with executive board members and address any

concerns personally. Finally, to ensure that all the efforts focused on communication would see serious results, the national newsletter template was created in order to communicate to all chapters and colonies what is happening across the organization and how these changes to the organization are affecting all of the various chapters and colonies. Through this approach, all the information in the branding quick guide, the new format for publicity and fliers, and the new chain of communication implemented, was effectively communicated to all undergraduate members and graduate members within the organization.

Limitations

As previously mentioned, the biggest limitation was time. The original campaign, including all of the work with press releases, individual chapter brands, and the overall national re-branding ideas, was very optimistic for the three month time frame. After the initial realization of the brand issues that were associated with the organization, both internal and external, the project had to be totally modified in order to create an effective foundation for the proposed project. However, the two and a half month time frame for this campaign was not nearly enough to accomplish the extensive work needed to create substantial results. This led to the overall changes in the project that consolidated very extensive project goals, into very specific and very focused goals to set up the future campaign. This limited time frame made it impossible to reach out and do the level of in depth external message creation that could help build the brand. It was for this reason that the new project focused much more on internal communication.

The next limitation that was faced throughout the campaign was the relationship with our national group. Since the everyday operations of the organization, nationally and at the chapter level, still continued on a regular basis, it made the implementation of the new project campaign much more difficult. Instead of having an entirely new organization, much like a blank slate, where a public relations practitioner could implement protocols and overall national guidelines at the beginning stages of its existence, there was an organization continuing to operate without a unified brand, applying new protocol and guidelines “on the fly.” This issue in other words, was like trying to hit a moving target. The fact that the organization would still be actively recruiting new members, and the national executive board continuing to operate in a similar way as they did in the past, added another dimension to the project. As the National Public Relations chair implementing these changes, messages had to be in almost “tweet” form. Information had to be passed down to current members in a quick format that outlined the changes, the reasons for the changes, and what it means for them. This led to the next major issue which was the amount of information that could be transmitted. With this short, quick message transmission format used in order to appeal to the fast paced operations of the organization, information was very well received and changes at the chapter level often happened quickly. However, this meant that more messages had to be sent and, often, some information that expanded on the initial message had to be omitted to reduce possible overload. With the increase in the amount of messages, this increased the chance that members would simply stop listening or tune out some of the longer messages. This led to more personal email and phone

conversations with individual members, which often can be very unreliable. In order to communicate all information phone conversations and personal emails were used in order to tie up any loose ends. However, there was no guarantee that the information discussed within the conversation would be remembered, or the personal email sent would even get read.

For the new project, as mentioned previously, instead of being able to implement new ideas, new protocol and guidelines without road blocks, the campaign goals and objectives would have to account for issues that would continue to come up throughout the campaign. The mis-categorization of what a brand really is, the miscommunication of brand issues to chapters and colonies, and other miscellaneous issues needed to be addressed throughout this campaign, in order to establish a foundation needed to continue with the next stages of the project. These continued issues with communication and knowledge of what the brand actually is would limit the project's overall reach and, thus, it would be limited to a foundational campaign.

As mentioned earlier, the lack of a central message was the largest limitation to this campaign and the main reason that the original project was modified. With the objectives of the original campaign, brand development was based upon the foundational idea that there was an already established central message that just needed to be expanded upon and presented to the organization's publics. However, upon the start of the campaign it became clear that there was no central message and, consequently, conflicting ideas the organization's brand awareness and equity.

Finally, one of the central limitations to the original campaign proposal that showed up as an issue within the new campaign, was the difficulty of communicating across campuses to various chapters and colonies. Since the organization is in its developmental stages as a fraternity, enforcement of the already established chain of command and communication is a constant battle. With the increased rate of recruitment and the continuing issues with communication from the national executive board to the individual chapters, it was much more difficult to find the right person to talk to at each individual chapter. Often, information went through unnecessary channels before reaching the proper person, creating a flow of information that was highly inefficient. Throughout the new campaign, instilling a culture of open communication that flows from chapter to the national public relations chair, continued to come up against the already serious issue of communication throughout the organization.

Implications/Conclusions

This new campaign, although it followed some of the objectives of the original project, was a streamlined, consolidated version of the original proposal. Because of this modification, the campaign served as a foundational campaign for future work within the organization. Since there had never been a specific position in place to oversee all issues relating to public relations within the organization, the newly created position did much to rectify the ongoing issues the organization continued to deal with. Since many of the objectives of the original proposal were not included in the new project, there was some time for more of an in depth focus to be placed upon the objectives of the new project.

Regarding the goals of the new campaign, many of them were reached. All foundational templates, publicity, press release, fact sheets, etc. were created. Also, individual folders for each chapter were created in order to serve as a branding/publicity folder for that particular chapter. This was a resource for the chapters and allows for each chapter to start the next year with the new campaign, having all the forms and documents needed. Regarding the goals of the new campaign, overall, this was a learning process in my efforts within public relations. First of all, I learned to expect the unexpected. Although I was a part of the organization I was working with, the knowledge that I had going into the original campaign, on the status of the organization, was much more limited than I expected. Basing my entire initial proposal on information I was given and thought I understood, led to many unexpected changes. Going into this project, I wholeheartedly believed that with my motivated spirit and my overall love of the organization of Phi Rho Eta Fraternity Inc., I could singlehandedly come in and make the necessary changes that would help grow the organization's brand and move the organization into a new stage of expansion. However, this mentality was somewhat advantageous. The goals of the initial project were not met, but it was not a failure. The proposed project was based upon assumed knowledge of the National Executive Board, and very optimistic assumptions of the overall reception of the project. Yet, there were foundational issues, which for years had gone unaddressed. Noticing these issues and continuing with the original project would have led to an entire organization that was essentially uneducated and "in the dark" about why this particular campaign was taking place. Although none of the original goals were accomplished, this does not mean the

project was not successful. Seeing the issues with brand recognition and members internally knowing what the brand is, led to a new project that would be much less vast and address many issues that would have ultimately impeded the success of the proposed project.

All of the goals set for the newly revamped campaign were met. Although there was a limitation of time to complete these goals, I was successful in laying the foundation for the proposed project. Since the central goals of the project were content creation and education, this created a foundation for members and the National Executive Board to look at in the future when the original campaign can be implemented. The first goal, creating content for nationals and each individual chapter, was a success. For each individual chapter there were content folders created that contained all of the national program fliers, but also had chapter specific instructions that were to be used in the connection to the use of the content. Members would now have all of the fliers, templates, and instructional information needed to send out unified information that would uphold the Charismatic brand. This would be a great help during the future campaign since all members would now have all of the necessary brand items and, also, an explanation of why this content is needed, reducing any hesitance that members may have had to follow along the guidelines set for the proposed campaign.

The second goal, in streamlining communication through explanation of the communication channels and forms, was also successful. Up until the beginning of the revised campaign, the organization as a whole was very informal when it came to communication. Because of this, it was hard to know who specifically who to contact and

what information was being sent to whom. Throughout the campaign there was creation of specific forms and guidelines for the branding/publicity chair to follow, along with defining what the branding representative would do, and provided concise rules about the chain of communication. Along with that, the National Public Relations chair's responsibilities were clearly defined to all members creating a direct channel of communication from the chapters and colonies to the National PR chair on any issues related to branding. The creation of these forms made it clear and provided a reference for members to go to if any brand issues emerged. In adding these forms, it also made each chapter more aware of what needed to be done in communicating issues to the National PR chair. Previously, the process of getting publicity from national was done very informally and caused breakdowns in communication. With the institution of these forms, a "paper trail" is needed and specific members are responsible for guiding that communication. Positions are now clear and what the positions needed to communicate is also very clear.

The third objective, educating members on the branding and brand guidelines necessary for the organization's success, was also accomplished through content creation. A branding quick guide (as seen in Appendix-pg. B-H) was created to be distributed to all the members of the organization. This quick guide broke down basic definitions in relation to the brand including: brand salience, brand recognition, and brand recall. The quick guide also laid out very clearly the position that each member is in, how they affect the brand, and what they can do to grow the Charismatic brand. This guide is now a requirement for all members, and must be discussed at all formal meetings. This short,

but very detailed guide, serves not only to educate members on what is being done now, but gives basic foundational information that can be applied to the future. The quick guide has been a very big success on the national level, with the National Executive Board, and reduced a lot of confusion throughout the organization.

Finally, the goal of using the Zeta Chapter of Phi Rho Eta Fraternity Inc. to implement some basic goals from the original campaign had mixed results. Using the Zeta Chapter, a very well-known and socially successful organization on Northern Illinois University's campus, showed some results. However, the communication issues were still a foundational problem that could not be ignored. Because of these issues, the changes that the Zeta Chapter displayed were minimal. Publicity guidelines were now upheld, as outlined in both the newly revised campaign and the original campaign, due to the direct communication between Zeta Chapter and myself. However, even though publicity for programs and events was now abiding by the newly instituted brand guidelines, the Zeta Chapter could not move forward with the previous campaign due to essential communication issues. Since the original campaign would rely on strong communication in order to develop content for external publics, the goal of establishing a new line of communication would have to be completed before the Zeta Chapter could effectively implement any of the original campaign's goals. This result was due to the assumptions, made by myself, at the beginning of the project. Due to the high visibility and social status that Zeta Chapter had on Northern Illinois University's campus, there was an assumption that the communication between nationals and the Zeta Chapter was highly effective, when that wasn't the case.

Throughout this project, there were some overall conclusions that guided the successes and failures that I experienced. First of all, never assume anything. At the beginning of the original campaign there were many foundational goals that were set based upon assumed information. It was not until I received the depth of information from the National Executive Board, that I was able to set more reasonable goals. The second conclusion made throughout this project is that my overall expectations, although very high, were not going to ever be met in the limited time that the campaign was taking place. The original goals and objectives were very idealistic and, as the project developed, it was very clear that these goals were not going to be met. I now understand that it is more effective to have a few basic goals that can be accomplished within the campaign time frame, rather than all-encompassing goals that are subject to change. The structure of my original project led to the changes and overall transformation into this new project due to the fact that the original project had so many broad goals that would ultimately involve multiple steps and processes within each goal.

Finally, it became even more clear as the project started and progressed, that it is much more beneficial to have defined, very specific ways to measure results. In the original project, the overall measurement of success of brand salience and the overall campaign relied upon a multitude of results to be accomplished first. This is, essentially, why the campaign changed to focus more on content creation. In order to get the results from social media, we needed results on the foundational level, communication needed to be strengthened, content needed to be created and guidelines for the organization needed to be defined, thus the original campaign could not proceed. Overall, the entire campaign

was a successful for the organization. The main goals of the new campaign were met, and the original campaign can now properly be implemented. This campaign did exactly what it needed to and served as a foundation for the new campaign and created a vast amount of content in order to help the organizational process of getting more organized.

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Appendix

Phi Rho Eta Fraternity Inc. National Branding Quick Guide

This is necessary reading for all members. New members, within one week of their introduction into the organization, should have this guide memorized. For all current members, this guide should be revisited at every chapter meeting when the branding/programming portion of the meeting takes place. Every move as a member of Phi Rho Eta Fraternity Inc. is strategic and for this reason, effective public relations efforts must take place.

The Future

We are in a stage of expansion. There are no ifs, ands, or buts about it. The organization is continuing to grow and this can create many issues in connection to public relations efforts. The larger that an organization grows, the more personalities there are to understand. Each member entering the organization brings a new perspective, new ideas, and an overall disposition that can directly affect those connected to the organization internally and externally. In order to grow the organization continuing to uphold the core values of Pride, Respect, and Excellence all members young and old must know some basic information in relation to the brand and public relations. Throughout this quick guide, there are basic definitions that will relate directly to branding efforts at the national and chapter level. All members must be clear on why this guide is necessary, remember all branding definitions, and apply this information continually throughout the growth process of a chapter. The future is bright, and the organization will only grow bigger and stronger if the basic information in this guide is applied effectively.

Branding Definitions

In order to properly grow the organizations brand you must know some basic definitions in relation to brand. Publicity IS NOT branding or public relations. It is a part of both branding and public relations but what is done in relation to branding is much more in depth than just putting up fliers.

A brand is very sensitive. A brand cannot be built in a day; however it can be destroyed in a day. It is for this reason that uniformity and overall unity among chapters and at the national level is the central key behind the success of our organization. One bad member, one slip up on social media, one program or event gone wrong, can destroy the brand we are trying to establish and grow and for that reason everyone must take all

branding efforts very seriously and understand that you represent the organization at ALL TIMES.

Our core values Pride, Respect, and Excellence are all part of our brand but they ARE NOT the brand. These core values, along with our qualities of being so smooth and charismatic gentlemen, DRIVE the brand and make it what it is. The brand is this, CHARISMATIC. That's the brand. When people hear the word Charismatic, when people think of a charismatic person, they should immediately think of Phi Rho Eta Fraternity Inc. Pride, Respect, Excellence, the quality of having Charisma, being So Smooth, are all qualities that drive that brand, CHARISMATIC. Do not confuse the all of these. Below is a breakdown of definitions and where they apply to the organization.

<i>Brand Awareness</i>	<i>Brand Recognition</i>	<i>Brand Salience</i>	<i>Brand Recall</i>	<i>Brand Familiarity</i>	<i>Brand Equity</i>	<i>Brand Attitude</i>
<i>A buyer's ability to identify a brand within a category in sufficient detail to make a purchase.</i>	<i>A buyer's recognition of the brand after it has been presented to them.</i>	<i>The accessibility or "prominence" of the brand in buyer memory.</i>	<i>A buyer's ability to recall the brand when the brand is not present (memory).</i>	<i>The overall awareness consumers have of a particular brand.</i>	<i>A measure of the strength of consumers' attachment to a brand.</i>	<i>Refers to a buyer's overall evaluation of a brand with respect to its perceived ability to meet a currently relevant motivation.</i>

Application

Brand Awareness: Students, alumni, and those outside of the college culture being aware of Phi Rho Eta Fraternity Inc. as a part of the category of social/service fraternities.

Brand Recognition: Students, alumni, and those outside of the college culture being able to recognize Phi Rho Eta Fraternity Inc. when they are presented with the letters, the name, or symbols associated with the fraternity.

Brand Salience: The prominence of the brand of CHARISMATIC and Phi Rho Eta Fraternity Inc. The higher the salience of the brand of the organization, the more often it will show up in a person's memory.

Brand Recall: Students, alumni, and those outside of the college culture's ability to recall Phi Rho Eta Fraternity Inc., the letters, the symbols, and the name when those particular signifiers are not presented to them.

Brand Familiarity: general familiarity that those outside the organization have in relation to Phi Rho Eta Fraternity Inc. Similar to recognition, and salience.

Brand Equity: what kind of value students, alumni, and those outside of the college culture place upon Phi Rho Eta Fraternity Inc.

Brand Attitude: the overall evaluation of students, alumni, and those outside of the college culture have in relation to Phi Rho Eta Fraternity Inc. being able to meet their expectations and criteria they have set for the organization.

The National Brand

The national brand, CHARISMATIC, is something that, once established effectively across the country, will serve as the foundation for expansion. Once CHARISMATIC is established across the state of Illinois as Phi Rho Eta Fraternity Inc. more effective expansion can be made throughout the U.S. The National Executive Board will send communication and information on the state of the organization and all of this information will be directly related to CHARISMATIC. This brand will be seen in events, programs, and all national communication. This national brand should be the foundation for expansion, what a colony is built upon and what a chapter continues to grow. Chapters and colonies consistently looking to the National Executive Board and communicating on how to represent the brand will only further solidify the brand CHARISMATIC that Phi Rho Eta Fraternity Inc. is trying to establish.

The Chapter Brand

The difference between the chapter brand and the national brand is very small; there shouldn't be any drastic differences, only the people. Each campus is different, yes. However, there is no difference in the brand if it is attached to the name Phi Rho Eta

Fraternity Inc. All members, all chapters, and all colonies should understand what the brand is, the values that drive it, and the qualities that must be upheld in order to further grow it. If these things are followed, there will be no drastic changes on each chapter, just minor differences due to the landscape of people that are attending that respective campus.

Programming/Message Creation

Below is the Rossiter Percy Grid, this grid deals directly with brand transmission and message creation. For every program, event, service, and fellowship project done at the national and the chapter level, this grid must be referenced. In order to create an effective message, you have to position your product, in this case the particular event, in a position that will lead consumers to want to buy. Each message must be tailored to the outcomes that you are trying to achieve. Decide where your program or event fits, and then look at the grid to determine the specific appeal that would be most beneficial to the event's success.

	<u>Informational</u> <i>Negative drive reduction</i>	<u>Transformational</u> <i>Positive drive enhancement</i>
<u>Low Involvement</u> <i>Trial experience is sufficient.</i>	<i>Products such as:</i> <i>Asprin</i> <i>Light Beer</i> <i>Detergents</i> <i>Routine industrial products</i>	<i>Products such as:</i> <i>Soda</i> <i>Regular Beer</i> <i>Snacks & Dessert</i> <i>Cosmetics</i>
<u>High Involvement</u> <i>Search and conviction required prior to purchase.</i>	<i>Products such as:</i> <i>Housing</i> <i>Professional calculators</i> <i>Cars (Print Ads)</i> <i>New industrial products</i>	<i>Products such as:</i> <i>Vacations</i> <i>Fashion/Clothing</i> <i>Cars (Television ads)</i> <i>Corporate Image</i>

The Branding Process

The biggest part of branding an organization is communication. For this reason, there are communication channels that must be followed in order to effectively grow the brand CHARISMATIC, for Phi Rho Eta Fraternity Inc. First, all members must be knowledgeable on the brand, this quick guide, and communicate regularly with the national public relations chair any brand issues that chapter is facing. Second, all publicity must be approved by the National Public Relations chair. All publicity must

represent the brand of CHARISMATIC and for this reason it must be unified and accepted by nationals.

Publicity Guidelines

Public Relations Chairs—PUBLIC RELATIONS, not publicity, is the center, the heart of growing and maintaining an organizations brand. Yet, publicity is a part of public relations and can be a very effective TOOL in the promotion of an organization's brand. It is for this reason that publicity from now, until deemed otherwise necessary to change, will be governed by these formal publicity guidelines. Each guideline will have a how and a why associated with them in order for each member of the organization to understand why publicity will be formatted that way. These guidelines are for visual publicity (fliers, handbills, brochures, etc.)

All publicity must include

1. The LETTERS Phi, Rho, and Eta

- a. WHY: The name Phi Rho Eta Fraternity Inc. has no value to onlookers who cannot associate it with a particular point of reference. If you wear shirts, jackets, hats, hoodies, and athletic equipment that has the LETTERS Phi Rho Eta on them, when the public sees publicity with those letters, they will make the association with members, with programs, with events that hold those letters, making the chapter, and in turn the organization more salient (visible).
- b. HOW: all pre-formatted is made including the letters on the top of the publicity. No adjustments are needed. Newly designed publicity in the chapter must use the vertical or horizontal publicity template which already contains the letters at the top of publicity.

2. The written name Phi Rho Eta Fraternity Inc.

- a. WHY: For those that do not know Greek letters, or have only heard the name Phi Rho Eta Fraternity Inc. spoken, the written words will help them associate the Greek letters Phi, Rho, and Eta with the words they have heard spoken further making the chapter and organization more recognizable on campus.
- b. HOW: all pre-formatted is made including the written words on the top of the publicity. No adjustments are needed. Newly designed publicity in the chapter must use the vertical or horizontal publicity template which already contains the written words at the top of publicity.

3. The Crest

- a. WHY: Visibility of the crest along with the letters and written name of the organization will create brand salience (visibility) and expand the name of Phi Rho Eta Fraternity Inc.
- b. HOW: all pre-formatted is made including the crest in the lower left hand corner. No adjustments are needed. Newly designed publicity in the chapter must use the vertical or horizontal publicity template which already contains the fraternity crest on the lower left hand corner.

4. Visually eye catching background picture

- a. WHY: For any program or event you must have an eye catching picture or scheme to get people's attention. This is no different.
- b. HOW: use google searches or pictures available online to match the program or event and modify the picture to work well with the event.

5. Coordinating color schemes

- a. WHY: colors can draw people in or turn them away. Cool and calming colors like blue and purple can draw people in, while bold colors like red and orange can grab people's attention. It is all dependent upon the event and what message is being sent by the publicity.
 - i. Ex: Beware of Dogs is a controversial event that you want to grab people's attention, so reds and orange type colors are best for that. Whereas programs on racism and violence are touchy subjects, so the visual needs to grab their attention while being surrounded by cool colors like blue and purple to keep from repelling potential attendees. Formula: controversial topic, plus powerful colors usual equal ARGUMENT or uncomfortable situation when people see publicity like that.
- b. HOW: use the color scale and matching template in the national and chapter publicity folders.

Below is the process that must be followed in the publicity request or creation process

1. Nationally recognized Phi Rho Eta Fraternity Inc. programs (Evening of Rhoses, Beware of Dogs, etc.) have pre-formatted publicity that is accessible in the chapter's publicity folders obtained from nationals. No other publicity for these programs should be used except for the ones approved that are already in the national and chapter publicity folders. Any changes made to this publicity must be first approved by the national public relations chair.
2. All new publicity must start out with the basic vertical or horizontal publicity template found in the chapter and national publicity folders. From there any

newly complete publicity must be approved by the chapter and the national public relations chair. All publicity placed on social media sites (Facebook, Twitter, etc.) without approval will be immediately removed and the chapter subject to fine.

3. No uncharismatic images (drug paraphernalia, naked women, or rappers that promote these things) should be on publicity.
4. Any questions regarding publicity should be directed to the chapter public relations chair. If further issues remain, the national public relations chair should be contacted.

Required Reading (Rossiter Percy Article)

Phi Rho Eta Fraternity Inc.
Publicity Approval/Request form

Date Submitted:
Submitted By:
Chapter/Colony:

Program Title:
Program Details:

Additional Requests:

Phi Rho Eta Fraternity Inc.

Monthly Branding update

Below fill out the various sections in order to give a detailed update of the chapter/colony's branding efforts within the past month. Under campus events put any events that happened over the past month that you feel affected the chapter or colony.

Along with that, under campus interaction, give a short overview of the chapter or colony's interactions on campus over the past month. This can include but not limited to, fellowships with other organizations, service projects, and programming conducted. Representatives submitting this form should give a detailed overview of how they feel the branding efforts are going and if the chapter is adhering to their set code of conduct and the national brand guidelines. For larger events the "Press Release Request" section should be used. All chapters/colonies will have a boilerplate set of press releases for standard programs, yet specific programs that will draw a larger crowd need a specific type of press release and should be requested in this section. Please be very detailed in all sections that require explanation.

Date Submitted:

Submitted By:

Chapter/Colony:

Dates Included:

Campus Events:

Programs Held:

Academic:

Attendance:

Campus Reception:

Description:

Service:

Attendance:

Campus Reception:

Description:

Fellowship:

Attendance:

Campus Reception:

Description:

Branding Summary:

Upcoming Campus Events:

Next Month's Programs:

Academic:

Date:

Estimated Attendance:

Service:

Date:

Estimated Attendance:

Fellowship:

Date:

Estimated Attendance:

Press Release Request:

National Undergraduate Branding Committee

Responsibilities as an undergraduate representative:

As an undergraduate representative for a chapter or colony of Phi Rho Eta Fraternity Inc. all representatives MUST be within good standing with nationals and within their chapters or colonies. A member, in order to be an active participant in national branding activities MUST be paid up on all national dues, and continue to remain paid up and in good standing at the national and chapter level. All undergraduate representatives must remain in good academic standing under the guidelines set by their respective chapter or colony's bylaws. As a representative, national undergraduate reps will meet collectively with the National Public Relations Chair (Shea E. Brunson) once per semester, and throughout the summer in order to plan each upcoming year's branding responsibilities along with upholding current branding guidelines.

National communication (throughout the year)

Undergraduate reps must:

- 1. Establish and maintain consistent contact with the National Public Relations Chair including:***
 - a. Bi-weekly updates on chapter branding progress.
 - i. This will include brand misconduct, branding success, along with any other outside branding concerns (How other organizations see us members on the campus)
 - ii. Short summary over phone.
 - b. Monthly written branding reports
 - i. Submitted on the website in the chapter minutes and emailed directly to the national public relations chair.
- 2. Work directly with the bylaws chair, president, and vice president in order to maintain communication throughout the chapter.***
- 3. Oversee brand disciplinary actions through the proper channels***
 - a. Any member within the chapter breaking brand guidelines is subject to immediate discipline and the undergraduate representative must initiate this process.
 - i. Initiate meetings with president, bylaws chair, and member.
 - ii. Filing proper paperwork for disciplinary action
- 4. Submit the chapter's semester programming calendar including all "open" dates***

- a. Dates for the programs must be finalized at the beginning of each month and submitted in the monthly branding report.
- b. All programs scheduled and not hosted will be subject to a fine

5. *Request press releases/fact sheets for large chapter events no later than 10 days prior to the event.*

- a. All press releases and fact sheets for each individual chapter will be written and approved nationally and sent to the chapter. For large events the undergraduate representative MUST request a fact sheet and press release, and distribute press release and fact sheet to campus newspapers, TV and radio stations, including local community media outlets.

6. *Oversee the effective execution of ALL programs*

- a. Programs on the programming calendar MUST be presented. (Disciplinary action will be in place for chapters or colony's failing to program regularly throughout the semester.)

7. *Submit a request for events to be placed on national twitter page*

- a. All events must be on the national twitter page, events upcoming should be relayed to the national public relations chair in a timely manner (1-2 weeks prior to the event)

8. *Oversee the development of all publicity*

- a. Undergrad reps are also responsible for making sure all publicity is approved by national public relations chair.
 - i. Unapproved publicity put up will be subject to disciplinary action.
 - ii. All publicity must follow national, and chapter branding guidelines.

9. *Oversee the distribution of fliers, handbills, and all other publicity*

- a. All publicity should be put up in a timely manner (most effective for each individual campus)
 - i. All publicity, regardless of campus, must go up **AT LEAST 10 days** before the program or event.
 - 1. Chapters or colonies can choose to do it sooner than that depending on their respective campus.
- b. Facebook, twitter, and other social media should also publicize fraternity programs events at least 10 days before the program and event.

- i. All reps are responsible for overseeing the effective execution of this process.

10. Monitor and follow all things branding related

- a. The undergrad reps are responsible for making needed adjustments to the chapter branding guidelines as needed in order to make the most effective brand impression on their respective campuses.
 - i. All changes must be submitted nationally and accepted before brand plans can be amended.

MTB and National Branding

As we all know Mentor Teacher Brother is the foundation of our organization, the basis behind our brand. It is for this reason that undergraduate representatives must not only aid in the expansion of Mentor Teacher Brother, but make sure that all members within their respective chapters or colonies are upholding a standard that is transferrable to mentees within the MTB program. Throughout the summer and the school year, undergraduate reps are responsible for defining and understanding the landscape of the areas and schools that our mentees are coming from in order to more effectively fit programming needs for these mentees. In connection to the national branding efforts for Phi Rho Eta, MTB is the foundation of all of our efforts in gaining media support. All undergraduate reps are responsible for the following:

1. Collecting and properly documenting all information in connection to the individual chapter's MTB program.
2. Submitting all MTB related information nationally to the Public Relations chair.
3. Submitting MTB fact sheet to local media outlets along with press releases when promoting programs.
4. Work directly with the MTB chair in order to make sure that all members within the chapter are actively participating in the MTB program and documenting their MTB hours.
5. Overseeing the invitation of mentees to chapter programs and social events.

Final notes: MTB Requirements

All undergraduate reps must remember that our national brand, along with chapter brands in connection to the national brand, are based upon us as men of C.H.A.R.I.S.M.A. setting a positive standard of manhood for our mentees. MTB being

the foundation of our media relations means that we must, as chapters and colonies, be organized, well documented, and effective when it comes to MTB in order to gain the support from outside sources that we need. MTB is a non-profit organization and we all know that charities and non-profit organizations are often given assistance and opportunities based upon their record of goodwill. As undergrad reps, working directly with the national exec board, in order to develop and maintain a record of all MTB programs, events, and activities done at the chapter level, will aid in us getting assistance when it comes to social events, and even fundraisers. If MTB is effective, all other endeavors socially and financially will fall into place.

Remember: MTB COMES FIRST!

Final Notes:

As an undergraduate representative within this branding plan, you are responsible for overseeing how your chapter will grow and expand, what people will think of your chapter, and the impact that Phi Rho Eta will have for years to come. Being selected for this position is a privilege and must be treated as such. This next year will be a difficult one, but will be very rewarding for the chapters, and for the organization as a whole. Your full commitment to these branding efforts, along with your continued input and adaptation to the position will allow for your greatest success along with your chapter's greatest success. For any questions, comments, or concerns about this position please contact me at (217) 721-9872 or email at sebrunson@eiu.edu . Let's make this year a great one. JUA PHI!!!

The *Charisma Chronicles*

Official Phi Rho Eta Fraternity Inc. Newsletter

Issue: 1 Volume: 1 Year: 2018



National Communication

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Social Media Update

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Mentor Teacher Brother Update

"Becoming a new IT manager means you must actively take the reins."

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National Membership Update

"Becoming a new IT manager means you must actively take the reins."

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Member Picture Goes Here

Eye on Charisma:

Fraternity Member

Spotlight

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National Chapter Updates

Alpha Chapter

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Beta Chapter

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Gamma Chapter

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Epsilon Chapter

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Zeta Chapter

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Colony Updates

West Virginia State Colony

St. Louis University Colony

Upcoming Events

Memor Teacher Brackets

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Nationals (Midwest Illinois Region)

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Fellowshipping Opportunities

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Service Programmatic Opportunities

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Professional Development

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Phi Rho Eta Fraternity Inc.

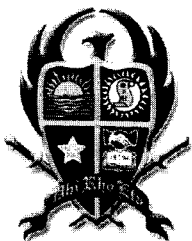
P.O. Box 490645

Chicago IL, 60649

www.phirhoeta.org

Horizontal Publicity Template

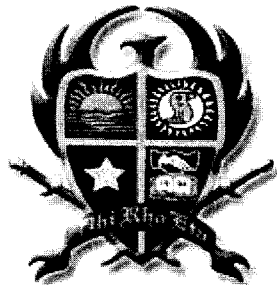
ΦΡΗ
Phi Rho Eta Fraternity Inc.



Date:
Time:
Location:

Vertical Publicity Template

ΦΡΗ
Phi Rho Eta Fraternity Inc.



Date:
Time:
Location:

Press Release Guidelines

Since many chapters and colonies have not now, or in the past, made use of press releases in order to increase the coverage of events and programs, here are a few guidelines and things to remember in relation to press releases.

1. Not all press releases are put into the media you submitted them to. Do not get discouraged if you send out a press release for the local newspapers and the article does not get picked up, learn from it and continue to make efforts to get the information out there to the public by use of press release.
2. Be sure to check your press release for grammar, spelling and sentence structure before it is sent out.
3. Cover the 5 Ws of journalism before you send out a press release (Who, What, When, Where, and Why). You do not want to send out a story that is incomplete.
4. Remember that bias will decrease your chances of a press release being picked up. If it seems like you're writing a fluff piece about how great the fraternity is, then most likely those people looking at it will just toss it for the simple fact its self-promotion and not unbiased reporting of facts.
5. Be sure to get your press release looked at by journalism majors or those within the school newspaper before you send them out. This will help you get a better perspective of what journalist are looking for.
6. Remember, those who you are sending a press release to, must see the information as newsworthy that is why, where possible, there must be some focus on Phi Rho Eta's charitable efforts. This way, the organization is not just seen as a "fraternity" but rather an influential and socially aware group within the community.
7. Do not get caught up in putting excess background information about the organization into your press release, your chapter backgrounder should contain additional background information about the organization.
8. The end of the press release should always have 3 pound signs to signify that there is no more text continuing on a second or third page. (Ex: ###)
9. Press releases must be sent out to the media in a timely manner in order to give the chapter the best chance of publication. The sooner, the better.

Below is a short example of what a press release can/should look like. Along with this example, there are notes that can be specifically related to the fraternity and press releases in general.



Contact	
Contact Person	
Chapter Name	
Telephone Number	
Email Address	
National Website	

Non-Confidential Release

Template

Headline

Press Release

City, State, Date — Etiam eu rhoncus dui. Vivamus sit amet sapien enim. Nullam posuere fringilla posuere. Sed vel eros justo, a volutpat sapien. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam pharetra, elit in hendrerit auctor, libero justo blandit dolor, ac hendrerit metus metus et orci. Aenean pharetra sem non sem consequat a aliquet eros consecetur. In hac habitasse platea dictumst. Suspendisse eu turpis libero. Ut elit ipsum, eleifend quis vulputate nec, varius accumsan erat. Nulla ac sapien eu enim lacinia sagittis. Etiam sed diam erat.

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Contact	
Contact Person	
Chapter Name	
Telephone Number	
Email Address	
National Website	

For Immediate Release

Fraternity Gives Back With Holiday Toy Drive

Press Release

Charleston, Illinois, December 1, 2013 — As the holiday season gets under way, the Epsilon Chapter of Phi Rho Eta Fraternity Inc. continues a holiday tradition started soon after their establishment here at EIU, the Annual Holiday Toy Drive.

For the past four years, the Epsilon Chapter has collaborated with Rachel Fischer, head of community service here at EIU and other Greek organizations on campus in order to collect toys for children in Coles County. The toy drive has grown each year it has been done on campus according to Shea Brunson, Community Service Chair for the Epsilon Chapter. Last year, the members of Phi Rho Eta Fraternity Inc. paired with Alpha Sigma Alpha Sorority Inc. and nearly doubled the amount of toys raised in the previous year.

“Phi Rho Eta Fraternity Inc., is based upon a foundation of community service and development,” said Brunson. “This year we want to get more people involved with off-campus locations and an emphasis on getting the Charleston Community involved as well. There are now going to be drop-off boxes at County Market, Starbucks, and Walmart, so people in the community don’t have to go on campus to drop off donations.”

The Annual Holiday Toy Drive starts Wednesday, December 2, and will continue until December 15. Students wishing to make donations for the toy drive can look for the bright blue boxes placed in all EIU Residences Halls. Students wishing to donate large items can contact Rachel Fischer in the office of student affairs to arrange for pickup.

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Backgrounder Guidelines

A basic definition of the backgrounder is really in the name, it gives some basic background on the organization and chapter for those journalist or media professionals that are going to see your press release. The backgrounder should give the basic information as follows:

1. Where the organization/chapter is located.
2. What it is that Phi Rho Eta Fraternity Inc. does.
3. The central goal of the fraternity (i.e. Mentor Teacher Brother, community service, community development).
4. Any “firsts” or major events that the chapter has put on over its existence.
5. Anything that you feel will be beneficial, within reason, to relate to the journalists in order to help develop the story you have sent them.
6. And as always, proofread and have all of your information checked by multiple people, this will ensure you do not send out the wrong information or set yourself up for failure.

A backgrounder is not a biography however. Do not get caught up in trying to make the organization seem better or highlight every single thing that the chapter has done because this may turn off whoever is reading. Even though you want to bring out the positives and the great things that the chapter has done within the community, it is essential to remember that time is limited when it comes to the world of information transmission. If you send a two page backgrounder along with the press release, your reader may not even take the time to read it. Make sure you are to the point, concise, and highlight the areas that relate the most to the article that you have sent and they will read shortly after your backgrounder.

As a chapter, a standard backgrounder can be created from the format that you see below. Use the template and model your backgrounder after the example on page 25. This basic backgrounder can be used, including only minor changes, when sending out press releases on a short notice. More specialized backgrounders can be used for larger events and programs that may specifically focus on certain issues that have been addressed by the chapter in the past. In this case, for example, if you’re doing a community awareness program on race relations in the community, it would be best to highlight in your backgrounder, the community service efforts of the chapter. This connection gives the reader you’ve sent it to more incentive to pick up the story since there is an almost “feel good” aspect to it.



About Phi Rho Eta Fraternity Inc. (Chapter)

(Basic information about the fraternity, location, etc.): Paragraph 1-Below

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(Basic information on the chapter and how it relates to the fraternity as a whole): Paragraph 2-Below

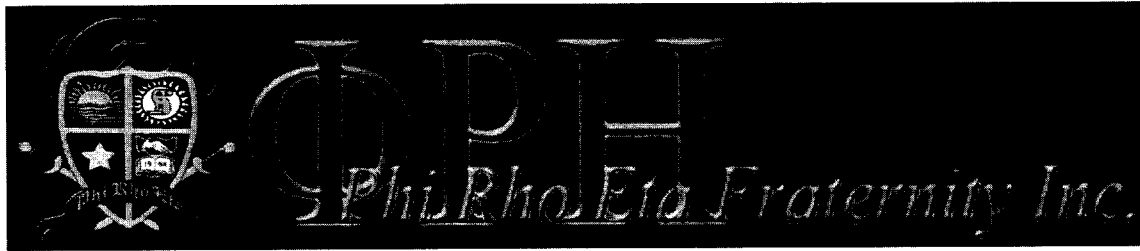
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(Additional closing information about the chapter that may relate to the particular event you are trying to get publicized): Paragraph 3-Below

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Contact information for the chapter-Below

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About Phi Rho Eta Fraternity Inc.

Epsilon Chapter

Phi Rho Eta Fraternity Inc. founded August 22, 1994, has the mission of promoting community development through mentoring at risk children and uplifting the communities they live in by following the core values of Pride, Respect, and Excellence. Phi Rho Eta Fraternity Inc.'s purpose is four-fold. It is founded on setting a positive standard of manhood, while promoting the uplifting of self and others, and encouraging growth within the communities of the chapters. Phi Rho Eta Fraternity Inc. upholds this positive standard through active involvement in the community, scholarship programs, food, clothing, and toy drives, and the annual MTB Mock Trial Competition held in Chicago.

Since 2009, the Epsilon Chapter of Phi Rho Eta Fraternity Inc. has upheld those core values and been an active part of the EIU and Charleston community. Each year the members of the Epsilon Chapter host the Annual Holiday Toy Drive, and collect toys for families within the community. Over the past 4 years, the Epsilon Chapter has raised over \$3,000 for the American Cancer Society's Relay for Life event. The Epsilon Chapter has continued to embody Phi Rho Eta Fraternity Inc.'s level of pride when it comes to academics, graduating 100% of its undergraduate members, and sending 60% of those members off to professional degree seeking programs.

The members here continue to strive for excellence through innovative programming such as "Go Directly to Jail" an interactive program that brought various Greek organizations together last year to discuss issues within the local justice system.

For more information about the Epsilon Chapter of Phi Rho Eta Fraternity Inc. please contact Shea E. Brunson at (217) 721-9872.