

## Overview of the Arrow

- Management roles, skill, approaches, & functions
  - The Arrow mainly consists of management based roles with a few leadership positions. In rank the Editor in Chief takes on the leadership role overseeing all of the various management based roles. Advisors such as professors and the Southeast Missourian staff also take on more of a leadership role as well
  - Underneath these roles there are management roles such as the news and culture editor, multimedia editor, sports editor, and more. These management based roles primarily work with the various reporters who then fall underneath them
- Management of Personnel
  - The Arrow manages personnel by creating and hiring on various positions that they see as beneficial to the team
    - For example, no one was in charge of the social media accounts until Sophie showed interest and took over the position
  - This could also include the weekly meetings where all members of each specific team come together
    - The meeting starts as a whole with Arrow staff going over their powerpoints and notes
    - Next each group breaks off and discusses the goals/plans/tactics for the week/month to come
- Financial Management
  - The main financial income for the Arrow consists of paid advertisements throughout the website and newspaper. Another main source of income comes from various sponsored events where the Arrow partners with a specific business.
  - There is an individual budget set aside for the Arrow to use as well.
    - Within the class there seemed to be no issues that arose based on financial problems. All projects and campaigns were solely based around the budget so we could pre-plan accordingly. Most monthly promotions contained a business sponsor for the prize and any that did not once again was accommodated to the Arrow's budget
- Audience Research
  - The target audience for the Arrow consist of all SEMO students on campus. There is something almost everyone can relate to in terms of stories
    - Specifically for MC 429 in terms of promotional campaigns for the Arrow the class agreed that it is the best strategy to target freshman/new students specifically in order to introduce them early on to the Arrow

- Content Development and Distribution
  - The Arrow's content is developed through multiple reporters and various classes amongst campus
    - A story, show, or content is created then sent to the Editor in charge of the content to be reviewed, and then is sent to the Editor in Chief for final approval before posting
  - All content must align with the Arrow's brand as well as their goals
    - For example, all of the monthly promotionals had to be for the Arrow and have the prize as the incentive. All must be approved for Arrow branding purposes
  - Social media content is approved through the social media chair as well as editor in chief
    - At times, teams were given ideas that the social media chair/editor in chief had as visions for the content and had to work based off of the client's specific visions
- Marketing & Promotion
  - Various marketing and promotional tactics
    - Main source of marketing consists of social media platforms with the biggest being Instagram
      - All of the monthly promotional events for class consisted of Instagram giveaways which all were deemed to be successful and helped raise the Arrow's follower count on this specific platform, ultimately helping to achieve the goal of 2,000 followers by the end of the semester
    - Marketing of the paper editions by placing them in various locations around campus as well as a local, popular coffee shop called the Ground-A-Bout.
    - Promotional events at campus events
      - The Arrow tabling events before the Eclipse as well as at the Eclipse event was overall successful. We saw lots of student involvement by coming up to the tables and engaging in the activities the Arrow provided
- Technology
  - The Arrow offers a wide range of technological features
    - Online website to read stories
      - New adaption of the website, which is still in the works, launched this semester
    - Social Media Accounts

- Having different interactive posts to engage audience members such as “Whats Up Semo” where random students get interview fun questions and are able to watch themselves
- Various media talk shows that engage the sports community
- Audio stories available “Arrow on the Air”
- The Arrow has shifted to an online heavy base in the past few years since technology has become such an engaging part of our society, and the Arrow is still looking for other technological ways to increase audience views
- Ethical Challenges
  - Although there appeared to be hardly any ethical issues involving the Arrow this semester some common ones that often come up are: Fact checking, bias, click-bait, diversity, and inclusion
  - For MC 429 all of the promotional events and campaigns were made sure that any and all students could participate in. There was no exclusion of a singular type of student on campus

## Class Projects

- Promotional/Awareness Campaign
  - For the promotional/awareness event my team looked into the ideas that had worked to bring students together in the past. The main one being the Slip-N-Slide that Lillian had attended her freshman year. With that, we figured this could be a chance for the Arrow to host a memorable event while also educating students on who the Arrow is and how they can be involved with it
  - We also included a separate mini event which would help teach students more about what it is the Arrow does. This is the mystery story (think murder mystery) event where Arrow staff would play a role as different sources in helping students find the “clues” to the story, which would lead to the resolution.
- Campus Engagement Event
  - The campus engagement event included that all teams in MC 429 work together to create an awareness event for the Arrow’s special section of the Eclipse. This event concluded to being a tabling event with various aspects in order to bring students in
    - The first attraction part included solar eclipse themed snacks students could grab such as: Cosmic Brownies, Star crunch, starbursts, and more
    - The next was a giveaway to enter to win the newest editions of airpods
      - The first way to enter was by following the Arrow’s Instagram
      - The next was to take a picture with the Arrow themed picture frames and posting it to the student’s story and tagging the Arrow
      - And lastly, there was a miniature scavenger hunt where students had to utilize the special section newspaper as well as the Arrow’s

website in order to answer 3 questions that were hidden in the material

- The Arrow staff was present at the event as well as having print copies available for students to take
- Monthly Promotion
  - All monthly promotions constructed in MC 429 were deemed as successful by Arrow staff
  - Each consisted of an Instagram giveaway with different themes and prizes
  - The monthly promotions helped not only increase the Arrow's Instagram follower count, but On Target's as well
  - The social media chair set a goal of 2,000 followers by the end of the semester which was met and exceeded

### Suggestions

- One suggestion that could make it potentially easier for MC 429 monthly promotions is for Arrow to create a list of businesses who have/are willing to sponsor various events.

### Personal Performance

- Summary:
  - The promotional campaign for incoming students involved two main ideas: a slip-n-slide event and a detective-based activity during freshman orientation. Collaborating with my team, I helped refine these concepts to include a "What's Up Semo" element for social media engagement as well as other small details to help tie both events together to better promote the Arrow to new students. Additionally, I played a role in organizing a campus engagement event, specifically the scavenger hunt, which was moderately successful in driving people to use the special section newspaper and the Arrow's website. For the monthly promotion, "Spring Into the Arrow," complications arose with communication among team members and with external partners (The Ground-A-Bout), leading to a last-minute adjustment to a spring-themed gift basket. Despite challenges, the promotion achieved desired success, and lessons were learned for better planning and execution in future campaigns, including the importance of having backup plans and clear communication.