



Hear me out

2021 Bateman Case Study Competition
West Texas A&M University entry

Members: Sophia Britto, Jordan Conde, Mallory Grimm, & Laura Putts

Faculty Adviser: Kim Bruce | Professional Adviser: Kelly Podzemny

Executive summary

Research has shown the corrosion of civil discourse has been growing in the last few years, with 63% of respondents describing it as a “major problem.” Continued incivility could amplify a plethora of societal problems, such as:

- Workplace violence
- Economic decline
- Cyberbullying
- Political gridlock

The West Texas A&M University Bateman Team, as a representative of the Public Relations Student Society of America, created a public relations campaign that raises the standards of civility and effectiveness of public discourse. Together we discovered the main problem in civil discussions: more talking instead of listening. In these discussions, individuals are more focused on themselves talking, instead of listening to the other person and taking into account their arguments.

“Hear me out” encouraged meaningful, thoughtful, and respectful conversations about difficult topics. We made it our mission to inspire breakthroughs in public discourse by creating a community that listens to one another without ridicule, teaching others how to navigate difficult conversations, and promoting civility and understanding in our discussions.

Our team focused on reaching multiple audiences in the Texas Panhandle. WTAMU is located in the town of Canyon, Texas, with the city of Amarillo 15 miles north. Our audiences included on-campus groups at WTAMU, communication professionals in Amarillo, and various local organizations. We led the conversation by presenting our findings and having audience participation in mock civil, as well as uncivil, discussions. These presentations were led by our team with in-person and virtual meetings over Zoom to comply with COVID-19 safety measures. We also promoted the campaign with various media tactics, such as creating a website to promote visits, interviews with local television and radio stations, social media posts, indoor signage on campus, and enter-to-win giveaways.

With our research, training, and promotions, our team has the confidence that civil discourse can accomplish better results instead of dividing participants. The first step to achieving effective civil conversations is to simply hear each other out.

Research

The West Texas A&M University Bateman Team conducted the majority of its primary research through surveys and by collecting information through a focus group with students. The team also interviewed Dr. David Rausch, WTAMU political science professor, to better understand the political climate of the community and university.

Primary Research

In-Depth Interview with Dr. David Rausch

On Nov. 11, Dr. David Rausch, a political science professor at WTAMU, met with our team over Zoom to help us better understand the political climate of the community and university. Our team used this interview as a starting point for the campaign to find out information we could use to create a base for our local campaign. He provided insights into what he has found to be key factors in having civil discussions. He shared data concluding that people who can listen to others can have more civil discussions, with exposure to diversity in their community being another key factor.

Pre-Campaign Survey

The opening survey was disbursed on Dec. 22 and was limited to participants ages 18 and older. We sought to have 100 participants. The survey included 11 questions including their age; their level of education completed; what social media platform they used most; whether they felt tension while discussing political topics had risen; if they had been involved in a disagreement regarding politics during the last 6 months; how likely they were to perform a list of behaviors; what they thought was the cause of discourse; and what they believed about effective civil discussion. Our team asked these questions to find out what people had experienced regarding civil discourse, and what they believed the problem causing incivility could be. A total of 113 responses were gathered in this survey.

"If we can talk about our different opinions without being mean to each other, there will be a positive effect."

- Respondent within 18-24 year-old age range

Focus Group

Our team conducted a focus group of five participants to find out more about what people may believe the problem is regarding civility. From our focus group, we found:

- Civil conversations may not change someone's mind, but they get different viewpoints out there and can open people's mindsets.
- Civil conversations are seen more often in person than online.
- Discourse is natural.
- Mutual respect for one another and listening to each other are essential.

Focus group participants

All participants have consented for their names and likeness to be used*



Dylan G. - 18

Graphic design major at WTAMU



Vanessa R. - 21

Nursing student at WTAMU



Ryan R. - 18

Computer information systems major at WTAMU



Haydn D. - 18

Student at Dumas High School



Davin G. - 19

Film major at Jacksonville University

Post-Presentation Survey

A post-presentation survey was conducted to gather metrics on whether audience members felt as if they learned valuable information, would be able to apply what they learned in real life, and if they currently felt safe voicing their own opinions on campus. Our team used an incentive to encourage participation by offering a chance to win a Spotify gift card, Apple gift card, or a gift basket from a local business called Creek House Honey Farm. Four people were randomly selected out of the 60 who entered their email at the end of the post-presentation survey. A total of 72 participants responded in this survey.

"It was nice to hear tips and tricks from students in my age range. It was also just interesting to learn more about this subject and all of the ramifications of being uncivil."

- Respondent from the Buffalo Advertising presentation

Planning

Target Audiences

- The on and off-campus student population of WTAMU students.
- General audiences of voting age around the Canyon and Amarillo area.
- Communication professionals in the Canyon and Amarillo area.

SWOT Analysis

| | |
|--|---|
| <p>Strengths:</p> <ul style="list-style-type: none"> • Timing: Because of increased media coverage, awareness of the lack of civil discourse ranks high, making people eager to participate in eradicating the problem. • Diversity: A diverse team coming from differing backgrounds and being part of numerous organizations will be able to reach a large portion of the target audience, ensuring success in reaching objectives. • Support: The team has plenty of resources to use between WTAMU's support and the data provided by the case brief. | <p>Weaknesses:</p> <ul style="list-style-type: none"> • Intimidation: Some audiences may not want to hear us out because the message may be discouraging. • Partiality: Team members' feelings for viewpoints while presenting certain topics could make objective discussion difficult to present. • Controversy: Controversial topics brought up by audience members could create uncomfortable situations. |
| <p>Opportunities:</p> <ul style="list-style-type: none"> • Connections: Relationships with local and on-campus media outlets will give our campaign plenty of chances to be featured. • Partnerships: Businesses and organizations will most likely be supportive of a campaign spreading civility, giving the team sponsorships or partnerships to utilize. • Implement: Organizations will be able to implement what they learn from the presentation in local and global communities even after the campaign is over. | <p>Threats:</p> <ul style="list-style-type: none"> • Resistance: Denial of the data we are presenting may deter audiences from taking our message to heart and using it in real-life situations. • Polarization: Talking about controversial topics and incivility could upset an audience instead of educating them. • Pandemic: The rise of the COVID-19 pandemic leaves a lot of uncertainty in what physical events can be held, as well as the possible absence of members to physical presentations due to having to quarantine. |

Key Message

Many surveyed believe the problem behind uncivil discourse is too much talking, not enough listening, and a lack of overall respect or understanding towards one another. Because of this, our team encouraged meaningful, thoughtful, and respectful conversations. We wanted to start breakthroughs in public discourse by **creating** a community that listens to one another without ridicule; **teaching** others how to navigate through difficult conversations; and **promoting** civility and understanding in all discussions.

Implementation

Objective #1:

Ensure at least 80% of our audience has general awareness of the importance of our campaign's message after viewing our presentation.

Rationale:

- Other successful public discourse campaigns as an example.
- Current events and their media coverage.
- Case study, articles found in secondary research, and primary research data.

Strategy #1: Create a presentation using “Hear me out” throughout the timeline of Feb. 8 – March 8 to promote various tactics that can be used to reverse the corrosion of civility. It should be viewable both digitally and in-person in case COVID-19 precautions cause an event to occur over Zoom.

- **Tactic A:** Present to audiences that fall under our key publics such as Student Senate, Buffalo Advertising, and the American Advertising Federation’s Amarillo chapter.

Strategy #2: Incentivize post-presentation survey responses with prizes appealing to audiences.

- **Tactic A:** Create a post-presentation survey that is short and features a place for participants to enter their emails if the team needs to contact them about being a door-prize winner.
- **Tactic B:** Distribute donated prizes to respondents whose names were randomly drawn.

Objective #2:

Increase campaign reach by utilizing digital and print media to achieve at least 1,500 digital impressions across social media and website visits.

Rationale:

- The average person spends 2 hours and 22 minutes on social media.
- COVID-19 has led many organizations to meet online only.
- Print media will reach on-campus students who aren’t currently in audiences we have already presented to or following team members on social media.

Strategy #1: Promoting civil discourse using print and digital media.

- **Tactic A:** Use Twitter and Instagram to reach the younger portion of our target audience.
- **Tactic B:** Use Facebook to reach the older portion of our target audience.
- **Tactic C:** Publish posters and fliers promoting the website and key message to reach those who would miss our digital graphics. Printed media will be hung up in high-traffic areas of campus for more viewing opportunities.
- **Tactic D:** Write a news release to draw more community members’ eyes to the campaign. Send it to the Senior Communications Specialist at WTAMU for local and on-campus media distribution.

Strategy #2: Create a platform for people to learn more about the campaign message.

- **Tactic A:** Design a website showcasing pictures from our presentation, resources to learn more about civility, and what our campaign’s mission is.
- **Tactic B:** Update the website weekly with previous events and new information.

Evaluation

Objective #1:

Exceeded. Ensure at least 80% of our audience has general awareness of the importance of our campaign and knows how to implement our message and techniques to further civility.

- Using incentives and partnering with on-campus and local organizations led us to an audience of 169 participants. The post-presentation survey data showed 100% of those surveyed believed they learned valuable information from our presentation and that they could use the information in a real-life situation.

Objective #2:

Exceeded. Increase campaign reach by utilizing digital and print media to achieve at least 1,500 digital impressions.

- The number of social media impressions along with the number of website visits was achieved and exceeded our objective of reaching 1,500 digital impressions. Digital posters published on monitors in three WTAMU buildings with heavy traffic reached hundreds more students outside of social media. The digital posters were shown through WTTV in rotation with other announcements 25 times a day on approximately 40 monitors. Printed posters and fliers were distributed across campus and reached students in high-traffic areas of campus. Our news release led to media mentions by outlets such as the WT Newsroom, Amarillo Globe News, Channel 4 KAMR, and HPPR's High Plains Morning radio show.

| Media Mentions | |
|--------------------------------------|---------------------|
| Total social media impressions | 3,763 |
| Website visits | 170 visits |
| Digital posters impressions estimate | 1,000 views |
| Printed posters reach estimate | 250 people |
| Channel 4 KAMR coverage | 52 counties |
| HPPR High Plains Morning | 35,000 people |
| Amarillo Globe News circulation | 24,000 papers daily |

Adapting to Setbacks

For the school year of 2020-21, WTAMU took necessary precautions regarding COVID-19 by requiring campus organizations to meet online only, putting social distancing procedures in place for all classes and events, requiring masks to be worn on campus, and frequently sanitizing surfaces in public places. Knowing these safety measures would make engaging presentations a challenge, our team designed activities and relevant incentives for safe participation in our campaign. We made our presentation accessible to those who would be attending class or organization meetings via Zoom. Our team successfully adapted to these changes and still met our goals, even exceeding them by reaching people we never would have been able to connect to without digital meeting tools.

The week of Feb. 15 brought a week of cold temperatures, a blizzard that lasted four days, and a surge of rolling blackouts across Texas. Because of the uncertainty that came with the weather and the power grid, WTAMU shut down campus and cancelled classes for the week, causing all campus organizations to follow suit and cancel all meetings, both virtual and in-person. Our team originally planned to present to WTAMU's Buffalo Advertising team and National Broadcasting Society, both of which were cancelled because of the precautionary measures in place. The team also planned to meet and start planning assignments for the campaign summary; we shifted those plans to Zoom while all team members still had power. Although our presentations for the week were cancelled, we were able to reschedule and present to those organizations the following week.

Conclusion

Civil discourse has a powerful impact on our well-being. The impact of these discussions can have a positive or negative effect, depending on how we interact. It's more than political arguments, it's how we treat and show respect within our communities. While discourse has an opportunity to divide, it has an even greater opportunity to bring us together.

Through our "Hear me out" campaign, our audiences in the Texas Panhandle had the opportunity to learn how to have a civil conversation and engage in a discussion to bring them together. WTAMU students, communication professionals, and local organizations were led through what it means to hear each other out in a safe environment.

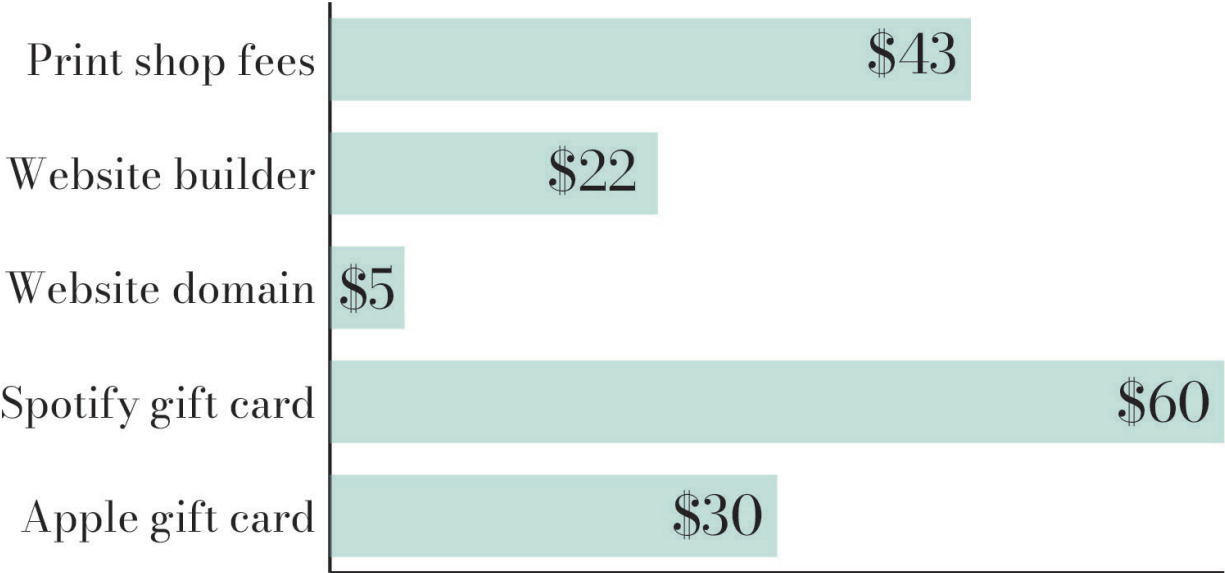
Our campaign gained traction through digital platforms to reach a large audience, including news release placements, television and radio interviews, and website visits. Our interactive campaign elements attracted outside groups, and our follow-up survey gave an incentive for tracking our data.

Overall, our team gained more than 169 interactions and more than 3, 763 impressions on social media and traditional media.

The “Hear me out” campaign sparked an impactful civil conversation that Texas Panhandle residents can carry into the future. Our team is passionate about our mission and will make a continued effort to hear each other out.

Budget

Expenses



Donations



Appendix

Choosing a campaign theme – January

Our data from research showed that people believed civility could not be present if both parties didn't listen to each other and attempt to understand the other's point of view. The team then brainstormed multiple theme ideas that encompassed the values of understanding and respecting one another while having a productive conversation. "Hear me out" became the campaign theme because our research showed that a lack of listening was one of the main problems contributing to the decline of civility.

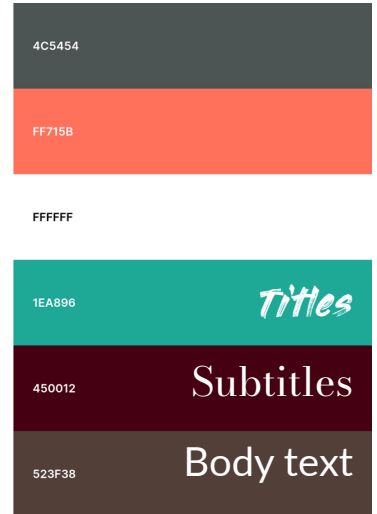
After choosing "Hear me out" as the campaign theme, the team was able to create a mission statement and then find complementary fonts and a color palette that would capture viewers' attention.

Creating our presentation – January

The team knew that the first step in getting the audience to listen would be bringing the problem to their attention and then showing them the steps they needed to take in order to solve it. We developed a presentation including data from our research, information provided by the case brief, and the characteristics and importance of civil discussions. We also included an activity where students would apply what they learned and let our team and other audience members evaluate what was done correctly or incorrectly.

The presentation was created utilizing the same fonts and color palette to coordinate with the campaign theme. We also used the variants of "Hear me out" in the copy of our campaign for a call to action and to keep our theme cohesive.

A post-presentation survey was created to gather metrics on whether audience members felt they learned valuable information, would be able to apply what they learned in real life, and if they currently felt safe voicing their own opinions on campus. A chance to win a Spotify gift card, Apple gift card, or a gift basket from a local business called Creek House Honey Farm was used as an incentive for those who entered their email at the end of the survey. The team chose the two gift cards to match our key message of listening to one another; to match the message of kinder language, we asked for a donation from Creek House Honey Farm.



Student Senate presentation – Feb. 8

On Feb. 8, the team started the campaign with a presentation to WTAMU's Student Senate. There were 35 members present for the in-person meeting and two who joined through Zoom. Sophia Britto, Jordan Conde, Mallory Grimm, and Laura Putts were all present for the meeting and a student volunteered to take pictures of them. The presentation was 30 minutes long and included an activity challenging six senators to



have their own civil discussion and for the audience to then evaluate what was done correctly or incorrectly. At the end of the presentation, senators were asked to participate in our follow-up survey which gained 20 responses.

Grimm coordinated this presentation ahead of time with Kylie Scott, the Student Body Vice President. Prior to the presentation, Grimm and Britto attended a Student Senate meeting to observe how their business was conducted and think of the best way to connect to such an influential group on campus.

1910 PR presentation – Feb. 12

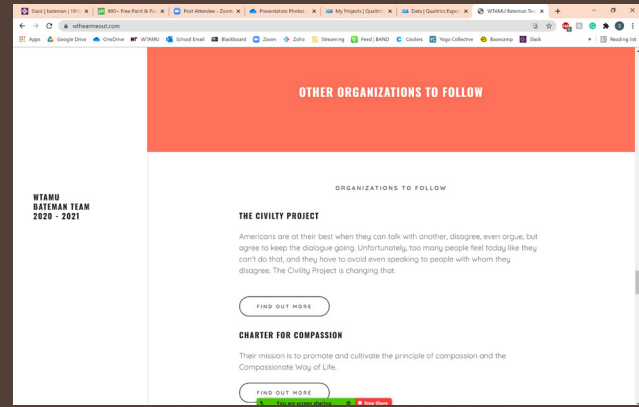
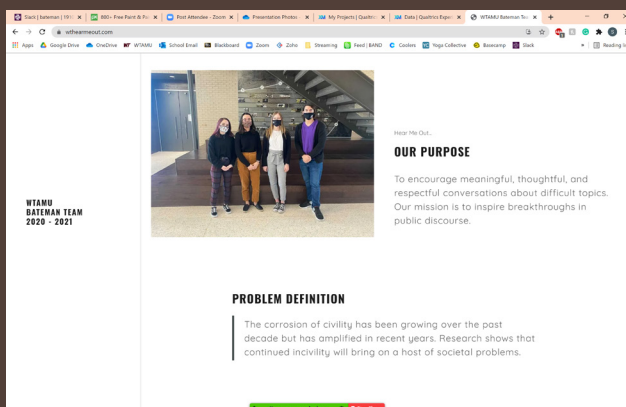
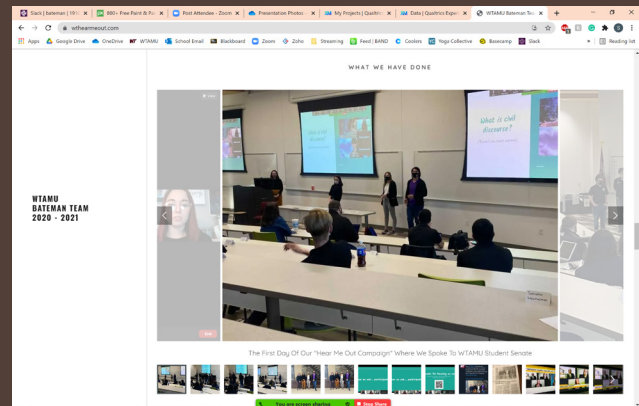
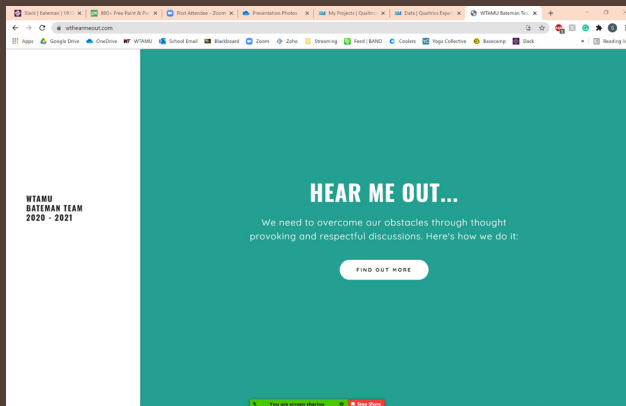
On Feb. 12, team members Mallory Grimm, Sophia Britto, and Laura Putts presented to WTAMU's 1910 PR student-run firm. The team contacted the firm's advisor and she agreed to let them present during their regular meeting time through Zoom. There was a total of 19 audience members in attendance and their follow-up survey received 3 more responses and feedback from the group.

This presentation allowed the team to work with a more reserved audience and find out how their peers would react to the presentation. The team learned that the students were more willing to participate in a discussion if our members showed them how to have a civil discussion first.

Website launch and creation – Feb. 8

The team decided due to the COVID-19 pandemic that there needed to be a bigger push on the virtual side of the campaign to compensate for social distancing practices. This proved to be extremely beneficial as it allowed for the campaign to have more outreach through various forms of media. Jordan Conde was tasked with creating a website that encompassed all the campaign's information. The website went live on Feb. 8 and was updated weekly.

| | | |
|----------------------------------|--------------------|--|
| Week 1 | 5 website visits | Website created and Student Senate presentation |
| Week 2 | 15 website visits | Snow week |
| Week 3 | 117 website visits | AAF lunch presentations & Studio 4 interview |
| Week 4 | 23 website visits | NBS presentation |
| Week 5 | 10 website visits | Prairie presentation and Student Senate reflection |
| Total: 170 website visits | | |



News release - Feb. 17

The team wrote an awareness news release to be sent out to local media. The release was written by Mallory Grimm and edited by Kim Bruce, then was sent on Feb. 17 to Chip Chandler, Senior Communications Specialist at WTAMU. It went through one last round of edits from Chip and was distributed to local media on Feb. 19. The release was placed on [WTAMU Newsroom](https://www.wtamunewsroom.com/), as well as Amarillo Globe News in print and their website [amarillo.com](https://www.amarillo.com/).

Buffalo Advertising presentation – Feb. 22

Team members Mallory Grimm and Sophia Britto were also members of the WTAMU NSAC team named Buffalo Advertising. The adviser to the team contacted Grimm and Britto offering a chance to present to the team, which they did on Feb. 22 with Jordan Conde. There was a total of 20 audience members in attendance, 18 in person and 2 on Zoom, and the post-presentation survey gained 14 more responses.



This presentation allowed the team to speak to future communication professionals and discuss how the information was also applicable to creative brainstorming. The Buffalo Advertising team was curious about the competition process and asked questions on how to navigate what would be considered awkward situations both in the workplace and in their personal lives.



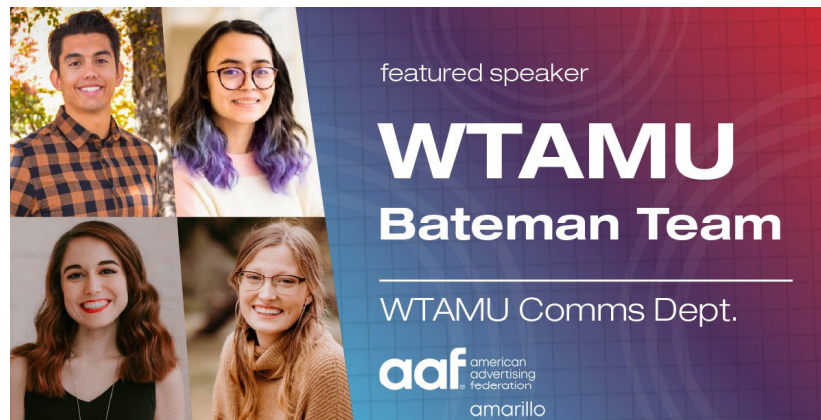
KAMR Studio 4 interview – February 23

Team members Jordan Conde, Mallory Grimm, and Laura Putts were interviewed over Zoom about the campaign on Feb. 23 with news anchor Jackie Kingston from KAMR Channel 4. The team answered questions about the campaign in a live broadcast, reaching the Texas Panhandle.

AAF presentation – Feb. 24

On Feb. 24, team members Mallory Grimm, Sophia Britto, and Jordan Conde presented to the Amarillo chapter of the American Advertising Federation (AAF). The presentation was in-person with 22 members of AAF present. The presentation was 45 minutes long and had substantial audience engagement. The activity included three groups of two members engaging in conversation. The first and last were demonstrations of a civil conversation while the second one implemented characteristics of an uncivil conversation. All of these were done with prompts generated by the Bateman Team and even the AAF members. After the demonstrations the floor was opened for questions, which ranged from how the campaign process works to somewhat sensitive areas about real world situations within the workplace. The presentation concluded with AAF members being encouraged to take the follow-up survey, (resulting in seven more responses), and to visit wthearmeout.com.

Professor Bruce reached out to the President of the Amarillo American Advertising Federation Honnah Taylor in December. One of the AAF members, Brady Hoschtein contacted Bateman to join its Feb. 24 meeting and created social media posts promoting the Bateman Team's visit.



MCA promo – Feb. 25

On Feb. 25, the team briefly presented their campaign to the Media Communication Association over Zoom to 24 participants. MCA reaches the different communication organizations within the department, including PRSSA, SPJ, NBS, and AAF members. The presentation gave an overview of the campaign problems and objectives and showcased the website to participants. The presentation ended with a call to action, where the team prompted the audience to contact the Bateman team for more information about the campaign. The presentation lasted about 5 minutes.

HPPR High Plains Mornings interview – March 1

On March 1, Sophia Britto was featured on High Plains Mornings, a show on High Plains Public Radio. Jenny Inzerillo, music director and program host of the radio show, contacted Mallory Grimm and Kim Bruce after reading the news release written by Grimm about the team's campaign. Britto and Inzerillo discussed the goals and previous events of the campaign then the interview aired three day later on March 4. The link to their website where the interview was posted can be listened to [here](#).

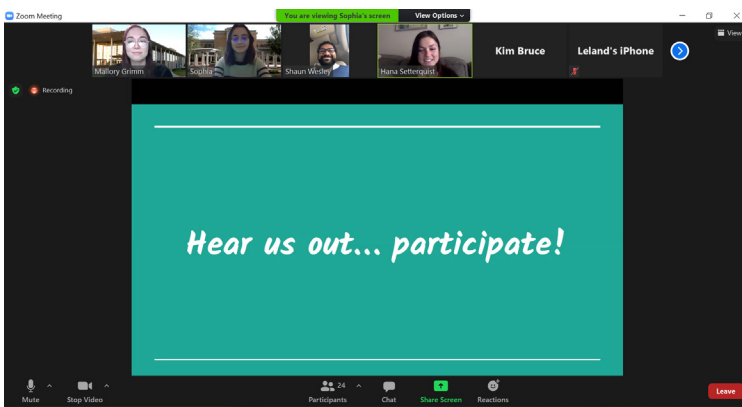
Poster distribution – March 2

On Mar. 2, team members Mallory Grimm, Laura Putts, and Jordan Conde put up posters created by Putts in the different buildings around WTAMU's campus in order to reach students across all five colleges. We included the Fine Arts Complex, Engineering and Computer Science building, the College of Nursing and Health Science, and other high-traffic areas on-campus.

NBS presentation – March 4

On March 4, the WTAMU Bateman Team presented to WTAMU's National Broadcasting Society (NBS). The presentation was held through Zoom with 10 members present for the meeting. The presentation was 15 minutes long and substituted the audience participation with Mallory Grimm and Sophia Britto showing examples of civil discussion because of the limited amount of time to present. At the end of the presentation, NBS members were asked to take the follow-up survey in order to assess our presentation and for the chance to be awarded various prizes. NBS members were also asked to visit wthearmeout.com to see more on what the Bateman team has done.

Britto coordinated this presentation ahead of time with Rachel Widder, the President of WTAMU's NBS-AERho chapter. Britto and Conde are both members and officers of the organization.



TTHSC presentation – March 5

Team members Mallory Grimm, Laura Putts, Sophia Britto, and Jordan Conde were requested to speak to a group of residential doctors from the Texas Tech University Health Sciences Center on March 5 via Zoom. The presentation lasted a total of 45 minutes with doctors participating in the activity and a discussion that followed. The doctors shared locations where

they commonly saw discourse and the team discussed ways they could improve those environments. There were 25 members in attendance and the follow-up survey received nine more responses.

Dr. George Barnett, the OBGYN program director of the Texas Tech Health Science Center, contacted Kim Bruce about scheduling a presentation after he read the article about the Bateman Team in the Feb. 21 issue of the Amarillo Globe News. He asked the WTAMU Bateman Team if they would be willing to do a program for the OBGYN medical students. As opinion leaders in the Amarillo and Canyon community, the team saw this as a great opportunity.

The Prairie News presentation – March 8

On March 8, the WTAMU Bateman Team presented to WTAMU's school news organization, The Prairie News. The presentation was in-person with 13 members and 1 instructor present for the meeting. It lasted 30 minutes and included audience participation during the activity portion. Grimm and Conde demonstrated how to have an uncivil conversation in a comedic fashion, where audience members

discussed why it was classified as uncivil. Shortly after, a quick demonstration of a civil conversation took place utilizing two members of The Prairie News. At the end of the presentation, members of The Prairie News were asked to take the follow-up survey in order to assess our presentation and for the chance to be awarded various prizes. The members were also asked to visit wthearmeout.com to learn more about what the Bateman team has done.

Grimm talked with Dr. Nancy Garcia, advisor of the Prairie News, in late January to arrange the meeting for March 8.

Student Senate evaluation – March 8

On March 8, the WTAMU Bateman Team finalized their campaign with a follow-up presentation to WTAMU's Student Senate. There were 28 members present and the reflection lasted 10 minutes with Mallory Grimm summarizing the events of the campaign. Following Grimm's synopsis each member spoke on their individual take away from the campaign. Before closing, the WTAMU Bateman team took the time to answer any questions the Senators had. The Senators were asked to visit wthearmeout.com following the presentation to see more information about the campaign and to take the follow-up survey if they had not done so previously.

Grimm arranged this meeting with Kylie Scott the same day the first Student Senate Presentation was rearranged.

Social media posts and creation – Throughout the campaign timeline

Creating the infographics: Laura Putts created a substantial portion of the social media graphics for the campaign. As Putts was creating the infographic, she kept the logo in mind as well as any information that people would need to understand the aspects of the campaign. The infographic was created to inform viewers about our campaign and explains what the campaign is, who we are trying to reach out to, why it is important, and how we are promoting civility. The infographic was also distributed digitally and in poster form around campus. Putts followed the creative guidelines that our team chose from the beginning when the team began planning for the campaign. The color scheme and the font match the campaign logo effortlessly to supply a cohesive look throughout the campaign. Additionally, she wanted to choose some graphics that would represent what our “Hear me out” campaign was trying to accomplish as well as catch the reader's attention. With this infographic, she was able to give people a sense of why the campaign is important and what we are doing to teach others how to have civil conversations.

Ground Rules graphic: Putts also created three additional graphics for the campaign. She created the first graphic and posted it to Instagram on Feb. 12. Putts came up with the idea by pulling information from one of the team's presentation slides. The graphic lists some ground rules for having a civil discussion which were intended to help people navigate through a discussion in order to keep it civil.

Choose to be Civil graphic: Putts created the Choose to be Civil graphic and posted it to her Instagram on Feb. 20, in order to grab people's attention. She used their bold colors and even made it into a motion graphic in hopes that people would be curious about it. The graphic creates a call-to-action and gives viewers information about the campaign website. Viewers can learn where to find more information about our campaign from this graphic.

This or That graphic: Putts created a This or That graphic that was added to Sophia Britto and Mallo-ry Grimm's Instagram stories. The graphic allows viewers to choose what type of product or service they would choose. The team chose topics that would spark people's interests such as Netflix v. Hulu, Pancakes v. Waffles, McDonald's v. Taco Bell as well as other popular topics. This allowed viewers to interact with the graphic in a fun way rather than simply looking at a graphic and connected to the campaign because they were safe examples of choices that people are often divided over.



Meet the team



Laura Putts

Advertising and public relations major

"Civility is important because it can help us try and understand each other's views even if we may disagree, we can come to an understanding."



Mallory Grimm

Advertising and public relations major

"When we're open minded and listen to one another, we enter a whole new world of possibilities that can shape the way we have conversations."



Jordan Conde

Digital communications major

"When we take a moment to truly listen rather than focusing on how to respond, we leave conversations with a newfound understanding towards building a better world."



Sophia Britto

Digital communications major

"Listening to each other is key to a civil conversation, but we need to do our part by communicating civilly too."

Special thanks to...

The 1910 PR team, our focus group participants, those who responded in our survey, Dr. Emily Kinsky, Brianne Barger, Chip Chandler, the communications professionals of the Canyon and Amarillo community, and Dylan Green for illustrating parts of our campaign summary. We wouldn't have been able to create such a successful campaign without your help.