

Advanced PR Students Create Social Media Campaign for AultCare

#MyAultimateHealth.

It's a hashtag - connected to the video below - that a handful of MU juniors and seniors hope will go viral.

<https://www.youtube.com/watch?v=v1SEcN0fbtw>

In their Applied Public Relations class last semester, a team of Janelle Linder '14, Emily Geig '14, Madison Schuler '15, and Darius Givens '15 developed a social media campaign for AultCare, the Canton-based healthcare insurance provider. The video launched on April 3.

"The cornerstone of the campaign is this video that encourages each of us to make healthy choices to lead to a healthier community," says Ann Lawson, Instructor of Communication Arts who taught the course last semester. "Students conceived the idea, planned the script and shooting schedule, enlisted the help of media instructor Steve Pustay and media students to produce the video, and presented the campaign to executives from AultCare."

Students say they enjoyed this valuable experience.

"It was so great to be a part of this," says Givens. "One of my favorite parts was presenting to AultCare - they are a great organization who was so welcoming and loved our ideas. They made us feel like our work was a great accomplishment."

Each student contributed their own pieces and parts to it - Darius says his ideas for the video included the yoga shots and the supermarket.

The home used for the commercial was Schuler's - and her dog makes its video debut at the end.

"It was a complete group effort," says Schuler. "Our media crew was Steve Pustay, David Carmany, Scott Whitaker, and Sterling Haynes. And a lot of alumni [Whitney Prather, Ryan and Rebecca (Frank) Crocker] helped us out, too - they made our vision come to life."

Then, after the students turned in the video, AultCare added their own changes - namely, the words in the black background and white font.

Deanna (McCune) Albrecht '08, media specialist at AultCare, worked closely with the students on the project.

"The group worked really hard on the project, and it shows," says Albrecht. "The project was supposed to be mutually beneficial, giving them real world experience and us, a useful project. After receiving an entire social campaign - more than we asked for - we feel we received the best end of the deal. We plan to use this campaign all summer."

Schuler says that something she appreciates most about her Malone experience is the practical experience she's gotten via Lawson's courses. In addition to this project for AultCare, she's now working on a PR campaign with the Akron Children's Museum.

"I feel really prepared for my career," says Schuler. "The work I've done in my classes is all work I've been able to apply to real life. It's so useful!"

Seniors Linder and Geig - who both completed four PR internships during their college careers - have secured full-time jobs in the PR industry, though they won't graduate until May. Linder is juggling classes and her full-time position as marketing and admissions coordinator for senior living at Fisher-Titus Medical Center. Geig is communications and social media coordinator at Akron-Canton Airport (CAK).

Of the nine Communication Arts majors with a concentration in public relations, four had full-time positions secured before March. Sadie Eicher will be working for the Pregnancy Support Center of Stark County; Hannah Finley is a project manager at Grabowski & Company. Of these four students, they've had a combined 13 internships since their sophomore years.

Please share your own healthy choices via Facebook, Twitter, Instagram, or other social media outlets:
#myultimatehealth.

Above article written Amber Balash Content Manager for Publications & Web [Malone University](#)