

Media Kit: Cardinal & Gold Ad Agency Club



Press Release

FOR IMMEDIATE RELEASE

April 6, 2022

Contact:

PR Consultant Sara Houghton
JL MC 201 PR Agency
sarahoug@iastate.edu

Ames, Iowa - The Cardinal & Gold Ad Agency club will begin holding certification workshops in the fall semester.

Cardinal & Gold is a student organization at Iowa State University that functions as an advertising agency. Their purpose is to prepare students for internships and jobs in advertising by providing real-world advertising experience.

In previous years, the club has spent the majority of their time completing client projects for clubs and local businesses. They focus on the areas of graphic design, content creation and website design. Beginning in the fall, they will be adding certification workshops to their calendar alongside workdays on client projects.

Julie Nagel, the club's president, said completing certifications is an additional way that students can showcase their skills on their portfolios and resumes.

"The job market right now, especially for our majors, is super competitive. The more skills we gain, the better we can position ourselves to get the jobs we want," she said.

The club plans to help students complete Google certifications such as Google Ads Search and Google My Business. The club's faculty adviser, Joanna Schroeder, is also working with Hootsuite, a social media management platform, to gain access to their certifications at a discounted rate.

Cardinal & Gold meets on Tuesdays at 7 p.m. in Hamilton Hall. Their first meeting in the fall will be Aug. 30. Any students with an interest in advertising are encouraged to attend. For more information, they can contact Nagel at janagel@iastate.edu or visit isucg1.wixsite.com/portfolio.



Contact

1. PR Consultant: Sara Houghton, sarahoug@iastate.edu, (515)-123-4567
2. President: Julie Nagel, janagel@iastate.edu
3. Student Recruitment Chair: Aidan Bird, ambird@iastate.edu
4. Faculty Adviser: Joanna Schroeder, joannas1@iastate.edu

Fact List

1. The Cardinal & Gold Ad Agency club is a club that functions as an advertising agency.
2. The purpose of Cardinal & Gold is to help students build their portfolios and resumes through real-world advertising experience.
3. Cardinal & Gold creates client projects for other student organizations and local businesses.
4. Cardinal & Gold completes projects in the areas of graphic design, content creation and website design.
5. All work created by Cardinal & Gold is done for free. In exchange, students are allowed to use the work they create in their portfolios.
6. Cardinal & Gold holds workshops to teach students how to build their portfolios and LinkedIn pages.
7. Cardinal & Gold is currently working with Ballet Beauty, a student-run business; Gaffer's Guild, a glass-blowing club; and Cyclones Vote, an initiative through the Student Innovation Center.
8. Cardinal & Gold has 14 student members.
9. Cardinal & Gold meets in Hamilton Hall 0010B on Tuesdays at 7 p.m.



Strategy Statement

Cardinal & Gold's public relations efforts towards clients are effective in bringing in a consistent flow of projects. However, the public relations efforts towards students are not seeing the same success. The strategies used to bring in more members during the second semester did not work.

At the beginning of fall semester, the club should focus on bringing in a new group of students who are interested in gaining advertising experience. Older students can be busy with classes and internships, so they may not feel the need to take on extra projects to build skills. New students are in a unique position of needing to build their resumes before seeking internships, making them a better target market for Cardinal & Gold.

Starting recruitment in the fall provides several opportunities to begin the year with a large group. During ClubFest, students are specifically looking for clubs to join, so this is a good place to start.

The poster board should clearly identify that the purpose of the club is to build students' skills and experience in advertising. It should also explain the specific things the club does to fulfill that purpose. Previous boards have confused students, so a clear bullet-pointed list should solve that problem and catch students' short attention spans.

Executive members of the club should also visit the learning communities and entry-level PR classes to give a presentation about Cardinal & Gold. If new students do not go to ClubFest, entry-level classes at Greenlee School of Journalism and Communication are another good location to find them.

The presentation should show the club's previous work and explain the upcoming meetings to demonstrate how they benefit students who are interested in advertising. The presenters could also leave handouts with the meeting information so students remember the presentation and do not have to seek out the information later.

Finally, the club should advertise their club through posters and newsletters.

(continued)



Strategy Statement (continued)

The current posters are not fully updated, and like the ClubFest board, they are confusing in their content. New posters should have simple, bullet-pointed lists about what the club does. They should also include a QR code for students to fill out their name and email so a club executive can reach out. The poster should add that it is for fall semester 2022 so students can be confident that the information is current.

Similarly, the descriptions of Cardinal & Gold for newsletters should be short and to the point for students quickly scrolling through. The club should consider sending their description to the design or business newsletters in addition to the Greenlee newsletter to reach more students.

