



ACT WITH ASH

CITRUS COMMUNICATIONS

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EXECUTIVE SUMMARY

Public Relations Problem

Action on Smoking and Health is disconnected from the younger demographic, ages 18-27, of social media users and needs to reach this audience through an educational campaign to create awareness about the tobacco industry and ASH's efforts.

Key Research Insight

Young adults are more politically active now than ever, which was reflected in the most recent election where there was a 188 percent increase in young adults who voted early (Beck & Kitchener, 2018). Additionally, the 2018 midterms had the highest voter turnout of college-aged students in 25 years (Bauer-Wolf, 2018). ASH aims to gain these passionate voters' support in terms of social media engagement, email sign-ups, and monetary donations. ASH can take this opportunity to host a Day of Action, with an accompanying digital promotional campaign leading up to the day.

Target Audiences

The target audiences of this campaign are young adults ages 18-27 and convenience store owners ages 45-65. The secondary audiences of this campaign are the partner university, Pomona College, and mass media outlets.

Campaign Goals and Objectives

Citrus Communications has created a comprehensive campaign in an effort to raise awareness about ASH to its key audiences. This campaign is multi-faceted, incorporating a social media campaign, promotional items, traditional earned media and a partnership event with Pomona College called 'Act with ASH.' The main goals of this campaign are to raise awareness, spark conversation, and generate support through signatures and monetary donations.

Campaign Theme and Tagline

The theme of this campaign is for young adults and convenience store owners to take action. The accompanying tagline for this campaign is #ActwithAsh, which is also the name of the Day of Action.

Strategies and Major Tactics

The campaign has multiple strategies, with accompanying tactics such as a news release, letters to the university and convenience store owners, promotional items, an online pledge and social media posts.

Requested Budget

Citrus Communications requests a budget of \$7,225.09.

Expected Outcomes

At the conclusion of this campaign, Citrus Communications expects to see an increase in monetary donations, as well as growth in engagement with, and the awareness of, ASH's brand.

- Increase Instagram impressions by 50 percent, Twitter impressions by 20 percent, Facebook impressions by 20 percent.
- Increase the involvement of young adults by 15 percent on ASH's Day of Action, 'Act with ASH.' This includes signatures on the online pledge and monetary donations through Venmo.
- Generate up to 20,000 media impressions from at least four different print and digital publications, including Claremont Courier, a local weekly print publication and Claremont Independent, of the Claremont Consortium.
- Partner with 7 local convenience store owners in the Pomona College area to stop selling combustible tobacco products on ASH's Day of Action, 'Act with ASH.'

I. RESEARCH

1. Public Relations Problem

Action on Smoking and Health is disconnected from the younger demographic, ages 18-27, of social media users and needs to reach this audience through an educational campaign to create awareness about the tobacco industry and ASH's efforts.

2. Situation Analysis

2.1. Internal Factors

- ASH uses its own social media to run campaigns (AshOrgUSA, 2014).
- Limited staff and resources, meaning less room for creativity and flexibility (Arendt, 2019).
- Mission statement is clear and understandable to the community ('About ASH,' n.d.)
- The organization is invested in updating research associated with the tobacco industry, as demonstrated in its 2014 reports for public health officials ('ASH 2015 Achievements,' 2015).

2.2 External Factors

- Some legislative support from conservatives and liberals (Meltwater).
- Small public profile (Arendt, 2019).
- Relationships with similar organizations assist with the promotion of ASH's message, such as Truth Initiative (Arendt, 2019).
- Must go up against large organizations who support the tobacco industry with large monetary donations (Glenza, 2019).
- ASH has positive relationships with other non-governmental organizations all around the world, as demonstrated in its efforts to hinder the negotiations of the Tobacco Treaty ("ASH 2015 Achievements," 2015).
- Possible confusion between ASH in the United States, and Action on Smoking and Health in the United Kingdom ("ASH," n.d.).
- ASH has a reputation as being a trusted source for journalists ("Press Kit," n.d.).
- ASH has a good relationship with and recognition from public health communities (Arendt, 2019).

2.3 SWOT Analysis

Strengths	<ul style="list-style-type: none"> • ASH is a well-established organization with a history that makes them trustworthy. • Due to the organization's age, it has a loyal base of financial donors. • ASH employs six individuals who are experts in its field and can use their skills to further grow ASH and push its agenda. • ASH is an international organization and has been recognized by media outside the United States. 	<ul style="list-style-type: none"> • With only six employees, ASH may struggle with having the man power to accomplish large amounts of work in a timely manner. • As a non-profit, its work can only go as far as the donations from its supporters can provide. • ASH cannot domestically lobby for any real changes; however, it can minimally lobby with international bodies and agencies. Overall, it's biggest opportunity is trying to influence change in legislation through external campaigns. 	Weaknesses
Opportunities	<ul style="list-style-type: none"> • ASH has the ability to tap into new key publics of young adults. • ASH can utilize social media in new ways, gaining support in not only follows and engagement, but also in monetary donations. • ASH may be able to target policy makers in cities/ towns with smoking populations of less than 8 percent and influence them to enact anti-cigarette sales legislation. • Socially, there is already a negative stigma around cigarettes, as most Americans are knowledgeable about the harsh and negative side effects. ASH can tap into this sentiment to gain more supporters, without chastising the smokers themselves. 	<ul style="list-style-type: none"> • The tobacco industry has unparalleled influence, doubled with economic and political power, potentially having the ability to shut down ASH's efforts. • With the growing popularity of new products like Juuls, ASH's anti-cigarette message may be misinterpreted or misconstrued to include electronic alternatives. • Because people are addicted, they may be completely closed off from the idea of any type of regulations and may be blinded by their addictions as to why these restrictions are necessary. • Forbidding the sale of cigarettes may not be the best way to modify adult behavior; adults will always find a way to get what they want. "A black market for cigarettes may develop" (USA Today). 	Threats

2.4 Communications Audit

PAID MEDIA

Facebook Posts:

Primary Audience

- Those uninvolved with ASH, but are conscious and aware of health, wellness and travel; may have someone in their life who smokes

Secondary Audience

- Those aware of ASH and/or its political goals

Key Messages

- Not all tobacco products are the same, cigarettes are a single tobacco product
- Cigarettes kill more than half their users
- Deaths from cigarettes are preventable
- By proposing a phase-out of the sale of cigarettes, ASH offers a realistic solution
- Smokers are also victims of the cigarette industry; they are highly addictive substances that are difficult to overcome

Performance & Evaluation

- \$0 revenue on paid social media advertising
- Suggest more targeted posts to increase the specificity of target audiences in a regional area
- Target a different audience on social media platforms
- Facebook might not be the best platform
- The audience could be more specific for more efficient use of advertising features (Interests of the given audience are too general)
- Using breaking news bodes well for engagement, especially when it relates to current events (2015 end-year campaign)
- Call to actions (“like”, “comment”, “share”) does not perform well with current multimedia content

EARNED MEDIA

Local Papers:

Primary Audience

- 50+ year-olds who lived through smoking in restaurants and workplaces
- Those who perceive smoking as a public health concern

Secondary Audience

- Latent publics who face the problem but have yet to recognize its severity, are not used to being exposed to secondhand smoke anywhere

Key Messages

- The production, marketing and sale of cigarettes is a human rights violation
- Cited for statistical information (perceived as experts)
- Health columnists raise concerns about smoking across multiple platforms
- “Cost of Smoking” - why smoking can be a financial burden

Performance & Evaluation

- 29,600,000 + keyword search results on Google News as of April 23, 2019.
- Lack of recognition with “ASH” label; must search the full name
- Press releases in industry trends and education about regulation do well
- Key Messages that work the best: “Tobacco Industry Accused of Murder: Criminal Case Against Tobacco Industry, ASH reports”
- Releases with a central theme of health and leading to the phasing out process receives the most attention
- Focusing on “tobacco news” rather than “blogs” and “testimonials” will serve well for ASH - industry updates and progress ASH has made will also boost donations
- Mentioning government bodies, like the FDA, help increase newsworthiness

OWNED MEDIA

Website:

Primary Audience

- Aware and active publics are more likely to visit the website than those who are uninterested in the initiative

Secondary Audience:

- Potential Donors

Key Messages

- Updates on ASH’s progress
- Updates on worldwide progress in the initiative
- ASH’s purpose; to phase out the sale of cigarettes

- The severity of health-related problems caused by tobacco
- Effects of tobacco on the environment
- Drive people to donate to the cause
- Donor stories

Performance & Evaluation

- “Total number of people who have taken 3+ online actions in 2018” = 3
- “Total number of people who have taken 1+ online actions in 2018” = 324
- 2018 - decreased overall website performance (13,369 → 4,871) but increased visitors on donation page (163 → 479)
- To increase the number of visitors to 2 or 3+ more pages, and eventually to the donation button, the website needs to be more interactive
- The website could also benefit from SEO changes – “ASH” does not result in the optimal search query; the Google information tab could also be updated with more information (Wikipedia) and missing social information

Email ListServ:

Primary Audience

- Donors

Secondary Audience

- Non-smokers with interest

Key Messages

- Newsletters – updates on ASH progress, industry news, factual updates, donation appeal
- Petitions, information surveys
- Fundraising and donor requests
- *Targeted geographically

Performance & Evaluation

- 21,069 recipients opened emails in 2018
- 947 unique clicks* - word of mouth and forwarded mail
- 324 recipients took action through email

SHARED MEDIA

Twitter:

**There are two Twitter accounts under the name "Action on Smoking and Health". Although the only @ASHorg is affiliated with ASH, this may be confusing to audiences on Twitter.*

Primary Audience

- Active publics who are most likely donors and have a direct interest in the cause

Secondary Audience

- ASH internal public

Key Messages

- Updates on ASH's progress, industry news, factual updates
- Worldwide news updates on the tobacco industry
- Retweets/posts of facts about tobacco today – how many deaths, why it harms, etc.
- Sharing of posts by ASH's partners, such as Truth Initiative
- Promotion of ASH's donation initiatives and methods
- Bright images associated with the bright future ASH dreams of

Performance & Evaluation

- 4,527 followers (as of Feb. 18. 2019); 5,876 tweets (as of Feb 18. 2019)
- Overall engaged with those in the industry and among internal ASH staff
- Continue to post industry news updates and professional updates on ASH
- Since ASH is a public-facing organization, all photos posted of employees should be professional, as they reflect ASH
- Continue retweets from other anti-tobacco related pages as they attract more engagement
- Long-term goal: become the source for national and international tobacco news updates

Facebook:

Primary audience

- Active publics, most likely already donors

Secondary audience

- Politicians in California

Key Messages

- Local and international updates on the tobacco progress
- Donor stories

- ASH promotional materials
- Recaps of ASH's progress

Performance & Evaluation:

- 1,429 page likes; 1,408 follows
- Low engagement; skewed perceptions due to a large silent majority and a small number of active publics
- When reposting news stories, could be more beneficial to repost from the original source page to boost engagement and reach
- Disoriented use of hashtags
- Does not clearly explain the functions of ASH

YouTube:

Primary Audience

- Active publics
- Donors

Secondary Audience

- Non-smokers with interest

Key Messages

- Educating viewers on ASH's mission and the impact that tobacco has to try to raise awareness

Performance & Evaluation

- Average watch time of "Zero Tobacco Deaths" video was 0.67 seconds. The duration of the full video is 1 min

2.5 Key Research Insight

Young adults are more politically active now than ever, which was reflected in the most recent election where there was a 188 percent increase in young adults who voted early (Beck & Kitchener, 2018). Additionally, the 2018 midterms had the highest voter turnout of college-aged students in 25 years (Bauer-Wolf, 2018). ASH aims to gain these passionate voters' support in terms of social media engagement, email sign-ups, and monetary donations. ASH can take this opportunity to host a Day of Action, with an accompanying digital promotional campaign leading up to the day.

3. Target Audience

3.1 Primary Audiences

Young adults, male and female, who attend Pomona College, between the ages of 18-27.

- **Demographics**

- This group attends Pomona College and lives in the surrounding, predominantly liberal area.
- Citrus Communications believes that to better address ASH's target audience of young adults, the organization should consider a more narrowly tailored approach to its target demographics, and focus its efforts towards the primary external group of young adults ages 18-27 years old.

- **Psychographics:**

- This politically motivated group is key to making a change within government policies.
- Young adults are engaging in political action now more than ever and it is essential to bring the issue of cigarettes to their attention.
 - In the 2018 midterm elections, there was a 188 percent increase in young adults who voted early (Beck & Kitchener, 2018). Additionally, the 2018 midterms had the highest voter turnout of college-aged students in 25 years (Bauer-Wolf, 2018).

- **Media Usage:**

- This age group is one of the most active on social media, visiting Facebook, Instagram, Twitter and Snapchat multiple times per day. 71 percent of Americans in this age group use Instagram and 45 percent use Twitter (Smith & Anderson, 2018).

Local Convenience Store Owners in Claremont, California

- **Demographics:**
 - These convenience store owners ages 45-65, live and work in the surrounding area of Pomona College. They have families, are homeowners and members of the middle-class (“Age Demographics,” 2012).
- **Psychographics:**
 - Being an independent business owner is important to this target audience owners and is part of their identities.
 - These owners are hard working and motivated by money, as they want to provide the best lives possible for their families. Similarly, they care about how policies in the area affect the daily lives and well-being of their families.
- **Media Usage:**
 - This audience has a limited social media usage. The only social media platform they use is Facebook, and they only check their account once every few days (Smith & Anderson, 2018).

3.2 Secondary Audiences

- Mass and local media outlets (TV, radio, print, social media advertisers)
- Officials of Pomona College

3.3 Personification



(Royalty Free Image)

Nicole is a 21-year-old undergraduate student at the University of California, Los Angeles. She is a Policy Studies major and hopes to make real change in the world. She is originally from San Diego, but now lives with three roommates in L.A., who are also students. She works part-time at a local coffee shop for extra spending money. Nicole occasionally smoked cigarettes with her friends in high school because it seemed cool. Nicole now smokes about one pack of cigarettes per week. She smokes casually while running errands or hanging out after class. She smokes more on the weekends while she is out with her friends. Nicole does not see a problem with her “light” smoking addiction because she does not believe she is addicted to nicotine and wrongly considers it a habit. She says she can quit smoking at any time; she just does not want to yet.



(Royalty Free Image)

John is an 18-year-old male living in the suburbs of San Francisco, California. He is at the end of his senior year of high school and about to begin his freshman year of college. He will be pursuing a Political Science degree at Pomona College. In high school, John volunteered at a local soup kitchen once a week, which he plans to continue doing throughout college. He hopes to become involved with many activist groups on campus in order to find his own voice. He is passionate about helping his community. John has never smoked a cigarette and feels no obligation to try. Some of his friends do, and it bothers him to see them smoke. He is concerned about their growing addiction and is eager to find a way to help them quit.

II. OBJECTIVE

1. Reputation Management

Goal: Enhance ASH's brand recognition and presence.

- **Objective:** Increase keyword search volume by 10 percent, tracking "Action on Smoking and Health," 'Act with ASH,' and "phase-out tobacco" before and after the Day of Action.
 - **Strategy:** Brand every tangible and visual aspect of the campaign with the cohesive image of ASH, and its web address, to be shared on social platforms.
 - Consistently using the ASH logo, web address, colors, font and brand voice throughout the entire campaign process will generate familiarity for the audience. Familiarity and new interest will cause the key audience to search ASH and generate new traffic.
 - By using Google Adwords Keyword Planner and Google Trends to check the volume of searches for brand name, ASH can ensure it's increasing. Social listening allows ASH to listen into online conversations about its brand, which allows them to hear consumers thoughts.
- **Objective:** Generate up to 20,000 media impressions from at least four different print and digital publications, including *Claremont Courier*, a local weekly print publication and *Claremont Independent*, of the Claremont Consortium.
 - **Strategy:** Reach out to traditional media outlets prior to the Day of Action.
 - ASH needs to create interesting and informative content in order to gain media coverage. ASH will create media kits and press releases for news outlets to acquire coverage leading up to and following future events.

2. Relationship Management

Goal: Build relationships with young adult voters.

- **Objective:** Establish a relationship with Pomona College in California by the end of June 2019.
 - **Strategy:** Use resources through other established organizations to get in touch with universities.
 - Pomona College is one of the nation's leading liberal arts colleges known for their persistent dedication towards positive change. This

opens doors for ASH to work with a student organization to influence the campus community with a new and unconventional cause. Currently, Pomona College and its neighboring colleges have banned smoking in certain areas. By partnering with ASH, the college would be able to further promote its initiatives in the hands of the students. Pomona College additionally has close relations with four other neighboring colleges in the Claremont region providing an opportunity for ASH to expand its influence.

- **Strategy:** Use the support from the university to increase exposure to the target audience.
 - Universities consist of young adults who are typically eager to make a change for causes they are passionate about. Taking advantage of this by partnering with Pomona College will expand ASH's reach to young adults.
 - ASH should also consider partnering with student social media influencers on campus. According to Digital Marketing Institute, "influencer marketing is the fastest growing online customer-acquisition method" and "influencer marketing has surpassed print marketing" (Knightley, n.d.).
- **Objective:** Increase the involvement of young adults by 15 percent on ASH's Day of Action, 'Act with ASH.'
 - **Strategy:** Increase monetary donations from young adults by 15 percent through Venmo and obtain 15 percent more signatures from young adults on the petition.
 - By hosting a partnership event with Pomona College, called 'Act with ASH,' ASH will have the opportunity to directly interact with and reach key audiences. The organization can encourage young adults to show their support through signing the online pledge and making a monetary donation.
 - Through the use of Venmo, it will be easier for young adults to donate on the Day of Action. According to Statista, Venmo's total payment volume has increased every quarter, amounting to 19 billion US dollars in the last quarter. According to Forbes, young adults are more likely to give than other generations (Wheeler, 2018).
- **Objective:** Partner with 7 local convenience store owners in the surrounding area of the partner university to stop selling combustible tobacco products on ASH's Day of Action, 'Act with ASH.'

- **Strategy:** Gain support from local business owners to influence young adult customers on the Day of Action by appealing to the negative health effects of tobacco products and offering recognition as an incentive.
 - In a letter addressed to convenience store owners in the Pomona College area, ASH would try to appeal to the emotion of the organization's fight against the combustible tobacco industry, while also suggesting the positive impact that it could have on the convenience stores' business.
 - While the partnership would only be for ASH's Day of Action, the organization would create relationships with these business owners and hopefully influence them to make a more long-term decision to end the sale of combustible tobacco products at their stores.

3. Task Management

Goal: Utilize ASH's social media to be more effective, current and consistent. Create content that receives more engagement than content currently being used to promote ASH.

- **Objective:** Increase Instagram impressions by 50 percent, Twitter impressions by 20 percent and Facebook impressions by 20 percent.
 - **Strategy:** Use engaging and noticeable facts that resonate with the everyday lives and conversations of young adults, like daily expenses, second-hand smoke and the environment.
 - Using these facts will spark conversations and provoke thoughts for ASH's key audience. ASH can conduct a social listening analysis to determine conversation topics to use for the posts. Using statistics relating to Big Tobacco and its implications on the lives of the target audience will better encourage engagement.
 - **Strategy:** Increase presence on Instagram, Facebook and Twitter.
 - Facebook and Twitter can be used to post more lengthy or text-based content, as opposed to the visual content that is more suitable for Instagram. The content that is posted on Facebook needs to be more relatable than it currently is; it has to be attention grabbing without attacking any group.
 - Instagram is the most popular social media platform among young adults (ages 18-27) and can be used as a visual representation of ASH's brand. To encourage followings and engagement from given

target audience, Instagram should be the leading marketing tool for this campaign.

- **Strategy:** Use Hootsuite to maintain and organize a content calendar, specifically for this campaign.
 - Creating and maintaining a content calendar will allow for ASH to share thoughtful, cohesive and consistent content. Leading up to and after ASH'S Day of Action, ASH will be able to spark conversation around its organization and engage with its audience. Through the use of planning tools, such as Hootsuite, maintaining a content calendar is an attainable goal that will help ASH reach a larger audience.

4. Campaign Theme and Tagline

Key Campaign Theme:

The primary goal of this campaign is to educate young adults (ages 18-27) on the strength and prominence of the tobacco industry and how the seemingly out-dated movement can be detrimental to their everyday lives. The first phase of the campaign will focus on building a social media following and garnering earned media leading up to a day of action called, 'Act with ASH.' By using attention-grabbing content with information relating to young adults, ASH will start a conversation and promote change among young adults.

This campaign will also rely on building relationships with a local community, including convenience store owners and college students who attend Pomona College. 'Act with ASH' will take place on October 7, 2019. The goal of 'Act with ASH' is to have one day of concentrated action, where young adults will sign petitions, make monetary donations and engage with ASH on social media.

Memorable Tagline: #ActwithASH

III. PROGRAMMING

1. Tactics

Strategy #1: *Reach out to traditional media outlets prior to the Day of Action.*

- **Tactic:** News Release
- **Tactic Description:**
 - Using the key insights about the voting patterns of young adults in the last election, this news release describes the intent to change the acceptance of ASH's mission among the target audience. The news release also uses information about ASH to increase positive sentiment and brand recognition, and is aimed at journalists of news outlets in the Claremont, California area, as well as national publications.
- **Deliverable:** See Appendix A.

Strategy #2: *Use engaging and noticeable facts that resonate with the everyday lives and conversations of young adults, like daily expenses, second-hand smoke and the environment.*

- **Tactic:** Social Media Posts
- **Tactic Description:**
 - These social media posts are designed to grab young adult viewers' attention, and educate them on the money that is given to Big Tobacco corporations each year. By demonstrating where their money could be going instead of to the tobacco industry, young adults might be more thoughtful in the future with their actions and be more inclined to support ASH and its efforts. The Instagram posts are designed to be visually appealing to spark interest. Contrastingly, the Facebook and Twitter posts are more text-based in an effort to be more educational for young adult viewers
- **Deliverable:** See Appendix B.

Strategy #3: *Use the support from the university to increase exposure to the target audience.*

- **Tactic:** Letter to university regarding partnership for ASH's Day of Action
- **Tactic Description:**
 - In an attempt to acquire a partnership with a university for ASH's Day of Action, ASH will send out a letter to Pomona College. The purpose of the letter is to detail ASH's campaign and the partnership ASH is hoping to acquire. The potential event with Pomona College is also described, in an attempt to get the college to join forces with ASH against the tobacco industry.
- **Deliverable:** See Appendix C.

Strategy #4: *Gain support from local business owners to influence young adult customers on the Day of Action by appealing to the negative health effects of tobacco products and offering recognition as an incentive.*

- **Tactic:** Letter to convenience stores
- **Tactic Description:**
 - This letter will be used to reach out to the owners of independent, local businesses that sell cigarettes around Pomona College. This will be one way to promote ASH's Day of Action outside of the university's campus, as well as bring awareness to ASH and the organization's efforts.
- **Deliverable:** See Appendix D.

Strategy #5: *Increase monetary donations from young adults by 15 percent through Venmo and obtain 15 percent more signatures from young adults on the petition.*

- **Tactic:** Online pledge
- **Tactic Description:**
 - An online pledge will allow for young adults to engage with ASH and show their support. By posting a link to Facebook and Instagram the pledge will be easily accessible. Citrus Communications will also have micro-influencers who go to Pomona College and live in the Claremont, California area post the link on their own account to drive traffic to the website. Young adults who trust these micro-influencers will be more likely to research ASH, sign the pledge and pass it along to friends. On the day of ASH's Day of Action,

iPads will be available to use to sign the pledge. In order to have cohesive branding, the post for the pledge will go with ASH's logo and color scheme.

- **Deliverable:** See Appendix E.

Strategy #6: *Brand every tangible and visual aspect of the campaign with the cohesive image of ASH, and its web address, to be shared on social platforms.*

- **Tactic:** Promotional material.
- **Tactic Description:**
 - In an effort to create a recognizable brand identity for ASH amongst young adults, it is important to create promotional material in the form of social media posts, and branded giveaways such as stickers, tote bags, and phone wallets for ASH's Day of Action. Emphasizing a design with the incorporation of ASH's logo and color scheme will not only make the organization's media look visually appealing to young adults but will also be cohesive. The inclusion of ASH's arrow from its logo was purposefully used to communicate that ASH is an organization with a forward-thinking vision. As this branding begins to be used on social media leading up to ASH's Day of Action, young adults will start to be able to associate it with the organization's efforts and their position as a reliable source of information. In the future when young adults see ASH's logo and color scheme, they will be able to make this familiar connection.
- **Deliverable:** See Appendix F.

2. Timeline

No.	Tasks	Members in Charge		June				July				August				September				October		Status
		Megan	Chris	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	
	SOCIAL MEDIA POSTS																					
1	Research & brainstorm ideas for educational Instagram (IG) and Facebook (FB) posts using research insights																					Not yet started
2	Design IG and FB posts																					
3	Create copy for IG and FB posts																					
4	Create content calendar for promotional IG and FB posts (Hootsuite)																					
5	Pay for promotional IG and FB posts																					
6	Post IG and FB content according to calendar																					
7	Post link to website and petition in IG and FB bio																					
	UNIVERSITY PARTNERSHIP																					
8	Contact Pomona College																					
9	Ensure approval from university																					
10	Create contract for event partnership																					
11	Plan event with Pomona College																					

3. Budget

3.1 Budget Table

		Detail	Quantity	Per Cost Item	Total Projected
Strategy: Use the support from the university to increase exposure to the target audience.					
Tactics:	Tent	Rented	1	\$1,000	\$1,000
	Chairs and Tables	Rented	30	\$500	\$500
	Food and Beverages	Provided from outside caterer	500	\$2,000	\$2,000
	Speaker	ASH Executives & Pomona Student Reps.	3	\$0	\$0
	Decorations	Balloons, Banners	20	\$75	\$75
	Security	University requirement	5	\$450	\$450
	Entertainment	DJ	1	\$800	\$800
	iPads	Used to sign petition	4	\$200	\$200
	Raffle	Visa Gift Card	6	\$50	\$300
	Letter to university	Requesting partnership for Day of Action	1	\$0	\$0
		Strategy subtotal			\$5,325
Strategy: Gain support from local business owners to influence young adult customers on the Day of Action by appealing to the negative health effects of tobacco products and offering recognition as an incentive.					
Tactics:	Print out plea letter	Written by ASH	20	\$0.10	\$2.00
		Strategy subtotal			\$2.00
Strategy: Brand every tangible and visual aspect of the campaign with the cohesive image of ASH, and its web address, to be shared on social					

platforms.					
Tactics:	Posters	Print at FedEx	250	\$0.60	\$149.99
	Stickers	Order stickers from	1,000	\$0.02	\$70.95
	Social media posts	Create on Adobe Illustrator	30	\$0	\$0
	Phone wallets	Design logo on Adobe Illustrator and order from Quality Logo Products	250	\$0.86	\$231.40
	Reusable tote bags	Design logo on Adobe Illustrator and order from Discount Mugs	50	\$2.85	\$404.00
		Strategy subtotal			\$856.34
Strategy: Reach out to traditional media outlets prior to the Day of Action.					
Tactics:	Release to Local News Outlets	Given to print, radio, television		\$0	\$0
		Strategy subtotal			\$0
Strategy: Use engaging and noticeable facts that resonate with the everyday lives and conversations of young adults, like daily expenses, second-hand smoke and the environment.					
Tactics:	Sponsored Instagram posts	Create on Adobe Illustrator	5000/promoted post	\$33.50	\$502.50
	Sponsored Facebook posts	Create on Adobe Illustrator	5000/promoted post	\$35.95	\$539.25
		Strategy subtotal			\$1,041.75
Strategy: Increase monetary donations from young adults by 15% through Venmo and obtain 15% more signatures from young adults on the petition.					
Tactics:	Social Media posts	Bring awareness of petition		\$0.00	\$0.00
	Petition of support	Create on Change.org		\$0.00	\$0.00

		Strategy subtotal			\$0.00
		Campaign Total			\$7,225.09

3.2 Budget Prioritization

Priority	Strategy	Benefits/Consequences
1	Partner with universities to host event and get more exposure to target audience	<ul style="list-style-type: none"> • Without face-to-face interaction with ASH, young adults (key public) will not feel as strong of a connection to the organization. • Materials such as food and a DJ will create a fun and attention catching atmosphere for students. • iPads will allow for students to easily sign petitions without finding change.org on their own phones. • A raffle of gift cards will provide incentive for students to sign the change.org petition.
2	Gain support from local businesses	<ul style="list-style-type: none"> • Support from local businesses in the Pomona area will promote the Day of Action off campus. • A boycott of combustible tobacco by businesses will attract media attention. • Without the partnership of local convenience stores, the Day of Action would not have as big of a reach.
3	Create cohesive branding representing Act with ASH	<ul style="list-style-type: none"> • Important to put ASH's logo on all promotional material. • Modern design will attract the attention of young adults. • Without cohesive and recognizable branding, the campaign will seem less organized and official.
4	Reach out to traditional media outlets	<ul style="list-style-type: none"> • Media attention surrounding ASH's Day of Action will bring attention to the organization and its efforts. • Bring awareness to the tobacco industry and attract attention to the issue of combustible tobacco products. • Without the attention of the media, the Day of Action will just be kept to the university campus.
5	Increase presence of Instagram and Facebook	<ul style="list-style-type: none"> • Paying for targeted social media advertisements will help ASH's message get across to a large young adult audience. • Social media advertisements costs less than more traditional advertising strategies. • Social media allows for short, eye catching messages. • Without social media, a large portion of online engagement with ASH will be lost.
6	Increase support for online pledge	<ul style="list-style-type: none"> • Online pledge will make ASH's Day of Action efforts shareable. • Online pledge will make it easy for university students to sign during the event.

IV. EVALUATION PLAN

Objective 1: *Increase Instagram impressions by 50 percent, Twitter impressions by 20 percent, Facebook impressions by 20 percent.*

- To track Instagram impression growth, ASH will use the in-application tools that track engagement. Business profiles on Instagram can tell users how many impressions each post received. Citrus Communications will compare the impressions received before the campaign, to the number of impressions received throughout the campaign until October 7, 2019. ASH will increase its Instagram use and reach in order to reach more young adults as a target audience.
- To evaluate social media engagement, Citrus Communications will compare the engagement across platforms using Hootsuite to measure the engagement following the campaign. The purpose of the social media campaign is to spark conversation, and its success will be told through quantitative statistics. Information such as likes, shares, and impressions will be observed before this campaign is implemented. After the campaign finishes on the Day of Action, this same quantitative data will be collected again and compared to ensure social media growth. This evaluation will have minimal additional costs, as ASH already uses Hootsuite. Analyzing social media engagement should be completed 1 week after the Day of Action on October 7, 2019.

Objective 2: *Increase the involvement of young adults by 15 percent on ASH's Day of Action, 'Act with ASH.'*

- To evaluate this objective, ASH will need to conduct quantitative research to measure the number of people that attended ASH's Day of Action, the amount of money received through Venmo, and the number of signatures obtained on the pledge. This information can be obtained via after-only study. ASH will determine the age of the people who sign the pledge by requiring participants to add their birthday when signing the pledge. By evaluating the attendance on the Day of Action, money received through Venmo and signatures on the pledge ASH can determine if the involvement of young adults increased. There will be no additional costs required to conduct this research. Research can be conducted after the Day of Action is completed on October 7, 2019.

Objective 3: *Generate up to 20,000 media impressions from at least four different print and digital publications, including Claremont Courier, a local weekly print publication and Claremont Independent, of the Claremont Consortium.*

- To evaluate this objective, ASH will need to conduct a quantitative analysis of the publications that mention 'Act with ASH,' the organizations involved and the circulation of the publications in an after-only study. The success of this objective can be determined by comparing message distribution to the final sum of earned media impressions. Media impressions can be calculated by multiplying the number of mentions and the circulation or number of subscribers of the given publication. Earned media mentions can be monitored using a social listening tool, like Hootsuite, which ASH already utilizes, and Meltwater (starting at \$7,000/year). These tools can also be used to monitor mentions on social media, as many publications share content using this method.
- The Claremont Courier is the local publication of Claremont, California with a weekly circulation of over 4,000, according to their media kit and an online presence of 6,000 unique visitors a week. Claremont Independent, the official publication of the five Claremont Colleges. It prints daily to reach at least 1,000 students from each college. Research indicates these two publications to be the most prominent in the local area. The LA Times has 30 million unique visitors, daily.
- ASH should also track web referrals every day using Google Analytics, the current tool in use. The acquisitions tab will indicate where the traffic sources are coming from, and the geographic specific setting will help indicate traffic from given media placements. While the main PR objective is not to increase web traffic, this will help gauge brand awareness and impact of the output. Additionally, sometimes online publications also link the organization's webpage on the article.

Objective 4: *Partner with 7 local convenience store owners in the Pomona College area to stop selling combustible tobacco products on ASH's Day of Action, 'Act with ASH.'*

- To evaluate this objective, ASH will need to conduct quantitative research to measure how many convenience store owners participated in ASH's Day of Action in an after-only study. The organization will measure the results by evaluating if it has reached its goal of 7 stores participating, or if it were under or over this number. By determining the number of participants, ASH can assess how effective its outreach was to its target audience of convenience store owners, and create a plan of action to increase involvement and engagement for future scenarios.

- Additionally, ASH can implement a qualitative research technique through the method of interviewing convenience store owners in an after-only study. Once ASH's Day of Action is completed, the organization can interview owners asking them a series of questions such as if they felt the event was effective, if they would participate again, if they felt that they were making a positive change, and how it impacted their business.
- As soon as the Day of Action is completed on October 7, 2019, ASH can count how many convenience store owner participants they had. Next, ASH can interview owners starting on October 8, 2019, over a two-week period. By October 22, 2019, ASH should have all of its information to begin to evaluate the convenience store owners' responses. There will be no costs associated with either the quantitative and qualitative method.

Target Audience 1: *Young Adults*

Prior to the digital campaign, Meltwater will be used to track mentions of ASH online. Of these mentions, ASH can sort through the accounts and users to understand what percentage of online engagement comes from young adults. Following the campaign, ASH can reevaluate who engages with its online presence, to understand the growth of young adult interactions. The purpose of ASH's Day of Action is to connect with young adult college students at Pomona College. In addition to tracking young adult engagement digitally, ASH should track those involved with the Day of Action on October 7, 2019. ASH can count how many students attend the event, sign the ASH pledge, and donate through Venmo.

Target Audience 2: *Convenience store owners*

Citrus Communications recommends targeting the employees of local convenience stores to encourage them to take a stand against selling cigarettes in their stores for one day. These employees are enabling the addiction to cigarettes by selling them to customers. If employees were educated on the effects of tobacco then they are more likely to take a stand against having them sold at their place of work. By targeting local owners around the campus it creates a more unified message with the university and the surrounding communities. Citrus Communications recommends asking the owners to stop selling cigarettes for one day, October 7th, 2019, the same day as ASH's Day of Action at Pomona College. By targeting stores located near or around campus to all take a stand on one day together it is more likely to spark conversation among the community, catch attention and make an impact on citizens and students alike.

V. APPENDICES

Appendix A: News Release

Years after the Marlboro Man, Social Media Users Unite Against Big Tobacco

America's oldest anti-tobacco organization is partnering with Pomona Student Union to host an entertainment-fueled event called 'Act with ASH' on October 7, 2019. Action on Smoking and Health (ASH), a D.C. based non-profit, called upon the help of Pomona students early this June. Together, the alliance generated a revealing social media campaign, detailing the hypocrisy of cigarette regulation and reminding social media users of the once ubiquitous cause against Big Tobacco.

"A pouch of tobacco costs roughly \$60," one Instagram post read. "That's enough money for a week's worth of groceries. Consider your priorities."

'Act with ASH' will take place on Pomona's campus and will include live music, a donation raffle, and a petition against the commercial sale of tobacco products. Today, young adults are the most politically active demographic, almost 10 percent more than the American public with vivid memories of indoor and in-flight smoking.

On August 1, 2019, ASH and Pomona Student Union sparked local conversation through a viral letter to the convenience stores of Claremont, California to deny consumers of tobacco products on the day of 'Act with ASH.' Their plea caught the attention of multiple local newspapers, including the *Claremont Courier*. Additionally, an online change.org petition and public Venmo account for donations eased both high school and college students to express support.

"'Act with ASH' is a day to recognize the accessibility of tobacco products," said Laurent Huber, ASH Executive Director. "Re-engaging this generation allowed us to raise consciousness of a forgotten human rights issue that rarely makes headlines."

Throughout the months of July and August, ASH worked with their existing partners to gather educational and informative facts about tobacco sales. The students brought innovation to the creative team, collaborating on the digital strategies and community outreach. Their unique positioning on social media caught the attention of and shifted perspectives of the younger generation, who were accustomed to seeing graphic anti-tobacco illustrations.

“You think about it as a problem of the past, because we have been so normalized to aspects of the tobacco industry,” said Paul Kiefer, Vice President of Pomona Student Union. “When compared to other issues that make headlines, such as the sale of drugs and alcohol, you learn that there is more progress to be made.”

The partnership between ASH and Pomona students rises from recent efforts from both sides to change the conversation about tobacco use in local Claremont. Taking a human rights approach, ‘Act with ASH’ was designed to take away the option of purchasing the only product proven to be deadly when used as instructed. Stores that take part will receive recognition of participation on ASH’s social media platforms.

“I agree that it is time for small businesses to be role models for our community,” said Jacob Harding, Claremont community member. “Companies have a history of being able to change perceptions and conversations, and this project has really shed light on the impact stores can have on the youth of America.”

A community of online supporters is propelling the conversation by involving larger businesses, such as national retail chain Target and CVS, who stopped selling tobacco products in all stores in 1996 and 2014, respectively. Reflected in the last election, this younger demographic is the most politically charged with a 65 percent voter turnout, 10 percent more than the average American. There has been nothing said about any political implications about this campaign.

#

About ‘Act with ASH’

Act with ASH describes the partnership efforts of Action on Smoking and Health and Pomona College to change the conversation about the sale of combustible tobacco products within the Claremont, California area. The alliance asks local convenience stores to halt the sale of all tobacco-related products on the given day, October 7, 2019.

About ASH

Action on Smoking and Health (ASH) envisions a world free of tobacco-related damage, disease and death.

We work closely with allies to ensure that the public health community addresses the tobacco epidemic in a unified and coherent manner. ASH is not anti-smoker — it is anti-tobacco. ASH has been a leader in this movement since its inception in 1967.

Since 2000 ASH has been supporting the global war on tobacco by working with and supporting the Framework Convention Alliance, a coalition made up of more than 500 organizations in over 100 countries. All of the organizations work together to enforce and effectuate the WHO Framework Convention on Tobacco Control (FCTC) — the world's first international public health treaty. Starting in 2003 and through 2015 ASH provided the FCA with its first Executive Director, providing resources, leadership, and direction.

As of January 1, 2016, ASH passed the FCA's leadership on to HealthBridge Canada. ASH will continue to work with the FCA and its incoming director with the aim of accelerating the implementation of the life-saving measures of the Framework Convention on Tobacco Control (FCTC).

About Pomona Student Union:

The Pomona Student Union is committed to raising the level of honest and open dialogue on campus. By helping students become more knowledgeable and better informed on the social and political issues that confront our society, we create informed citizens to better serve us all.

A nonpartisan organization run by students and supported by faculty and the administration, the Pomona Student Union focuses on promoting and preserving the intellectual diversity of the public sphere on campus. The Pomona Student Union extends these values beyond the classroom, engaging the community in the search for progress.

Underpinning the goals and aims of the Pomona Student Union is the tenet that one cannot possess a firm belief in anything unless it is challenged. To increase informed decision-making in Claremont and beyond, the Pomona Student Union seeks to foster an environment in which students are exposed to a multiplicity of perspectives.

Towards these ends, the Pomona Student Union invites prominent speakers from across the spectrum to talk and debate. In addition to bringing in speakers, the Pomona Student Union sponsors student and faculty debates and panels, as well as informal social events structured around current issues.

For more information visit:

<https://ash.org/>

<http://pomonastudentunion.weebly.com/about-us.html>

Appendix B: Social Media Posts



Appendix C: Letter to Pomona College

Dear Pomona College,

My name is Cheyenne Wood, and I am a communication assistant for ASH, Action on Smoking & Health. The mission of my organization is to phase out the use and commercial sale of cigarettes. ASH has decided to reach out to your college because we believe your students and community would be perfect for an event with us.

Our event begins with a several month digital campaign in which we explain the harmful effects of cigarettes, the problems of the tobacco industry, and the hypocrisy in regulation. The campaign would spark conversation, leading to the Day of Action. We want Pomona College to be a part of our day of action.

At Pomona College, we would table on the quad, sharing our mission with students. We would ask two primary things of your students. The first would be to sign our petition against the commercial sale and use of cigarettes -- simple! The second would be to make a small Venmo donation in exchange for the chance to win gift cards. We will also have merchandise available for the students, including stickers. Music and free food will be given to students who attend the event, as a way to grab their attention and say thanks for joining our mission.

We think the liberal community in Claremont, CA would both benefit and support ASH's mission. It would be a great learning opportunity for both students and the community and hopefully, lead to further tobacco regulation. Pomona College would be a great addition to this day of action.

I look forward to speaking with a representative of Pomona College and describing this event further.

Best,
Action on Smoking and Health

Appendix D: Letter to Convenience Store Owners

Dear [*insert local business owner's name*],

We want to call your attention to ASH's Day of Action on Monday, October 7, 2019 at Pomona College. Our goal is to end the sale of combustible tobacco products, and promote awareness around the negative impact that the tobacco industry has on our society. Our Day of Action will include activities on Pomona's campus such as signing a petition, sending in donations to our organization, sending in personal stories that ASH may repost about how tobacco has influenced you or a family member and sharing striking facts regarding the industry. By promoting our Day of Action, ASH hopes that people in the Claremont, California area will become more aware, informed, and interested in this cause, and we hope that you can be a part of this.

ASH hopes to get the local businesses around Pomona College involved with our Day of Action, and are asking you to sign an agreement to not sell combustible tobacco products at your store on our Day of Action. ASH believes that in doing so, you will be able to promote your business to local customers in a way that supports their overall health. By participating in our Day of Action, your business would receive press coverage showcasing your business's actions in a positive light. Additionally, your business could reach new customers who support your actions and message.

In California, BMC Public Health conducted case studies of seven independent California retailers (three grocery stores and four pharmacies) that had voluntarily ceased tobacco sales within the past 7 years. The study found, "Management reported few or no customer complaints and supportive or indifferent employees" (McDaniel & Malone, 2011). Additionally, "Grocery store management saw the decision to end tobacco sales as enhancing the stores' image" and "Many said knowing this made them more likely to shop at the store." (McDaniel & Malone, 2011).

When CVS stopped selling tobacco products, they came out with a report outlining the impacts that had. "Since we stopped selling tobacco, there's been an additional one percent reduction in cigarette pack sales across all retailers in states where CVS Pharmacy had a 15 percent or greater share of the retail pharmacy market, compared to states with no CVS Pharmacy stores" ("We Quit Tobacco," n.d.). CVS's decision led to a change in smokers actions, as the average smoker bought five fewer cigarette packs ("We Quit Tobacco," n.d.).

As you can see, this makes an impact on the tobacco industry and the health of one's life which means so much to us and hope it does to you. If you are interested in getting involved, please reach out to us at [insert appropriate contact information].

Thank you,
Action on Smoking and Health

Appendix E: Online Pledge

CLICK & PLEDGE #ACTWITHASH

Sample post by micro-influencer:

"I pledge to help end of the distribution of all combustible tobacco products. To hold tobacco corporations criminally liable for the harm they cause, and to help build a world where one day there will be zero deaths from tobacco."



Appendix F: Promotional Material



Sample Tote Bag



Sample Card Holder



Sample Social Media Promotions

VI. CREDENTIALS & RESOURCES

Kelly Rogan is a current junior at Syracuse University S.I. Newhouse School of Public Communications, where she is majoring in public relations and double minoring in marketing and political science. She has studied abroad in Florence, Italy and is also in the Renée Crown University Honors Program. She has experience working with social media and event planning, through her roles as Vice President of Public Relations for an organization on campus and as a Brand Ambassador for Express. Rogan also has experience with marketing and engagement from her internship with Syracuse University Athletic Department's Marketing Department. This summer, she will be interning at a Michele Marie PR, a fashion, lifestyle and beauty PR firm located in NYC.

Contact Information:

Email: kjrogan@syr.edu

Phone: (732) 609-6326

Cheyenne Woods is a junior public relations and political science student at Syracuse University. She has interned for a local congressional campaign and worked in the advertising department at the Daily Orange. She is extremely passionate about social media analytics and research. Specifically, she likes learning about how social media can be used to engage young millennials and generation z.

Contact Information:

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Phone: (570) 772-3269

Vera Rees is a senior at Syracuse University studying public relations and minoring in english and textual studies. She has held two internships in the field of public relations, one focusing on beauty and healthcare, and the other focusing on real estate. Rees has lots of experience in managing client reputation and social media and is looking forward to entering the hospitality field in NYC post graduation.

Contact Information:

Email: varees@syr.edu

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Danielle Reggio is a senior at Syracuse University, majoring in public relations in the S.I. Newhouse school of Public Communications and minoring in psychology in the College of Arts and Sciences. Reggio is from White Plains, New York. She has held an internship in the field of public relations, in the hospitality department. Reggio is aspiring to work in the fashion industry of public relations.

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Riley Scott is a senior majoring in public relations at the S.I. Newhouse School of Public Communications and minoring in sociology at the Maxwell School of Citizenship and public affairs at Syracuse University. Riley is from Darien, CT. She has held multiple public relations internships in consumer, beauty and public affairs and looks forward to going into Corporate Communications at Ruder Finn in NYC after graduation.

Contact Information:

Email: riscott@syr.edu

Phone: (203)-247-7780

Jayden Walters is a senior majoring in public relations at the S.I. Newhouse School of Public Communications at Syracuse University, with a minor in information management and technology. With job experience from agencies, to luxury fashion brands and a small tech startup, Jayden has had the privilege of learning how public relations, social media and branding intersect in all types of businesses.

Contact Information:

Email: jlwalter@syr.edu

Phone: (315) 901-9114

Jane Lee is a third-year public relations student pursuing minors in Information Management & Technologies and Sociology. Her interests and experiences focus on digital marketing through storytelling; she works with creatives to plan, strategize and implement solutions for various organization. She currently runs and helped start Globalists, an award-winning student publication aimed to celebrate multicultural identities. Jane has previously worked in the U.S. Army's public affairs office, producing broadcasts, designing social media plans, and conducting industry research.

Contact Information:

Email: jlee05@syr.edu

Phone: (213) 999-4656

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