

1 AMENDMENT **FOR ALL**



First Amendment Campaign Booklet

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Introduction

The 1 for All mission is to educate college students on the First Amendment. We are bringing that mission to Texas Tech University College of Media & Communication. As RaiderComm PR, we have built a current promotional plan to execute the research and event to fulfill the mission of the 1 for All project, promoting the First Amendment.

The current situation within our college is that each of our seven majors interacts with the First Amendment on a daily basis. Yet, not many of our students consider themselves well versed in the First Amendment. We are wanting to increase this awareness by hosting an event to get more students talking about rights that apply to them everyday and that they are using inside and out of the classroom.

In closing, our goal is to raise awareness of the First Amendment in the College of Media and Communication. We plan to do this by conducting research and hosting a promotional event. In addition, we will also be creating a social media promotional plan to help increase awareness of our event, and support our main goal as well.

Event Proposal with Description

Location: MCOM Lobby

Date: December 4, 2019

Event Summary

We want to set up a table in MCOM, in front of the main television and doorway from 10 a.m. - 1 p.m. on December 4th, 2019. We will ask students to name each of their First Amendment freedoms, this is to help increase awareness about what our rights are. The 1 for All mission is to educate college students on the First Amendment, and we think it will be most beneficial to bring our event inside the College of Media & Communication. Within the College of Media & Communication, we have a lot of students who are preparing for careers that will directly intersect with the First Amendment rights in journalism, public relations and many other majors. We would also have them do a small survey with their information to have them contacted post event for research purposes.

Event Description

We will set up a table in the College of Media & Communication on December 4th, 2019. We will pass out Take 5 candy bars, and using the slogan “Take 5 to Know 5” with printed cards about the 5 First Amendment freedoms. In addition, we will be handing out swag stickers and pop sockets to students who participate in naming at least three their freedoms. We will then document how many students stop by and participate in total. Our event will run from 10 a.m. to 1 p.m. It will be in the entrance of the College of Media & Communication. The strategy is to attract people with our swag displayed, and when they ask “Can I have one?” we responded with the question “Do you know your 1st amendment freedoms?” and prompt them to list as many as they can. We want them to be able to list at least 3 before we give them the candy bar. Then

upon handing it to them, we say “It takes 5 to know 5.” We will have posters around our table promoting our event, as well as our social media promotion.

Primary Research

1. Focus group questions

- a. What comes to mind when you think about the First Amendment?
- b. When did you first learn about the First Amendment?
- c. What do you associate with the First Amendment?
- d. How will the First Amendment factor into your future career?
- e. Have you heard any mention of the First Amendment in the last few months? If so, where? What was it about?
- f. Is there anything else we haven’t asked you that you would like to add?

2. Focus group summary

We had four people participate in our focus group across the college from 3 different majors. Each focus group participant was a senior. When asked question number one, “What comes to mind when you think about the First Amendment?” each agreed that they thought of free speech when thinking about the first amendment. The second question asked was “when did you first learn about the First Amendment?” each respondent agreed in unison that it was sometime in middle school, with two participants listing the 8th grade in particular. When asked about associations of the first amendment, answers varied from: freedom, justice, Statue of Liberty, the American flag and religious freedom. Next was asked about how the First Amendment will factor into future careers, one participant said by working with the press while the other three agreed in would affect their everyday lives but did not go into detail. Lastly, when asked the last time they had heard about the First Amendment they each responded with the

news. In addition, one respondent stated “yesterday on CNN” while two others agreed that it was in a Media Law class.

Secondary Research

Texas Tech University has had a long struggle with free speech. Articles from the school newspaper, the Daily Toreador date back to 2003 where issues first arose. The first instance named is one of the student group, “Students for Free Speech” protesting the University’s refusal to acknowledge free speech on campus. The students did this by dressing in black and holding a funeral outside the Student Union Building and the Library, what is known as the free speech area. In addition, over 500 students signed petitions in agreeance that they were upset that the university would not change the policy on free speech in the handbook.

Later, in 2005 after a formal lawsuit had been filed Texas Tech had to revamp its policy on free speech. The policy held that students had to ask permission before making speeches outside the designated free speech area and placed limits where free speech could be exercised. For example, students could only use the free speech area but no where else on campus. The university can place time and manner on free speech, it was not within the right to limit or prohibit free speech in certain areas that do not pose a threat.

Since the former Texas Tech policy was struck down by a federal district court, the university has not published any more instances where they are violating the first amendment. There is still a system in place to reserve an area of the original designated free speech area, which still holds the name “free speech area” but it is based on the physical area in use - to ensure all parties have their accommodations and space. The policy to reserve this area is to send in a request at least two weeks prior, meet with the Texas Tech grounds committee to ensure your event is in accordance with University policy. This meeting is not about who or what your

organization is, but about the physical use of the area on campus. Furthermore, because of the First Amendment ruling, the Student Union can not prevent any group from using the area. In the past there has been unpopular groups that will stand outside and express their first amendment rights.

As of 2019, many groups, organizations and individuals exercise their free speech rights in the free speech area because of foot traffic. Speech has not been limited as long as it does not incite danger or include fighting words. Similar to many other college campuses, Texas Tech is a public open forum for many to speak on.

Goals, Objectives, Strategy and Tactics

1. Raise awareness of the First Amendment inside the College of Media & Communication

Objectives

1. Increase awareness of the First Amendment freedoms by end of event December 4, 2019 measured by number of interactions at the event.

- a. **Strategy:** Create an interactive event where students can test their knowledge of the First Amendment.

i. Tactics

1. Social media promotion
2. Flyers
3. Word of mouth via clubs and organizations

Measuring Effectiveness

We will measure effectiveness by how many candy bars are given out at the event, in addition to our interaction with our social media campaign.

After analyzing our event we had around 250 interactions with students. What counted as an “interaction” is having a conversation about the First Amendment. Each interaction would include a student guessing three of their First Amendment rights and us educating them about the two they did not name or did not know. Furthermore, our interactions on Instagram were very well. We had over 150 views on our Instagram stories and around 13 likes per post during the event.

Resources

1. http://www.dailytoreador.com/archives/court-ruling-attack-on-first-ammendment/article_3fec7bb7-7bf9-5ddf-b9cd-7d6eb77044db.html
2. http://www.dailytoreador.com/archives/laying-free-speech-to-rest/article_98c83526-879a-5a39-9b08-9d05bf6b8e53.html
3. http://www.dailytoreador.com/archives/how-free-is-your-speech/article_d8048811-aa78-5afd-ab37-1457358df940.html
4. <https://adflegal.org/detailspages/press-release-details/-speech-zones--and--speech-codes--struck-down-at-texas-tech-university>

Appendix A

