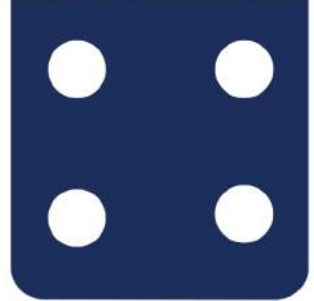
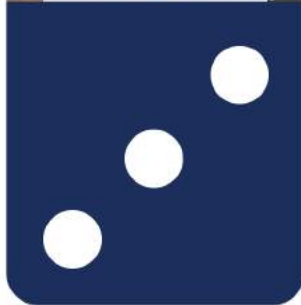


One Action. A World of Possibilities.



The Choice is Yours. #ChooseCivility



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Executive Summary

Incivility has consequences. It undermines democracy, lowers people's overall job satisfaction, can lead to future violence and costs companies nearly \$14,000 in lost productivity per employee annually. Civility, on the other hand, can result in more positive outcomes: better work performance and satisfaction, more enriched personal relationships, stronger communities and a more robust democracy.

The majority of Americans believe incivility to be a major issue, and a plethora of resources are available for civility promotion. Why, then, does civility continue to decline in the nation? The University of Nebraska–Lincoln (UNL) PRSSA Bateman Team, known as The Lincoln Ladies, identified in their research an insight that would drive their entire campaign. People may value civility, but choosing avoidance is easier than choosing civility in the face of difficult situations. This choice's ease is exacerbated by the lack of individual understanding of the long-term effects of civility and incivility.

When someone ignores an offensive comment made by a friend, that friend is now more likely to commit violent acts in the future. When someone misuses "being civil" to silence a minority from speaking up for their rights, rifts are created within the community. These small, uncivil actions incrementally lead to monumental acts of incivility, such as the Capitol insurrection that took place on Jan. 6, 2021. Like the impact of knocking over a single domino, one civil or uncivil action can trigger a domino effect that has the potential to drastically change a person's life or even the world.

Based on the research, The Lincoln Ladies felt the **most effective way to promote civility was to show the power of individual choices and their profound impact on the community and society as a whole**. This unique approach fills gaps in existing civility promotion tools and resources. The team designed a campaign that aims to cultivate an intrinsic value of civility within individuals, motivating them to interact with existing civic organizations, initiatives and resources.

This is The Civility Effect, and this is the story of how The Lincoln Ladies started a chain reaction that impacted the state of civility in their community.

The Lincoln Ladies identified two audiences that can act as strong conduits of The Civility Effect. The first, public relations professionals, are uniquely positioned to promote civility because of their ethical obligations and positioning as communication professionals delivering messages both internally and externally for organizations. The second, college students, are at a juncture in life where social ties and community involvement are encouraged by a commitment to

civility, something that is threatened by the current decline in civic responsibility among young adults.

The team adopted a three-part strategy for The Civility Effect to connect with their audiences: **Inform**, **Inspire** and **Impact**. Each of these aspects is interconnected—like toppling dominos, informing the audiences can inspire them to make a lasting impact.

Partnering with a respected and successful 501(c)(3) in the community was key to providing quality and credible information about civility and civility promotion to campaign audiences. Civic Nebraska was founded in 2008 by two former UNL students in a dorm room. The nonprofit's connections to the UNL student body, area communications professionals and established civic health initiatives made them an ideal partner for The Civility Effect.

Insights garnered from secondary research, 232 survey respondents and 12 in-depth interviews with area professionals and civility experts shaped the objectives, strategies and tactics, which were designed to **INFORM**, **INSPIRE**, and **IMPACT**.

INFORM: During implementation, The Civility Effect was introduced on social media accounts, and garnered 692 followers across four platforms, with a total of 26,207 impressions across Instagram, LinkedIn and Twitter. The campaign website gained 240 unique visitors across 18 states and five countries (A-8). The slogan "The Choice is Yours. #ChooseCivility" was purposefully echoed throughout social media channels and on the website, thecivilityeffect.org, for brand consistency and to provide a high-level snapshot of the campaign mission. This strong online presence optimized information delivery about The Civility Effect to reach PR professionals and college students.

INSPIRE: Two cornerstone events acted as the pillars of the INSPIRE aspect of the campaign. The first event, The Civility Effect Experience, was an on-campus event created to visually demonstrate The Civility Effect in action. As part of the student event, each of the 78 attendees were inspired to sign a civility pledge. Each pledge was attached to a large domino and aligned to show the chain reaction of one civil or uncivil action. When one domino falls, they all fall (A-12). At the second event, Civility in PR, a virtual workshop hosted in partnership with Civic Nebraska, the team trained 35 attendees from across the state. The event informed and inspired professionals to renew their commitments to civility, the PRSA Code of Ethics and learn applicable tools for future use (A-15).

IMPACT: Attendees of the virtual workshop left feeling **73.61% more confident** in their efforts as professionals to have "a great deal" of impact on the state of civility, and a **212.5% increase in understanding** how a commitment to civility is intertwined with PRSA's Code of Ethics. The Civility Effect Experience with UNL students impacted **40% of attendees to continue involvement** with The Civility Effect after the event (A-14). Earned media efforts garnered attention and the event was the lead story on the front page and website of The Lincoln Journal-Star, Nebraska's second most circulated newspaper with a daily circulation of 76,374, reaching 72.5% of weekly readership in Lancaster county.

Even though the implementation period for The Civility Effect ended on March 8, the idea on which it is based will continue forever. **Every day, each person participates in "the civility effect"**—it is something familiar to the human



experience across gender, culture, age, race and class. The idea of The Civility Effect emphasizes the interconnectedness of individuals, communities and the world. From COVID-19 to a tumultuous election, 2020 left many people feeling isolated and disconnected from their sense of community. Choosing civility brings people together — something that is needed now more than ever. In 29 days, a team of five college students taught an entire community how one civil action causes a domino effect, reaching thousands upon thousands of people. This scalable demonstration of The Civility Effect continues to ripple throughout the community as more individuals #ChooseCivility. The Civility Effect is a domino itself, and there is no doubt a domino effect for civility is possible if implemented on a wider, national scale.

Secondary Research

The topic of civility is broad, complex and ever-changing. The Lincoln Ladies conducted a secondary research analysis to identify the areas of interest and gaps within the current understanding of civility. First, the team analyzed the 26 resources provided by PRSSA. Key findings:

- 93% of Democrats and Republicans agree that incivility is a leading issue. – Weber Shandwick
- Workplace incivility results in a loss of productivity and costs employers \$14,000 per employee. – Michigan State University
- Incivility and civility are chain reactions that hinge on individual decision-making. – Harvard Business Review
- There are a multitude of resources on the topic of civility and combatting incivility.

After reviewing the provided materials, the Lincoln Ladies turned to UNL's library academic journals to expand secondary research. The following additional insights were deduced:

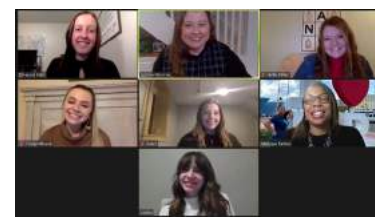
- Community ties encourage a commitment to civility; the individual can see and feel the effects of their personal impact. Personal relationships provide a strong foundation for civility.
- There is a sense of comfort and security in avoiding complex topics. It's not that people don't want to be civil, but avoidance is easier.
- Promoting civility has weakness that must be addressed. Alice MacLachlan, researcher of ethics of incivility at York University says the hardest obstacle is "endorsing the value of civility without downplaying...the moral risks." The largest of these risks is that marginalized groups are often disadvantaged by those in power, wielding civility, "as a master value that rules out even legitimate reasons to be angry..."

Ahead of the transition to primary research, the team also sought early insight from area professionals, such as the ACLU communications director, to expand the understanding of civility and the resources available. The team learned of society's general understanding of the decrease in civility, but not knowing how to fix it. Next, the team sought to further their understanding through online analyses of civility mentions. Key findings included:

- According to Google Trends, the second most-related search term to civility was "definition," suggesting ambiguity among the public of the meaning of civility.



- Over the past five years, the days with the most queries for the term civility coincided with major events of incivility, such as the mass shooting at a synagogue in Pittsburgh in Oct. 2018.



The Lincoln Ladies present their initial findings to university faculty on Dec. 7, 2020

After analyzing the state of civility, the Lincoln Ladies conducted a brand analysis, social media analysis, PEST analysis and SWOT analysis to learn more about the client, PRSA.

Through these analyses, the team found (A-1):

- An increasing number of people are entering the field of PR.
- A rise in Zoom webinars in lieu of in-person events due to the pandemic.
- An emerging social emphasis on human rights, equality and diversity, especially within organizations.

Primary Research

In order to further understand the exact impression of civility among the identified target audiences of PR professionals and UNL students, two methodologies were chosen for primary research. The methodologies selected were in-depth interviews and surveys targeted at each audience to analyze audience attitudes and beliefs through pointed survey questions to prompt profound, personal responses.

Qualtrics Surveys (A-2):

The team created online surveys using the Qualtrics platform and distributed them through personal and professional networks, as well as through social media. To gain personal observations, both surveys included multiple questions that encouraged respondents to write their own answers. Ninety PR and communications professionals and 142 college students responded to each survey, respectively. Key findings are on page 3.

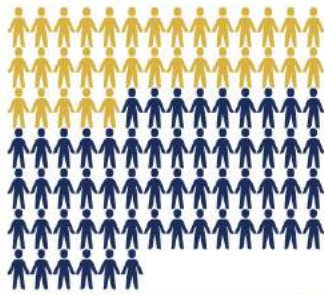
In-Depth Interviews (A-2):

Based on secondary research findings of workplace incivility and influence among PR and communications professionals, the team identified and interviewed 12 area professionals working in the fields of PR and communications, human resources and civil service. The goal was to further understand workplace incivility and how it is understood, addressed and potentially prevented by those in HR and leadership roles.

Key Findings:

- The term "civility" is immeasurable and held to different standards depending on the individual.
- Civility is viewed as a virtue to most, however, the term can be used as a weapon to silence opinions.
- The key to keeping disagreements civil is to criticize ideas rather than individuals.
- For a long time, the accepted norm for dealing with conflict was to stay away from it. This pattern must be broken to improve the state of civility.
- Individuals who act uncivil are likely to become more aggressive and violent in the future.

PR & Communications Professionals



37%

of PR respondents felt incivility was an "extremely important" issue.



Interactions both in-person and online remain mostly civil, despite recent national trends suggesting otherwise....

...but these areas are still where respondents experience the most incivility, potentially because there is less sense of community.



88%

of respondents feel civility is a skill that can be taught. Civility training with "regular accountability" and access to a toolkit were cited as the best ways to teach and assist PR professionals with promoting civility.

Friends (26%) and coworkers (22%) are the best models of civility.



Audiences

Secondary research helped the team hone in on two audiences that possessed the potential to serve as models of civility within their personal and professional lives. Both audiences were officially selected after primary research surveys and in-depth interviews were conducted.

Primary Audience

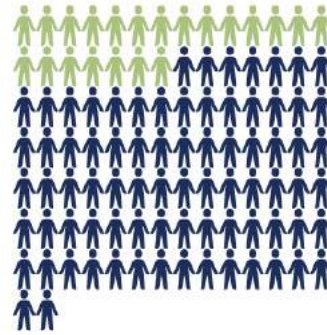
PR Practitioners in Nebraska

The team investigated why public relations professionals were the optimal audience for this campaign, apart from the client's request to target this audience. According to Civic Nebraska, a local nonprofit focused on civility efforts, there are four spheres of civil discourse: interpersonal, public, social media and media. Public relations professionals have significant influence over each of the spheres because they create social capital, a space that is necessary for civil society. This enables them to shape conversations internally and externally within organizations as well as personal and professional relationships. Thus, the Lincoln Ladies chose PR professionals as the primary audience because they are immediately able to start the chain reaction of civility.

Primary Audience Demographics:

The primary audience included PR and communications professionals living and working in Nebraska.

UNL Students



15%

of student respondents felt incivility was an "extremely important" issue.

24% of respondents were unsure or didn't believe they had the ability to promote civility.



Students feel their friends (33%) and family (31%) are the best models of civility, indicating that personal efforts within their networks may be the most effective way to promote civility among students.



Respondents indicated that the majority of situations where they acted uncivil occurred in person.



Respondents felt more opportunities to learn about civility would best assist them with promoting civility on campus.



Definitions of civility were highly varied among respondents. Many were misconceptions of the term, such as "not hurting anyone's feelings."

- In May 2019 there were approximately 3,110 communications professionals employed within the state.
- The target audience fell within the age range of 35-64.
- They hold college degrees and work for nonprofits, agencies, businesses, institutions and other PR organizations.

Secondary Audience

UNL Students

College students are the professionals, some even PR professionals, of tomorrow. Research showed students' desire to work for companies that make diversity, equity and inclusion a priority. Generation Z tends not to stay as long at jobs as previous generations. Since incivility decreases job satisfaction and productivity, employers, including PR departments and agencies, should be motivated to increase civility to retain talented individuals. College students can contribute to the increase of civility in public discourse in the workplace by bringing skills they learn now to future employers. College campus culture also bleeds into society, necessitating an improvement of civility on college campuses. This juncture in life is an excellent opportunity to educate on the value of civility, especially as civic responsibility declines among young adults.

These ideas generated the decision to select college students as the secondary audience, more specifically, UNL students.

Secondary Audience Demographics

The secondary audience included students attending UNL.

- During the fall 2020 semester, UNL had a total undergraduate and graduate student enrollment of 25,108, with 81.9% of enrollment between the ages of 18 and 24.

Partnership Analysis

Through secondary and primary research, the team identified potential partners that could assist in the campaign. In researching potential primary research interviewees, the team discovered Civic Nebraska, a Lincoln-based 501(c)(3) nonprofit organization devoted to "Creating a more modern and robust democracy for all Nebraskans." Based on the primary interview, it was clear that Civic Nebraska could serve as a great partnership fit for the campaign. Throughout the remainder of the research process and as the team developed the communication plan, Civic Nebraska became a source of reliable information and aided in the creation of educational resources.



Civic Nebraska and The Civility Effect host a virtual webinar on March 2, 2021

See A-4 for the complete partnership analysis.

Problem Statement

Once the research, partnership and audiences were all solidified, the team defined the problem to help maintain the frame and focus for the intent of the campaign.

The state of civility in the workplace, politics and online has been in steady decline over the past decade and reached what many have considered the point of no return during political conflicts in the last four years. Although there is no shortage of resources available to people interested in learning what it means to be civil, many feel discouraged by the current state of civility, and are skeptical of society's ability to change and intimidated by what change entails. The Public Relations Society of America finds itself at a unique juncture of opportunity and influence. With the reach of the industry and the tools to increase awareness, PRSA has the capacity to inspire desired change.

Campaign Goal

The topic of civility is multi-faceted, and a campaign promoting civility in public discourse should be as well. Research suggests that along the "spectrum" of understanding civility, there are many areas of disconnect or nonrecognition. Some people are able to define and practice civility. Others understand civility but find it too difficult, while others still may consider themselves civil but not truly know what civility is. To influence the state of civility, the Lincoln Ladies informed their audiences on civility, inspiring them to want to make a difference and create a lasting impact on the state of civility within their communities.

Based on the above statements, the campaign goal was to inform Nebraska PR professionals and UNL college students ages 18 to 24 on civility, inspire them to value civility and make a real impact by holding themselves and others accountable using the tools and resources around them to promote civility within their own lives and communities.

The Big Idea

Connecting the dots through primary and secondary research highlighted some existing gaps in the current state of civility. People value civility, but believe the issue is too big for them to make an impact. While most did recognize that incivility was a rising issue in society, they also maintained the common misconception civility is unattainable. Choosing avoidance is easier than choosing civility in the face of difficult situations, and the ease of this choice is exacerbated by the lack of individual understanding of the long-term effects of incivility. These long-term effects include increased proclivity to future violence, among others. Based on the research, the Lincoln Ladies felt that the most effective way to promote civility was to show their audiences the power of individual choices and their profound impact on the community and society as a whole. Through these notions, the team created the concept of The Civility Effect.

The Civility Effect is the idea that much like knocking over a single domino, one civil or uncivil action can set off a good or bad chain reaction.

For more on the key messages and brand rationale, please see A-5, A-6.

Once the Lincoln Ladies developed branding, the next step was to create informative, inspiring and impactful messaging.

Key Messages

#1

Civility is the art of having and valuing difficult conversations that move us forward toward a better self, healthier human relationships and a more inclusive society.

#2

Despite the numerous definitions of civility available, people have a varied and inconsistent understanding of the definition.

#3

Civility is more than "just being nice."

#4

PR professionals are uniquely positioned to impact the state of civility for the better because of their ability to shape conversations and influence messaging.

#5

College students, who are the future, hold the keys to unlock civil conversations that lead to a stronger sense of community and a better, more productive society.

#6

Like the impact of knocking over a single domino, one civil or uncivil action can trigger a chain reaction that has the potential to drastically change a person's life or even the world.

Slogan: The Choice is yours. Choose civility.
#TheChoiceIsYours #ChooseCivility

Homebase Message: The Civility Effect: Much like dominos, one person's actions can create a world of possibilities and push overall social change towards civility or incivility.

Objectives, Strategies and Tactics



INFORM

Objective 1: Gain a social media following of 500 people across Facebook, Instagram, LinkedIn and Twitter.

Metric: Social media followers (in aggregate across channels)

Strategy: Engage PR professionals and UNL college students using popular social media applications to establish a general understanding of civility and its importance.

Tactic 1: Launch a social media campaign on Facebook, LinkedIn, Instagram and Twitter.

Tactic 2: Encourage local PR influencers and on-campus influencers to share the campaign message.

Tactic 3: Share "The Civility Effect" social media handles with campus organizations, colleges and departments.

Tactic 4: Display campaign materials and posters with the social media handles throughout campus.

Tactic 5: Create a website to host information about The Civility Effect, upcoming events and resources.



INSPIRE

Objective 2: Achieve 100 UNL student attendees at an on-campus outreach event and invite them to "join the civility conversation."

Metric 1: Number of students in attendance at the on-campus outreach event

Metric 2: Joined the Civility Conversation: Email list sign-ups from the QR code

Metric 3: Number of signed student civility pledges

Strategy 1: Target local and campus news media outlets to promote "The Civility Effect."

Tactic 1: Create and send a news release to introduce the campaign and encourage engagement on social media. Reach out to local news media to gain coverage of the campaign.

Tactic 2: Send news releases to UNL campus leadership and ambassadors.

Tactic 3: Use QR code to track event attendees and email addresses.

Strategy 2: Host an on-campus event to engage the student audience and demonstrate the effects of civility.

Tactic 1: Encourage students to sign the Civility Pledge.

Tactic 2: Display the effects of civility by creating a giant "civility demonstration" with giant dominos.

Objective 3: Train 30 PR professionals at a virtual workshop on Civility in PR on March 2, 2021.

Metric 1: Number of PR professionals trained during the virtual workshop

Strategy 1: Gain buy-in with the PRSA Nebraska chapter and collaborate to share workshop information with PRSA Nebraska members.

Tactic 1: Request 2-3 minutes of PRSA's time during a webinar or meeting to pitch the training.

Tactic 2: Request to add the training to the PRSA Nebraska calendar and promote it on their social channels and through other media.

Tactic 3: Request to add the training to the PRSA Nebraska calendar and promote it on their social channels and through other media.

Tactic 4: Host virtual training workshop led by Civic Nebraska.

Strategy 2: Target local and campus news media outlets to promote "The Civility Effect" training workshop.

Tactic 1: Send a media advisory to state and local media and any other identified organizations. Second media advisory to focus specifically on details regarding the civility training; garner media coverage for/about the workshop itself.



IMPACT

Objective 4: Maintain the civility conversation with 25% of UNL students who attended the on-campus outreach event.

Metric: Number of students who received/opened/viewed subsequent emails

Strategy 1: Continue to communicate with UNL students through website and social media channels as well as direct email communications after the on-campus outreach event. Provide additional tools and resources.

Tactic 1: Create and disseminate event recaps to disperse to specific local news outlets.

Tactic 2: Create and disseminate an email newsletter to students throughout the remainder of the campaign. Emails to include links to tools and resources students can use to continue their civility education.

Objective 5: Motivate 50% of PR professional workshop attendees toward understanding their individual ability to impact the state of civility within their professional lives.

Metric 1: How answers changed between pre- and post-workshop surveys

Metric 2: Number of civility pledges signed

Strategy 1: Leverage primary and secondary research information to create and conduct training to help PR professionals understand their personal and professional obligation toward civility.

Tactic 1: Survey workshop attendees before and after they attend/view the workshop to gauge if/by how much the workshop changed the perception of their role in improving civility.

Tactic 2: Send out newsletters to PR pros post-workshop to provide additional resources and continue the conversation.

Tactic 3: Ask PR professionals to sign the Civility Pledge.

Obstacles & Opportunities

To anticipate challenges ahead of implementation, the Lincoln Ladies used comments from in-depth interviews, secondary and primary research to identify potential obstacles and corresponding opportunities.

Obstacle	Opportunity
PR professionals already attend a number of training sessions and may not be motivated to attend another.	Position the training as a necessity or a standard. Use the research insight that professionals feel their coworkers are good models of civility by encouraging multiple individuals from a single organization to attend.
COVID-19 makes it difficult to hold in-person events while respecting peoples' health and safety concerns.	Host a virtual event that teaches trainees recommended civility tactics they can use as part of their day-to-day interactions and help train others, or utilize recommended mitigation tactics to convert the training workshop into a COVID-safe, in-person event.
People recognize civility is important, but would rather choose avoidance when faced with difficult conversations or witnessing incivility because it is easier.	Highlight that choosing avoidance or acting in uncivil ways can have drastic consequences. Show people how to access existing resources and explain change starts with the individual.
PR professionals may not see the need or have the motivation to make a change in their workplace.	Depict how workplace incivility impacts PR professionals' goals and society.
Companies may not see or feel the social pressure or moral obligation to stand against incivility.	Use PR and/or HR professionals to help companies understand their obligation to ensure work cultures encourage civil behavior.

Implementation

During the month of implementation, the research conducted was repurposed to inform, inspire and impact each target audience. The team created and maintained four social media channels for The Civility Effect, hosted two events and pitched The Civility Effect to area news media, resulting in extensive coverage on the front page of the second-largest newspaper in the state.

The campaign was launched through an announcement on Instagram, Twitter and Facebook as well as through a news release to specific Nebraska media outlets deemed most likely to cover the campaign. The first week informed followers of the concept of civility and the importance of choosing civility.

Highlights of Week 1 included:

- Omaha's NPR station, 91.5 KIOS-FM, showed immediate interest in covering the campaign purpose and activities. Project Manager Emerson Belitz and Civic Nebraska partner, Amanda Barker, discussed the importance and purpose of The Civility Effect on the broadcast, which reaches about 60,000 weekly listeners. The two-part interview aired on the station's Live and Local segment with host, Mike Hogan on Feb. 23 and 25.
- PRSA Nebraska shared the campaign with their 150 members and explained why modeling civility in public discourse on a daily basis is important. The campaign was featured on the organization's February newsletter.



- The Civility Effect social media channels generated engagement with numerous shares

and retweets. UNL College of Journalism and Mass Communications professor, Rick Alloway, tweeted "I am pleased to see our UNL CoJMC students following this same issue of civility with the creation of The Civility Effect"(A-34).

Highlights of Week 2 included:

- The team created a graphic that displayed The Civility Effect, showing falling dominos that could only be stopped by a single person standing in front with their arm extended. This graphic was displayed in the lobby of the College of Journalism on UNL's city campus on a 1920 x 1080 pixel board. Students were invited to "end the chain reaction of incivility" by posting a photo with the graphic and posting it to their social accounts. The graphic also included information about the campaign's on-campus event (A-11).

Highlights of Week 3 included:

- The team held a student event on Feb. 25, The Civility Effect Experience. This event was held in-person because UNL requires regular, mandatory negative COVID-19 tests before students or faculty are granted access to campus. Though many students' classes are online, many are still taking in-person classes and are on-campus. After learning about The Civility Effect, students were prompted to sign a civility pledge. As each student signed the civility pledge, their names were attached to dominos that were placed in a line to be knocked down. These large dominos demonstrated the positive impact that choosing civility can have on others. Signing the pledge also entered students into a drawing for a chance to win a gift card to Domino's Pizza. The team took over UNL PRSSA's Facebook and Instagram for the event, adding the potential to reach more than 900 new audience members online. Videos and stories were captured from this event that demonstrated how one domino falling causes a chain reaction that has the potential to impact others in a positive or negative way.
- One student participant chose to cover the event as a news story for a class project. She conducted interviews with two of the team members and captured the live demonstration on video to incorporate into her project.
- A professional photographer from the Lincoln Journal Star, the Nebraska capital city's newspaper, attended the event to capture photos for a story that ran on the front page of the Saturday morning Journal Star. This paper has a daily print circulation of 76,374, reaching 72.5% of weekly readership in Lancaster county. The online circulation reaches 162,290 viewers in the state of Nebraska.



Community relations manager Morgan Libsack stops the spread of incivility in the CoJMC on Feb. 22, 2021

Highlights of Week 4 included:

- On March 2, the team hosted Civility in PR: How Public Relations Professionals Can Help Restore Quality, Integrity and Inclusiveness to Public Discourse. This virtual training was co-hosted with the team's partner, Civic Nebraska. Gift cards to coffee shops were offered as door prizes for Conversations Over Coffee, encouraging attendees to take someone they might disagree with to coffee and pursue a civil conversation. Topics covered included civility and PRSA's Code of Ethics, and strategies toward approaching difficult situations with civility, among other topics (See A-16 for full slide deck). Attendees became Civility Ambassadors and displayed confidence in implementing the knowledge learned from the workshop in their future interactions, a continuation into the impact phase of the campaign.
- An ambassador hub was set up on the team's website for professionals who attended the workshop to "continue the conversation" even after the campaign ended. This included a forum for ambassadors to ask Civic Nebraska questions, talk with other ambassadors and share their Conversations Over Coffee experiences. The website also included resources and highlights from the training that attendees could revisit if necessary.
- Media coverage led to an invite for the team to be interviewed on a podcast hosted by Agency for Change, presented by KidGlov. The 30-minute podcast featured the team's spokesperson and Civic Nebraska's spokesperson, addressed the importance of civil discourse and discussed The Civility Effect campaign. Project Manager Emerson Belitz said during the interview, "The choice is yours, choose civility. It just branches off that idea that one person can make a difference if they simply choose civility over pride."

Evaluation

Overall, four out of the five campaign objectives were exceeded.

INFORM

EXCEEDED: Objective 1: Gain a social media following of 500 people across Facebook, Instagram, LinkedIn and Twitter between Feb. 8, 2021 and March 8, 2021.

The team exceeded 500 followers across three social media platforms less than two weeks into implementation. After evaluation early results, LinkedIn was added to extend the campaign reach. This was achieved through sharing to personal networks and via shares from the UNL College of Journalism and Mass Communications, professors, news outlets, public relations professionals and the university's news outlet. These social presences were tailored to reach the target audiences: 54.55% of LinkedIn visitors were media and communications professionals, while followers on Instagram, Facebook and Twitter were a majority between the ages of 18-24.

Over the four campaign implementation weeks, the team garnered:



Followers: 99
Tweet Impressions: 15.8k
Profile Visits: 1,894
Mentions: 23
555 Impressions/Day



Followers: 378
People Reached: 4,496
Post Engagements: 1,115
Promoted Facebook
Event Reach: 582
Event Ad Engagements: 22
Link Clicks: 15



Followers: 4
Impressions: 98
Average
Engagement Rate: 20.68%
Unique Visitors: 29



Followers: 211
Accounts Reached: 1,531
Impressions: 9,427
Profile Visits: 829
Website Taps: 24

INSPIRE

NEARLY MET: Objective 2: Achieve 100 UNL student attendees at an on-campus outreach event and invite them to "join the civility conversation" between Feb. 8, 2021 and March 8, 2021.

The team gathered 78 signatures for civility pledges and email sign-ups at the on-campus outreach event on Feb. 25, 2021. Because many classes are still being taught online only, there was a notably drastic decline in the number of students who walked by compared to the normal crowds outside the student union during pre-pandemic years. Though the team practiced social distancing, wore face coverings, sanitized pens and used a QR code rather than a physical form at the event, some students still may have felt uneasy approaching strangers on campus due to COVID-19. These factors may have impacted the goal of reaching 100 student attendees. While 78 signatures were gathered, 40% continued engagement post-event, showing significant impact — much higher than expected.



EXCEEDED: Objective 3: Train 30 PR professionals at a virtual workshop on Civility in PR.

Through media releases, sharing events on social media and promotion by PRSA Nebraska, the team achieved 35 event participants. The webinar also was recorded and posted on YouTube for anyone who missed it. As of March 8, the recording views totaled 27.

IMPACT

EXCEEDED: Objective 4: Maintain the civility conversation with 25% of UNL students who attended the on-campus outreach event.

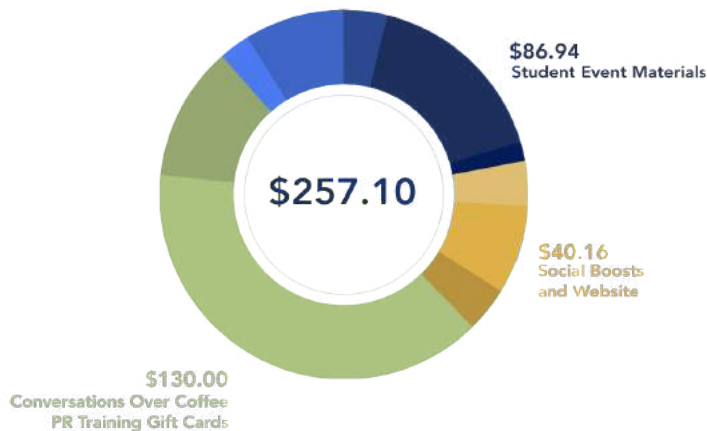
As of March 8, 40% of student event attendees had opened the follow-up emails sent via MailChimp.

EXCEEDED: Objective 5: Motivate 50% of PR professional workshop attendees toward understanding their individual ability to impact the state of civility within their professional lives.

Respondents were asked, "How much of an impact do you believe your individual efforts as a communication professional have toward improving the state of civility?" Results showed a 73.61% increase in respondents who felt their efforts had "a great deal" of impact on the state of civility between the pre- and post-surveys. See A-35 for graphic representation and further analysis explanation.

Budget

The campaign was implemented on a budget composed of actual and in-kind purchases. The team received \$427.04 in in-kind donations from local businesses. In addition, the team purchased \$257.10 worth of items in actual budget spending (A-36).



Actual Budget Spend - \$257.10

Website Domain - \$10.17
Posters and Stickers - \$23
½ x 2x4 Sanded Board - \$9.63
Supplies (Walmart) - \$30.48
Cups - 2 @ \$0.97
Double-Sided Tape - 2 @ \$5.22
Suave Hand Sanitizer - 3 @ \$1.50
Ink Pens - \$4.94
Grip Pens - \$5.92
Clorox Wipes - \$2.74
Pledges and Stickers - \$19.45
Facebook Event Boost - \$20
Instagram Post Giveaway Boost - \$9.99
Foam Board - \$4.38
Coffee Gift Cards - \$100
Scooter's Gift Cards for Civic Nebraska - \$30

In-Kind - \$452.04

Domino's Pizza Gift Card - 15 @ \$25 - \$375
Civic Nebraska Business Zoom Account - \$19.99
Gomez Art Paint Donation - \$22.06
Tent Rental Fee - \$25
Canva Pro Account - \$9.99

Conclusion

The Civility Effect addressed the rise in incivility and promoted civility in the team's community by informing PR professionals and college students about the definition of civility, best practices for civil behaviors and how to model civility. They inspired the audiences to use their influence to start The Civility Effect to create a lasting, positive impact and change on the state of civility. Like the act of knocking over a single domino, their decision to create this campaign impacted the actions of their audiences, who are now equipped with the tools to continue this change. This impact was demonstrated by the exceeded objectives and extensive media coverage The Civility Effect received.

However, The Civility Effect amounts to more than the final numbers, data and analytics. Feedback from primary audience members was most representative of the direct impact and future promise of real change.



The team designed the Civility Effect to be scaled on a national level. The team recommends the following to scale the campaign:

- Maintain thecivilityeffect.org and expand the resources to ensure relevancy on a national level.
- Host PR professional training in each state using the materials developed by Civic Nebraska and/or a civic nonprofit in each state.
- Create a LinkedIn badge for the civility pledge that training attendees sign.
- Host a national civility conference to bring members of different states together to discuss civility and exchange best practices.

Further recommendations for scaling the campaign can be found within A-37.

Thank you to the following:

Partner



In-Kind Donors



GOMEZ ART SUPPLY

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This icon indicates an interactive element!

Research

Secondary Research

In addition to the PRSSA provided materials, the UNL library of academic journals and online analysis of civility mentions, the team conducted a Hootsuite analysis to gain a better understanding of civility and its presence on social media.

**"Civility" on
Social Media
Nov. 18-Dec. 4**



1.5 Million
average daily impressions



8.1K
mentions

7.7K
Twitter mentions



51%
male, 49% female, in the U.S.



Slightly Negative
overall sentiment 28:38:34

The team then considered any external factors affecting PRSA and the civility campaign by conducting a PEST analysis.

P

1. Presidential election and its fallout (voter fraud allegations, ballot miscounts, etc.)
2. Political polarization
3. 76% believe fake news is being used as a weapon (Edelman)
4. Decrease in trust of government, business and media

E

1. Rising minimum wages or tax percentages may result in a need for increased membership rates
2. May require more corporate funding to continue programming

S

1. Declining reputation of PR and media industries
2. Increasing number of people going into PR (Bureau of Labor)
3. Instant news cycle through social media and digital
4. Social emphasis on human rights, equality and diversity, especially in organizations

T

1. Rise in Zoom webinars, conferences, etc. in response to the pandemic
2. Could allow PRSA to reach more people OR the virtual format could turn people off
3. 66% believe that the emergence of new technology makes it impossible to tell what is real or fake

Primary Research

After selecting projected target audiences and completing secondary research, the team sought a deeper understanding of civility. Research showed inconsistent definitions of civility, varying degrees of incivility in daily life and an emphasis on civility promotion at a local scale. The goal of primary research was to assess how these elements specifically operate within the target audiences. Key areas explored included the target audiences' experience of civility and individual experiences and attitudes toward civility, among others.

The team performed primary research by sending two surveys to the identified target audiences and conducting in-depth interviews.

Qualtrics Surveys:

Online surveys were distributed through personal and professional networks and on social media using the Qualtrics platform. Both surveys included multiple questions that encouraged respondents to write their own answers to gain personal observations. Ninety public relations and communications professionals and 142 college students responded to each survey, respectively. Click the links below to view raw data collected from each survey:



[PR Professional Survey](#)



[UNL Student Survey](#)

In-Depth Interviews:

In-depth interviews were conducted with 12 local industry professionals working in public relations and communications, human resources and civil service to further understand workplace incivility and how it is understood, addressed and potentially prevented by those in HR and leadership roles.

Interviews were conducted via Zoom from Dec. 28, 2020 to Dec. 31, 2020 and Jan. 4, 2021 to Jan. 8, 2021. The following questions were used as a general guidelines for the interviews with additional room for discussion:

- What is workplace incivility? How do you see incivility materialize in the workplace?
- Do you think maintaining a sense of civility is important in your profession/workplace?
- Have you noticed a decline in civility in your workplace over the last few years/months?
- How often do you notice employees being uncivil or uncivil acts taking place in your company/organization?
- If possible, please share an example of a time when you saw or experienced incivility in the workplace.
- What is your organization's usual response to incivility or disagreements amongst employees?
- What, if anything, has your company done to improve civility in the workplace? What tactics have you used?

Primary Research Interviews



Aaron Duncan

Director of Speech & Debate, UNL



Ronald Lee

*Professor Emeritus of
Contemporary American Political
Discourse*



Jay Wilkinson

Founder & CEO, Firespring



Carmen Tapio

*President & CEO, North End
Teleservices*



Kathleen Al-Marhoon

*Head of Public Relations, Bailey
Lauerman*



Megan Hunt

State Senator, District 08



Carrie Malek-Madani

*Director of Marketing & Comm.,
Nebraska Community Foundation*



Bruce Coufal

*Director of Human Resources,
Firespring*



Kris Baack

*Director of Leadership, Center for
Civic Engagement, UNL*



TJ McDowell

*Assistant Vice Chancellor of Student
Affairs, UNL*



Dominique Sierra

*Diversity, Equity, Inclusion and
Belonging Strategist & Coach*



Civic Nebraska

*Steve Smith: Director of Comm.
Amanda Barker: Deputy Exec.
Director*

Partnership Analysis

Through secondary and primary research, the team identified potential partners that could assist in the campaign. Additional research was conducted on potential local and national partners such as Inclusive Communities, The Association of Students of the University of Nebraska and Civility Nebraska.

The team decided that the campaign required a partner not only for help tackling this broad topic but also for notoriety. Within the research stages of the campaign, it came to the team's attention that public relations and communications professionals might not be perceived as the most reputable source of information on civility in civil discourse, as many people would say that media professionals are to blame for the decline in civility. By having a well-known, reputable organization endorse our campaign and share the spotlight, it helped ensure that the significance of the campaign was not lost.



Amanda Barker, Deputy Executive Director,
Director of Civic Health Programs



Steve Smith, Director of Communications

In researching potential primary research interviewees, the team discovered Civic Nebraska, a Lincoln-based 501(c)(3) nonprofit organization devoted to "Creating a more modern and robust democracy for all Nebraskans." Based on the primary interview conducted with two of Civic Nebraska's leadership team members, it was clear that Civic Nebraska could serve as a great partnership fit for the campaign.

One of the most important factors was the nonpartisan status of the organization. This was a purposeful choice made by the team to avoid associating the campaign with a specific political party or alienating people from differing viewpoints.

Throughout the remainder of the research process and as the team developed the communication plan, Civic Nebraska became a source of reliable information. The experts at Civic Nebraska, Steve Smith and Amanda Barker, were able to act as resources in the development of the team's verbiage and messaging. The Lincoln Ladies worked with Civic Nebraska to create a virtual workshop on civility in PR as a flagship tactic for the campaign. Civic Nebraska is well-versed in civility workshops. Their experts led the workshop and created the curriculum, integrating the primary and secondary research information and key findings identified by the Lincoln Ladies.

Additionally, the team made multiple attempts to connect with Delta Dental Nebraska to gauge interest in a potential partnership, however, the team did not receive any response.

Key Messages & Talking Points

Slogan: The Choice is yours. Choose Civility.
#TheChoiceIsYours #ChooseCivility

Home Base Message: The Civility Effect: Much like dominos, one person's actions can create a world of possibilities and push overall social change towards civility or incivility.

INFORM

Key Message 1: Civility is the art of having and valuing difficult conversations that move us forward toward a better self, healthier human relationships and a more inclusive society.

- According to primary research survey results, more than 46% of respondents believe civility means getting along with each other, having basic manners and following good social etiquette, all of which display a varied and inconsistent understanding of civility.
- Steve Smith, Director of Communications at Civic Nebraska, defines civility using words such as "choice, principle-based, born of dialogue and deliberation." Civic Nebraska is a nonprofit organization that builds young leaders and connects and empowers Nebraskans to strengthen democracy.

Key Message 2: Despite the numerous definitions of civility available, people have a varied and inconsistent understanding of the definition.

- Primary research results indicate that both PR professionals and college students' definitions of civility varied across the board. Responses ranged from "respecting a person's own thoughts" to "learning to disagree," which indicates that these audiences perceive/define civility in a variety of different ways.
- Standards of civility are different depending on situational contexts. For example, what is considered civil in a political conversation may be different than what is considered civil in workplace conversations.
- According to the majority of UNL college students and PR professionals, there is no "one-size fits all" approach to civility.

Key Message 3: Civility is more than "just being nice."

- The Institute for Civility in Government states, "Civility is about more than just politeness... It is about disagreeing without disrespect, seeking common ground as a starting point for dialogue about differences, listening past one's preconceptions and teaching others to do the same."
- Civility is often considered a virtue, but there are times when the term is used to silence people.

INSPIRE

Key Message 4: PR professionals are uniquely positioned to impact the state of civility for the better because of their ability to shape conversations and influence messaging. PR professionals serve as the internal and external communications hub for organizations across the globe.

- Part of the solution to the civility challenge is the responsibility of communications and marketing professionals. "The tools and resources to learn are already there, but people have not been shown why they should care enough to use them."
- Primary research indicates PR professionals agree there is no single "genre" of people charged with modeling civility, however, PR pros also recognize that the PR profession should play a role in modeling civility.

Key Message 5: College students, who are the future, hold the keys to unlock civil conversations that lead to a stronger sense of community and a better, more productive society.

- Educators and other college students are hard-pressed to find instances when they witnessed students behaving uncivilly toward one another in the classroom.
- The younger generations are holding organizations and brands accountable for their response, or lack thereof, to social change and social movements.
- Brands have become more socially aware of themselves and their responses to “hot button” issues, mostly due to young people demanding accountability.

IMPACT

Key Message 6: Like the impact of knocking over a single domino, one civil or uncivil action can trigger a chain reaction that has the potential to drastically change a person’s life or even the world.

- Incivility costs: employees, clients, revenue and productivity.
- Incivility costs companies an average of \$14,000 per employee annually.
- An atmosphere that settles for and accepts uncivil behavior deters productive dialogue.
- In the workplace, “incivility spirals,” meaning uncivil actions, even inadvertent ones, lead to additional uncivil acts.
- Incivility doesn’t always start on an obvious, large scale. It can start with something as simple as an insensitive comment, behavior that is not curbed and therefore allowed to grow.

Brand Rationale

The Lincoln Ladies chose dominos to depict The Civility Effect because most people understand the concept of toppling dominos, making it an optimal metaphor to relatively explain the impact of choosing civility or incivility.



The Idea

Aligning with the brand, domino imagery was incorporated visually into the logo and other branded content. The “five” domino was chosen to highlight the center circle in green, which represents the individual, and the outer circles in white, which represent that individual’s circle of influence.



The Colors

Blue, green, yellow and white were chosen as the brand colors for their psychological tone and similarity to PRSA Nebraska's brand colors.

Choosing these brand colors for the campaign creates a familiarity with the colors within the target audiences; these colors were also used to allow PRSA to more easily integrate the palette for implementation at scale, if desired, in the future.

BLUE: Reliability, Trust.
GREEN: Vitality, Growth, Productivity.
YELLOW: Happiness, Optimism, Creativity.
WHITE: Integrity



The Font

Avenir, meaning “future” in French, is a sans-serif font taking a modern twist on the classic font, Futura. Its legibility and geometric design make it an ideal font for heading and body copy. The team felt this font would help communicate the message of what it means to value civility in the modern era.

Timeline & Key Activities

Activity

Date

Social campaigns and website go live	Feb. 8, 2021
Media outlet contact email/calls to media	Feb. 10, 2021
Media advisory to UNL offices and departments	Feb. 11, 2021
Campaign fliers distributed	Feb. 11, 2021
INFORM phase begins on social media channels	Feb. 15, 2021
Social media toolkit and blog post sent to PRSA Nebraska	Feb. 16, 2021
News release to Nebraska news media	Feb. 18, 2021
Media advisory to UNL offices and departments	Feb. 18, 2021
INSPIRE phase begins on social media channels	Feb. 22, 2021
The Civility Effect Experience student event	Feb. 25, 2021
IMPACT phase begins on social media channels	March 1, 2021
Civility in PR workshop with Civic Nebraska	March 2, 2021
Testimonial #1 goes live on social media channels	March 2, 2021
Testimonial #2 goes live on social media channels	March 3, 2021
Testimonial #3 goes live on social media channels	March 6, 2021
Testimonial #4 goes live on social media channels	March 8, 2021

Owned Media

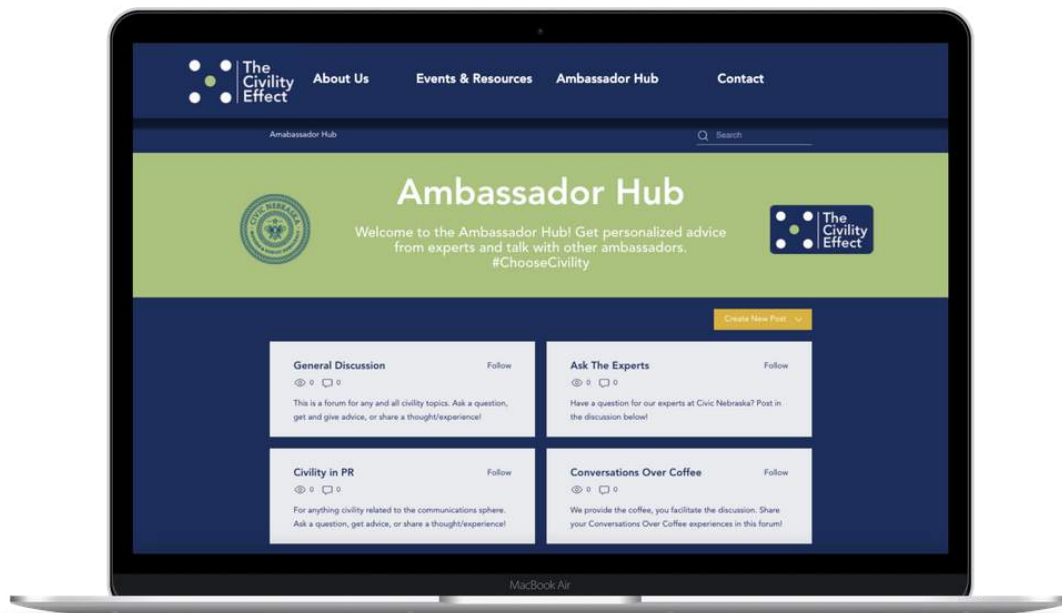
The campaign employed a variety of owned media tactics that were used to inform audiences about the campaign and its accompanying tactics, inspire target audiences to "join the civility conversation" and create a lasting impact on the state of civility.

thecivilityeffect.org

The website acted as a "home base" for all of The Civility Effect campaign information. It primarily featured an About Us page to share information about the campaign and an Events & Resources page with information about the campaign's partner, including an introductory definition on what civility is and why it is important. The website generated 247 unique visitors and 411 total site sessions from Feb. 8 to March 8. Approximately 290 site visits were the result of direct URL searches, 63 sessions originated from Facebook. The remaining 37 site visits came from LinkedIn, Google and Twitter.



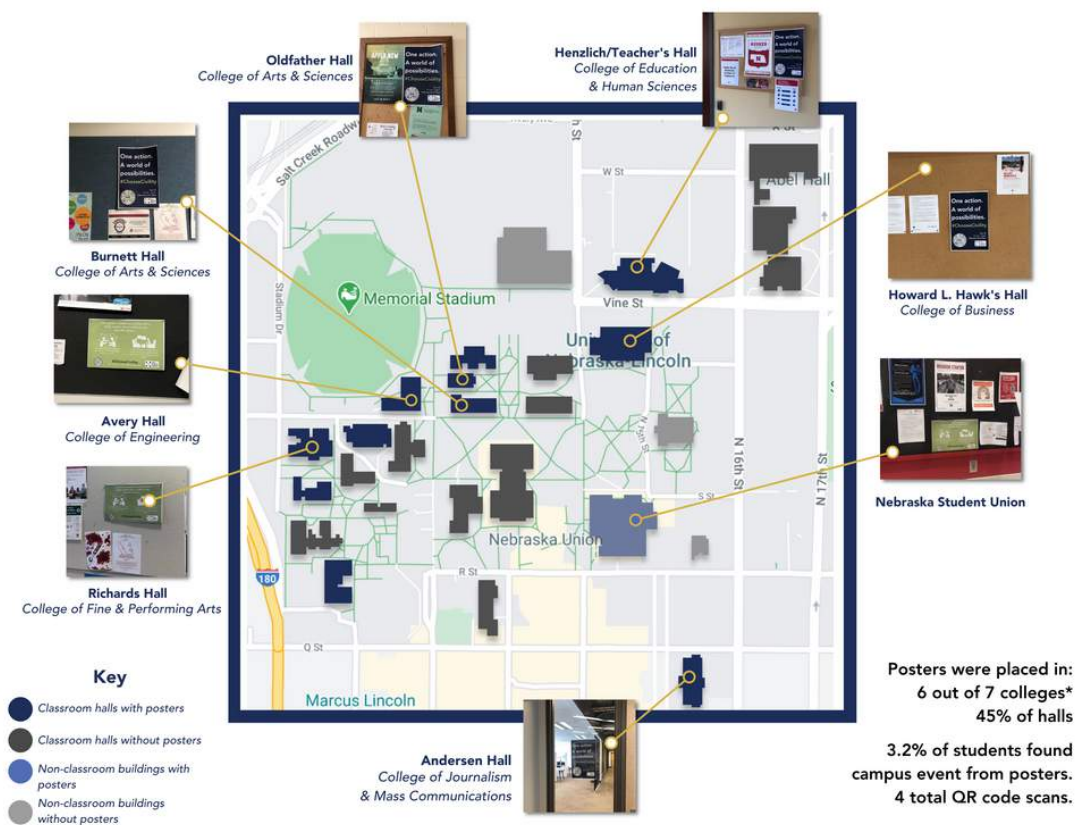
The website also included an "Ambassador Hub" that launched after the virtual workshop and was shared with Civility Ambassadors as a way to continue the conversation started during the training. The Hub provided forums for discussion, including an ask the experts area, experiences involving incivility and civility in the PR profession and a general discussion board.



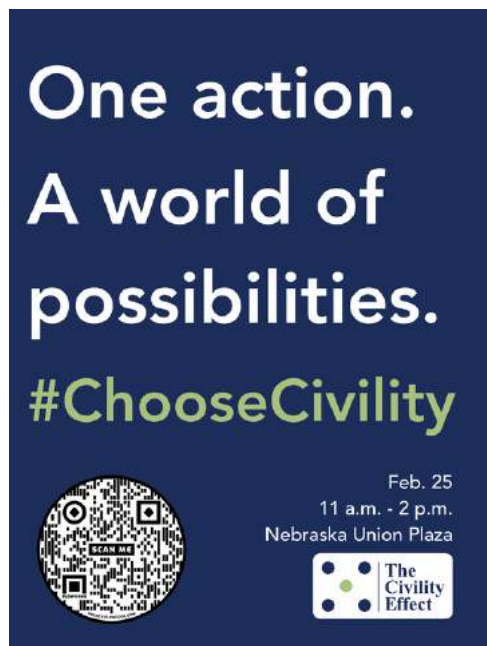
To create a continued impact on not only The Civility Effect, but also the topic of civility in PR and society, the Ambassador Hub remains open for discussion.

Printed Promo Materials

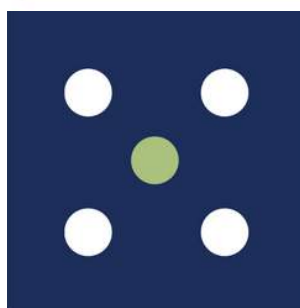
The Civility Effect team used printed posters to inform students about the campaign and create brand awareness by establishing a presence at popular locations throughout UNL's campus. Posters and stickers were printed at the print shop on campus and distributed across campus.



The Civility Effect Posters



The Civility Effect Stickers

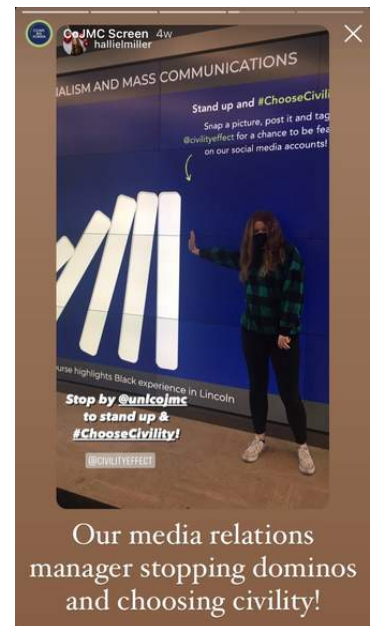


CoJMC Big Screen

The UNL College of Journalism and Mass Communications recently installed a digital screen in its main lobby. The Civility Effect took over the screen three times a day from Feb. 8 to Feb. 26 and used it as a potential photo opportunity for students passing by. Depicted in the graphic is a series of falling dominos. Students had the opportunity to "stop incivility in its tracks" by posing at the end of the line and choosing civility.



CoJMC Big Screen Instagram Stories



The Civility Effect Experience

The Civility Effect hosted an on-campus event outside the Nebraska Union on Thursday, Feb. 25 from 11 a.m. to 2 p.m. to inform UNL students about the valuable role they play in promoting civility and involve them in a civility demonstration to display the powerful effects of both civility and incivility.

Upon arrival, students were asked if they were aware of The Civility Effect campaign, and whether they had an understanding of civility. Students were encouraged to sign the civility pledge to "Be a positive participant in The Civility Effect within my personal, professional and public circles." To incentivize event attendees to sign the pledge, the team also hosted a giveaway of 14, \$25 Dominos Pizza gift cards and offered free Civility Effect stickers. Students provided their contact information to enter the giveaway. Upon signing, they were able to attach their pledge to a giant domino and place it in line with the others, which were staged to be knocked down in the chain reaction demonstration at the end of the event.



Civility Pledge Sheets



Take-Home "Pocket Pledge"



Be a positive participant in The Civility Effect within my personal, professional and public circles.

Inform my circle of influence about civility and its importance.

Inspire those around me to also **#ChooseCivility**.

Create a lasting impact in the current and future state of civility.

The Civility Effect #TheChoiceIsYours #ChooseCivility @thecivilityeffect.org @civilityeffect

Domino's Pizza Gift Card Giveaway

Domino's Pizza gift cards were acquired as an in-kind donation from a local Domino's Pizza franchise. They were used as incentives to get students' attention to attend the event and sign the civility pledge during The Civility Effect Experience event. The team chose to use Domino's Pizza because it complements The Civility Effect branding and every college student loves a chance to win free pizza. The team reached out to a local Domino's Pizza in downtown Lincoln via phone and email requesting a donation for the campaign. The store donated 15, \$25 gift cards, a \$375 total value donation, to the cause. One gift card was given away during a social media contest and the rest were awarded to 14 randomly selected students who signed the civility pledge at the event.



The Civility Effect Wooden Sign



Rather than order an expensive vinyl banner, the team decided to get creative and paint their own campaign sign to be used at The Civility Effect Experience and house student Civility Pledges post-event. Additionally, using a wooden board instead of a banner allowed the team to easily display the student's civility pledges after the event by simply gluing them on the board.

The 1/2x2x4 wooden board was purchased at Menard's and the acrylic paint was donated by a local art shop, Gomez Art Supply. The team spent an evening painting the large-scale model of The Civility Effect's domino logo.



The Civility Effect Experience Conclusion

During The Civility Effect Experience, the team spoke with a large number of students on the state of civility in society and on campus, and collected a total of 78 Civility Pledges.

During the event, team members were interviewed by a reporter from the Lincoln Journal Star and a student doing a broadcasting project on the campaign. There also was a significant amount of social and media coverage during and after the event.



To continue the conversation with the student audience, a MailChimp email was sent to all of the students who provided their contact information at the event. Of the 78 individuals who provided their contact information, 17 emails bounced, meaning 61 students successfully received the post-event email; of those 61, the email saw 43 individual opens. MailChimp reported the email had a 42.6% open rate. Based on this percentage, the team exceeded the objective to maintain the civility conversation with 25% of UNL students who attended the on-campus outreach event.



Civility in PR: Virtual Workshop

The Lincoln Ladies co-hosted an online webinar/training with Civic Nebraska on March 2, 2021. Leaders from Civic Nebraska, Amanda Barker and Steve Smith, led the workshop with the Lincoln Ladies. PR and communication experts were chosen as the primary audience because these professionals have a unique opportunity to influence society. Professionals had the opportunity to learn about critical civility tools and tactics as well as become Civility Ambassadors after completion of the training.

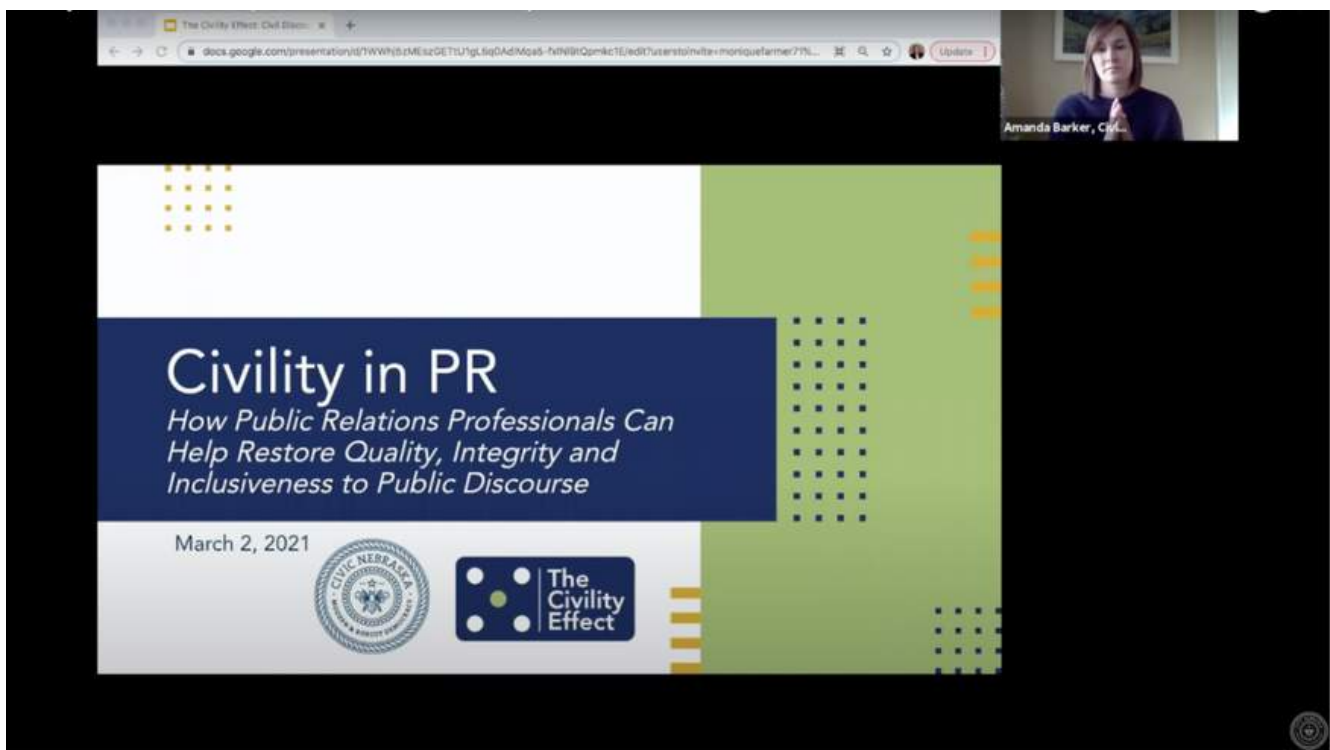
Time	Element	Chat
4:20 PM	<ul style="list-style-type: none"> Civic Nebraska and Civility Effect team enter Zoom Final Audio/lighting/co-hosting run-through Begin recording Amanda shares screen/presentation 	Pre-Survey: https://ssp.qualtrics.com/jfe/form/SV_5j9hLJ5pDQKLEdo
4:30 PM	<ul style="list-style-type: none"> Amanda (host), Steve (host) and/or one of the Bateman Team (co-hos) lets guests in from the waiting room Amanda offers periodic greetings for next 1-2 minutes <ul style="list-style-type: none"> Welcome, everyone! Thanks for joining us. We'll be starting in just a few minutes. Thanks for being here! We're continuing to open the meeting up and empty out the waiting room, so we'll be getting started in just a few minutes. We'll be sharing slides today, but you may want to adjust your settings to Speaker View instead of Gallery View. That way you'll see who's speaking during this presentation. 	<p>Thanks for joining us! We'll be starting in just a few minutes.</p> <p><i>For the best viewing experience, you can select "Speaker View" in the upper right-hand corner of your Zoom window.</i></p> <p>Please note that we are recording this session for future use. While we always appreciate seeing your faces, we do understand if you wish to disable video.</p> <p><i>As we begin, let us know where you're joining us from here in the chat!</i></p>
4:32-33PM	<p>Amanda OK! Welcome to our Civility in PR Workshop! I'm Amanda Barker, the deputy executive director of Civic Nebraska. Since 2008, Civic Nebraska has created a more modern and robust democracy through a variety of initiatives, including youth civic leadership training, civic health programs across the state and non-partisan voting rights initiatives, including research, advocacy and litigation on behalf of Nebraska voters and pro-voter policies.</p> <p>I'm here today with my colleague Steve Smith, our director of communications, to share some thoughts on civil discourse and emphasize why public relations professionals are essential in raising the quality of our personal and public conversations.</p>	<p>Amanda Barker is Civic Nebraska's deputy executive director. She also is the organization's director of civic health programs, which work to fortify civic life in Nebraska. She's a native of Nebraska City.</p> <p><i>Steve Smith is Civic Nebraska's director of communications. He's a former journalist, university spokesman, and a published author.</i></p>

Time	Element	Chat
	<p>Steve Hi everyone, as Amanda mentioned, my name is Steve, and I have the honor of sharing Civic Nebraska's stories to the world. You'll be hearing from me in just a bit.</p> <p>Right now, though, I'd like to give a shout-out to our hosts, the University of Nebraska-Lincoln's PRSSA Bateman team, otherwise known as the Lincoln Ladies. These exceptional seniors at Nebraska U. are here to tell everyone a little bit more about The Civility Effect, the campaign that their five-member team has created and rolled out over the past several weeks -- a campaign that Civic Nebraska is delighted to be a part of.</p>	Learn more about Civic Nebraska at www.CivicNebraska.org .
4:35 PM	<p>Emerson & Arielle Slides about The Civility Effect, this year's student competition, PRSA's Code of Ethics, etc. Team members introduce themselves and share title, major and year.</p> <p>By the end of this workshop, we hope that you have a better understanding of how you as current and future PR professionals have a stake in improving the state of civility in society. After this workshop, we hope you feel confident in your ability to have a dialogue with people who differ from you as well as promote civility in the industry. As an extra incentive, The Civility Effect will be giving away coffee gift cards to seven lucky attendees with the hope that you use what you have learned today to have a difficult, but productive, conversation over coffee (compliments of the team).</p>	Quick link to Bateman and/or www.thecivilityeffect.org
4:40 PM	<p>Amanda Begins main presentation</p> <p>Emerson Mention pre-survey Emerson to discuss Civility Effect</p>	Please feel free to add questions or comments in the chat!

Time	Element	Chat
	<p>Amanda Slide 5- onward</p> <p>Steve Public Sphere / PR 'hows' segment</p>	
Around 5:20 PM	Amanda Finishes presentation and transitions to activity/reflection	
5:20 PM	Steve Briefly expands upon discussion questions	
5:22-5:45PM	Amanda and/or co-host from Lincoln Ladies Breaks attendees into (x number of) small groups	<ul style="list-style-type: none"> What are your biggest challenges when practicing civil discourse in the public sphere? How does civil discourse in PR differ from merely "being professional?" What are your/your clients' most powerful platforms to raise civility in our discourse? What entry points are there for you/your clients to actively raise the civility level of our community's discourse?
5:45 PM	Return to main session	What surprised you most about your discussions?
	Amanda Any report-outs?	What questions were most difficult to answer?

Time	Element	Chat
Around 5:45-55 PM	Discussion / Q+A	Civility Pledge Google Form: https://docs.google.com/forms/d/e/1FAIpQLSf3igto03LoR3onKHmnHNejjHFHlHdToEvAJwNUN0_PZQxw/viewform?usp=sf_link
5:55 PM	Wrap-up/Post-survey	<p>Thanks for joining us today!</p> <p>Post-Survey: https://ssp.qualtrics.com/jfe/form/SV_2uzMMtnGy71tk</p> <p>For more about the Civility Effect: www.thecivilityeffect.org</p> <p>For more about Civic Nebraska: www.CivicNebraska.org</p>

The run of show document for the workshop guided both Civic Nebraska's spokespeople and the Lincoln Ladies through the presentation and training.



Deputy Executive Director of Civic Nebraska Amanda Barker presents Civility in PR to Nebraska public relations and communications professionals on March 2, 2021.

Civility in PR Slide Deck

This slide deck was presented to Nebraska PR and communications professionals during the Civility in PR workshop. The remaining slides can be accessed through this link: <https://drive.google.com/drive/u/2/my-drive>.





Conversations Over Coffee

To encourage workshop attendees to continue the civility conversation in their own lives, the team sent out 10 virtual gift cards to participants who demonstrated positive interactions in breakout discussions. The hope is that these gift cards will be used by attendees to have a difficult conversation over coffee, courtesy of The Civility Effect.

Your Starbucks eGift Card has been delivered



Starbucks.com <starbucks@giftcards.starbucks.com>
to me ▼

Civility Pledge

After completing the training, attendees were asked to sign the Civility Pledge. Attendees pledged to be a positive participant in The Civility Effect within their personal, professional and public roles. Upon signing, attendees became Civility Ambassadors and gained access to the Ambassador Hub. On this hub, ambassadors could discuss the workshop, send civility questions to the experts at Civic Nebraska and view a recording of the workshop. The team garnered 11 signatures.

How to Sign the Pledge:
1: Pledge to "Be a positive participant in The Civility Effect within my personal, professional and public circles."
2: Use the Google Form link provided in the chat to e-sign your Pledge.
3: You will receive your personalized Civility Pledge certificate via email within a week.



CERTIFICATE OF COMPLETION

Is presented to Civility Ambassador

LYN WINEMAN

for participating in the "Civility in PR: Virtual Workshop" and
pledging to be a positive participant in The Civility Effect
within their personal, professional and public circles.



THE CIVILITY EFFECT
Host

CIVIC NEBRASKA
Workshop Organizer

Civility in PR: Virtual Workshop Conclusion

Civility in PR had a total of 35 virtual attendees from all areas of Nebraska, including Scottsbluff, York, North Platte, Lincoln and Omaha. Due to a Zoom error, attendees and presenters were cut off from the webinar at the time the Civility Pledge was announced, which resulted in a lower amount of pledges than attendees.

As Civility Ambassadors, attendees can now take part in the online Ambassador Hub to build an online community, help further civil conversations and provide resources for additional tactics and techniques. The webinar is permanently housed on Civic Nebraska's YouTube at: <https://www.youtube.com/watch?v=Sxok7MMjqW4&t=3s>. It can also be found on the Ambassador Hub on thecivilityeffect.org: <https://www.thecivilityeffect.org/ambassador-hub>.

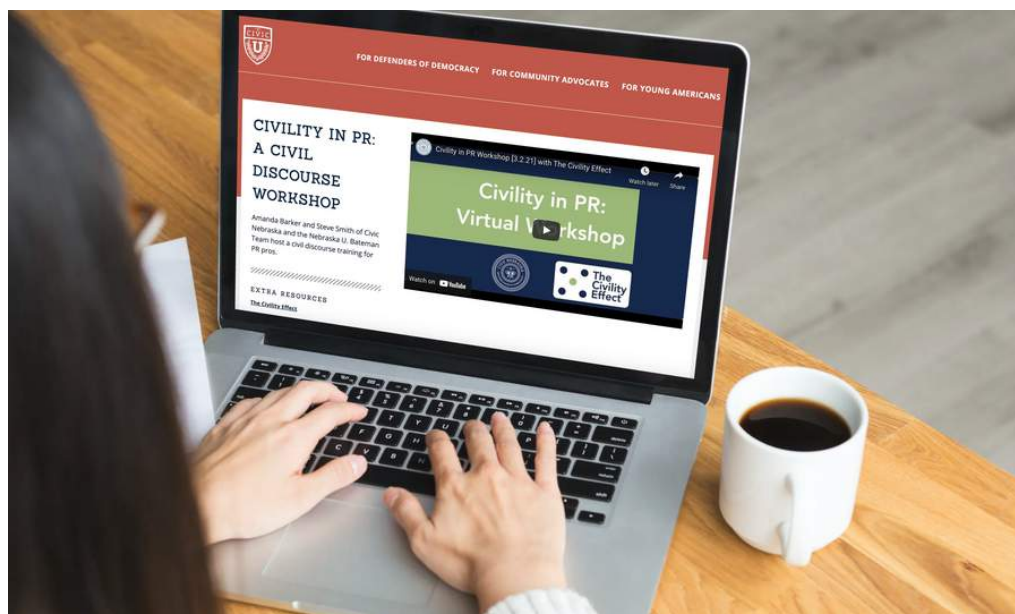
Ambassador Hub

This is the Ambassador Hub that workshop attendees gained access to post-webinar. They can now review the recording of the workshop.



Civic Nebraska Website

To create a lasting impact for PR and communications professionals, Civic Nebraska added a recording of Civility in PR to CivicU. This is an online hub for students, families and local communities.



Earned Media

To inform wider audiences of The Civility Effect, the team created news releases and media advisories that were dispersed to acquire additional coverage for the campaign from the following news and media outlets:

- Lincoln Journal Star
- Omaha World-Herald
- KIOS, Omaha's NPR station - Mike Hogan
- KRNU - Rick Alloway
- KidGlov Agency for Change
- KZUM
- Channel 8 - Julie Robinson
- KOLN 10/11 News
- KMTV 3 News Now - Maya Saenz
- 1110 KFAB - Scott Voorhees
- UNL University Communications
- PRSA Nebraska

News Release

A news release was sent to Nebraska news media outlets on Feb. 10, 2021. The campaign was introduced in an effort to gain coverage through news media segments. The release also introduced the team's partnership with Civic Nebraska and the target audiences.



FOR IMMEDIATE RELEASE

Media Contact: Hallie Miller, 402.803.0456, halliem14@gmail.com

UNL PR students take on incivility through launch of The Civility Effect

Lincoln, Neb. (Feb. 10, 2021) - Five University of Nebraska—Lincoln students announced the creation of "The Civility Effect," a communication campaign aimed at promoting civility, a topic that 93% of the public believes to be a major problem, according to a recent report from global PR firm Weber Shandwick.

The students, who are all Advertising and PR majors at UNL, launched The Civility Effect campaign on Feb. 8 as part of the Public Relations Student Society of America Bateman Competition, a PR campaign competition for college students. The campaign will inform, inspire and impact PR professionals and UNL college students about the importance of modeling civil discourse on a day-to-day basis. There are countless examples of how modeling behavior has been used in the past, causing a domino effect that results in a substantial change.

Professionals and students will be provided tools for support and encouraged to become civility ambassadors.

In addition to an event on UNL's campus for college students, the team is partnering with nonprofit organization Civic Nebraska to bring interactive training to public relations professionals. Civic Nebraska provides programs for all Nebraskans to participate in democracy and believes anyone can lead change in their community.

"Communications and public-relations professionals play a key role in shaping discourse. We are pleased to be partnering with the university's Bateman Team on The Civility Effect, which highlights the importance of civil discourse across the industry while providing real-world professional development," said Steve Smith, director of communications at Civic Nebraska. "This is a first-of-its-kind initiative at a time when it is definitely needed, and to work with such innovative, thoughtful students on this project has been rewarding."

In a recent survey, PR professionals noted the term civility is understood differently by each individual but is more than "just being nice." After seeing the effects incivility has had on professional and personal lives, today's PR practitioners are uniquely positioned to impact the state of civility.

The Civility Effect #TheChoicelsYours #ChooseCivility • thecivilityeffect.org

College students also hold the keys to unlock civil conversations, leading to a stronger sense of community because "brands are expected to respond and adapt to changes in society and social movements. It is the younger generation who continually holds these organizations accountable for their response, or lack thereof," said Kathleen Al-Marhoon, head of public relations of national advertising, marketing and PR firm Bailey Lauerman.

"The Civility Effect will demonstrate how everyone can play a part in improving public discourse by modeling civil behavior - much like one domino falling and causing a chain reaction," said UNL team member Emerson Belitz. "With all of the resources currently offered to teach civility, the goal is to make audiences aware that change can begin with each individual. Then, the resources can be used to better prepare individuals for potentially uncomfortable conversations and situations related to incivility."

For more information about The Civility Effect, visit thecivilityeffect.org, @civilityeffect on Instagram and Twitter, or The Civility Effect on Facebook.

About the UNL PRSSA Bateman Competition

The PRSSA Bateman Competition is a national public relations competition for college students. Each competition team has been asked to create and implement a full PR campaign for the competition client, the Public Relations Society of America (PRSA) from Feb. 8 to Mar. 8. Campaigns should foster more constructive public discourse in society through modeled behavior. The UNL team includes seniors Emerson Belitz, Kateri Hartman, Morgan Libsack, Hallie Miller and Arielle Wiedenbeck.

###

The Civility Effect #TheChoicelsYours #ChooseCivility • thecivilityeffect.org

Media Advisory

On Feb. 22, 2021, the team sent a media advisory to Nebraska news and media outlets to request their attendance and provide details on the upcoming virtual workshop, Civility in PR.



MEDIA ADVISORY

Media Contact: Hallie Miller. 402.803.0456. halliem14@gmail.com

CIVILITY WORKSHOP PLANNED FOR PUBLIC RELATIONS PROFESSIONALS

Lincoln, Neb. (Feb. 22, 2021) — On Tuesday, Mar. 2 from 4:30 to 6 p.m., Nebraska public relations professionals will learn to leverage critical civility tools and tactics during a virtual workshop hosted by UNL PRSSA Bateman team students and local nonprofit organization Civic Nebraska.

Attendees also will become certified Civility Ambassadors who can confidently share and implement knowledge learned in the workshop throughout future interactions. As communication experts, PR professionals have a unique opportunity to influence society and promote the importance of civility, defined as the art of having and valuing difficult conversations that move us forward toward a better self, healthier human relationships, and a more inclusive society.

What: The Civility Effect Virtual Event — How Public Relations Professionals Can Restore Quality, Integrity and Inclusiveness to Public Discourse

When: Tuesday, Mar. 2 from 4:30 - 6 p.m.

Where: This workshop will be held over Zoom at <https://bit.ly/CivilPRzoom>. PR professionals who would like to attend are asked to register by visiting <https://bit.ly/CivilPR>.

Who: PR Professionals, UNL PRSSA 'Lincoln Ladies' Bateman Team — Emerson Belitz, Kateri Hartman, Morgan Libsack, Hallie Miller and Arielle Wiedenbeck. Civic Nebraska Director of Communications, Steve Smith and Deputy Executive Director + Director of Civic Health, Amanda Barker.

For more information about The Civility Effect, visit thecivilityeffect.org, @civilityeffect on Instagram and Twitter, or The Civility Effect on Facebook.

About the UNL PRSSA Bateman Competition:

The PRSSA Bateman Competition is a national public relations competition for college students. Each competition team has been asked to create and implement a full PR campaign for the competition client, the Public Relations Society of America (PRSA) from Feb. 8 to Mar. 8. Campaigns should foster more constructive public discourse in society through modeled behavior. The UNL team includes seniors Emerson Belitz, Kateri Hartman, Morgan Libsack, Hallie Miller and Arielle Wiedenbeck.

###

The Civility Effect #TheChoiceIsYours #ChooseCivility thecivilityeffect.org

PRSA Nebraska Toolkit

To gain buy-in with the PRSA Nebraska chapter and engage the local membership of PR and communications professionals, the team created a "toolkit" of promotional materials. This included a copy of the media advisory, event poster, a short informational slideshow and the prepared social media graphics and copy.

Civility in PR Poster

The poster features the Civility Effect logo and the Civic Nebraska seal at the top. The main title "Civility in PR: Virtual Workshop" is prominently displayed in the center. Below the title, the date and time "Mar. 2 | 4:30 p.m. - 6 p.m." are listed, followed by the RSVP link "RSVP: <https://bit.ly/CivilPR>". A paragraph of text explains the purpose of the workshop, and a final line encourages registration: "Reserve your spot for this virtual event by RSVPing today! Zoom access will be emailed upon receipt of your RSVP."

The Civility Effect Slideshow



A graphic with a quote: "Civility is... The art of having and valuing the difficult conversations that move us forward toward a better self, healthier human relationships, and a more inclusive society."

Civility is NOT...

- Politeness
- Agreeing
- Being nice

Join Us!

Two side-by-side posters. The left one is for "THE CIVILITY EFFECT EXPERIENCE" on Feb. 25 at 11 a.m. - 2 p.m. at Nebraska Union Plaza. The right one is for "CIVILITY IN PR: VIRTUAL WORKSHOP" on Mar. 2 at 4:30 p.m. - 6 p.m. via Zoom, with a link to sign up.

A graphic featuring the Civility Effect logo, a QR code, and text directing to the website and social media for more information.

Student Event and Virtual Workshop Wrap-Up News Releases

After the in-person event and virtual workshop, the team sent recaps for each event to the identified news media outlets to showcase the highlights.



EVENT RECAP

Media Contact: Hallie Miller. 402.803.0456. halliem14@gmail.com

THE CIVILITY EFFECT GARNERS MORE THAN 75 PLEDGES TO CIVILITY



Organizers of The Civility Effect Experience, UNL PRSSA Bateman team members (from left) Kateri Hartman, Arielle Wiedenbeck, Emerson Belitz, Hallie Miller and Morgan Libsack.

On Thursday, Feb. 25, the UNL PRSSA Bateman Team hosted The Civility Effect Experience at the University of Nebraska-Lincoln in front of the fountain at the Union Plaza.

The purpose of the event was to inform, inspire and impact UNL college students on the topic of civility. Students learned that much like dominos, one person's civil actions can create a ripple effect. These actions have the potential to push overall social change toward civility or incivility.

During the event, more than 75 students pledged to be a positive participant in The Civility Effect within their circles of influence. The pledge served as a commitment for students to inform their network about civility, the art of having and valuing difficult conversations that move us forward toward a better self, healthier human relationships and a more inclusive society. Those who were inspired to take the pledge can now create a lasting impact in the current and future state of civility.

The event featured a live demonstration. Participants signed a pledge that was placed on large-scale dominos. The dominos were knocked down at the end of the event to demonstrate a ripple effect. This showed how one civil action can trigger a chain reaction that has the potential to drastically change one person's life or even the world.

The team chose college students to participate in this event, held as part of The Civility Effect campaign, because they are the future. UNL students hold the keys to unlock civil conversations that lead to a stronger sense of community and a more productive society.

The Civility Effect #TheChoiceIsYours #ChooseCivility



Emerson Belitz, UNL PRSSA Bateman team member, explains The Civility Effect using dominos to a participant.

Students and educators often witness other students' uncivil behavior toward each other in the classroom. Brands also have become more socially aware of themselves and their responses. This is why the "hot button" issue of civility has caused young people to demand accountability and change.

As part of the fun event experience, 12 Dominos' Pizza gift cards were raffled off and awarded to students who signed the pledge. Students who were not at the event are invited to learn more about how to inform, inspire and impact the state of civility in their circles of influence at thecivilityeffect.org.

The PRSSA Bateman Competition is a national public relations competition for college students. Each competition team has been asked to create and implement a full PR campaign for the competition client, the Public Relations Society of America (PRSA) from Feb. 8 to Mar. 8. Campaigns should foster more constructive public discourse in society through modeled behavior. The UNL team includes seniors Emerson Belitz, Kateri Hartman, Morgan Libsack, Hallie Miller and Arielle Wiedenbeck.

For more information about The Civility Effect, visit thecivilityeffect.org, @civilityeffect on Instagram and Twitter, or The Civility Effect on Facebook.

The Civility Effect #TheChoiceIsYours #ChooseCivility



After signing the pledge, students were able to pick out a free sticker from the table, shown above.



EVENT RECAP

Media Contact: Hallie Miller. 402.803.0456. halliem14@gmail.com

35 Area Professionals Become "Civility Ambassadors" After Virtual Workshop



Deputy Executive Director of Civic Nebraska, Amanda Barker presents Civility in PR to Nebraska public relations and communications professionals.

On Tuesday, March 2, the UNL PRSSA Bateman Team and local nonprofit organization Civic Nebraska hosted "Civility in PR," a virtual training session for public relations and communication professionals. The training was part of The Civility Effect, a campaign promoting civil discourse created by five UNL seniors taking part in the PRSSA Bateman competition, a national public relations competition for college students.

After extensive research into the topic of civility, the UNL PRSSA Bateman team chose to align its outreach within the field of communications, specifically public relations.

"PR professionals often lead communication efforts for organizations both internally and externally," said Emerson Belitz, Project Manager of The Civility Effect. "They hold unique positions to positively influence society through messaging and the purpose of this event was to demonstrate how they can help restore quality, integrity and inclusiveness to public discourse."

The event had a total of 35 attendees from all areas of Nebraska, including Scottsbluff, York, North Platte and Omaha. Those in attendance learned about critical civility tools and tactics, and signed a pledge to become Civility Ambassadors. As Civility Ambassadors, attendees can now take part in the online ambassador hub created as part of The Civility Effect to build an online community, help further civil conversations and provide resources for additional tactics and techniques.

Civic Nebraska's Deputy Executive Director, Amanda Barker and Director of Communications Steve Smith led the training.

The Civility Effect #TheChoiceIsYours #ChooseCivility

"Communications and public-relations professionals play a key role in shaping discourse. We are pleased to be partnering on The Civility Effect, which highlights the importance of civil discourse across the industry while providing real-world professional development," said Steve Smith, director of communications at Civic Nebraska. "This is a first-of-its-kind initiative at a time when it is definitely needed, and to work with such innovative, thoughtful students on this project has been rewarding."

A recording of Tuesday's event can be accessed on The Civility Effect website: <https://www.thecivilityeffect.org/ambassador-hub>.

For those unable to attend, the webinar can be found on The Civility Effect website. This can be accessed here: <https://www.thecivilityeffect.org/ambassador-hub>.

About the PRSSA Bateman Competition

The PRSSA Bateman Competition is a national public relations competition for college students. Each competition team was asked to create and implement a full PR campaign for the competition client, the Public Relations Society of America (PRSA). Campaign implementation ran from Feb. 8 to Mar. 8. Campaigns should foster more constructive public discourse in society through modeled behavior. The UNL PRSSA Bateman team includes seniors Emerson Belitz, Kateri Hartman, Morgan Libsack, Hallie Miller and Arielle Wiedenbeck.

For more information about The Civility Effect, visit thecivilityeffect.org, @civilityeffect on Instagram and Twitter, or The Civility Effect on Facebook.

The Civility Effect #TheChoiceIsYours #ChooseCivility

Resulting Media Coverage

The campaign was featured on the front page of the local paper, a local radio show and an agency podcast. The media coverage helped create a lasting impact for The Civility Effect.

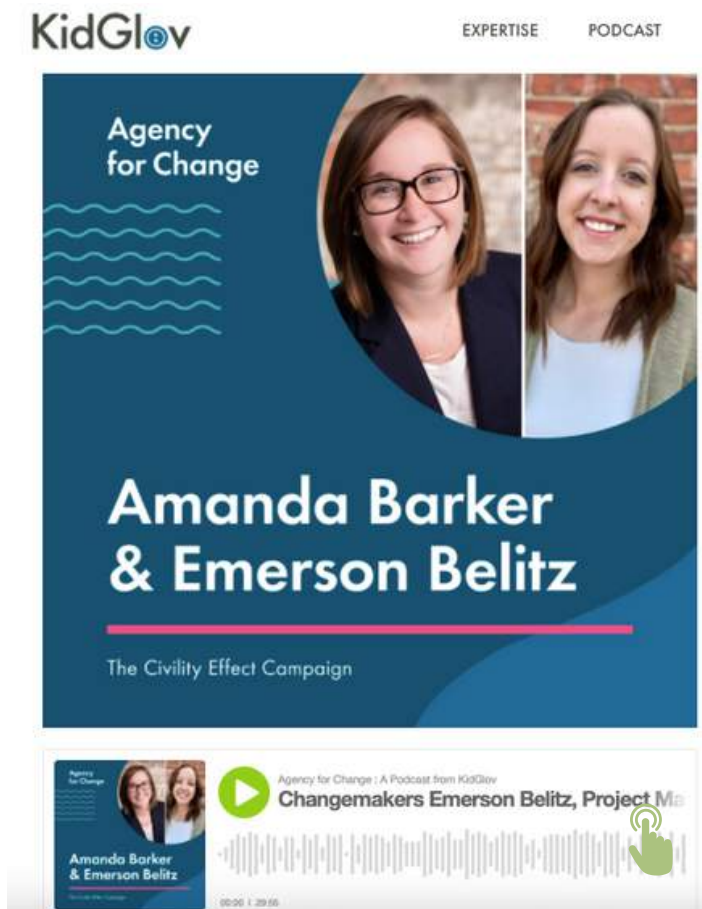
Lincoln Journal Star

The article ran on the front page of the Lincoln Journal Star, the second-largest newspaper in the state, on Feb. 27. The paper has a daily circulation of 76,374; the story also ran on journalstar.com, which receives more than 600,000 visits per month.



KidGlov "Agency for Change"

Emerson Belitz and Amanda Barker joined KidGlov VP Kelley Peterson to discuss civility and the role of PR in promoting healthy civil discourse on the advertising and marketing organization's podcast, "Agency for Change."



The podcast was originally recorded during implementation on March 4 and aired on KidGlov's channels on Wednesday, March 17, following implementation.

Coverage from this podcast was not recorded in the final metric measurement of the campaign due to the post-implementation release.

KIOS "Live & Local"

Project Manager Emerson Belitz and Civic Nebraska Deputy Executive Director Amanda Barker spoke with radio host Mike Hogan on March 1 on "Live & Local." The morning show is streamed to more than 60,000 weekly listeners and was posted on the station's website.

KIOS

Celebrating Over 50 Years of Public Service Broadcasting

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Is Civil Discourse Even Possible in Today's Society? Students at UNL Think So and Lead the Way!

By MIKE HOGAN • MAR 1, 2021

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Your actions are like dominoes: one action can push overall social change towards a culture of civility or incivility. Our mission? To help you always #choosecivility

Five University of Nebraska—Lincoln students announced the creation of "The Civility Effect," a communication campaign aimed at promoting civility, a topic that 93% of the public believes to be a major problem, according to a recent report from global PR firm Weber Shandwick

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Get Food & Housing

Get Involved

Get Healthy

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GIVE TO SUPPORT STUDENTS

Nebraska

Student Affairs

Office of the Vice Chancellor

#GetInvolved

UNL students aim to teach people how to have productive, civil conversations

FRIDAY, FEBRUARY 26, 2021

UNL students aim to teach people how to have productive, civil conversations

CoJMC Newsroom

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About the College

News

UNL students aim to teach people how to have productive, civil conversations

UNL students aim to teach people how to have productive, civil conversations

Saturday, March 6, 2021 - 1:15pm

Facebook

Twitter

This year the UNL Bateman Team created a campaign called [The Civility Effect](#) to teach others how to have productive conversations about important topics.

The team has been planning since October and had their first event at the UNL city union. Read the Lincoln Journal Star article and learn more about their campaign [here](#).

EMAIL US

A-23

PRSA Newsletter

UNL PRSSA Bateman Team Launches Civility Effect Campaign



Five University of Nebraska—Lincoln students announced the creation of "The Civility Effect," a communication campaign aimed at promoting civility, a topic that 93% of the public believes to be a major problem, according to a recent report from global PR firm Weber Shandwick.

The students, who are all Advertising and PR majors at UNL, launched The Civility Effect campaign on Feb. 8 as part of the Public Relations Student Society of America Bateman Competition, a PR campaign competition for college students. The campaign will inform, inspire and impact PR professionals and UNL college students about the importance of modeling civil discourse on a day-to-day basis to trigger a domino effect. In addition to an event on UNL's campus for college students, the team is partnering with nonprofit organization Civic Nebraska to bring interactive training to public relations professionals in the coming weeks.

PR professionals can learn more by visiting thecivilityeffect.org and by following @CivilityEffect on [Facebook](https://www.facebook.com/CivilityEffect) and [Twitter](https://twitter.com/CivilityEffect). #ChooseCivility

UNL PRSSA Newsletter

The Civility Effect Experience



The 2021 UNL PRSSA Bateman Team is happy to invite you to attend The Civility Effect Experience, an on-campus outreach event on Thursday, Feb. 25 from 11 a.m.

to 2 p.m. on the Nebraska Union Plaza.

Additionally, the Bateman Team has partnered with local nonprofit Civic Nebraska to develop a virtual workshop detailing how Public Relations professionals can leverage civil discourse for their clients to be a voice for civil promotion within their audience. Workshop attendees will discuss tools and strategies to take on tough topics and raise the quality of discussion in our communities, especially within the PR profession.

"Civility in PR: Virtual Workshop" will take place via Zoom on Tuesday, March 2 from 4:30 p.m. to 6 p.m. [Register for the event here.](#)

Questions regarding either of these events can be emailed to

PRSA Nebraska Blog Post

Following the Civility in PR Wrap-Up press release, a blog post was uploaded to PRSA Nebraska's website celebrating the 35 area professionals who were named Civility Ambassadors post-training. *Coverage from this blog post was not recorded in the final metric measurement of the campaign due to the post-implementation release.*



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BLOG

35 AREA PROFESSIONALS BECOME "CIVILITY AMBASSADORS" AFTER VIRTUAL WORKSHOP

Posted by [Angela Roeber](#) on Mar. 19, 2021 / [Subscribe](#) 0



Social Media

Social Media Following, Reach and Impressions



378 followers

4,496 people reached

1,115 post engagements

582 promoted event reach

22 event ad engagement

15 link clicks



211 followers

1,531 accounts reached

9,427 impressions

829 profile visits

24 website taps

1,202 promoted post reach



99 followers

15.8K Tweet impressions

1,894 profile visits

23 mentions

555 impressions per day



29 page views

130 total impressions

12.4% engagement rate




















The Civility Effect used LinkedIn as a platform to connect with PR professionals for the virtual workshop. These metrics were taken from Feb. 22 to March 8.




Content Calendar

	Date	Time	Content Type	Topic	Social Copy
  	2/8	6 PM	Graphic & Copy	Introduce Civility Effect	Welcome to The Civility Effect; a movement to combat the rise of incivility that we've all witnessed in our country. Just one civil or uncivil action can lead to overall social change. The choice is yours. #ChooseCivility
  	2/9	6 PM	Video Carousel Graphic & Copy	Meet the Team	What's a movement without its creators? Swipe through to learn more about the brains behind The Civility Effect, also known as the Lincoln Ladies! #ChooseCivility
  	2/10	6 PM	Graphic & Copy	Civility Definition	In order to promote civility, we have to define it. Definitions varied across our sources, so we decided to make our own. #ChooseCivility
	2/10	12 PM	Story Quiz	How do you define civility??	Politeness/Agreeing/Being nice/None of the above
  	2/11	6 PM	Graphic & Copy	Why dominos?	Just as one falling domino can lead to thousands of fallen dominos, one instance of civility can lead to a more civil society. This is why we chose dominos to represent The Civility Effect. Will you be the domino to lead meaningful change? #ChooseCivility
  	2/12	6 PM	Graphic & Copy	Meet our partners	Meet our partner: @CivicNebraska. Civic Nebraska has worked towards meaningful change in our community through various initiatives and programs. We're so excited to be working with their experts to further promote civility in our community and nation. #ChooseCivility
  	2/15	6 PM	Graphic & Copy	Introduce three I's	An informed individual holds the power to make an impact. Visit the link in our bio to learn more about our project and, as always, #ChooseCivility
  	2/16	6 PM	Animated Graphic	Introduce 'inform' phase	We'll be posting facts and figures all week long to give you the information you need to #ChooseCivility











Content Calendar

	Date	Time	Content Type	Topic	Social Copy
  	2/17	6 PM	Animated Graphic	Start a chain reaction	Start a new chain reaction and #ChooseCivility
  	2/18	12 PM	Graphic & Copy	Introduce student event	PRESENTING: The Civility Effect Experience. Stop by to tell us what civility means to you, participate in a giant demonstration and be entered to win a Domino's Pizza gift card! #ChooseCivility
	2/18	1 PM	Animated Story	On-campus event reminder	Important Reminder: The Civility Effect Experience is ONE WEEK AWAY at the UNL Union Plaza from 11AM-2PM. Mark your calendar!
  	2/19	12 PM	Graphic & Copy	Introduce PR event	PRESENTING: Civility in PR. A webinar for public relations professionals hosted with our partners at Civic Nebraska. Learn about your vital role in promoting and how you can #ChooseCivility in the workplace and at home.
	2/19	1 PM	Story Boomerang	CoJMC big screen graphic	Look out for The Civility Effect's super cool big screen!
  	2/19	3 PM	Animated Graphic & Copy	Incivility Costs	DID YOU KNOW: Workplace incivility costs companies \$14,000 per employee because of lost productivity and work time. Incivility costs. #ChooseCivility
  	2/19	6 PM	Graphic & Copy Copy	Conversations in the comments	INTRODUCING: Conversations in the Comments, your chance to practice civil discussions in real-time. Which would you choose? #ChooseCivility
  	2/22	12 PM	Animated Graphic	Introduce 'inspire' phase	You hold the keys to unlock civil conversations that lead to a stronger sense of community and a better, more productive society. The choice is yours. #ChooseCivility
	2/22	1 PM	Graphic & Copy	Introduce campaign	Welcome to The Civility Effect, a movement to combat the rise of incivility that we've all witnessed in our country. Just one civil or uncivil action can lead to overall social change. The choice is yours. #ChooseCivility Head on over to our Facebook page to keep up with us!

Content Calendar

	Date	Time	Content Type	Topic	Social Copy
  	2/22	3 PM	Graphic & Copy	Student event graphic	THIS THURSDAY: Stop by to tell us what civility means to you, participate in a giant demonstration and be entered to win a Domino's Pizza Gift Card! #ChooseCivility
	2/22	4 PM	Graphic & Copy	Introduce PR Event	PRESENTING: Civility in PR. An interactive webinar for public relations and communications professionals hosted with our partners at Civic Nebraska. Learn about your vital role in promoting civility and how you can #chooscecivility in the workplace and home. Participation earns you the title of Civility Ambassador, as well as access to our Ambassador Hub where you can share and access civic resources while connecting with other ambassadors.
	2/22	4 PM	Story	On-campus event countdown	3 Days
  	2/22	6 PM	Graphic & Copy	Steve Smith quote	"Brands have become more socially aware of themselves and their responses to "hot button" issues, mostly due to young people demanding accountability." -Steve Smith @CivicNebraska Change is happening. Demand more. #ChooseCivility
	2/23	4 PM	Story	On-campus event countdown	2 Days
  	2/24	12 PM	Animated Graphic	Domino dot explanation	What is the impact of a single action of civility? Everyone has a circle of influence-- it could be your family, your close friends, or your co-workers. While you may think a seemingly insignificant action will only affect your circle of influence, remember that those in your circle of influence have their own circle of influence, too! When you #ChooseCivility, it can impact the life of a person you may have never met. This is how an individual commitment to civility can change the world. #ChooseCivility
  	2/24	3 PM	Graphic & Copy Copy	Domino's Giveaway	*GIVEAWAY* To celebrate our on-campus event tomorrow, we're giving away a \$25 gift card to Domino's pizza! To enter: 1. Follow us 2. Tag a friend in the comments, multiple tags= multiple entries For 3 extra entries share this post to your story! Is one giveaway not enough? Stop by the UNL Union Plaza...













Content Calendar

	Date	Time	Content Type	Topic	Social Copy
					..from 11 a.m.-2 p.m. on Thursday, Feb. 25 for the chance to win one of the 12 Domino's gift cards. * This giveaway is in no way endorsed or sponsored by Instagram or Domino's pizza. Giveaway ends at 11:59 p.m. CST on Feb. 25 2021. Winner will be selected by a random generator, notified via direct message and tagged in a comment on Feb. 27 2021.*#ChooseCivility
	2/24	4 PM	Copy	PR event reminder	<p>We're less than a week away from our virtual workshop with Civic Nebraska, Civility in PR! Don't forget to sign up through Eventbrite to receive the Zoom link to the workshop.</p> <p>Although this workshop is geared toward the public relations industry, it is open to any and all professionals seeking to gain critical skills for promoting healthy civil discourse within both professional and personal spheres. #choosecivility</p> <p>#diversityandinclusion #publicrelations #pr #prssa #nebraska</p>
	2/24	4 PM	Story	On-campus event countdown	1 Day
  	2/24	6 PM	Animated Graphic	"What do these three things have in common?"	<p>The answer: you. You're the one who can make a difference in these areas by behaving in a civil manner, and encouraging others to do the same. Start tomorrow by making a civility pledge at The Civility Effect Experience at the UNL Union Plaza from 11 a.m.-2 p.m. Make the pledge and enter to win one of the 12 Domino's gift cards. See you there.</p> <p>#ChooseCivility</p>
	2/25	10 AM	Story	On-campus event countdown	TODAY!
	2/25	11AM-2PM	Story	Event highlights	TBD
	2/25	12 PM	Story	UNL PRSSA takeover	TBD
 	2/25	1:55 PM	FB Live IG Live	Knocking over dominos	N/A

Content Calendar

	Date	Time	Content Type	Topic	Social Copy
  	2/25	6 PM	Time-lapse video	On-campus event recap	See The Civility Effect in action from today's @unllincoln campus event! Students worked together to construct a life-sized domino demonstration that portrays how a single act can have a widespread impact! #ChooseCivility
	2/26	12 PM	Story time-lapse	Thank you Gomez Art Supply	BTS of sign painting! Thank you @gomezartsupply for the paints.
  	2/26	6 PM	Graphic & Copy Copy	Conversation in the comments	Conversations in the Comments, your chance to practice civil discussions in real-time. Which would you choose? #ChooseCivility
	2/27	12 PM	Story	Announce giveaway winner	Congratulations to @_____ for winning our social media giveaway! You won a \$25 Domino's gift card, DM us for details!
  	2/28	6 PM	Animated Graphic	Introduce 'inspire' phase	This week, we'll be showing you the impact that #ChooseCivility is having in our community.
	2/28	6PM	Story	PR workshop promo	Click the link in our bio to RSVP for the virtual workshop!
  	3/2	6 PM	Graphic & Copy	Testimonial	UNL senior political science major @kia.brodersen shares her thoughts on civility: "I find that having difficult conversations, especially about polarizing topics, can feel frustrating and tiresome. They take both patience and understanding. Civility, for me, signifies a respect for someone as a human being; it shows an awareness of how their specific experiences have shaped them and their views. Really listening to someone in a heated conversation sets a precedent for how future interactions can be. People like to be listened to, and if you give them your time, they will likely give it in return. For me, as a person of color, civility is of utmost importance because we can't make progress if we are constantly working against each other." Kia, thank you for your insight! #ChooseCivility
	3/3	12 PM	Graphic & Copy	Testimonial	Thank you to everyone who attended the workshop last night! Some wonderful discussion was had and we hope you all keep civility top of mind in your future professional endeavors...

Content Calendar

	Date	Time	Content Type	Topic	Social Copy
					...Friendly reminder to please take our quick three-minute post-survey if you have not already! Your feedback helps us improve the workshop for the next attendees. (link survey).
  	3/3	6 PM	Graphic & Copy	Testimonial	<p>@odochiakwani, project coordinator at @rabblemill and recent CoJMC grad, shares what #ChooseCivility means to her: "Civility should be part of every discussion we have with each other. Civility becomes violent when it's used to disregard or brush over someone expressing how one's words or actions harm them or a specific community. I've experienced this a number of times while being cornered into accepting apologies laced with toxic positivity for racist behavior. I think it's important to think about your intentions behind civility in difficult situations. Is your aim to create a space for open discussion or to shield yourself from criticism?" Thank you Odochi for your insights!</p>
  	3/6	6 PM	Graphic & Copy	Testimonial	<p>What does civility mean to senior broadcasting major @jennifer.yuma? "What civility means to me is a way to be engaged in topics that aren't always comfortable, but are necessary to bring about change. I think what BLM specifically in 2020 has showed is that people are capable of listening, and capable of learning. But you first have to do it. You have to listen to the tough conversations, even if what people are saying are about you. This stems into any social issue, whether that be LGBTQ+ issues, women's issues, etc. If we don't allow ourselves to listen, or those affected to be heard, then we'll never get to the civility that we're striving for currently." Thank you for sharing, Jennifer!</p>
  	3/8	6 PM	Video IG TV	Testimonial	<p>Ramarro Lamar: The Civility Effect Interview. Marine Corps Communications Strategist @ramaroo talks civility, grace and how choosing civility helped him change the heart of a KKK member.</p>
  	3/8	8 PM	Graphic & Copy		<p>THANK YOU to everyone who has followed, liked, shared and participated in The Civility Effect. #YouChoseCivility. After the campaign concludes, we encourage our followers to continue choosing civility in their daily lives. As you well know, much like knocking over a single domino, one right or wrong response can set off a chain reaction with the potential to change the world.</p>

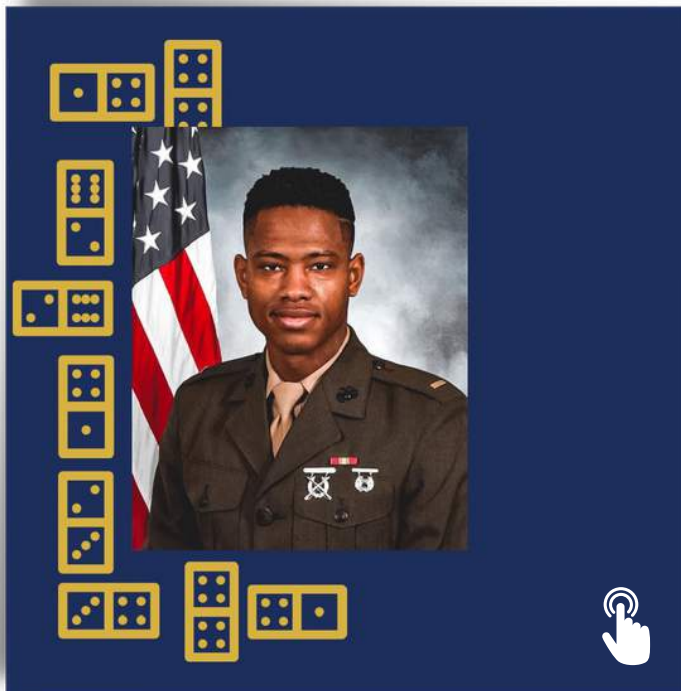
Top Four Best-Performing Posts



Of all 26 posts, these posts earned the widest reach, engagements and likes across Facebook, Instagram and Twitter.

Testimonials

As part of the impact phase, The Civility Effect sought personal testimonials from current and former UNL students. These individuals were chosen based on their proven leadership within their social circles and passion for civility. The testimonials allowed others to have a voice in the campaign to speak on what civility is, how it is perceived and how it can be modeled.



The Civility Effect chose to create a video interview (linked) with Ramarro Lamar to capture the depth of his story in real-time and share it with those following the campaign. The team wanted to demonstrate how tough conversations can lead to a lasting impact.

Paid Promotions

Event Responses

RSVP HERE: <https://www.eventbrite.com/e/civility-in-pr...>



582

Reach

11

Event Responses

\$20.00

Spent of \$20.00

Facebook Promotion

- 22 Post Engagements
- 15 Link Clicks
- 11 Event Responses
- 6 Post Reactions

Instagram Promotion

- 9 Post Engagements
- 8 Link Clicks
- 1 Post Reaction

Boosted Instagram Media



952

Reach

8

Link Clicks

\$9.99

Spent of \$10.00

Because the Civility in PR: Virtual Workshop was created for a specific audience, the team paid to promote the Facebook event post directly to PR professionals across Nebraska. The team paid to boost the giveaway post on Instagram to reach a wider audience and attain more social media engagement with The Civility Effect profile.

Social Media Shares & Mentions



Evaluation

Pre- and Post-Survey Results

In order to measure the success of the Civility in PR: Virtual Workshop, an anonymous pre- and post-survey was conducted.

Respondents were asked, "How much of an impact do you believe your individual efforts as a communications professional have toward improving the state of civility?" with answers on a Likert scale (1= a great deal, 5= none at all). Analyzing frequencies of pre (N=25) and post (N=16) survey data in SPSS showed a 73.61% increase in respondents who felt their efforts had "a great deal" of impact on the state of civility. For the pre-survey, respondents believed their individual efforts mattered a great deal (62.5%), a lot (25%), a moderate amount (6.3%), and a little (6.3%) (M=1.56, SD=.892).

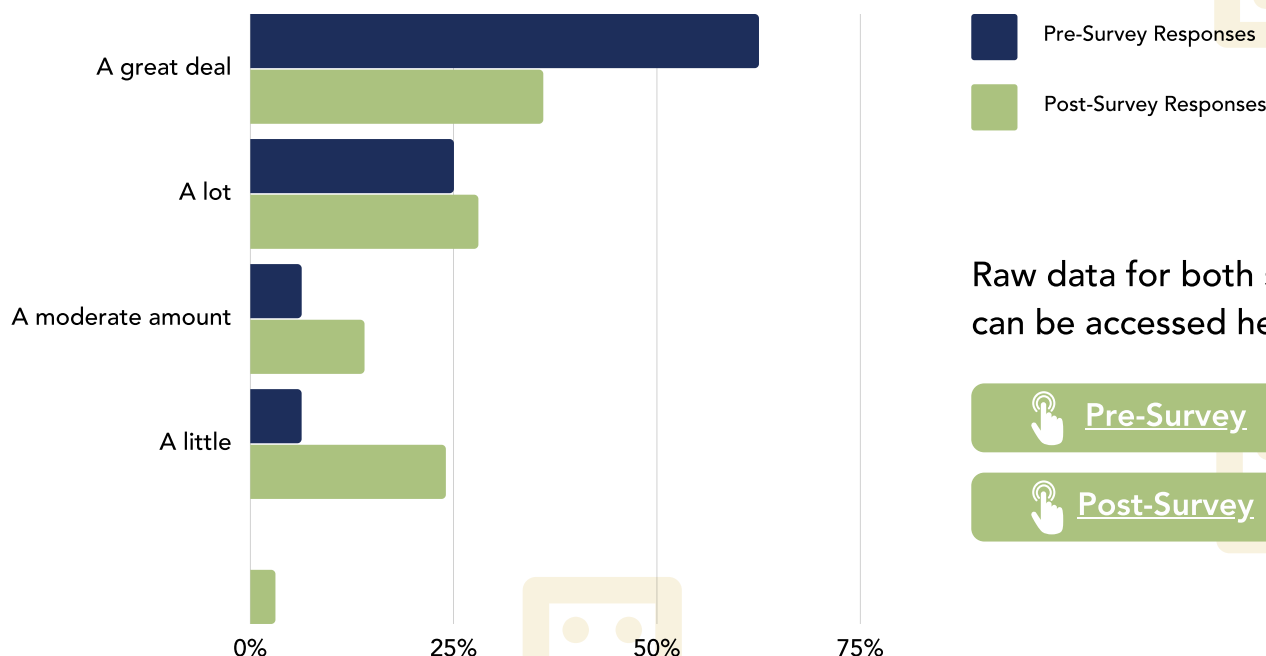
In comparison, respondents indicated in the post-survey that they believed their individual efforts mattered a great deal (36%), a lot (28%), a moderate amount (24%), and a little (3%) (M=2.12, SD= 1.054).

A lower mean score indicates that the average answer was closer to "a great deal" than "none at all." A lower standard deviation indicates did not vary greatly.

Post-survey answers had a lower mean and lower standard deviation than pre-survey scores. The average post-survey answer was close to and did not vary greatly from "a great deal."

Percentage frequencies were used to measure change in pre- and post-survey scores to account for the large change in sample size.

How much of an impact do you believe your individual efforts as a communications professional have toward improving the state of civility?



Raw data for both surveys can be accessed here:

[Pre-Survey](#)

[Post-Survey](#)

How much of an impact do you believe your individual efforts as a communications professional have toward improving the state of civility?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A great deal	9	36.0	36.0	36.0
	A lot	7	28.0	28.0	64.0
	A moderate amount	6	24.0	24.0	88.0
	A little	3	12.0	12.0	100.0
	Total	25	100.0	100.0	

a. PREPOST = PRE

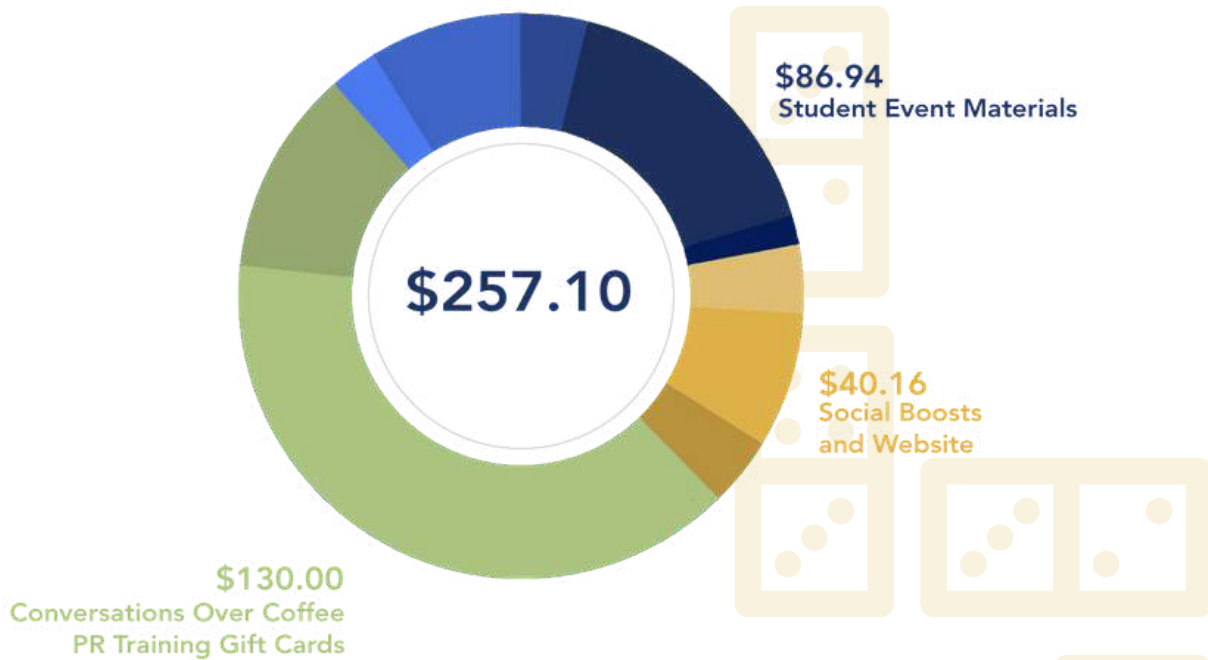
How much of an impact do you believe your individual efforts as a communications professional have toward improving the state of civility?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A great deal	10	62.5	62.5	62.5
	A lot	4	25.0	25.0	87.5
	A moderate amount	1	6.3	6.3	93.8
	A little	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

a. PREPOST = POST

Budget

Through thorough planning and creativity, the team stayed well under budget for both in-kind donations and actual spending. Most of the actual-spending budget was used on supplies for the on-campus event and Conversations Over Coffee gift cards for the virtual event. The team also felt it was important to give gift cards to the Civic Nebraska team to thank them for their time and invaluable help. The Civility Effect was made possible by gracious in-kind donations from several members of the community. Domino's Pizza gift cards were used as an incentive for students to attend the on-campus event and to gain campaign awareness on social media as a giveaway. The acrylic paint donation from Gomez Art Supply allowed the team to paint a giant domino for the campus outreach event.



Actual Budget Spend - \$257.10

Website Domain - \$10.17
 Posters and Stickers - \$23
 ½ x 2x4 Sanded Board - \$9.63
 Supplies (Walmart) - \$30.48
 Cups - 2 @ \$0.97
 Double-Sided Tape - 2 @ \$5.22
 Suave Hand Sanitizer - 3 @ \$1.50
 Ink Pens - \$4.94
 Grip Pens - \$5.92
 Clorox Wipes - \$2.74
 Pledges and Stickers - \$19.45
 Facebook Event Boost - \$20
 Instagram Post Giveaway Boost - \$9.99
 Foam Board - \$4.38
 Coffee Gift Cards - \$100
 Scooter's Gift Cards for Civic Nebraska - \$30

In-Kind - \$452.04

Domino's Pizza Gift Card - 15 @ \$25 - \$375
 Civic Nebraska Business Zoom Account - \$19.99
 Gomez Art Paint Donation - \$22.06
 Tent Rental Fee - \$25
 Canva Pro Account - \$9.99

Recommendations

What now? This is a question The Civility Effect team considered and encountered many times throughout the campaign, as well as after it. The topic deserves more than a month's time. Below, the team provides a series of recommendations to continue the campaign and implement the work on a much larger, national scale.

Post-COVID Implementation, Scaling the Campaign

The campaign had to be adjusted due to the national pandemic and required adherence to health and safety measures. In a post-COVID world, the training for PR professionals could be held in-person to allow more time for productive discussions and increase the number of signed Civility Pledges. Future campaigns could take advantage of local and state PRSA and PRSSA chapters and other professional development groups, and host the training at previous meeting locations. It is important to select a space for the training that has locations across the country.

PRSA Nebraska's past meeting locations have included popular sit-down restaurants or clubs and conference centers. The team recommends that future training consider the following locations:

- Local Hotel Conference Centers
- Community Centers
- National Press Club

Potential Partner Organizations

A major component of The Civility Effect campaign is the use of a partnership with a local or state 501(c)(3) nonprofit organization that can further the team's goals. It is important that this organization is nonpartisan and understands the local community in order to leverage relevant messaging. Below is a map of organizations similar to Civic Nebraska that the team identified as potential partners for future campaigns.

