



SlipStream PR

BOONE DOCS FILM FESTIVAL CAMPAIGN

Fall 2025



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To: Boone Docs Film Festival

From: Slip Stream PR

Date: 5 December 2025

Re: COM 4318 - Public Relations Campaigns, Fall 2025

Project Expectations: SlipStream PR has created a comprehensive Public Relations campaign plan for Boone Docs Film Festival to be implemented in early to mid-2026. Deliverables include this campaign book and a Google Drive with all files related to the campaign.

To create this campaign, our student agency was responsible for:


1. Conducting research related to the primary client goal(s).
2. Developing clear, measurable campaign objectives.
3. Establishing a proposed campaign schedule.
4. Providing sample tactics and messages to support the proposed campaign.
5. Creating an evaluation plan to measure the success of the proposed tactics and campaign.


Objectives: Based upon the organization's current public relations needs and business goals communicated during the client briefing, our student agency developed the following objectives for this campaign:

1. Increase awareness of Boone Docs Film Festival by 25% among App State students.
2. Increase the attendance of Appalachian State students by 15% by February 2027.

Strategy: Additionally, our student agency worked collaboratively on research conducted for this project. Key findings from our research indicated that there was a lack of awareness regarding Boone Docs and misconceptions of Appalachia as a region. This influenced the direction of our campaign by aiming our focus towards spreading a more informed perspective on Boone Docs and the realities of Appalachian life. Therefore, we recommend that Boone Docs Film Festival implement this campaign based on that research and tested public relations theory to accomplish your goals and to also increase earned media coverage and usage of social media platforms.

SlipStream PR





This campaign plan follows a four-phase organizational model of campaign development, starting with a report on the primary research conducted. This plan describes the strategic approach of the campaign (based on that research) and provides examples of tactics and messages to use to reach and engage targeted publics. Finally, the campaign evaluation plan includes a project timeline and estimated budget.

SlipStream PR believes that this campaign will help you meet your goals, and we are happy to answer any follow-up questions you may have as you begin implementation. We have enjoyed working with you during this semester and appreciate your willingness to partner with our PR Campaigns class!

Regards,

Lily Anthony, Megan Disabella, Caroline Harrison, Micah Rogosich, Erin Rice and Leah Waddell



RESEARCH





Introduction

Boone Docs Film Festival is an annual film festival hosted at The Appalachian Theatre in Boone, North Carolina. During the festival, a series of short-form documentary-style films, highlighting life in Appalachia, is shared and considered for several awards. From student filmmakers to professionals, Boone Docs aims to celebrate the Appalachia region through film.

In an effort to attract more attention from the community and surrounding areas, this campaign aims to increase awareness and engagement with Boone Docs to showcase valuable stories from the Appalachian Mountains through film. As the community continues to grow and change, it is crucial to preserve the culture that has shaped the community for generations. Bringing more filmmakers and viewers to the annual Boone Docs Film Festival will aid in the continuation of celebrating Appalachian culture.

This section of the proposal will analyze the current situation and state of Boone Docs Film Festival and the current state of the target audiences.



Situational Analysis

When searching “Boone Docs Film Festival” online, a short list of articles appears, most of which are in online publications centered around the High Country or Appalachian State-affiliated sites. Boone Docs has accounts on Facebook, Instagram and X. At this time, Boone Docs does not have an organization-specific website or a TikTok account. Without an organization-specific website, there are potential missed opportunities for promotional growth from attendant reviews. Websites like Explore Boone do not currently promote the festival on their list of 2025-26 upcoming events. Explore Boone has an annual events page as well, and Boone Docs is not listed there.

Boone Docs has previously earned media coverage, with the High Country Press publishing an article about the festival. Currently, the festival has not been promoted through paid media coverage of the event, such as paid advertisements. In their current situation, Boone Docs has three reviews on FilmFreeway, an online film festival marketing platform. As this is the 5th Annual Boone Docs Film Festival, the organization is still working to establish itself within the community. The lack of a full website may be affecting their ability to self-promote and raise awareness about the event within the community.



Organizational Analysis

The Boone Docs Film Festival's board includes Appalachian State University professors Tom Hansell, Beth Davidson and Anne Ward, as well as two members who work for The Appalachian Theatre: Jason Deathridge and Krystal Carter (High Country Press, 2025). Hansell, an Appalachian State University professor in interdisciplinary studies, is a documentary filmmaker who focuses his work on the Appalachian Mountain region and is one of the founding board members of Boone Docs.

The Appalachian Theatre's website hosts the main page for the Boone Docs Film Festival, as the festival does not maintain its own independent website. FilmFreeway also has a page providing information on the event. The purpose of this festival is to highlight films that explore local Appalachian stories and continue the storytelling traditions of the mountain region. Appalachian State University offers support for Boone Docs and the professors on the board who initiated the film festival through collaboration between the festival and various departments at Appalachian State.

Last year's production was sponsored by the "Appalachian State University Center for Appalachian Studies, Department of Communication, Department of Interdisciplinary Studies, Office of Sustainability and High Country Humanities; as well as Booneshine Brewing Co., Stick Boy Bread Co., Hatchet Coffee, Appalachian Journal & Simple Wtr" (Appalachian Theatre, n.d.).



Organizational Analysis

High Country Humanities, a collaboration between Appalachian State University's College of Arts and Sciences and various community partners in Watauga County, contributed significantly to the 2025 festival and worked to capture public attention as a sponsor (High Country Humanities, n.d.). Through this sponsorship, High Country Humanities hosted the Saturday screening, which focused on Hurricane Helene and its impact on the Appalachian Mountains. Another effort to expand the external audience came through the Hurricane Helene film segments, High Country Humanities covered the admissions cost for the Boone community who attended. To further engage the external stakeholders, the festival hosted a free workshop led by John Beder on Friday, followed by a special screening of one of his films (High Country Press, 2025).

Filmmakers who submit their work to the festival act as a vital part of Boone Docs. These filmmakers come from all over in order to tell the story of the Appalachian Mountains through film. During the 2025 Boone Docs Film Festival, director John Beder came to talk about his film *How to Sue the Klan*. The film and Beder's appearance were the main focus of Boone Docs' media attention and highlighted the festival's focus on telling the stories of Appalachia.

Media coverage of this event included the Boone Docs' Instagram and Facebook pages, as well as earned coverage from High Country Press. Their earned media coverage was limited, as only one article appeared from a local source when the festival was searched by name.



Publics Analysis

Boone Docs' primary audience consists of local businesses, nonprofit organizations, filmmakers who submit their work, local vendors, and residents, who are the majority of attendees at the event. Primary audiences are defined as those who "receive the product or services of an organization, such as consumers, clients, patients, fans, parishioners, [or] members" (Silverman, 2024). These groups engage with Boone Docs through event partnerships, sponsorships, and participation in the festival. Most are older adults (both men and women) who live in or around Boone, manage organizations, and maintain strong connections to the local community.

The film festival is open to the public, with an admission fee of \$12 being charged at the door. Efforts to increase audience attendance include offering free admission to students with proof of student status.

Currently, Boone Docs' online following only partially aligns with its intended target audience, students. While the organization successfully features and supports local businesses, particularly those highlighted in its documentaries, it appears to engage less with students, who represent a large portion of Boone's population. This creates an opportunity for growth with both the existing and desired audiences, as students offer a key opportunity for community growth, volunteer involvement and creative collaboration.



Publics Analysis

Missing or underrepresented attendees include younger audiences, particularly individuals under the age of 30. This group may consist of high school students interested in film and the arts, as well as college students in the area pursuing similar interests. Potential student audiences could come from institutions such as Appalachian State University, Lees-McRae College, Caldwell Community College and Technical Institute (CCC&TI) and East Tennessee State University (ETSU), especially those enrolled in film, communications, or arts-related programs. Demographically, these individuals are primarily late teens to young adults who are motivated by creative, cultural and educational opportunities.

Another essential audience is Boone's permanent residents. Locals tend to be strong supporters of the arts and Appalachian culture, often valuing events that showcase local talent and community stories. This audience is likely to engage with Boone Docs' mission and attend events that celebrate regional identity and creativity.

Lastly, part-time residents and seasonal visitors represent another potential audience group. This includes students who live in Boone temporarily, as well as individuals who own secondary homes in the area. The event is held during winter, a season in Boone that attracts skiers and snow enthusiasts from Florida and other southern states. This demographic, often older and more affluent, could be a valuable group to engage for attendance and sponsorship opportunities.



Research Report

Research Methods

To research target audiences' awareness of Boone Docs, SlipStream PR collected data via a 14-question survey on Qualtrics over a three-week period in October 2025 (See Appendix A). The survey was shared via various social media platforms, text message and email. The audiences reached through this survey were primarily Appalachian State University students, alumni, local Boone residents and tourists. This survey received a total of N=308 responses, 172 of which are year-round residents of Boone.

The information collected in the survey included the demographics of individuals who are aware of or attend the Boone Docs Film Festival. Data regarding how people learn about local events, specifically Boone Docs, was also collected, including information on the number of respondents who have heard about the event, how they heard about the event and why they have or have not attended the event. For respondents who had attended the event in the past, data on what they would like to see changed was collected. On the other hand, respondents who knew about the event but did not attend, data regarding what might influence their future decision of attendance was collected.



Research Report

Research Findings

Based on the findings, 57% of the respondents had not heard of the Boone Docs Film Festival. Despite 43% of respondents being aware of the event, the majority through word-of-mouth communication, only 8% actually attended the event. In terms of students, who accounted for 227 of the total responses, 97% said they would be more likely to attend if there was a student-focused incentive.

From our research, our team concluded that as a new event, limited promotion, both traditional and digital, directly impacts levels of awareness across all audiences. When asked why they decided not to attend the event, the majority of respondents stated that they were unaware of the event or time, while others mentioned timing conflicts or a lack of information, mainly regarding pricing.

As previously mentioned, 97% of students said that they would be more likely to attend if provided with an incentive. The top two suggested incentives were discounted admission and vouchers for food or beverages at local restaurants, which accounted for 72% of the responses. Additionally, 15% of respondents stated that if presented with an opportunity to earn extra credit for their classes at Appalachian State, they would be more likely to attend.

Of those who have attended the event, the majority of respondents stated that they most enjoyed the selection of films shown during the event, and 40% indicated they most enjoyed meeting with friends for showings. Based on these findings, our team concluded that the Boone Docs Film Festival is perceived as an entertainment and social event, indicating that the festival is viewed positively and presents opportunities for growth.

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STRATEGY





Introduction

The findings from our research provide clear insight into the current state of awareness and attendance surrounding the Boone Docs Film Festival. This aided directly in our team's process of strategy development. One of our team's findings revealed that there is a general interest in Boone community events and involvement; however, a large portion of our target audience, Appalachian State students, remains unaware of the film festival. The data also highlighted the importance of motivators in increasing engagement, such as incentives and social involvement. In these sections, SlipStream PR will turn these insights into achievable communication strategies. These sections describe the objectives, strategies and message strategies that our team recommends to raise awareness and attendance while building long-term relationships between the Boone Docs Film Festival and its audiences.



Objectives

The goals of the Boone Docs Film Festival are to increase awareness and attendance of its annual event, particularly among Appalachian State University students, while expanding its media presence. This campaign supports those goals by strategically engaging key audiences, including students, Boone residents and tourists, through targeted communication and outreach initiatives. To increase awareness and attendance, this campaign will use social media engagement, student incentives and promotional materials throughout the Boone area to build excitement and visibility. Media relations efforts will focus on broadening coverage by actively sharing festival information and story opportunities with relevant outlets. Guided by insights gathered from the Boone Docs Film Festival survey, this campaign's objectives and strategies are designed to effectively advance the festival's overall mission and strengthen its presence within the community and beyond.

Objective 1: Increase awareness of Boone Docs Film Festival by 25% among App State students.

Objective 2: Increase attendance of Appalachian State students by 15% among Appalachian State students by February 2027.

Objective 3: Increase earned media coverage and usage of social media platforms.



Strategies & Message Strategies

Students

Our strategies to increase student awareness begin with utilizing channels of communication that students encounter every day. These include professors, Appalachian State University's department social media accounts, word-of-mouth communication and physical media such as flyers in areas around campus. The message our team wants to convey to students about Boone Docs is that it is a local event with minimal cost and an activity to do with friends. Messaging that the film festival is an all-weekend event will tap into the pathos of human sociability. Students want to have a fun weekend and have places to go with their friends. The message strategies should emphasize this to put it on the students' radar for an upcoming event in Boone. In these message strategies, our team came up with logical scenarios where students could hear about the event, such as from their professors or in class. Students will remember an event their professor discussed, and awareness will increase via word-of-mouth.

Strategies & Message Strategies

Objective 1: Increase awareness of Boone Docs Film Festival by 25% among App State students.

- Strategy 1: Social media outreach via Instagram, TikTok and Facebook.
 - Message Strategy 1: “Boone Docs Film Festival is here! Bring your friends, grab popcorn, it’s time to dive into the stories that built Appalachia and continue to develop the modern Appalachia we know and love! Learn more here (insert link).”
 - Message Strategy 2: “Step into the untold history of Appalachian women and see how their stories still echo in our lives today.”
- Strategy 2: Flyering – Share promotional materials on bulletin boards and announcement boards through university departments.
 - Message Strategy 1: “Nothing to do this weekend? Now you do.”
- Strategy 3: Communication outreach via word-of-mouth through App State professors and students.
 - Message Strategy 1: “One of my friends is being featured in the Boone Docs Film Festival, want to check it out with me?”
 - Message Strategy 2: “A few professors, including myself, have been working very hard on the Boone Docs Film Festival this year and would love for you to come attend to learn more about our region and the untold stories!”
 - *Board member of Boone Docs to their students



Strategies & Message Strategies

One message strategy for targeting students is to use the appeal of extra credit in classes. Coordinating with professors to send emails to relevant programs and departments, specifically the Appalachian Studies program and the Department of Communication, would increase student interest in the event, as it would benefit students and their grades. Emphasizing free submissions for student films will increase student interest among student filmmakers, as it provides opportunities for students to gain experience and recognition in their desired industry, such as the Film Studies program and the Film Club at App State. Highlighting Boone Docs as an entertainment and social-based event located near campus will increase attendance, as events close to campus are more convenient for students. Coordinating with local restaurants to promote the festival will create a broader destination experience, reaching beyond the films.



Strategies & Message Strategies

Objective 2: Increase attendance of Appalachian State students by 15% among Appalachian State students by February 2027.

- Strategy 1: Social media outreach via Instagram, TikTok and Facebook.
 - Message Strategy 1: “ALMOST GONE – Buy your Boone Docs Film Festival tickets today!”
- Strategy 2: Leverage university communication channels to reach and engage Appalachian State University students.
 - Message Strategy 1: “Space is limited – Boone Docs wants YOU to attend the only film festival based in Appalachia! Buy your tickets now before it’s too late!”
- Strategy 3: Create a student internship or ambassadorship to engage with in-person activities.
 - Message Strategy 1: “For the very first time, Boone Docs is seeking a motivated communication intern looking to gain hands-on media relations experience in the film industry. Students from all departments are encouraged to apply!”



Strategies & Message Strategies

Media Personnel

Every event and business in Boone wants to be covered by local media outlets such as the Watauga Democrat or The Mountain Times. In order for Boone Docs' messaging to stand out, the message strategy must highlight the festival's unique value. There is no other film festival in the area that matches Boone Docs; it is the only one. Using the appeal of ethos, reporters will want to cover the festival as it grows and feature a story unlike anything else in their paper. For this reason, our team recommends a message strategy centered on the idea that this is a can't-miss, must-attend event. By reinforcing Boone Docs' credibility and relationships within the community, this message becomes even more compelling. Sponsors such as Booneshine and Stick Boy Bread Company, well-known Boone brands, will further strengthen local interest. Messaging that emphasizes authentic community connection will help break through to media personnel.

The message strategies to reach out-of-region reporters from Charlotte or Raleigh should demonstrate a clear understanding of their audiences. By highlighting that a significant portion of Boone's tourism comes from these cities, Boone Docs can position the festival as a story with direct relevance to their readers. Personally inviting these reporters to cover the event will also make them feel valued and more inclined to engage.

Strategies & Message Strategies

Objective 3: Increase earned media coverage and usage of social media platforms.

- Strategy 1: Branding the Boone Docs Film Festival as a “must-attend” event.
 - Message Strategy 1: “You do not want to miss the chance to tell the unique stories of the Appalachians, shown at Boone Docs. Every year, this event gets bigger and bigger.”
 - Message Strategy 2: “A mountain escape you can justify and stories that stay with you!”
- Strategy 2: Emphasizing the lack of other events at the time.
 - Message Strategy 1: “Who said there was nothing to do in Boone? Come to Boone Docs Film Festival (insert dates).”
 - Message Strategy 2: “Looking for an authentic Appalachian story to cover? Boone Docs Film Festival has plenty as we invite filmmakers from all over the region to share the stories of Appalachia’s past, present and future!”
- Strategy 3: Networking to develop relationships between the event and reporters.
 - Message Strategy 1: “Have you heard of Boone Docs Film Festival? (person responds no) It’s this weekend! You should come, it’s a really incredible event that showcases Appalachia.”
 - *This should be used in emails directly to reporters



TACTICS & IMPLEMENTATION





Introduction

The following phase of our team's campaign proposal will suggest communication tactics, an implementation plan and timeline, and an evaluation plan for after the event. These tactics align with our previously proposed objectives and strategies and outline the specific tasks needed to achieve them. SlipStream PR has proposed a timeline for implementing the tactics, and finally, an evaluation plan and timeline. Our team recommends implementation and measurement tools to aid in this process, measure campaign traffic, and evaluate campaign effectiveness.

SlipStream PR recommends the following tactics as they align with the respective strategies, which have been identified previously in this campaign.



Introduction

Tactic 1: Ask the Department of Communication, the Interdisciplinary Studies Department and the Appalachian Studies program to engage on Instagram accounts to reach students.

Tactic 2: Print and distribute flyers to put around campus. (i.e., Belk Library & Information Commons, department building billboards, cafe bulletin boards.)

Tactic 3: Ask professors in Appalachian Studies courses and Film courses to announce the event to their students.

Tactic 4: Work with Appalachian Studies Professors to have the film festival on their lists for field assignments, which students can attend for a grade.

Tactic 5: Offer an early-bird ticket discount that is exclusive to those who apply through a link in Boone Docs' Instagram or Facebook bio by a certain date.

Tactic 6: Ask board members employed at Appalachian State University to utilize their department's email list to send out an invitation email.

Tactic 7: Reach out to the Department of Communication Internship Coordinator Heather Preston, and request that the internship be listed under the department internship website.

Tactic 8: Reach out to hyper-local travel influencers to tell them about the event.

Tactic 9: Edit and submit media pitch to the Watauga Democrat and other local papers.

Tactic 10: Edit and send out a pitch to regional news outlets in January (Charlotte, Raleigh, Asheville).

The goal of this campaign phase is to provide a roadmap of achievable strategies and tactics for Boone Docs, one that can be easily used as a checklist during the planning process of Boone Docs Film Festival 2027.

Tactics

Objective 1: Increase awareness of Boone Docs Film Festival by 25% among App State students.

- Strategy 1: Social media outreach via Instagram, TikTok and Facebook.
 - Tactic 1: Switch the Instagram and Facebook pages to a business account in settings to be able to access analytics.
 - Tactic 2: Ask Departments with an interest in this topic to share on Instagram accounts to reach students. (See Appendix B)
 - Tactic 3: Send a post-event email survey via Qualtrics for the 2026 Boone Docs Film Festival to gauge awareness, how they learned about the event, and event feedback from students and the general audience
- Strategy 2: Flyering – Share promotional materials on bulletin boards and announcement boards through university departments.
 - Tactic 1: Print and distribute flyers to put around campus. (i.e., Library, department building billboards, cafe bulletin boards.) (See Appendix C)
- Strategy 3: Communication outreach via word-of-mouth through App State professors and students.
 - Tactic 1: Ask professors in Appalachian Studies courses and Film courses to announce the event to their students.
 - Tactic 2: Work with Appalachian Studies Professors to have the film festival on their lists for field assignments, which students can attend for a grade.

Tactics

Objective 2: Increase attendance of Appalachian State students by 15% among Appalachian State students by February 2027.

- Strategy 1: Social media outreach via Instagram, TikTok and Facebook.
 - Tactic 1: Offer an early-bird that is exclusive to those who apply through a link in Boone Docs' Instagram or Facebook bio by a certain date (make it two weeks out from the event). (See Appendix D)
- Strategy 2: Leverage university communication channels to reach and engage Appalachian State University students.
 - Tactic 1: Ask board members employed at Appalachian State University to utilize their department's email list to send out an invitation email.
 - Contact Department of Interdisciplinary Studies: Jeff Porter, Administrative Support Specialist (porterjdl@appstate.edu, 828-262-3177)
 - Contact Department of Communication: Elisabeth Borowicz, Administrative Support Associate (borowiczea@appstate.edu, (828) 262-2221)
 - (See Appendix E)
- Strategy 3: Create a student internship or ambassadorship to engage with in-person activities.
 - Tactic 1: Reach out to the Department of Communication Internship Coordinator, Heather Preston, and request the internship be listed under the department internship website.
 - Contact Heather Preston (prestonhp@appstate.edu)

Tactics

Objective 3: Increase earned media coverage and usage of social media platforms.

- Strategy 1: Pitching the Boone Docs Film Festival as a “Must-attend” event.
 - Tactic 1: Edit and submit a media pitch to the Watauga Democrat and other local papers. (See Appendix F)
 - Moss Brennan: Executive Editor Watauga Democrat & Mountain Times, moss.brennan@mountaintimes.com OR moss.brennan@wataugademocrat.com
 - Zach Colburn: Reporter for Watauga Democrat, zach.colburn@wataugademocrat.com
 - Melinda Burris, Associate Editor/Writer melinda@highcountrypress.com
 - The Appalachian <https://theappalachianonline.com/contact/>
 - Tactic 2: Reach out to hyper-local travel influencers to tell them about the event
 - @ncmountaintraveler (on Instagram)
 - @wooded.wanderlust (on Instagram)
 - @customcarolinatravel (on Instagram)
 - Tactic 3: Edit and send out a pitch to regional news outlets in January (Charlotte, Raleigh, Asheville). (See Appendix G)
 - Rana Cash, Executive Editor for Charlotte Observer rcash@charlotteobserver.com
 - Melissa Howsam, Editor-in-Chief for Raleigh Magazine, melissa@ralieghmag.com
 - Casey Clark, News Director of Queen City News, casey.clark@qcnews.com
 - Chris Lovingood, WRAL anchor/reporter (went to school in the Appalachian Mountains), clovingood@wral.com



Implementation Timeline

April 2026:

- Post recap of Boone Docs Film Festival 2026
- Reach out to PRSSA, the Department of Communication and Film Studies professors, for intern recommendations
 - Contact Heather Preston to list the internship on the Department of Communication internship page
 - Post fall internship info and applications

August 2026:

- Student awareness posts start (Instagram, TikTok, Facebook)
 - Connect with App State departments and programs (Appalachian Studies, Department of Communication, General Education) for future reposting and collaboration
- Ask App State departments to repost the Boone Docs promo content
- Contact Gen Ed professors about adding Boone Docs as an optional field assignment
- Begin designing flyers for Appalachian State University bulletin boards

September 2026:

- Create Facebook and Instagram story flyers for community promotion
- Board members prepare department email lists for fall promotions

Implementation Timeline

End of October into November 2026:

- Print and distribute flyers across campus (library, dorms, departments, cafés)
- Distribute flyers to sponsoring businesses
- Follow up with Departments and professors, asking them to reach out to students and engage with social media accounts

November 30 - December 14, 2026:

- Tease early-bird tickets on Instagram and Facebook
- Open early-bird registration (two weeks only)
- Prep January flyering materials for return to campus

January 4 - 18, 2027:

- Blanket flyering across Appalachian State campus
- Build media pitch draft for Watauga Democrat
- Professors announce the festival again on the first day of classes
- Instagram and Facebook infographics highlighting films appealing to Boone residents
- Board members send departmental email invitations (COM, IDS, etc.)

February 10 - 18, 2027 (assuming the festival is the weekend of the 26-27):

- TikTok “Why You Should Attend” reel (feature filmmakers if possible)
- Community-wide Facebook + Instagram promotion (Watuaga In The Know, High Country Happenings)
- Submit a full media pitch to local and regional outlets

February 20 - 24, 2027 (assuming the festival is the weekend of the 26-27):

- Campus tabling (library or student union)
- Final social media push
- Email reminders and reposts

Budget

Tactic	Details	Repeating Cost?	Cost	Staff Needed	Estimated Hours	Subtotal
Social Media Outreach	Creating graphics Filming TikTok and Instagram Reel Videos Posting on social media	No	\$0.00	1 Intern	2 - 3 hours per week	\$0.00
Flyering	Design flyers Print 100 flyers Hang flyers around Boone	No	\$65.00	1 Intern	4 hours	\$65.00
Department Emails	Board members send emails to their respective University Departments	No	\$0.00	3 Board Members	1 hour	\$0.00
Collaborate with Social Media Blogs	Reach out to social media blogs such as NC Mountain Traveler		\$0.00	1 Intern	2 - 3 hours per collaboration	\$0.00
Media Pitches to Regional Press	Write media pitches Send to regional newspapers and local media outlets	No	\$0.00	1 Board Member	1 - 2 hours per week for one to two weeks	\$0.00
Press Releases to Regional Press	Write press releases Send to local newspapers and media outlets	No	\$0.00	1 Board Member	1 - 2 hours per week	\$0.00
Social Media Analytics Evaluation	Sprout Social	Yes, per month	\$79.00	N/A	N/A	\$948.00 per year
Total Cost:						\$1,013.00



EVALUATION





Introduction

The final phase of our campaign proposal outlines the evaluation framework we will use to examine the overall effectiveness of our communication efforts. In this section, SlipStream PR will identify the key practices that are necessary to evaluate whether our objectives have been met. This includes collecting indicators such as tickets purchased, collecting surveys, social media engagement, and growth in followers. This will aid us in gaining a better understanding of campaign reach and future attendance efforts. We will then establish what should be evaluated, how data will be collected, and when evaluations should occur. This phase will also recommend accessible tools that the client can use to track progress throughout the campaign in order to support continuous growth.



Evaluation Plan and Timeline

Objectives

Objective 1: Increase awareness of Boone Docs Film Festival by 25% among App State students.

Objective 2: Increase attendance by Appalachian State students by 15% among Appalachian State students by February 2027.

Objective 3: Increase earned media coverage and usage of social media platforms.

Evaluation Plan

For each objective established in this campaign, several metrics can be used to measure its success. Objective One is awareness-related, and thus success in this area can be measured by pre- and post-event surveys, social media impressions and open rates on emails. For the attendance objective, Objective Two, success can be measured by the number of tickets purchased. Lastly, the success of Objective Three regarding earned media can be measured by the number of media mentions and the number of reporters in attendance.

Specifically, measuring the awareness of students in Objective One can be measured through pre- and post-event surveys sent directly to students, social media impressions in the 18-24 age range and open rates on emails sent through student mailing lists. To measure student attendance in Objective Two, tracking the number of student tickets purchased is the best metric for evaluating the potential increase in attendance at the Boone Docs Film Festival. Social media analytics can be measured using Sprout Social, a social media management tool. Ticket purchases can be measured through Etix in collaboration with The Appalachian Theatre, as this is the platform currently used for ticket sales.

Evaluation Plan and Timeline

Evaluation Timeline

March 2026:

- Collect event data from the 2026 Boone Docs Film Festival
 - Event attendees
 - Social media followers
 - Social media engagement
- Send out post-event survey for the 2026 Boone Docs Film Festival using email addresses used to buy tickets, using Qualtrics

September 2026:

- Send out pre-event survey for the 2027 Boone Docs Film Festival
- Evaluate social media analytics through Sprout Social
 - Follower growth
 - Engagement
- Measure ticket sales
 - Student ticket sales
- Evaluate email open rates
- Evaluate the number of media mentions

November 2026:

- Evaluate social media analytics through Sprout Social
 - Follower growth
 - Engagement
- Monitor ticket sales
 - Student ticket sales
- Evaluate email open rates
- Evaluate the number of media mentions



Evaluation Plan and Timeline

January 2027:

- Evaluate social media analytics through Sprout Social
 - Follower growth
 - Engagement
- Monitor ticket sales
 - Student ticket sales
- Evaluate email open rates
- Evaluate the number of media mentions

February 2027:

- Evaluate social media analytics through Sprout Social
 - Follower growth
 - Engagement
- Monitor ticket sales
 - Student ticket sales
- Evaluate email open rates
- Evaluate the number of media mentions

March 2027:

- Collect event data from the 2027 Boone Docs Film Festival
 - Event attendees
 - Social media followers
 - Social media engagement
- Send out post-event survey for the 2027 Boone Docs Film Festival



APPENDIX



Appendix A - Survey Questions

1. What's your age? Please choose from the ranges below.
 - a.18-21
 - b.22-29
 - c.30-45
 - d.45-60
 - e.60+
2. Please choose one of the following to describe yourself.
 - a.Student
 - b.Part-time worker (non-student)
 - c.Full-time worker (non-student)
 - d.Retiree
 - e.Visitor
3. Do you live in Boone (or the area) year-round?
 - a.Yes/No
4. How do you most often learn about local Boone events?
 - a.Word of mouth/friend or family
 - b.Social media - Instagram
 - c.Social media - Facebook
 - d.Social media - TikTok
 - e.Social media - other or can't recall
 - f.Newspaper - Watauga Democrat
 - g.Newspaper - The Appalachian
 - h.News - other or can't recall
 - i.Radio
 - j.Email newsletters
 - k.Other (fill in the text box)
5. Have you heard of the Boone Docs film festival held annually at the Appalachian Theater?
 - a.Yes/No

Appendix A - Survey Questions

6. If so, how did you hear about it?
- a. Word of mouth/friend or family
 - b. Social media - Instagram
 - c. Social media - Facebook
 - d. Social media - TikTok
 - e. Social media - other or can't recall
 - f. Newspaper - Watauga Democrat
 - g. Newspaper - The Appalachian
 - h. News - other or can't recall
 - i. Radio
 - j. Email newsletter
 - k. Other (fill in the text box)
7. Have you attended the Boone Docs film festival?
- a. Yes/No
8. Yes - What did you most enjoy about the festival? Choose all that apply.
- a. Selection of films shown
 - b. Filmmaker discussions
 - c. Venue
 - d. Timing of showings
 - e. Meeting with friends for showings
 - f. Other (fill in the text box)
9. Is there anything you would like to add or change about the festival to make it more enjoyable? This will be shared with the organizers.
(Fill in the text box)



Appendix A - Survey Questions

10. No - Why haven't you decided to attend Boone Docs? Choose all that apply.

- a. I'm not interested in films focused on the Appalachian region
- b. I work during the showing times
- c. I'm not sure of the cost
- d. I'm not interested in films in general
- e. Other (fill in the text box)

11. If there were an incentive for students to attend, would you be interested?

- a. Yes/No

12. What type of incentives would you be most interested in? Choose all that apply.

- a. Discounted admission
- b. Voucher for a discount or free food or beverage at sponsor restaurant
- c. More student films
- d. Other (fill in the text box)

13. How likely are you to attend Boone Docs in the future?

- a. Very likely-Very unlikely

14. Finally, do you have any questions or input for the Boone Docs film festival organizers?

Appendix B - Social Media Graphic



Appendix C - Flyer



Appendix D - Social Media Graphic



Appendix E - Department Promotional Email





Appendix E - Department Promotional Email

Dear (insert Department Admin Assistant name),

I hope this message finds you well!

My name is _____, and I'm with the Boone Docs Film Festival, an annual High Country film festival dedicated to showcasing the culture of Appalachia through film. This event will be held February 27-28, 2026 (insert correct dates) from ____a.m. to ____p.m.

We are working to increase attendance and awareness among Appalachian State students. Would you be willing to share the following graphic and information with students through your department's communication channels?

Best,
(insert sender name)
Boone Docs Film Festival

Appendix F - Local Media Pitch

FOR IMMEDIATE RELEASE

Jan. 30th, 2026

Contact:

Anne Ward

(123)123-4567

wardac@appstate.edu

Boone Docs Film Festival Returns to the High Country

BOONE, N.C. – Boone Docs Film Festival, the High Country's celebration of documentary local storytelling, is set to return for its sixth consecutive year with an incredibly engaging lineup from Feb. 26 - 28 at Appalachian Theater. Designed to spotlight the people, places and culture of Appalachia. Boone Docs has quickly become a must-attend event for residents, students and tourists alike.

Hosted in the heart of Boone, the festival showcases a cultural selection of short documentaries capturing themes of regional culture, community resilience and more. Attendees can expect an inspiring afternoon or evening of films produced by emerging storytellers from all over the High Country. The films will be followed by a Q&A session and opportunities to meet the filmmakers.

This festival will feature Appalachian-rooted storytelling, community engagement and support for regional artists, all of which make it a must-attend event. The unique cultural experience of Appalachia is something that Boone Docs believes should be shared. We invite all community members, students and visitors to join in on celebrating the art of documentary filmmaking and the cultural narratives that bind our region together.

February 26-28 at TBD

559 W King St, Boone, NC 28607

Those with further questions can contact Anne at (123)123-4567 or wardac@appstate.edu

-30-



Appendix G - Regional Media Pitch

MEDIA PITCH

Contact Info

Boone's Post-Holiday Mountain Getaway: Boone Docs Film Festival

The 2027 Boone Docs Film Festival provides a new spin for your post-holiday mountain getaway. Offering the perfect break from the ski-slopes to warm up inside and immerse oneself in the true culture of the Appalachian region: storytelling.

With people looking to escape the city and post holiday buzz, Boone naturally offers the perfect escape from the worklife schedule. This year on (insert dates) we invite you to engage with true stories of the Appalachian Mountains from Boone's very own Appalachian Theatre.

This documentary film festival brings Emmy Award-winning filmmakers and industry professionals to the North Carolina mountains for a weekend of workshops, screenings and storytelling. All events are open to the public and sorted by themes for those who want to pick-and-choose.

Located right on King Street, in Downtown Boone, Boone Docs Film Festival places you in the past, present and future of the region's traditions. Telling the modern story of Appalachia requires a modern take. Boone Docs takes the tradition of storytelling and puts it on the big screens for all to come and see.

We welcome all who are interested to experience these stories firsthand and talk to the makers behind the films. (insert if there are press moments such as interviews with filmmakers and workshops). The mountains have stories to tell, and we'd love for you to help us share them.

-30-

Contact [NAME] at [EMAIL] or [PHONE] for more information.

SlipStream PR

