



College Dress Relief Clothing Drive Pop-Up Shop Pitch Brief

Story Idea: College Dress Relief (CDR), a student-run organization at Slippery Rock University, focuses on fashion, sustainability, lifestyle, diversity and professional development. College Dress Relief hosts a clothing drive pop-up shop in the quad on campus each spring before the end of the semester. This upcoming spring will be the club's third pop-up shop. Donation boxes are placed around campus and the surrounding apartment complexes a few weeks prior to the pop-up shop to leave time to gather clothing donations from students, staff or visitors around campus. The donations are then picked up by CDR members and set up on clothing racks outside in the quad as a free event for students to attend and take desired items.

The mission of this event is to upcycle clothing in good condition to limit student's consumption and give back to others in need. CDR's clothing drive pop-up shop is a clothing waste reduction initiative additionally sponsored by Branded in Butler, a textile upcycling store in Butler County, and the Kind Closet, another SRU donation organization. The clothing that is not taken by the end of the event is then donated to local shelters or related missionaries.

The pop-up shop is still relatively new to campus and has made a great impact so far. The event generates social media engagement, in-person interactions with students around campus and supports a great cause that highlights the importance of recycling and sustainability in our environment. The event presents an opportunity for students involved to show that sustainability and consumption regulation is a value of Slippery Rock University and its environment.

News Value: College Dress Relief's clothing drive pop-up shop is newsworthy because it demonstrates proximity, relevance, impact, human interest and novelty. This story will include novelty because it is a unique event to the SRU and to what any other organizations surrounding colleges may have. CDR is a unique club with an impactful mission during the pop-up shop. There are few other colleges in the Pittsburgh area with a fashion and sustainability focus.

The clothing drive pop-up shop is relevant in lifestyle, fashion and environmental news today and will intrigue audiences on its lasting impact on the university and its students. CDR's clothing event appeals to human interest in the news for its mission to upcycle, regulate clothing waste and our over-consumption as a society. Giving back through donations is a sustainable way to clean out our closets and set a good reputation for the university CDR serves, and this aspect is directly related to human interest and impact.

Key Messages: Some key messages and quotes of CDR that reinforce positive ideas about SRU include:

- College Dress Relief is sustainable and inclusive at Slippery Rock University
- College Dress Relief creates lasting connections at Slippery Rock University
- Slippery Rock University aims to shape campus professionalism

- College Dress Relief cares about professional skill building
- Slippery Rock University positively impacts its community
- Slippery Rock University sets itself apart from other universities through its student involvement

Spokesperson: College Dress Relief's clothing drive event spokesperson would be CDR Co-President Jenna Lubinski. Jenna is a current junior at SRU and she is passionate about all things fashion and inclusivity around campus. Jenna is very knowledgeable about what goes into the pop-up shop's planning process. Jenna understands the exact mission of the pop-up shop and the audiences it is reaching. Jenna has access to the social media and attendance results of the drive with the help of preparation from the club's fellow board members. Jenna is a strong public speaker and excels in interviewing settings.

Dr. Katrina Quinn would also serve as a strong spokesperson to CDR's pop-up shop event. Dr. Quinn is the club's faculty advisor and has been involved in the pop-up shop's planning and logistics of the university's club requirements and abilities. Dr. Quinn possesses strong public speaking attributes and media experience to represent the club's initiatives, along with the university overall.

I believe it would make sense to hear from the perspective of both Jenna and Dr. Quinn as spokespeople for College Dress Relief because Jenna would fit to touch on the club environment, its members and mission. Dr. Quinn would fit to touch on the club logistics related to being the faculty advisor and what goes into her role and university approval of the event.

I would prepare both spokespeople for a media interview by ensuring SRU's and CDR's missions, values, roles, and connection are clear and understood. I would prepare them by practicing professional and clear interview responses with camera training. I would also ensure spokespeople are prepared by reciting answers to expected questions as well as key messages and talking points.

Assets: College Dress Relief's social media views have increased by 20,000 views in the last 30 days with a 37% reach of new/non-followers from recent content. College Dress Relief has gained 348 interactions on new posts in the last 30 days. Last year's clothing drive pop-up shop generated about 10 2ft x 2ft boxes full of clothing in donations, estimating over 200lbs of clothing upcycled. For the event's success, this April's upcoming pop-up shop is expected to exceed those numbers.

The photo represents College Dress Relief's well-attended Spring 2024 clothing drive pop-up shop. College Dress Relief's clothing donations are set up in



the quad gazebo of Slippery Rock University's campus during common-hour for students to stop and acquire items of clothing.

Reporter: The Pittsburgh Tribune Review (Trib Live) is the city's second-largest daily newspaper serving the Greater Pittsburgh metropolitan area of Western Pennsylvania. JoAnne Klimovich Harrop is a journalist of 25 years for the Pittsburgh Tribune Review focusing on fashion and feature writing. In addition to the representative photo, Reporter JoAnne Klimovich would receive further information including a media advisory, contact information for club spokespeople, access to reference social media content, behind the scenes access for event set-up or preparation, and interview slots with club members or attendees that might aid in the production of the story angle.

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Pitch letter:

Subject Line: Slippery Rock University's Student Run Pop-up Clothing Shop Impact

Dear JoAnne Klimovich Harrop,

Slippery Rock University students are turning clothing donations into re-personalized artifacts. Current clothing trends involve fast-fashion and online retail for the general population. Appreciation for the sustainable initiatives of CDR's members and its clothing drive event deserve time to be recognized. I am Hayley Meerdo, Slippery Rock University's public relations specialist. I am reaching out to inquire about your attendance on campus to experience what Slippery Rock University's student-run fashion, sustainability and lifestyle organization, College Dress Relief, is doing to maintain sustainability and fashion-forward initiatives on campus.

As an avid reader of your fashion and feature pieces in the Tribune Review, I think your readers would be intrigued to know what these Slippery Rock University students are doing to impact the campus community through clothing consumption and sustainability.

College Dress Relief will host its third clothing drive pop-up shop in the quad on campus this spring before the end of the semester after the major success of last year's clothing drive. The mission of this event is to upcycle clothing in good condition to limit student's consumption and give back to others in need. The event presents an opportunity for students involved to show that sustainability and consumption regulation is a value of Slippery Rock University and its greater environment. There are few other colleges in the Pittsburgh area with a fashion and sustainability focus like College Dress Relief.

I would be happy to set up a meeting or phone call to share more details. I am reachable via email or at 412.439.3329. I am looking forward to hearing back.

Regards,

Hayley Meerdo
Public Relations Specialist
Slippery Rock University

Considerations: Some potential concerns that may come up as preparations begin to pitch CDR's clothing drive pop-up shop include thinking about if the reporter would be willing to travel for the next event or take time to do a media call for information about the past pop-up shop. I think this could be managed by tailoring proposed meeting times or calls to the reporters work schedule and beat. Incentives could also be offered with special access to event planning information, SRU's club management information or additional faculty or subject matter expert interviews.

Guidance I would give to prepare for the outcome of this pitch would be to ensure spokespeople are knowledgeable, I (the PR professional) am quick to respond to the reporter, have expected answers pre-recited, and even prepare for no response and potentially a follow up pitch.