AGENCY PROPOSAL PROJECT



AlertOC

Emergency Notification Awareness & Registration Campaign

Emergency Management Month · 2026

PREPARED FOR

Orange County
Emergency Management

PREPARED BY

The PR Collective

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COMM 464- California State University, Fullerton

September 2026

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01

Executive Summary

Executive Summary

Most Cal State Fullerton students assume their phone will warn them if something happens near campus. It will not, unless they have signed up for alerts.

Orange County Emergency Management operates, AlertOC, the county's official emergency notification system. It delivers alerts by call, text and email for wildfires, floods, earthquakes, hazardous material incidents and other public safety emergencies, and it lets users register more than one location. Registration is free and takes under a minute. The problem is not the system. The problem is that people do not know it exists, confuse it with the automatic alerts already on their phones, and feel no urgency to act when nothing is happening.

The PR Collective proposed a one-month campaign running through October 2026, Emergency Management Month, focused on a single audience: the 45,563 students enrolled at Cal State Fullerton. We choose this audience because it is large, concentrated, and reachable through channels the county does not have to pay for. Roughly 97% of CSUF students commute, which means they move daily between the campus an cities across the region, exactly the multi location situation AlertOC was built to serve. Faculty serve as our secondary audience. Professor are able to spread awareness as they hold classroom time and the credibility that gets students to act.

The campaign concept is Scan. Sign Up. Stay Alert, is a printed QR code as the central visual element on every piece, so students move from seeing the campaign to registering in one step. It runs on three tactics. Paid geo-fenced social ads, Daily Titan placements, digital signage, flyers, and vinyl stickers across campus correct the assumption that phones alert automatically. A student organization registration contest turns peer networks into registration drivers. During the week of October 12 through the 16, registration tables staffed alongside the Fullerton Fire Department bring the campaign face to face with students, closing on the Great ShakeOut earthquake drill on October 15, the one day a year students are already thinking about what happens next.

Our objectives are to raise student awareness of AlertOC, generate 4,000 new registrations during October, and register 750 students in person during ShakeOut week.

The campaign is delivered within the $100,000 budget and measured through QR codes, event counts and pre and post campaign surveys, so the country can see which channels earned their cost. This proposal is designed to produce registration, not impressions.

02

Agency Introduction & Team Qualifications

Agency Introduction & Team Qualifications



Cynthia Macias

CREATIVE DIRECTOR

Cynthia Macias is a senior Communications major with a concentration in Public Relations. She currently works for a public agency in purchasing, where she reviews contracts. Cynthia is a creative and passionate PR enthusiast. She strives to combine her creativity, communication skills, and professional experience to grow in the PR field and make a positive impact in her community.

CREATIVE DIRECTOR



Maggie Gibbs

SOCIAL MEDIA STRATEGIST

Maggie Gibbs is a senior Communications major with a concentration in Public Relations. She currently interns with Titans Sports Network, where she creates graphics and social media content. She also manages social media for a softball team, overseeing its digital presence and developing content that captures the team's personality. Maggie is passionate about sports, creative storytelling, and finding new ways to bring ideas to life.

SOCIAL STRATEGIST



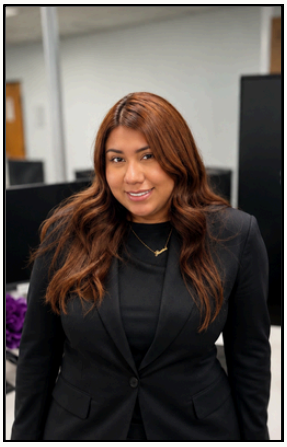
Carla Caal

CONTENT SPECIALIST

Carla Caal is a senior majoring in Communications with a concentration in Public Relations. She works full-time as a Paralegal and Office Manager at Giragossian Law, Inc., where she drafts and edits written material and translates complex information into clear language for a range of audiences. Bilingual in English and Spanish, she brings strengths in content development, editing, and multilingual messaging.

CONTENT SPECIALIST

Agency Introduction & Team Qualifications



Jessica Romero

COMMUNICATIONS SPECIALIST

Jessica Romero is a Communications student with a concentration in Public Relations at Cal State Fullerton University and a passion for helping others. She works in healthcare referrals, where she supports patients, coordinates specialty care, and helps improve team workflows. Jessica is passionate about community service, healthcare, and making a positive impact through communication and leadership.

COMMUNICATIONS SPECIALIST



Lorena Galindo

COMMUNICATIONS SPECIALIST

Lorena Galindo is a Communications major with a concentration in Public Relations. Drawing on four years of experience in guest show operations and leadership at Disneyland, as well as her current role as a sales associate at H&M, she combines customer-centric communication with strong organizational and interpersonal skills. Lorena strives to build a career in sports PR or return to strategic communications within The Walt Disney Company.

COMMUNICATIONS SPECIALIST

03

Research

Situational Analysis

AlertOC is Orange County's official mass notification system, designed to provide residents with timely and important information during emergencies. The system can send notifications through phone calls, text messages, and email, allowing residents to receive information through multiple communication channels. AlertOC can also be used for multiple locations, such as a person's home, workplace, or school. These features make the system a useful resource for people who spend time in different parts of Orange County.

However, awareness and understanding of AlertOC remain important challenges. Residents may not know that AlertOC exists, may be confused about how it differs from other emergency alert systems, or may not see a reason to register when there is no immediate emergency. People may also have concerns about sharing their contact information or may have outdated information if they registered in the past. These challenges can make it difficult for the system to reach people when emergency information is needed most.

This campaign will focus specifically on Cal State Fullerton students because students are highly connected to smartphones, social media, email, and other digital communication platforms. Many students also live, work, and attend school in different locations, making access to timely emergency information especially important. However, students may be less likely to think about emergency preparedness because they are focused on school, work, and other responsibilities. The campaign must therefore make AlertOC relevant to their everyday lives rather than presenting it as something they only need during a major disaster.

The campaign will use student-focused messaging and communication channels that are familiar to the CSUF community. Social media, campus organizations, student events, campus emails, QR codes, and in-person outreach can help introduce AlertOC and make registration more accessible. The campaign will also emphasize that registering is a simple action students can take before an emergency occurs. By clearly explaining the purpose of AlertOC and providing an easy path to registration, the campaign aims to move students from simply being aware of emergency preparedness to taking immediate action.

Overall, the situation presents an opportunity to increase AlertOC awareness among CSUF students by connecting emergency preparedness to the communication habits students already use. Rather than relying only on emergency messaging when a crisis occurs, the campaign will encourage students to prepare in advance by registering for AlertOC and keeping their information updated. This approach can help make emergency communication more recognizable, accessible, and relevant to the CSUF student population.

PEST Analysis

Political
AlertOC operates as Orange County's official mass notification system, making government credibility and trust important to how students respond to emergency messages. Because Orange County uses several emergency communication systems, including Wireless Emergency Alerts (WEA) and AlertOC, students may not understand the difference between them. The campaign should clearly explain that AlertOC is an official county system and encourage students to register so they can receive local emergency information.

Economic
Orange County has high access to technology, with 95% of households having a broadband internet subscription and 97.9% having a computer. This makes digital communication a useful way to reach CSUF students. However, not everyone has the same level of internet access or technology. Housing costs and the large number of renters in Orange County may also affect students, particularly those who move between housing locations. AlertOC's ability to register multiple locations can be useful for students who live, work, or attend school in different areas.

Social
Orange County has a diverse population of more than 3.1 million people, and 46.4% of residents age five and older speak a language other than English at home. This highlights the importance of clear and accessible communication. For CSUF students, social media, campus organizations, professors, and peer networks can help spread awareness about AlertOC. The campaign should also emphasize the importance of registering before an emergency occurs rather than waiting until a disaster happens.

Technology
Technology is one of AlertOC's major opportunities because the system can send emergency notifications through phone calls, text messages, and email. Students can also register through AlertOC or by texting "AlertOC" to 888777. Social media platforms such as Instagram and TikTok can be used to educate students and show them how simple registration is. However, students may experience alert fatigue from receiving many digital notifications. Campaign messages should therefore be short, recognizable, and focused on one clear action: register for AlertOC.

SWOT Analysis

Strengths • **Official and trusted: AlertOC is Orange County's official mass notification system for time-sensitive emergency information.** • **Multiple contact methods: Residents can receive alerts through phone calls, texts, and email.** • **Easy registration: Residents can register through AlertOC.com or by texting "AlertOC" to 888777.** • **Multiple locations: Users can register locations such as their home, workplace, or school.**	**Weaknesses** • **Limited awareness: Some people may not know AlertOC exists or understand how it works.** • **Registration barriers: Students may not want to complete another registration process or create another account.** • **Privacy concerns: Some users may hesitate to provide personal contact information.** • **Outdated information: Previously registered users may have outdated phone numbers, emails, or locations.** • **Lack of urgency: Students may not think about emergency alerts until an emergency happens.**
Opportunities • **College partnerships: CSUF can help promote AlertOC through campus organizations, student services, and events.** • **Social media: Student-focused platforms can increase awareness and make registration more visible.** • **QR codes: QR codes can connect students directly to the registration page.** • **Multilingual outreach: Messages can be adapted to reach Orange County's diverse population.**	**Threats** • **Alert confusion: Students may confuse AlertOC with campus alerts, Wireless Emergency Alerts, or other emergency systems.** • **Alert fatigue: Students receive many notifications and may ignore emergency messages.** • **Misinformation: False or inaccurate information can make people less likely to trust emergency communication.** • **Privacy concerns: Concerns about sharing personal information may discourage registration.**

Strengths: AlertOC is Orange County's official emergency notification system, which makes it a trusted source for time-sensitive emergency information. It offers multiple ways for people to receive alerts, including phone calls, text messages, and email. Residents can also register multiple locations, such as their home, workplace, or school, making the system useful for people with different daily routines.

Weaknesses: One of AlertOC's main challenges is that some people may not know the system exists or may not understand how it works. Registration can also feel like an extra step, especially for college students who already manage many accounts and notifications. Privacy concerns, outdated contact information, and the lack of urgency when there is no active emergency may also prevent people from registering or keeping their information updated.

Opportunities: AlertOC has opportunities to increase awareness through colleges, schools, businesses, and community organizations. For a CSUF-focused campaign, social media, QR codes, student organizations, campus events, and in-person outreach can make registration easier and more convenient. Multilingual messaging and clear, student-focused visuals can also help reach a wider audience and encourage more students to register.

Threats: AlertOC may face competition from other emergency notification systems, such as campus alerts, Wireless Emergency Alerts, social media, and local news. Students may also experience alert fatigue from receiving frequent notifications and choose to ignore emergency messages. Misinformation, privacy concerns, and distrust of government communication can further reduce participation. Language and accessibility barriers may also make it harder for some students to understand or respond to AlertOC messages.

Audience Analysis

AlertOC is Orange County's official emergency notification system, which makes it a trusted source for time-sensitive emergency information. It offers multiple ways for people to receive alerts, including phone calls, text messages, and email. Residents can also register multiple locations, such as their home, workplace, or school, making the system useful for people with different daily routines.

Primary Audience

Cal State Fullerton students who live, work, or attend school in Orange County and can benefit from receiving emergency notifications. College students are the primary audience because they frequently rely on their phones, social media, and digital communication for information. The campaign will focus on increasing their awareness of AlertOC and encouraging them to register or update their information.
Primary Sources for Information:

- Campus emails and newsletters
- CSUF social media
- Student organizations and clubs
- Campus events and announcements
- CSUF website
- Professors and campus staff
- Student group chats and online communities

Similar Campaigns

1. Cal OES — Be Prepared: Sign Up for Emergency Alerts

- Main message: Californians should sign up for free local emergency alerts before a disaster occurs.
- Target audience: California residents, including people who live and work in different counties.
- Channels: Online emergency preparedness resources and emergency-alert information.
- Call to action: Register for emergency alerts in the counties where you live and work.
- Creative: The campaign uses simple preparedness information and clear calls to action that direct residents toward emergency-alert registration.
- Lesson for AlertOC: AlertOC can use a short and direct call to action. The focus on registering for alerts in both residential and work locations could also help AlertOC reach people who commute into Orange County.

2. AlertMarin — Marin County

- Main message: Residents should register to receive important emergency information and potentially life-saving instructions.
- Target audience: People who live or work in Marin County.
- Channels: Phone calls, text messages, email and county emergency-preparedness outreach.
- Call to action: Register for AlertMarin.
- Creative: Marin County simplified its registration process and expanded language accessibility. Residents can register multiple locations without creating an account.
- Lesson for AlertOC: Making registration quick and easy can reduce barriers. AlertOC could emphasize how little time registration takes and make the process feel simple rather than like another complicated account residents need to create.

3. Cal OES — Hurricane Hilary Emergency Alert Outreach

- Main message: Receiving timely emergency information is important when a disaster or dangerous weather event is approaching.
- Target audience: Californians who could be affected by Hurricane Hilary.
- Channels: Online emergency information and preparedness messaging connected to the approaching storm.
- Call to action: Sign up for local emergency alerts.
- Creative: The messaging connected emergency-alert registration to a specific and immediate threat, making the importance of receiving alerts more understandable.
- Lesson for AlertOC: AlertOC can connect its message to real situations that Orange County residents may experience, such as wildfires, earthquakes, severe weather or other emergencies. Showing why alerts matter can create a stronger sense of urgency.

Similar Campaigns

4. FEMA/U.S. Fire Administration — Wildfire Preparedness Outreach

- Main message: Prepare before a wildfire so you know what to do during an evacuation.
- Target audience: Residents in wildfire-prone communities.
- Channels: Checklists, downloadable materials, social-media graphics, and visual resources.
- Call to action: Create an evacuation plan and prepare before an emergency.
- Lesson for AlertOC: Simple visuals, social-media content, and multilingual materials can make emergency information easier to understand and share.

Key Takeaway

The similar campaigns show that an effective AlertOC campaign should use a simple call to action, easy registration, clear visuals, social media, and trusted community partnerships. For CSUF students, the campaign can make registration more accessible by using QR codes, campus organizations, student events, and student-focused messaging. The main goal should remain clear: encourage students to register for AlertOC or update their existing information.

Problem Statement

Many Orange County residents may not be aware of AlertOC or may not be registered to receive emergency notifications. This can create a communication gap during emergencies, when receiving timely and reliable information is critical. The campaign needs to increase awareness of AlertOC, encourage residents to register, and reinforce the importance of using AlertOC as a trusted source for emergency information.

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Planning

GOALS:

The goal of the AlertOC awareness and registration campaign is to increase awareness and understanding of AlertOC among Cal State Fullerton students and motivate them to register for the emergency notification system.

The campaign will make AlertOC easy to understand and easy to access by using student-focused messaging, campus partnerships, QR codes, and in-person registration opportunities. By focusing on one specific audience, the campaign will move students from simply knowing about emergency preparedness to taking an immediate action by registering for AlertOC.

SMART Objectives

To achieve the campaign goal, the following objectives will guide the campaign:

- **OBJECTIVE 1**: Increase awareness and understanding of AlertOC among students at Cal State University Fullerton by 10% by October 31, 2026, as measured through pre- and post- campaign surveys.

- **OBJECTIVE 2**: Generate 4,000 new student AlertOC registrations across all campaign channels between October 1 and October 31, 2026.

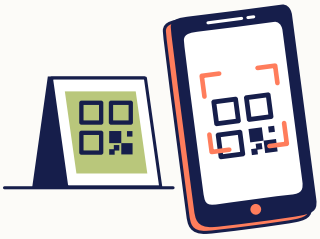
- **OBJECTIVE 3**: Partner with local fire departments to staff daily Alert OC registration tables at Cal State Fullerton during October 12-16, 2026, culminating in the Great ShakeOut drill on October 15, and register 750 students in person across the week.



CAMPAIGN CONCEPT

Scan. Sign Up. Stay Alert.

The campaign concept, “Scan. Sign Up. Stay Alert.”, is designed to make AlertOC registration simple and accessible for CSUF students. The campaign will use a prominent QR code as the central visual element, allowing students to immediately move from seeing the campaign to registering for AlertOC.



The concept is based on three simple actions. “Scan” encourages students to interact with the campaign using the QR code. “Sign Up” communicates the specific action students should take by registering for AlertOC. Finally, “Stay Alert”reinforces the purpose of the system: helping students receive important emergency information.



CAMPAIGN CONCEPT

The campaign will use the same message and QR code across multiple communication channels, including social media, classroom materials, campus outreach, and in-person registration tables. This consistency will help students recognize the campaign and understand that the desired action is simple: scan the QR code and register for AlertOC.

The QR code will serve as the main connection between campaign awareness and student action. This allows the campaign to reach students in different ways while maintaining a consistent identity and message.

The campaign will also connect with the Great ShakeOut drill on October 15 as a major opportunity to encourage registration and reinforce the importance of receiving emergency information. The week of October 12–16 will provide an opportunity for students to interact directly with campaign representatives and local fire departments through registration tables on campus. The Great ShakeOut will serve as a natural point for the campaign to remind students that emergency preparedness includes knowing how they will receive important information during an emergency.



KEY MESSAGES:

The campaign will use three key messages to communicate the value of AlertOC to CSUF students:

1. **Know what Alert OC is.**



AlertOC is an emergency notification system that provides important emergency information to registered users. Students should understand that AlertOC is a resource they can use to stay informed during an emergency.

2. **Register so you can receive emergency information.**



Student should take an active step toward receiving AlertOC notifications by registering their information. The campaign will make registration easy by placing a QR code directly on campaign materials.

3. **Stay informed wherever you are.**



College students may spend their time between campus, home, work, and other locations. The campaign will encourage students to think about staying informed while they are going about their daily lives

SCAN, SIGN UP
STAY ALERT!

05

Implementation

Strategies

Objective 1. Increase awareness and understanding of AlertOC among students at Cal State Fullerton to 10% by October 31, 2026, measured through pre- and post-campaign surveys.

- Strategy: Launch targeted campus media, digital displays, print materials, and social ads to clearly explain what AlertOC is and why students should sign up.
    - Tactics: Run geo-fenced Instagram and TikTok ads aimed directly at CSUF students. Hang physical flyers on bulletin boards in main academic hubs (such as the College of Business and Economics, McCarthy Hall, and the Pollak Library), and hand out vinyl AlertOC stickers in busy campus spots. Put up sponsored announcements in The Daily Titan and display digital flyers on campus screens around the TSU, library, and dining halls.
        - *Tools:* Instagram reels, TikTok, QR code generators, and promotional materials (stickers/flyers)

Objective 2. Generate 4,000 new student AlertOC registrations across all campaign channels between October 1 and October 31, 2026.

- Strategy: Get students to take immediate action by partnering with campus student leaders, placing QR code graphics in high-traffic areas, and running a registration contest for student organizations.
    - Tactics: Work with Associated Students Inc. (ASI) to post short video walkthroughs on its official Instagram and TikTok pages that show students how to sign up for AlertOC in under 60 seconds. Partner with Fraternity & Sorority Life and student clubs to host a registration contest, offering event prize funding to the top-performing groups. Post flyers on bulletin boards in academic buildings and hand out custom vinyl laptop stickers with direct QR codes near high-traffic hubs such as the Titan Student Union, Pollak Library, and campus dining halls.
        - *Tools:* ASI Instagram & TikTok, custom QR Codes, vinyl laptop stickers, academic bulletin boards, and club tracking links.

Strategies Cont.

Objective 3. Partner with local fire departments to staff daily AlertOC registration tables at Cal State Fullerton campuses during the week of October 12-16, 2026, culminating in the Great ShakeOut drill on October 15, and register 750 students in person across the week.

- Strategy: Host interactive activation booths on campus in collaboration with Fullerton Fire Department personnel to drive in-person sign-ups.
    - Tactics: Set up registration tables at the Titan Student Union (TSU) quad featuring emergency response vehicles, firefighter meet-and-greets, and instant sign-up incentives. Execute an intensive push on October 15 during the Great ShakeOut drill, featuring live safety demonstrations and safety raffle giveaways (e.g., lanyards, T-shirts, etc.).
        - *Tools:* Event booths/tents, Fullerton FD equipment/vehicles, tablet registration stations, and promotional merchandise/raffle prizes.

Calendar

Task:	Date:
Finalize pre-campaign survey & distribute to student sample	09/21/26 - 09/25/26
Design promotional graphics, bulletin board flyers & QR code vinyl stickers	09/25/26 - 09/28/26
Meet with Fullerton Fire Dept, ASI, and FSL leaders to distribute partner toolkits and tracking links.	09/28/26 - 09/30/26
Launch paid geo-fenced digital ads (Instagram/TikTok) and publish opening ad/article in The Daily Titan.	10/01/26
Post promotional flyers on academic building bulletin boards across campus.	10/02/26 - 10/03/26
Launch "Safe Squad" Student Organization Competition with Greek life & clubs.	10/04/26
Distribute QR code vinyl stickers in high-foot-traffic areas (TSU, Library) and launch digital flyers on Titan Digital Signage screens.	10/05/26
Post 60-second AlertOC walkthrough videos on official ASI social channels.	10/06/26
On-campus tabling with Fire Dept (Day 1 - TSU Walkway).	10/12/26

Calendar

Task:	Date:
On-campus tabling with Fire Dept (Day 2 - Pollak Library Quad).	10/13/26
On-campus tabling with Fire Dept (Day 3 - Housing & Dining).	10/14/26
Great ShakeOut Event & Main Activation Push.	10/15/26
On Campus tabling with Fire Dept. (Day 5 - Campus Wrap-Up).	10/16/26
Mid-campaign registration checkpoint & club tracking leaderboard update.	10/16/26
Second wave of paid social media ads & ASI social media push.	10/20/26
Distribute post-campaign awareness survey.	10/26/26
Conclude digital ad campaigns, tabling drives & club contests.	10/31/26
Analyze registration metrics, tracking link data, and survey results.	11/05/26
Award Student Organization Contest programming grants.	11/08/26
Final Campaign Evaluation Report presented.	11/10/26

Budget

Labor/Item	September	October	November	Rate/Cost Breakdown	Total Cost
Team Labor and Management					
Client and Partner meetings	15 hrs	20 hrs	15 hrs	$50/hr	$2,500
Research and Survey work	25 hrs	15 hrs	20 hrs	$50/hr	$3,000
Planning and Strategy	20 hrs	15 hrs	5 hrs	$50/hr	$2,000
Writing and Content Creation	15 hrs	20 hrs	10 hrs	$50/hr	$2,250
Tabling and Event Work	0 hrs	45 hrs	0 hrs	$50/hr	$2,250

Budget

Labor/Item	September	October	November	Rate/Cost Breakdown	Total Cost
Creative/ Production					
Graphic Design	Focus on Main Graphics	Focus on Social Graphics	Charts and final presentation slides	$100/hr (50 hrs)	$5,000
Video and Photo Work	Pre-event shoot	TSU/ ShakeOut video	Edit final recap video	$150/hr (40 hrs)	$6,000
Video Captions	Format Screen readers	Encode Captions	Final check on slides and project files	$100/hr (30 hrs)	$3,000
Ads and Print					
Geo-fenced Social Ads (IG/TikTok)	Ad Setup	Meta and TikTok launch	Campaign wrap-up	$12 CPM (1.5 million impressions)	$18,000
Daily Titan Ads	Ad Design	Web and print	Ad results	$2,000/week (4-week run)	$8,000

Budget

Labor/Item	September	October	November	Rate/Cost Breakdown	Total Cost
Bulletin Board Posters	Printing	Campus posting	Check boards	$6/poster (500 color posters)	$3,000
Events and Community Outreach					
Student Organized Contest Grants	Launch contest	Check leaderboards	Distribute top 3 payouts	3 grants ($2,500 1st/ $1,500 2nd/ $1,000 3rd)	$5,000
Tabling Gear (Tents, Banners, Tablets)	Acquire tents and banners	Tablet rentals	Teardown	$1,700/day (5 daily tabling setups)	$8,500
Branded Merch (T-shirts, power banks, first aid kits, lanyards, keyrings)	Design and order merch	ShakeOut booth	N/A	Merch bundle (about 2,500 total items)	$10,000

Budget

Labor/Item	September	October	November	Rate/Cost Breakdown	Total Cost
Research and Measuring					
Pre/Post Surveys	Set up surveys	Send out surveys	Send out surveys	$100/hr (30 hrs tool setup and data synthesis)	$3,000
Survey Participant Incentives	Acquire $5 gift cards	Begin gift card draws	Final gift card draw	$5/gift card (1,000)	$5,000
Contingency Reserve					
Emergency Fund	Backup fund			10.5% reserve buffer	$10,500
Total Budget					$100,000

06

Evaluation

Evaluation

Evaluation 1:

- Our first goal was to boost overall student awareness of AlertOC at Cal State Fullerton by 10% by Oct. 31, 2026.
    - We'll measure this by comparing our pre-campaign Qualtrics survey from late September against our post-campaign survey at the end of October. This gives us a direct side-by-side look at how much student awareness grew while showing how well our social ads, bulletin board flyers, and ASI posts performed across campus.

Evaluation 2:

- Our second goal was to get 4,000 new students signed up for AlertOC by Oct. 31, 2026.
    - We'll track this using backend registration counts, custom tracking links from our club competition, and QR code scans from our laptop stickers and posters. This lets us verify our total sign-ups and shows us exactly which tactics drove the most registrations.

Evaluation 3:

- Our third goal was to team up with the Fullerton Fire Department and ASI for campus tabling drives and run a "Safe Squad" competition across student clubs by Oct. 31, 2026.
    - We will evaluate this by tracking total student org participation in the tracking link competition, logging on-site iPad registrations during our TSU Quad tabling events, and recording the total volume of promotional swag distributed (t-shirts, power banks, first-aid kits, lanyards, and keyrings). This will allow us to evaluate student engagement during the Great ShakeOut drill and confirm that our top three winning clubs qualify for their event funding grants.

07

Conclusion

The PR Collective

At The PR Collective, we believe effective PR is about more than delivering a message—it's about creating communication that people can understand, connect with, and act on.

Through this campaign, we hope to show how creativity, strategy, and meaningful communication can turn awareness into action and make a lasting impact in our community.

08

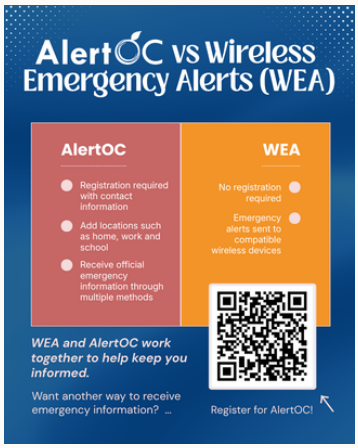
Appendix

Creative Samples

Social Media Content Series:

This three-post social media series is designed to increase awareness of AlertOC among CSUF students and encourage registration. The first post introduces AlertOC and explains how it provides official emergency information. The second post explains the difference between AlertOC and Wireless Emergency Alerts (WEA). The third post provides simple registration instructions and includes a QR code directing students to the AlertOC registration page. The series will be designed for platforms such as Instagram and TikTok.







Student & Community Information Meeting Flyer:

This flyer promotes an AlertOC student and community information meeting designed to increase awareness and understanding of AlertOC among CSUF students. The flyer provides information about what AlertOC is, the difference between AlertOC and WEA, how to register, and what attendees can learn at the meeting. A QR code directs students to additional information and registration.



Creative Samples

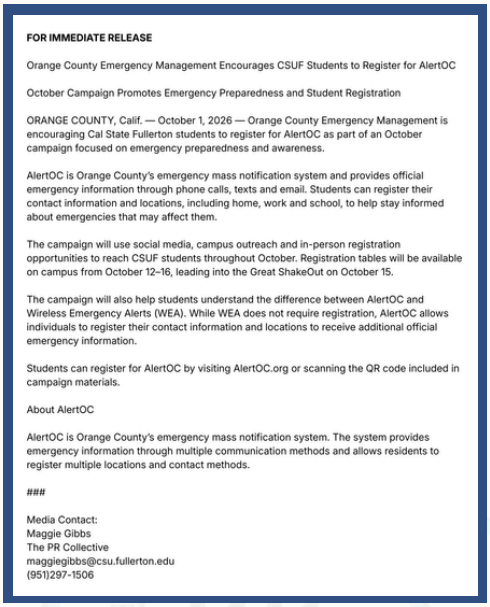
Professor/Community Partner Toolkit:

This toolkit element is designed to help professors and community partners share consistent AlertOC information with students. The toolkit will include a brief explanation of AlertOC, information explaining AlertOC and WEA, registration instructions, a QR code, and a short message that professors can share with their classes. The toolkit will make it easier for partners to participate in the campaign and encourage student registration.



Earned Media News Release:

This news release will promote the AlertOC campaign and its registration efforts at Cal State Fullerton during October 2026. The release will highlight the importance of emergency preparedness, the campaign's student registration efforts, and the October 12–16 registration events leading into the Great ShakeOut on October 15. The news release will provide media with campaign information and encourage coverage of the student outreach efforts.



FOR IMMEDIATE RELEASE

Orange County Emergency Management Encourages CSUF Students to Register for AlertOC

October Campaign Promotes Emergency Preparedness and Student Registration

ORANGE COUNTY, Calif. — October 1, 2026 — Orange County Emergency Management is encouraging Cal State Fullerton students to register for AlertOC as part of an October campaign focused on emergency preparedness and awareness.

AlertOC is Orange County's emergency mass notification system and provides official emergency information through phone calls, texts and email. Students can register their contact information and locations, including home, work and school, to help stay informed about emergencies that may affect them.

The campaign will use social media, campus outreach and in-person registration opportunities to reach CSUF students throughout October. Registration tables will be available on campus from October 12–16, leading into the Great ShakeOut on October 15.

The campaign will also help students understand the difference between AlertOC and Wireless Emergency Alerts (WEA). While WEA does not require registration, AlertOC allows individuals to register their contact information and locations to receive additional official emergency information.

Students can register for AlertOC by visiting AlertOC.org or scanning the QR code included in campaign materials.

About AlertOC

AlertOC is Orange County's emergency mass notification system. The system provides emergency information through multiple communication methods and allows residents to register multiple locations and contact methods.

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Creative Samples

Campus Registration Event Materials:

These materials will support the AlertOC registration tables taking place at CSUF from October 12–16. The sample materials will include table signage, QR-code signs, registration instructions, flyers, stickers, pens, and lanyards. The materials will provide students with clear information about AlertOC and make it easier for them to register in person with assistance from campaign partners.



QR Code



Sticker



Lanyard



Flyer Handout

09

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