



# ***Hello! I'm James Jolly***

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Excerpt from the strategy of a public relations campaign I made for the Young Women's Resource Center



## OBJECTIVE THREE

**Determine advocacy direction by the end of the 2018 legislative session, and produce a document containing a detailed advocacy priority list with policy proposals.**

**Strategy 3a-** *Pair internal expertise on client needs with external expertise on legislative advocacy to determine cohesive and attainable advocacy priorities.*

*1: Interview experts in advocacy field to gather "best practices" tips*

*2: Gather and record specific, pressing needs of the clients through discussions with board and staff members and clients.*

**Strategy 3b-** *Establish connections with advocacy experts within and outside of the capitol.*

*1: Lay the framework of a coalition by building relationships and opening dialogues with related advocacy organizations.*

*- Reach out to related non-profits to create joint events and share ideas. This includes, but is not limited to, organizations such as the I Have a Dream Foundation Des Moines and the Iowa branch of the ACLU.*

*2: Create a specific Lobby Day at the capitol for the Agency and young women across the state, called 'Young Women's Day at the Capitol.'*

*- Bring all staff members, volunteers, as many clients as feel comfortable and community partners to the capitol to meet with legislators and staff members to introduce them to the YWRC and establish a working relationship.*

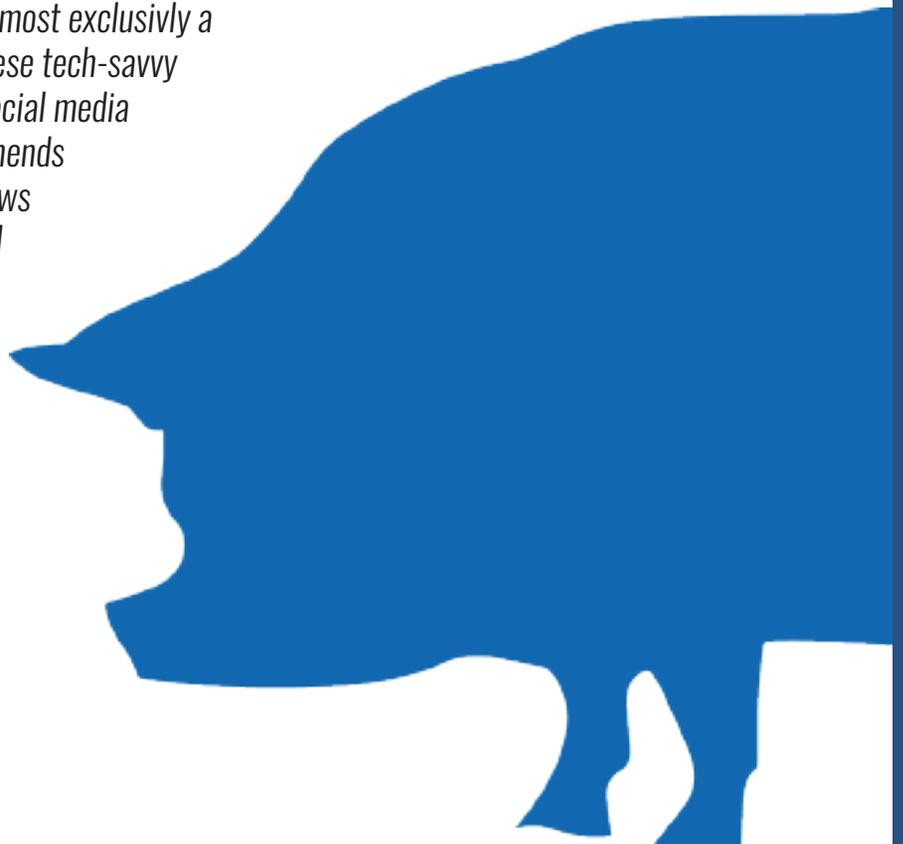
# The summary of an advertising campaign I made for the National Pork Board



*The National Pork Board has been coordinating pork producers, buyers, and sellers for over 30 years. During that time, the industry has grown and adapted to emerging market trends. Currently experiencing a surplus of pork, The National Pork Board is looking to broaden its market across the United States and increase usage by millennial. In an ever-changing environment of tough competition and changing social norms, this campaign proposal will help target busy millennials and increase awareness of pork products and cooking techniques. While this campaign is constructed to target the Western United States, future campaigns can be modified to fit all other regions of the US, or be national in scope.*

*Through extensive research, this agency has identified busy, older millennials who reside in the Western US as the best audience to target These "on-the-go-getters" are recent college graduates who are starting careers and living independently. They are mobile, and their independence and income afford them a degree of freedom to explore new foods, cooking styles and flavors.*

*The tactics for this campaign cater specifically to this highly digital and mobile demographic. It is almost exclusively a digital campaign, in order to target these tech-savvy millennials. In addition to digital and social media advertisements, this campaign recommends a guerrilla marketing tactic, which allows audiences to interact with The National Pork Board on a personal level. All techniques will serve to inform millenails on the various positive qualities of pork that consumers may be unaware of, including its versatility and multiculturalism. This increase in education will lead to an increase in familiarity with pork and will drive consumers to purchase pork over competitors.*





## *A press release I wrote on behalf of Representative Jared Polis of Colorado*

*Washington, D.C., July 11, 2016: Rep. Jared Polis (D-Colo.) released the following statement regarding the Cold Springs Fire, which is burning two miles north of Nederland, Colo. As of earlier today, more than 300 fire personnel and 24 aircrafts are working to contain the fire. More information and updates on Cold Springs Fire can be found online at [polis.house.gov](http://polis.house.gov).*

*"As the Cold Springs Fire continues to spread, our thoughts remain with Nederland and surrounding communities, as well as all of the families who have been forced to evacuate their homes." Rep. Polis said.*

*"I want to thank the firefighters who are working around the clock to contain the fire and prevent further damage to surrounding homes and wildlife. I also want to thank the local government officials and volunteers who are providing continuous updates and providing sanctuary for residents."*

*"I'll continue to monitor the situation closely and work alongside local and state officials until the fire is contained, and until our communities have fully recovered."*

*Earlier this year Rep. Polis helped pass key language through the House of Representatives that acknowledges wildfires as an eligible incident for 'post-disaster' mitigation resources. The bill would ensure states, tribes, and local communities would qualify to receive assistance grants for post-disaster fire mitigation. Additionally, he has worked to protect victims of natural disasters from attempts by FEMA to collect erroneous payments that were dispersed through no fault of the applicant.*

# *The script for a radio spot I made for Drake's School of Journalism and Mass Communication*



*SFX UNDER: ENERGETIC SOFT ROCK*

*STUDENT: At Drake University's School of Journalism and Mass Communication, we want every student to succeed, personally and professionally. We are here to help you get from your first year to your first job.*

*STUDENT: An education in the J school is more than just classes. It is lessons in community engagement, professional development and personal connections. It's empowering great students to reach greater potentials.*

*STUDENT: To show everyone how proud we are of our students and how committed we are to realizing your potential, we've created the JMC Days, a week chalk full of events dedicated to you, the student.*

*STUDENT: Plus, there's free food, which is really the best part.*

*STUDENT: JMC Days events are the perfect time to build your resume, strengthen your network and get to know your peers. Find the JMC Days on Facebook to learn more and grab a schedule of events. And remember, we're here to help you from your first year to your first job.*

*FADE SFX*

# *A post from a travel blog series I wrote for the Education Abroad Network*



*Whether it is a relaxing day at the beach, a trek through coastal forests or an evening at the Sydney harbor, many people associate life in Australia with the ocean. The vast majority of Australians live within driving distance of the ocean, and almost every major city is on the coast. But Australia isn't just a coastal country, and if you venture further inland and off the beaten path, you will find a whole new world. The interior of Australia, known as the outback, is a massive flat expanse with not much in the way of water. But in the middle of this empty arid land is an incredible and unique natural wonder, Uluru.*

*Getting to Uluru (also known as Ayer's rock) is as easy as flying to the Ayer's Rock Airport and taking a short drive. There is a surprising amount of things to do at Uluru and in the nearby town of Yulara, which has a population of less than 1,000 people. Besides the many hiking trails and viewing spots, there are Aboriginal cultural centers, arts shops, museums and an event amphitheater. After the sun sets, Yulara has the most spectacular night sky in the world, so star-gazing is a must-do. Best of all, there are camel rides.*

*Uluru, of course, is the main attraction, and there is trail around its base that provides a few hours of cultural learning and spiritual growth, with some great photo-ops to boot. The formation is a culturally and spiritually significant symbol to the Aboriginal people of central Australia, acting as a holy area and an educational center. It is incredible to experience, and anyone interested in spirituality shouldn't miss out.*

*Because Uluru is in the middle of a massive desert, there are some things to keep in mind. It is insanely hot there, so water and sunscreen are a must. But the heat is a small price to pay for something so beautiful. If you get tired of the ocean and of city life, take a trip to one of the great natural wonders of the world!*

# *A statement I wrote on behalf of the Executive Director of the Iowa Environmental Council for its annual report*



*Collaborating to amplify the voice of Iowans by leveraging the strength of our collective influence: this is the idea that our organization was founded on 20 years ago. That principal has continued to drive and differentiate our work ever since. But what does true collaboration look like?*

*In this issue of the Progress Report, you will read about our ongoing leadership to bring diverse stakeholders to the table, advance efforts to achieve measurably cleaner water and create consensus and support for the proposed Clean Power Plan. You will learn about a unique partnership we brokered between a utility company and a conservation organization, and public opinion research that proves there is overwhelming bipartisan support for clean energy in our state. You will be inspired by fellow supporter Bob Bernard, who exemplifies the commitment to the issues and collaborative spirit of the Council community. I remain encouraged by the hundreds of Iowans that made their voices heard at Environmental Lobby Day.*

*When we work together in earnest, Iowa's environment, people and economy benefit. But the greatest collaboration is the one between the Council and you, our supporters. You are the Council, and the work we do together today sets the stage for tomorrow. With your continued support, we can achieve sustainable progress for clean water and clean energy that will extend beyond the next 20 years.*

# My Campaigns:

*For each of these campaigns, I worked as a researcher, strategist, planner, writer and presenter. Interested in seeing more? Ask me for excerpts from any of these plans.*



## KNOW THE FIVE SIGNS



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## YOUNG WOMEN'S RESOURCE CENTER



**ABOVE+BEYOND**  
CANCER

## JMC DAYS



# References:

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