

## After Action Report

To: Dr. Maria Scott  
From: Timothy Yi, Student  
Date: Dec. 12, 2022  
Subject: After Action Report

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### Part I:

The name of the event is Listen To Me! Stories of the Unnoticed. It was on Dec. 6, 2022, from 3-6 p.m. The event took place in the Boston Common. 'Listen To Me!' exposes the authentic narratives of underrepresented persons and connects them with the youth of downtown Boston. It is a space for marginalized communities to speak up and have a platform to share their stories.

### Part II:

There is no specific training that we did for the event. However, the tactical and event division had scripts for the students on-site and on shift to say when our target audiences walked by. The event met our client's expectations since it reached our target audiences and the media coverage that the clients needed. We received media coverage from the Boston Globe and the Berkeley Beacon.

### Part III:

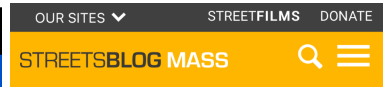
The day of the event was hectic. The role that I was assigned was a shift at 4-5 p.m., but the event ended early due to the rain. The shift was standing at the assigned stations and attracting our target audiences to stop by and listen to the stories, also saying the scripts to them in order for them to follow more information from our clients. There are many excellent outcomes from the event. There were Instagram stories from Emerson College, the Boston Globe, the Berkeley Beacon and Streetsblog Mass.



### Emerson students, St. Anthony's Shine partner to amplify underrepresented voices



Photo: [Arthur Mansavage](#)



### Emerson Students Amplify Under-Represented Voices from Boston's Streets

By [Grecia White](#) | Dec 9, 2022 | 0 COMMENTS



Emerson students pose alongside Father Tom and professor Maria Scott next to one of the Listen To Me stations in the Boston Common. Ulrica and Chloe are far left.

### St. Anthony Shrine and Emerson class bring marginalized narratives to the Boston Common

By [Daniel Kool](#) Globe Correspondent,  
Updated December 6, 2022, 6:02 p.m.



A project with St. Anthony's Shrine and Emerson College students was set up at the Boston Common on Tuesday aimed at amplifying the voices of people too often ignored by society. Sherry Ma (right) filmed Instagram stories to promote the work of PR and marketing students Ming Qian Dai (left) and Ananya Dutta. MATTHEW J. LEE/GLOBE STAFF

#### **Part IV:**

Before the event, everyone has to contact the media and ask for coverage of the event. However, it is tough to reach the press since no one picks up their phones or answers their emails. Finally, the day before the event, I received a response from the Boston Globe reporters, which decided to cover the event. While it is part of everyone's job to contact the media, I got the Boston Globe to cover our event.

The lesson I learned throughout this event is making social media posts and constantly changing them. I never realized how much effort I needed to make a graphic for our client's social media. Although the clients did not end up using the graphics that the social media division made, it connected to how social media needs to make changes and edits constantly. A few weeks before the event, there were many edits that I needed to make to our social media posting calendar. For instance, moving the dates backward to match with the event dates and ensuring the text placement is in the proper format. Those tiny details are crucial to focus on since the public relations industry focuses a lot on the details. I believe this is connected to the clients as well. While the social media division is working with the clients since the clients have limited resources on social media. The person who's running the Facebook page is in Facebook jail, so it made the posting schedule harder. So, due to this reason, the social media division needs to change the posting date every class to match with our clients' social media plan.

On the other hand, although making sure the correct details sound challenging, it is an interesting habit that I need to maintain. The most difficult part of the project is contacting the press or the media. The event division provided a media list for every student to contact and receive a response to cover our event. However, most students in the course needed to realize how hard it would be since we expect the press to pick up the phone or respond to their work email. At a certain point, all my peers and I started to "activate" the "stalker" mode; we started to write emails every day or call at least three times to get the press to cover our three hours events. I believe that our "stalker" method worked since, based on my personal experience, I received a response from the Boston Globe after a couple of emails and phone calls. The relief and negativity lifted off my shoulders because I finally got an answer from a big circulation press.

The event is helpful and direct since it gives people a place to speak their truth. Unfortunately, I had no direct contact with any of the press. However, I did have an opportunity with Father Thomas Conway. We shared some comments on this event and how we have similar concepts towards it. In the end, we took photos together to document the moments. I am also grateful and blessed to have worked with many talented people in this course. We all worked hard to make this event come to life, especially in a short time.

In a job review setting, this experience is one of my life's most rewarding and hands-on experiences. My peers and I built this event from the ground up, and within three months, we received our desired audiences and media coverage, making our event come true. This event was a group effort that everyone in this course put in. From the tactical division and events division to the social media division, every one put in the work and did their work to make this event possible. While it was the most rewarding, I was also shocked since I did not know how much sweat and tears were needed to go in to make this exhibition event possible. There were many

emotions and feelings to describe this surreal moment because we, as a class, collaboratively made it happen.