



Hill Communications x Westcott Theater

Final Report: Spring 2026

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Executive Summary:

Hill Communications and the Westcott Theater partnered to use targeted research, social media, and strategic event planning to strengthen the relationship with the SU student body.

The Hill Communications team started by analyzing past surveys and building ideas off of student recommendations. From these recommendations, the team was able to plan two successful student music events and develop campaign strategies for future events. Throughout this process, Instagram was utilized as the main social media platform due to Westcott's pre-existing presence and accessibility to SU students.

The team crafted visually engaging content using Canva and leveraged Instagram's interactive features, such as stories, shopping links, and polls, to foster two-way communication and gather real-time feedback from students. The data-driven approach not only boosted event attendance but also helped build a more loyal and engaged student following for the Westcott Theater.

Objectives:

- **Objective 1:** Increase awareness of the Westcott Theater among Syracuse University students by creating and posting social media content on Instagram to promote the DJ Competition and Battle of the Bands events.
- **Objective 2:** Design and execute events that appeal to Syracuse University students to increase attendance and student participation at the Westcott Theater.
- **Objective 3:** Increase revenue for the Westcott theater by attracting a larger student audience through event tickets, concessions, and beverage packages.

Budget:

Equation: $(104 + 10.5 + 8) \times \$250 = \mathbf{\$30,625}$

Task	Time (Hours)	Cost
Project Work	104	\$26,000
Team Meetings	10.5	\$2,625
Events	8	\$2,000
Total	122.5	\$30,625

This semester, the Hill Communications team dedicated a total of 122.5 hours of PR work across project deliverables, team meetings, and client events on behalf of Westcott Theater.

To contextualize the value of this work, we referenced the average hourly rate for entertainment and music PR services in New York, which stands at \$250 per hour. Applying this industry-standard rate to our total hours, the cumulative value of services rendered amounts to **\$30,625**.

This figure breaks down as follows: 104 hours were devoted to direct project work (\$26,000), 10.5 hours to team meetings (\$2,625), and 8 hours to events (\$2,000). Throughout the

semester, our team tracked weekly hours logged in service of Westcott Theater, categorized across these three areas to provide a transparent and accurate account of our contributions.

Results:

Our work on Westcott's Instagram led to a 63.2% increase in audience reach and 3.9% follower growth, significantly expanding the brand's digital visibility and laying the groundwork for a stronger, more engaged community.

The content we produced to promote events consistently generated 6,000–11,000+ views per post — with the majority of those impressions coming from non-followers, showing that our strategy was actively pulling in new audiences rather than just preaching to the choir.

We also planned and executed two live events from the ground up, each selling 100+ tickets, demonstrating that our digital work didn't just build an online presence — it converted real interest into real attendance.

Recommendations:

- Recommendation 1: Freshman Events
 - Keep the momentum going
 - You started strong with freshman-focused events at the top of the fall semester and it worked. The issue is that the cadence dropped off after the first few. Freshmen are the most capturable audience you have; they're new, they're looking for things to do, and they haven't built their routines yet. A consistent series of events throughout the fall turns a one-time visitor into a regular. Plan the full series before the semester starts, promote it early, and vary the format so there's always something new to come back for.
- Recommendation 2: Student Org Outreach
 - Student organizations are planning their semester calendars in the first week of school — if you're not in front of them then, you've likely missed your window. Westcott has real value to offer: a quality event space, and the ability to host polished, formal experiences that most orgs can't pull off on their own. That needs to be communicated early and directly. This is an area where our firm can continue to support you — getting that outreach out at exactly the right time, to the right people, with the right message.
- Recommendation 3: Social Media Rebrand
 - Right now, the Westcott's Social media presence is strong but lacking consistency in fonts, colors, and

post styles, and brand presence that students can recognize. A cohesive visual identity builds credibility before anyone even walks through the door. Our creative team can help establish a defined look: a set color palette, typography, and content templates that make every post feel intentional. It also means that when we post through or alongside the Westcott account, everything looks like it belongs together — polished, professional, and unmistakably yours.

Appendix:

Social Media Graphics:



Event Photos:

Link to DJ Comp:

<https://www.flickr.com/photos/201529335@N03/sets/72177720332368180>

Link to Battle of the Bands:

<https://www.flickr.com/photos/201529335@N03/sets/72177720332935841>





Follow-Up Event for Battle of the Bands Winner Show:

<https://docs.google.com/document/d/1MUVulqsjA9N482-h5GQPgnTJKSgJlutUjjKXBOGcz1w/edit?usp=sharing>

Suggestions from Presentation Call:

- Starting an Internship or Ambassador program to create a position that can start event outreach earlier in the semester. This intern can work alongside the Hill Communications team or be on the team and work for the Westcott on the side as well. The earlier we plan for events, the more people we can accommodate and build greater schedules.
- What does a consistent online presence look like? A defined logo, color schemes, and posting schedules or specific trends on Instagram. With such a solid following, you can easily translate one-time page viewers into consistent fans who boost the account's engagement and spread popularity. Your account seems like it has the personality of your artists because they are producing the graphics instead of it being a collaborative effort. Upping social media presence in turn will make The Westcott recognizable.