



Communications Strategies

Managing the issues that keep us up at night

MIKE CLARDY

OFFICE OF COMMUNICATIONS AND MARKETING

AUBURN UNIVERSITY

Your University



The diagram features a central dark blue rectangle with the text 'Your University' in white. Surrounding this central element are twelve orange circles, each containing the name of a stakeholder group. The circles are arranged in a ring around the center. In the top right corner, there is a small orange rectangular block.

Industry

Students

Faculty

Parents

Staff

Media

Potential
Employees

Alumni

Prospective
Students

Fans

General
Public

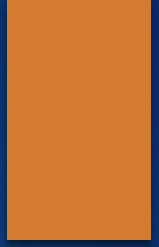
Legislators

Donors



How Penn State's Sex-Abuse Scandal Unfolded

Cost of Attendance



Chapel Hill's New Civil War

Enrollment Goals

FERPA

Diversity

Campus Safety

At Michigan State, a Shaken Campus Struggles Through Its Shame

Retention Rates

Title IX

Free Speech

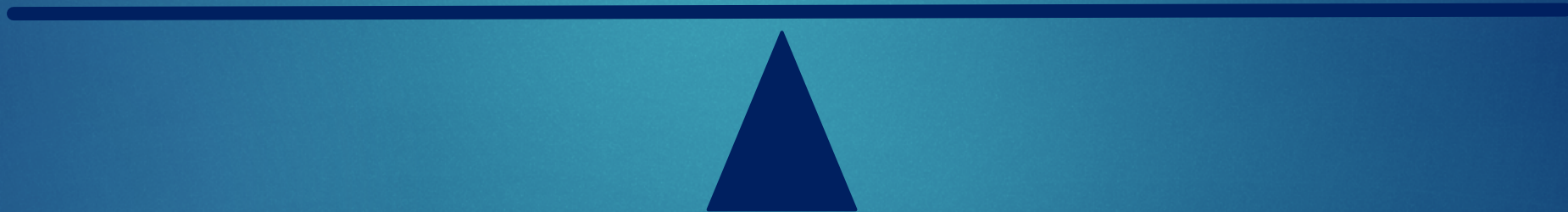
Funding Issues

'White Supremacists Are Targeting College Campuses Like Never Before'



Free
Speech

Campus
Safety



Case Study:

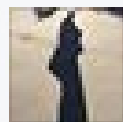
Richard Spencer Event, April 18, 2017



Richard Spencer Event, April 18, 2017

- March 2 Auburn first hears Spencer has booked space on campus
- March 20 First group discussion: Allow or not allow?
- April 12 Spencer announces that he is coming to campus

Richard Spencer Event, April 18, 2017



Adam Bernhard I'm shocked anybody would want to pay for an education at your school-you gonna give them white supremacist hate speech in return for their money?

Like · Reply · Message · April 12 at 11:46pm



Rob Peck @codelemur · Apr 12

Replying to @AuburnU

.@AuburnU, I will be withholding my donations unless this event is cancelled. Hate has no place at Auburn.



John Gregg @johnngregg81 · Apr 12

Replying to @AuburnU

By allowing this event the University is supporting hate speech. As an alum, I will no longer support Auburn University in any way.



1



6



Richard Spencer Event, April 18, 2017

April 12, Initial University Statement

"We strongly deplore his views, which run counter to those of this institution. While his event isn't affiliated with the university, Auburn supports the constitutional right to free speech. We encourage the campus community to respond to speech they find objectionable with their own views in civil discourse and to do so with respect and inclusion."

Richard Spencer Event, April 18, 2017



Bradford Williams @willib4 · Apr 13

Replying to @AuburnU

As an alum & proponent of free speech, I will exercise mine and withhold further donations bc you are accommodating a racist fascist



Nacirema Elgae @SubCzerka · Apr 14

@AuburnU @aldotcom glad to know Auburn accommodates the left when it comes to free speech. Not getting another dime from this alumnus. #WDE



Richard Spencer Event, April 18, 2017

April 14, University Statement

"In consultation with law enforcement, Auburn canceled the Richard Spencer event scheduled for Tuesday evening based on legitimate concerns and credible evidence that it will jeopardize the safety of students, faculty, staff and visitors."

Alt-Right's Spencer: Coming to Auburn campus regardless of cancellation

Published: Friday, April 14th 2017, 1:30 pm CDT
Updated: Friday, April 14th 2017, 6:00 pm CDT
By WSFA 12 News Staff [CONNECT](#)



Richard Spencer 
@RichardBSpencer

 Follow

We are flying people to Auburn and purchasing safety gear. We really need your help. I wouldn't ask if it weren't true.

5:01 PM - 14 Apr 2017

86  505

Richard Spencer Event, April 18, 2017

April 18

646

Judge Rules University Must Let White Nationalist Richard Spencer Speak

by [The Associated Press](#) | 6:34 pm, April 18th, 2017

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AUBURN, Ala. (AP) — A federal judge has ruled that Auburn University must let white nationalist Richard Spencer speak on campus Tuesday.

The ruling by U.S. District Judge W. Keith Watkins came at a hearing in a lawsuit challenging Auburn's refusal to let the talk occur in the student union, as originally planned. Lawyer Sam Dickson filed the suit on behalf of Cameron Padgett, identified as an Atlanta-area resident who rented an auditorium for Spencer's talk.

In a statement, the university said it would abide by the decision and allow Spencer to speak.

LIVE TRIALS

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AUBURN UNIVERSITY

Richard Spencer Event, April 18, 2017



Richard Spencer's Speech at Auburn Met with Protests and, Even, Disinterest

Richard Spencer Event, April 18, 2017

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Antifa Provocateurs Forced to Unmask by Police at Auburn, Spencer Speech Goes on as Planned



FOX & friends
@foxandfriends



Police at Auburn University enforce a 'no mask rule' for protesters



AUBURN, AL TUESDAY

TIME TO GET TOUGH
AUBURN POLICE SHOW HOW TO HANDLE PROTESTERS

Hannity
IN ISRAEL
TONIGHT 10PM ET

0:05



[US POLITICS](#)[ENTERTAINMENT](#)[MEDIA](#)



Stream the Entire
Beachbody® Workout
Video Library!

Auburn takes Berkeley to school as police unmask anti-fascists outside Richard Spencer speech

Posted at 10:34 pm on April 18, 2017 by Brett T.

AUBURN UNIVERSITY

Richard Spencer Event, April 18, 2017

Follow-up: Local law enforcement braced for the worst, pleased with outcome of protests at AU

Cynthia Williford | Reporter
Opelika-Auburn News
cwilliford@oanow.com
Follow on Twitter

Apr 20, 2017 Updated Apr 20, 2017 (1)

The Non-Battle of Auburn Was a True Victory for Liberty



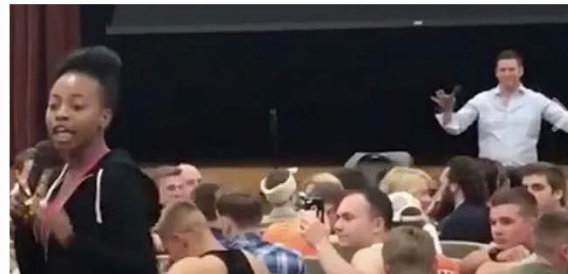
Dan Sanchez
Saturday, April 22, 2017



Auburn University student shuts down white supremacist Richard Spencer



by thegrio | April 19, 2017 at 4:59 PM Filed in: News



Get news in your inbox

This Auburn University student completely shut down white nationalist Richard Spencer



AUBURN UNIVERSITY

Critical

CONVERSATIONS

S P E A K E R S E R I E S



AUBURN UNIVERSITY

Auburn University earns FIRE's highest rating for free speech



Share this:



Auburn University earns FIRE's highest rating for free speech

By [FIRE](#) January 30, 2018

AUBURN, Ala., Jan. 30, 2018 — [Auburn University](#) has earned the Foundation for Individual

Featured

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FIRE's Latest

Using grant from FIRE, Harvard College
Open Campus Initiative hosts
discussion on campus censorship

February 20, 2018

'Too controversial': Polk State College

Takeaways

- Understand the landscape, stay informed

Takeaways

- Understand the landscape, stay informed
- Don't run from tough issues



**KEEP
CALM
AND
CALL
COMMUNICATIONS
& MARKETING**