APRIL 29

CENTER STAGE PR

THE MOROCCAN

FINAL PR CAMPAIGN PRESENTATION







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MOROCCAN YEARBOOK

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THE MOROCCAN

*THE MOROCCAN YEARBOOK HAS BEEN THE UNIVERSITY OF TAMPA'S *FREE* YEARBOOK SINCE 1936.*

WITH THE HELP OF STUDENT WRITERS, EACH BOOK CAPTURES MEMORIES, SPORTS, AND HAPPENINGS THROUGHOUT THE ACADEMIC SCHOOL YEAR.

THE COURSE IS OFFERED ANY MAJOR TO JOIN AS WRI 245-1: YEARBOOK PUBLICATION.







GOALS & STRATEGIES

GOAL #1

Increase engagement between The Moroccan and University of Tampa students.

STRAT #1

Consistent, visually driven digital content.

(Social Media Calendar + Video News Release)

GOAL #2

Increase awareness and perceived value of UTampa's Moroccan.

STRAT #2

Print and digital press outreach.

(Feature story + Flyers)

INTENDED OUTCOMES

- *More students aware of The Moroccan*
- *Increased number of yearbooks distributed compared to previous years*
- *Higher student engagement with future yearbook events*
- *Stronger perception as a valued tradition*

MEDIA KIT

FOR IMMEDIATE RELEASE-

90th Anniversary Celebration

The Moroccan invites you to walk through history

TAMPA, Fla., Feb. 26, 2026– This April, the University of Tampa's Moroccan yearbook will be hosting a release party to celebrate the 90th anniversary of the book. There will be snacks and goodies provided, along with the opportunity to take a look through older editions of the yearbooks from throughout UTampa's history.

The books will be available for pickup both April 30 and May 1, as well as at graduation on May 9. The books are completely free of charge, and are first-come, first serve. Students and faculty interested in picking up their yearbook can find the celebration in Plant Hall.

"For over nine decades, The Moroccan has captured the spirit of our campus and the stories that defined every year. While we're connected digitally, those connections or memories often get lost in a feed," says Madhura Nadarajah, faculty adviser of the Moroccan.

The 2025-2026 book features editorial stories, photos of events from the school year, headshots of students and faculty who opted to take them, and the work dedicated by the student organization capturing campus memories.

Nadaraja also says, "… There's something meaningful about staying connected through print. We look forward to students picking up the 91st edition of our yearbook, flipping through the pages, and cherishing in the moment where they see how they are a part of UTampa's legacy"

For more information, reach out to Editor-in-chief Kamilyah McMiller at 512-676-4830 or kamilyah.mcmiller@spartans.ut.edu .

University of Tampa's, the Moroccan, is a student-led yearbook organization creating and publishing yearbooks distributed to students and staff each year. Each year, the involved students work to capture the campus moments, academics, events, and memories while also allowing students to delve into tuning their own skills in photography, editing, and publishing. The Moroccan's primary audience is current students and faculty interested in the chronicles of the university's yearly events, achievements, and memories. Through student and club collaboration, The Moroccan encourages inclusivity, participation, and a journalistic perspective of campus

The Minaret - Editor Alyssa Cortes
alyssa.cortes@spartans.ut.edu

Subject: The Moroccan's 90th Anniversary & Yearbook Release Event

Dear Alyssa Cortes,

The University of Tampa's Moroccan yearbook will be celebrating its 90th anniversary with a yearbook release event scheduled for April 30 and May 1. The event will be held at Vaughn Center, from 11 a.m. to 4 p.m. each day, where students can stop by to pick up a free copy of the 91st edition, grab snacks, and explore older editions that highlight UTampa's history.

The event aims to bring students together to celebrate the moments that shaped the 2025-2026 year while honoring the legacy of the yearbook. The Moroccan hopes to increase student engagement and connect Spartans through shared memories.

Center Stage PR is working alongside The Moroccan to promote this milestone celebration and would appreciate The Minaret covering the event. Please feel free to reach out for additional details or clarifications.

Thank you for your consideration.

Best,
Zahra Mohammed
Center Stage PR

The Moroccan's 90th Anniversary Celebration
& Yearbook Release Week of 2026
FACT SHEET

This April, the University of Tampa will celebrate the 90th anniversary of its student-managed yearbook, "The Moroccan." This celebration will be via a special release party in the Vaughn Center. The event will offer complimentary snacks, access to archived editions spanning decades of campus history, and distribution of the 2025–2026 yearbook, which is available free of charge on a first-come, first-served basis April 30, May 1 and at graduation on May 9. Founded in 1936, "The Moroccan" captures the academic achievements, campus events, and community stories that define each school year while providing students hands-on experience in photography, editing, and publishing.

- **Who?** The Moroccan, the University of Tampa's student-led yearbook organization.
- **What?** A 90th anniversary celebration is being held for the organization along with the special release of the 91st edition of the yearbook.
- **Where?** The celebration and distribution will be taking place at Vaughn Center at the University of Tampa.
- **When?** This will be taking place from April 30 to May 1.
- **Why?** To celebrate the 90th anniversary of the Moroccan, provide students with free yearbooks ahead of the end of the academic year and graduation, as well as to encourage student engagement with campus history and publications.
- **How?** Students and faculty may visit the Vaughn Center to pick up a complimentary yearbook on a first-come, first-served basis, enjoy light refreshments and explore archived editions of The Moroccan yearbook.

Celebrate the 90th year of UTampa's Moroccan yearbook by stopping by at Vaughn during the week of April 30th to May 1st between 11 a.m. and 4 p.m. and pick up a free yearbook, grab some snacks, and get to know fellow Tampa Spartans!

Sources or attributions
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The Spring 2026 Student Involvement Fair on the Grand Center Lawn.

Celebrating 91 Years of Campus History: The Release of The Moroccan Yearbook

By Center Stage PR Staff

FEATURE STORY

- ***Introduces*** the 91st edition of The Moroccan
- ***Informs*** readers about distribution dates and locations
- ***Highlights*** moments from the 2025-26 academic year that is included
- ***Creates*** an emotional connection by positioning the yearbook as a physical record of campus memories

FEATURE STORY



The Spring 2026 Student Involvement Fair on the Grand Center Lawn.

Celebrating 91 Years of Campus History: The Release of The Moroccan Yearbook

By Center Stage PR Staff

On April 30 and May 1, the Moroccan Yearbook staff will distribute yearbooks by tabling at Vaughn Center and Grand Center at the University of Tampa. In celebration of the 91st edition, yearbooks will also be distributed at the commencement ceremonies on May 9, where students will be able to pick up free copies of the book at the Florida State Fairgrounds Expo Hall in Tampa, Florida.

This year's yearbook features multiple events from the 2025-26 academic year, including new student organizations, dance and theater productions, athletic achievements, and other significant stories throughout the year.

Additionally, one of the newest academic minors being featured in this year's book is Black Studies. This minor is being faculty-led by a recent addition to the UTampa community, Brenton Boyd, Ph.D. The program aims to create a curriculum of common interests among students, while exploring the shared themes of literature, history, social movements, gender, and sexuality.

"The first goal… is to introduce students to the array of approaches to African diasporic life in general. The field is by nature interdisciplinary," Boyd said in an interview with the Moroccan.

The Moroccan also welcomes several organizations this year such as United World College, Poetry Club, and Transfer Spartans Club that provides students with an additional sense of community on campus. All of these new organizations will be featured throughout the book to showcase their growing impact on the UTampa community.

The Moroccan Yearbook is a student-run publication at the University of Tampa. Since 1936, the publication has fluctuated between a class and a club, while continuing to give students an outlet for representation through photographs and stories of their college years. The 91st edition focuses on unity, commitment, and personal goals inspired by the growth UTampa has experienced as a student body in recent years.

For the spring 2026 semester, Madhura Nadarajah joined The Moroccan as a secondary adviser. Having graduated from UTampa in 2016, and as an alumna herself, she reminisces on her years through looking at this year's stories.

"For over nine decades, The Moroccan has captured the spirit of our campus and the stories that are defined every year. While we're connected digitally, those connections or memories often get lost in a feed. Therefore, there's something meaningful about staying connected through print. We look forward to students picking up the 91st edition of our yearbook, flipping through the pages, and cherishing the moment of UTampa's legacy," said Madhura Nadarajah, faculty adviser for the Moroccan.

As The Moroccan prepares to release this academic year's yearbook, it's important to remember the publication is more than a collection of photos and stories. The yearbook serves as a physical, lasting record of the University of Tampa's evolving community. From new academic programs and student organizations to athletic achievements and well-executed artistic performances, this year's edition captures the moments that truly define the 2025-2026 academic year. Each page reflects the experiences, growth, and connections formed at UTampa.

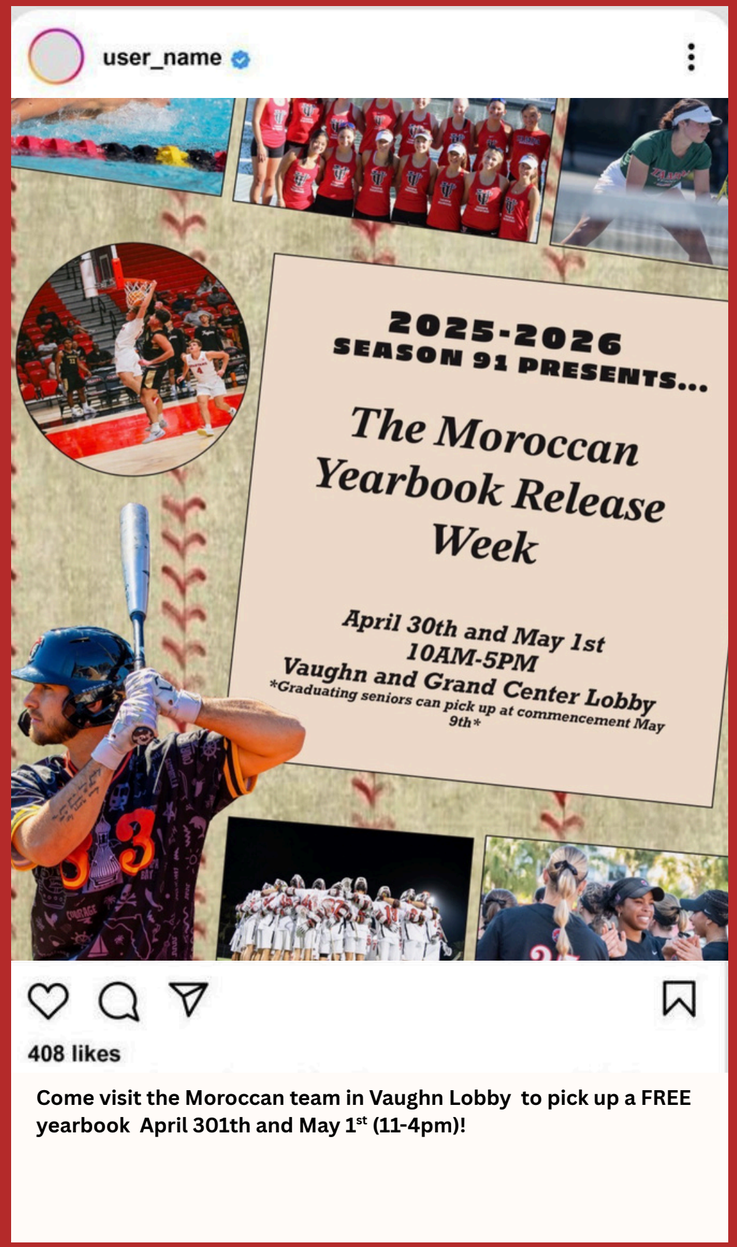
As students pick up their copies during distribution events and at commencement ceremonies, the yearbook offers an opportunity to pause. It encourages everyone to take a moment to reflect on all the memories created throughout their time at the University of Tampa. Long past

As students pick up their copies during distribution events and at commencement ceremonies, the yearbook offers an opportunity to pause. It encourages everyone to take a moment to reflect on all the memories created throughout their time at the University of Tampa. Long past graduation, the anecdotes and photos preserved in the yearbook will continue to remind alumni and students of the stories, milestones, and traditions established at the university. After 91 years of documenting campus life, The Moroccan continues to uphold the legacy of UTampa, one photo, one story, and one year at a time.

INSTA POSTS

SOCIAL MEDIA CALENDAR

- Monday

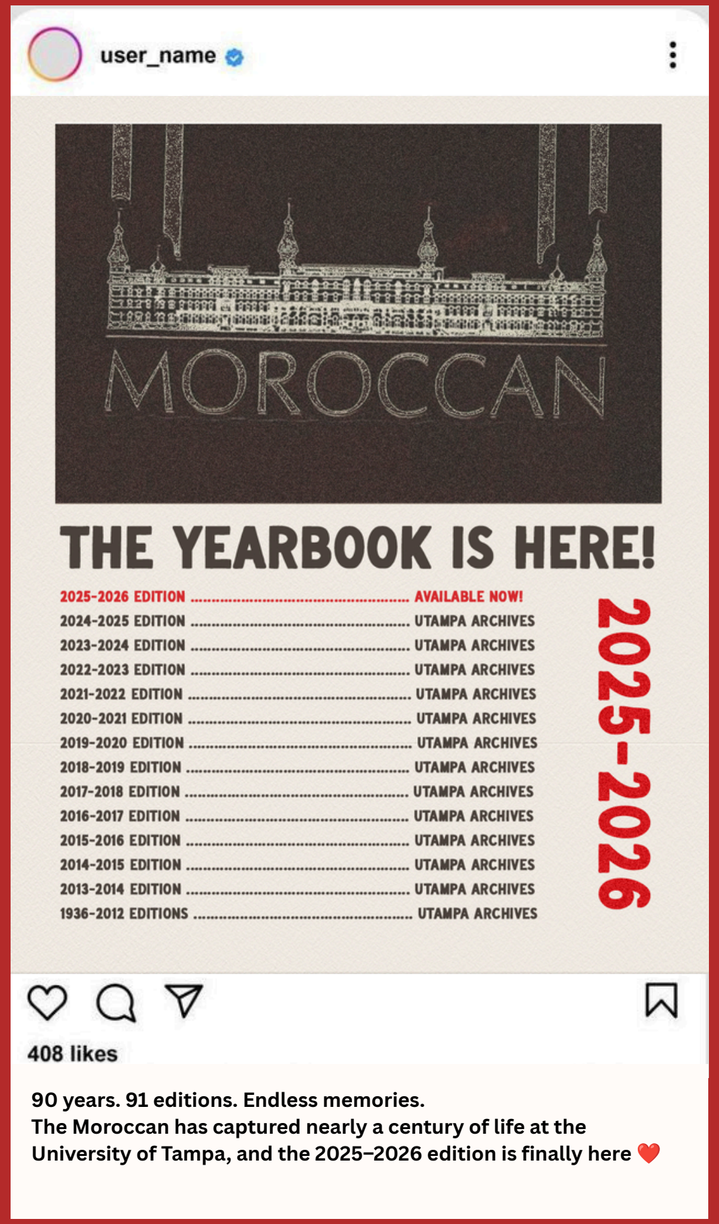


- Initial announcement post to launch Monday.

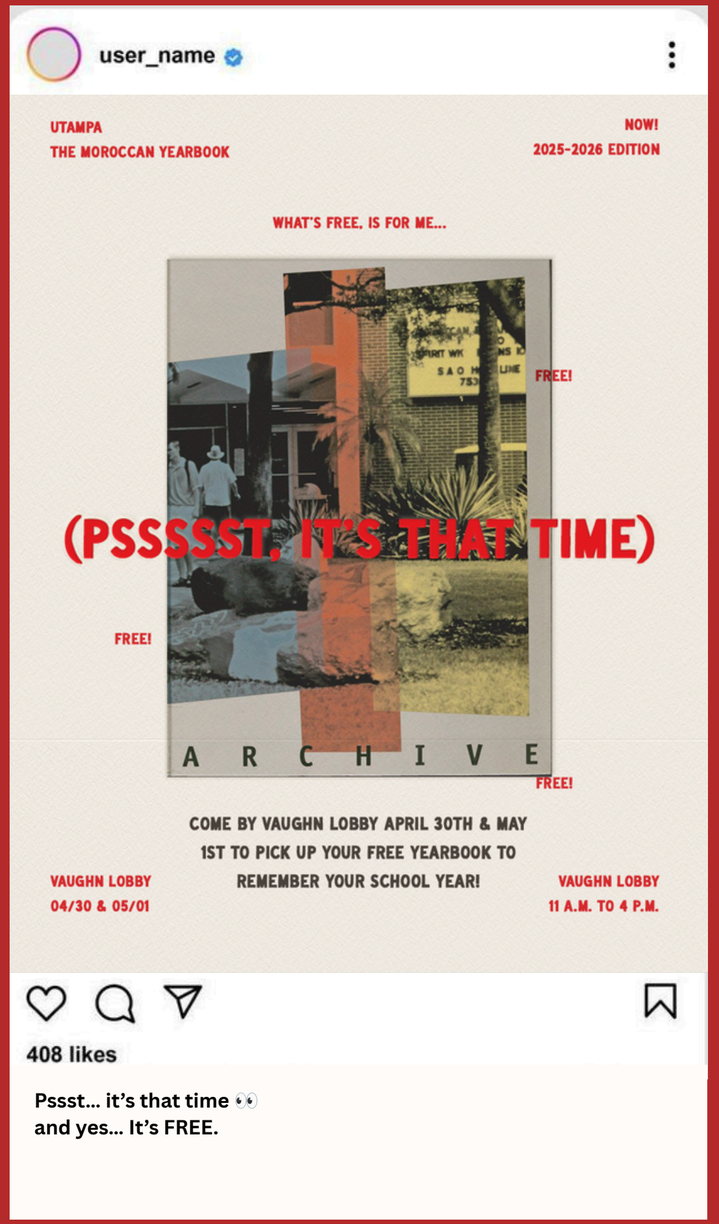
INSTA POSTS

SOCIAL MEDIA CALENDAR

- Tuesday



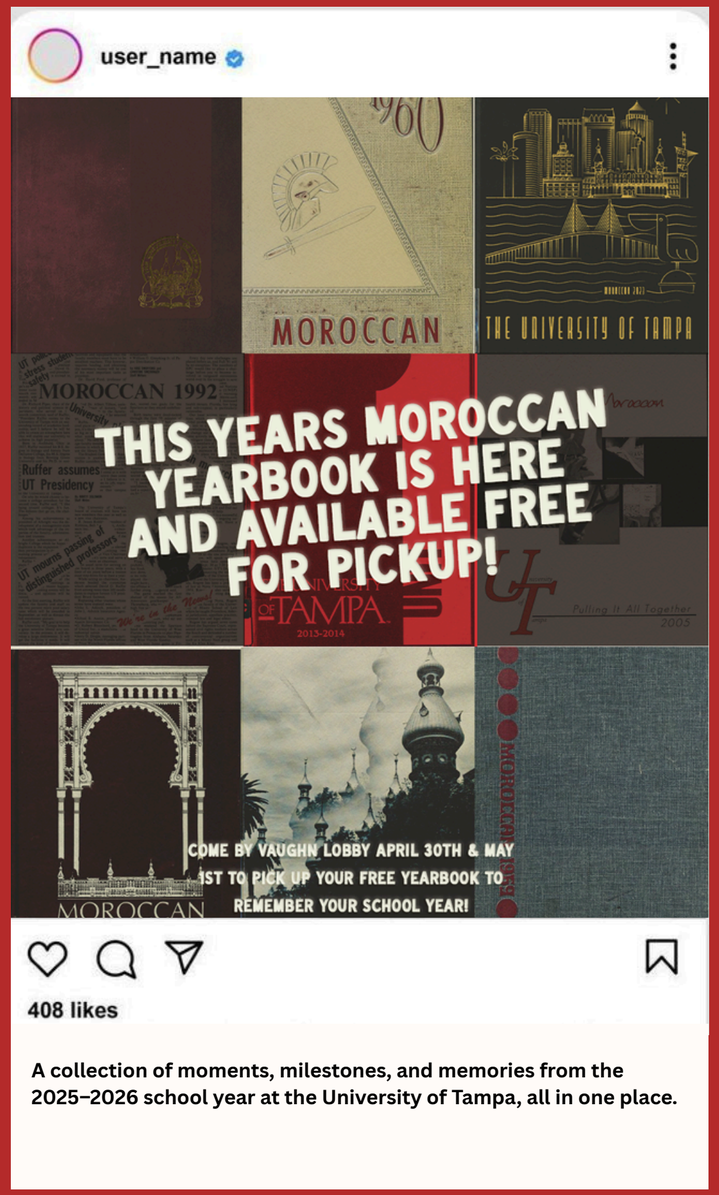
- Wednesday



INSTA POSTS

SOCIAL MEDIA CALENDAR

- Thursday

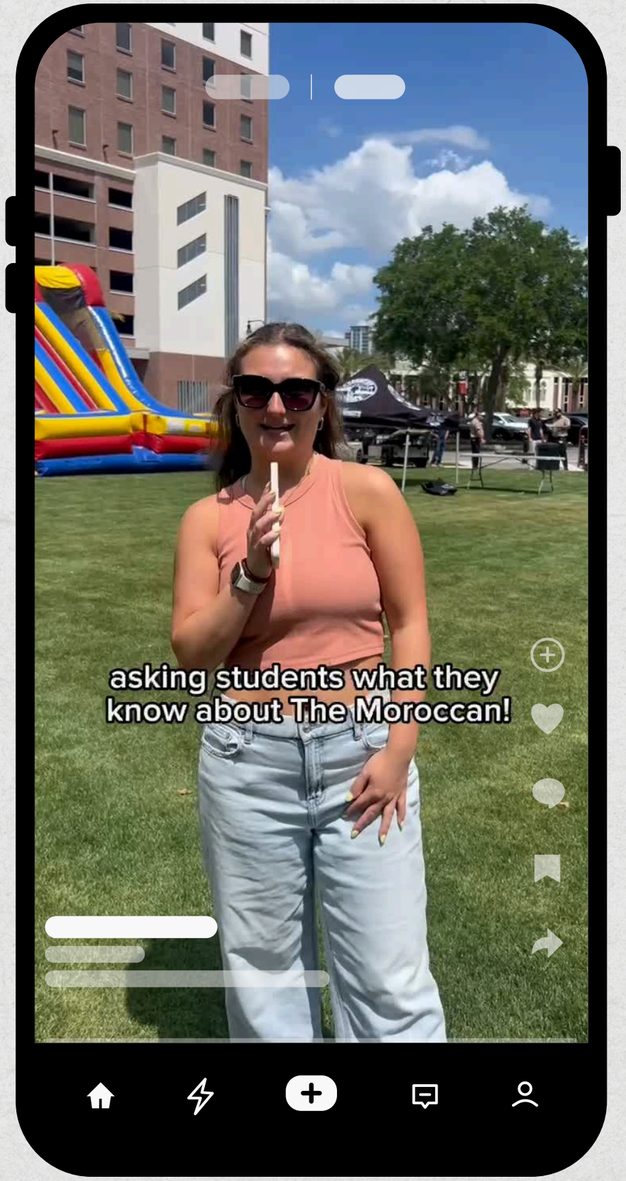


- Friday

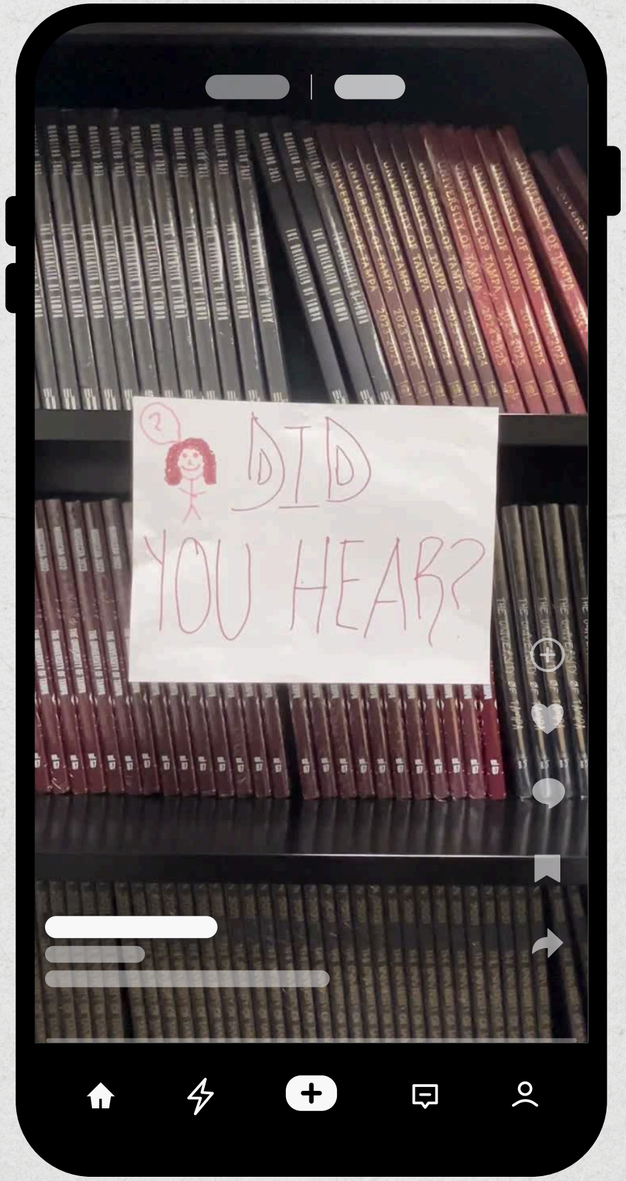


TIKTOK/REEL

- Tuesday



- Thursday



VIDEO NEWS RELEASE

- *EMPHASIS ON THE MOROCCANS' 90TH YEAR*
- *PRESERVING STUDENT-CRAFTED PRINTED MEMORIES*
- *SHOWCASING THE IMPORTANT HIGHLIGHT EVENTS & ACHIEVEMENTS*
- *SHARING INFORMATION ON THE 5 W'S*



FLYER

- *CLEAR IMAGERY OF YEARBOOK MEMORIES*
- *CATCHY TAGLINE*
- *FREE FOR PICKUP CLARIFICATION*
- *DATES, TIMES, AND LOCATIONS FOR PICKUP*



REFLECTION/Q&A

REFLECTION/Q&A

THANK YOU

CENTER STAGE PR