



**Sexual Empowerment and Awareness at  
Tennessee (SEAT)**

presents

**SEX WEEK UTK  
2014**

*SEAT is an Independent Student Organization of The University of Tennessee, Knoxville.*

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**Students, Faculty, and Staff of UTK!**

We're the co-founders and co-chairs of SEAT (Sexual Empowerment and Awareness at Tennessee) and Sex Week. SEAT is the student organization that will organize and present Sex Week each year at The University of Tennessee, Knoxville.

We believe in a comprehensive, sex-positive understanding of sexuality that promotes sexual health, pleasure, and empowerment. The dialogue we hope to cultivate will be LGBTQ-friendly, relevant to a wide array of audiences, medically accurate, held in a safe-space, and enlightening. The event does not presume everyone is having sex, so Sex Week will include programming for people who are not sexually active. SEAT will address issues of gender, sex, sexuality, and all the aspects of our lives that are affected by these issues, including culture, politics, religion, and even the economy. SEAT will be sensitive to sexual discourse within larger issues. Sex has historically been a site of oppression; therefore, discussion about sex and sexuality are important because they involve ideas not only about our personal physical and emotional lives but also the sociocultural context in which we're immersed.

This annual week-long event will foster ongoing, open, and productive dialogue and will add to the value of student life and the co-curricular education at The University of Tennessee, Knoxville. The week-long event will be composed of a variety of events focusing on education and entertainment, including basic tabling, seminars, keynote speakers, theatrical events, and a film series. These events will explore concepts of love, gender identity, relationships, sexual orientation, and sex.

Our end-all goal is that everyone feels comfortable attending any of our events and each person leaves having a comprehensive understanding of sexuality, including health, pleasure, and empowerment. We look forward to bringing an urgently needed discussion to our campus and inviting you to lend your voices to the conversation! See you in March 2014!

Brianna Rader  
Co-Founder and Co-Chair, 2012 – 2014

Jacob Clark  
Co-Founder and Co-Chair, 2012 – 2014

**History:**

The first Sex Week was held at Yale University in 2002, and Harvard, Brown, and other prestigious universities quickly adopted the tradition. Ten years later, the Issues Committee of the Central Programming Council brought Megan Andelloux, a prominent sexologist, to speak to Tennessee students on topics of sexuality. After an extremely warm reception, two UTK students decided to collaborate to expand and bring Sex Week to The University of Tennessee Knoxville, making our school one of the first ten universities in the country to host a Sex Week. In April of 2013, the first Sex Week UTK was met with great success. Over four thousand individuals—over one thousand unique students—attended Sex Week’s thirty-two events. The two co-founders feel strongly about keeping this program to UTK and the state of Tennessee because of the need for more openness and justice around these issues, in addition to the fact that opportunities to discuss these topics are rare. Appreciating the diversity and unity of the human experience entails understanding the range of sexual and gender identities we hold and express, including how these are shaped by culture, politics, religion, the environment, and even the economy. College is about education and thoughtful discussion, and that includes important topics like sex and sexuality.

SEAT’s First Annual Sex Week in 2013 was successful with over 4000 attendees. We received quite a bit of media attention after losing two-thirds of our funding two and a half weeks before the event. This decision was made by UT administrators in reaction to upset state legislators. SEAT was able to privately fundraise the lost funding in 36 hours with the public’s help and went on to host a very successful event.

In addition to the annual Sex Week event in the spring semester, SEAT held its first fall event in October 2013. This event was a two day preview of topics to come in the spring Sex Week. SEAT is currently working with administrators and staff at UTK to advance the university’s sexual assault prevention programs in a commitment to reducing sexual assault and promoting sexual health on campus significantly.

**Mission Statement:**

SEAT is an organization with the mission of fostering a comprehensive and academically informed conversation about sex, sexuality, and relationships with the purpose of educating The University of Tennessee Knoxville student body and the Knoxville community through innovative, collaborative, and entertaining programming and events.

**Vision:**

Sex Week will become a traditional, annual event at The University of Tennessee Knoxville with a sustainable budget and will be recognized as a significant contributor to the value of student life and to the co-curricular education of students at UTK.

**Core Values:**

1. Open-mindedness: advocate for a comprehensive understanding of sex and sexuality and cultivate dialogue on these topics.
2. Inclusivity: Create programming and facilitate discussions that are inclusive of all beliefs and ideas in order to create a safe environment for open dialogue.
3. Interdisciplinarity: ensuring academic soundness by including all perspectives and crossing traditional boundaries.
4. Sex-positivity: positive reception of others' sexual expression regardless of personal views and embracement of sexuality as fundamental to the human experience
5. Growth and Development: encourage exposure in an effort to help one's self and one's peers enhance awareness, knowledge, and understanding in order to become empowered individuals.
6. Transparency: SEAT will strive to work and function honestly and diligently.

## **Schedule of Events:**

### **Speaker Bios**

Megan Andelloux: Clinical Sexologist and certified Sexuality Educator, accredited through The American College of Sexologists and The American Association of Sexuality Educators, Counselors, and Therapists. Her innovative education programs, writing, social media presence, and ambitious speaking schedule has helped make her one of America's most recognized and sought-after experts in the growing field of sexual pleasure, health, and politics. She has taught at over three dozen higher educational institutions, including medical schools and Harvard, Yale, and Brown. She has spoken twice at UTK with positive student feedback.

Reid Mihalko: A nationally renown sexuality & relationships educator. Famous for his charisma, wit and emphasis on integrity, Reid travels the country teaching, coaching, consulting, and collaborating on fulfilling his missions: creating more self-esteem, self-confidence and sexual health for adults and getting students talking in more empowered, less fear-based ways about sex and intimacy. He's spoken at dozens of universities, including Brown and Yale. He's one of the only male sex and relationship experts touring the country today who can speak on sexual health, pleasure, and empowerment.

Dr. Lindsey Doe: Doctor of Human Sexuality and Clinical Sexologist. She runs a Birds & Bees Sexual Health Collaborative in Montana. She counsels, coaches, teaches, and provides support services. She teaches Human Sexuality at The University of Montana. She is a famous YouTube personality with thousands and thousands of followers.

Tristan Taormino: She is a feminist author, columnist, sex educator, activist, editor, speaker, radio host, and has experience in the porn industry. Tristan is a nationally known sex educator and is coming to UT for an extremely reduced rate. She'll be discussing the ethics, history, psychological and social effects of pornography.

### **KEY:**

**\* = Topic Speakers & Panels**

**\*\* = Entertainment & Social Events**

**\*\*\* = Seminars & Series**

**Green = Food served**

**H = Health**

**P = Pleasure**

**E = Empowerment**

**PE\*Stay the Night: Hook-Up Culture, Reid Mihalko, March 2, 5:00pm, UC Aud -** Should I stay, or should I go? We often ask ourselves when it's clear we're doing more than just "hanging out." Reid Mihalko will speak on hook-up culture, including the impacts

on health and the influence of social media. How do you make sure that you're hooking up in the way you feel most comfortable? He will discuss why we 'hook up' and what role hooking up plays in campus life.

**\*\*Sexy Oscars Party, March 2, 7:00pm, UC Shiloh Room** - Unfortunately, Sex Week & The Oscars are competing for your love this year! Solution: Host our own Oscars party right after our kick-off event! Come dressed as your favorite character in a nominated film or have the most accurate Oscar predictions and win a prize! There will be snacks and a red carpet.

**E\*\*\*Arts Erotica: Pornography Then and Now, Dr. Erin & Robert Darby, March 4, 4:00pm, UC Shiloh Room** - Dr. Erin Darby in Religious Studies & Dr. Robert Darby in Art will lead this seminar. The age of the internet has ushered in both unprecedented access to erotic imagery and renewed attempts to censor the cultural inroads of such images, as indicated by the proliferation of cryptic acronyms meant to protect society from NSFW/NC-17/AO imagery. With widespread viewing of pornographic materials, modern people may assume that their definition of pornography applies to any image of human nudity or sexuality, without realizing that this classification depends on cultural context and time period. This seminar will explore a series of "erotic images" from ancient Egypt, Mesopotamia, Greece, and Rome and compare them with modern notions of pornography in order to explore the ways erotic images are defined, not by a set of timeless taboos, but by their social context.

**HPE\*Calling Dr. Love: Ask a (S)expert!, Tristan Taormino, March 6, 2:00pm, UC 227** - Tristan Taormino is an author, columnist, sex educator, speaker, porn actress, and filmmaker. She has spoken at Harvard, Brown, and Yale. She will be available to all to answer ANY question you have about sex, sexuality, and gender. You will be able to enter your questions anonymously.

**HE\*Don't Blame It On the Alcohol: Communication, Consent, & Sexual Assault Prevention, Reid Mihalko, March 3, 5:30pm, UC Aud** - Know what YOU want and get just that! This event will teach you how to communicate, especially in difficult situations when drugs or alcohol may be involved. Consent and sexual assault will be defined in all its forms. This event will cover the legal procedures and ramifications of sexual assault and the role of Title IX on college campuses. We will discuss everything from prevention to responding to assault. There will be room for questions from the audience. Reid Mihalko will open the event with consent and prevention, and professionals from the health and legal fields will offer detailed advice.

**PE\*Centerfold: Pornography--the Ethics & Politics of Producing Pleasure, Tristan Taormino, March 5, 8pm, UC Aud** - Can porn be ethical? What is 'good' porn? Award-winning author and director Tristan Taormino shares her personal journey from writer and sex educator to self-identified feminist pornographer. Hear about her first foray into porn on and off camera and what led her to form her own company, Smart Ass Productions. She will share her definition of feminist porn (as a growing genre, industry,

and movement), what she hopes to accomplish with her films, and the challenges she faces in the mainstream adult industry. As “reality” and representation collide around issues of gender, sexuality, race, and class in pornography, Tristan will argue that feminists must disrupt normative depictions in the medium and create new kinds of imagery. She’ll discuss the role consumers play in the movement, how internet economies have shifted the industry, and why she thinks anti-porn feminists haven’t watched enough porn. Since Tennessee is one of the top ten porn viewing states, this event will encourage a serious discussion on porn, a phenomena of sexuality that plays a much bigger role in our lives than we realize.

**PE\*I Wanna Dance with Somebody: Relationship Workshop, Dr. Lindsey Doe, March 5, 4:00pm, Toyota Auditorium Baker Center** - There are the friends that have been in a steady relationship since high school, and there are the friends that have a new squeeze every three weeks. The rest of us sit in our room, binging on Netflix and chocolate, praying for Ryan Gosling or Mila Kunis and fantasizing about beards. Dr. Lindsey Doe will offer her advice on maintaining healthy, consensual, and rewarding relationships. She will discuss the role sexuality can play in the complex relationship equation and what constitutes a “happy relationship.” Bring a friend, roommate, or your partner for this workshop! Don't worry if you can't find someone to accompany you!

**E\*Middle East & Sexuality, March 6, 4:30pm, Hodges Auditorium-** The Middle East is a region often misunderstood, especially when it comes to sexuality and gender relations. Join Dr. Joseph as she discusses the facts about sex and gender in the region. The lecture will address what Islam, the major religion in the region, really teaches about sex and gender and how those teachings play out in Middle-Eastern culture at large. However, the talk will emphasize the region's national and religious diversity and the intersectionality between religion and culture, including a look at how Middle Easterners and Arabs of different religions are influenced by sexual and gender norms in the Arab World.

**E\*The Right Kind of Wrong: Sex & the Law, March 7, 2pm** - This panel, moderated by Joan Heminway, will discuss the legal treatment of gender, sex, and sexuality. What is the future of gay marriage? Is workplace gender discrimination still an issue? How do we include transgender rights into a legal system that is so binarily gender constructed? Get answers to these questions and more from the University of Tennessee School of Law professors and local practicing attorneys.

**E\*\*\*Gender Theory 101, March 4, Noon, UC 227** - Feminism, queer, masculinity, femme, butch, post-modern, Judith Butler, Simone de Beauvoir...heard these terms and names tossed around and never really understood? Or maybe you know the terms, but want to brush up on your gender theory basics? We'll learn the basics and have open discussion of gender theory over lunch.



**PE\*We Can't Stop: Orgasms & Masturbation, Dr. Lindsey Doe, March 5, 6pm, UC Aud** - What happens to your body during an orgasm? How do you have an orgasm or help your partner have an orgasm? How do you masturbate? Dr. Lindsey Doe will give us all a hand on this often frustrating topic.

**E\*\*\*Birds Did It, Bees Did It: History of Sex, Dr. Lynn Sacco, March 3, 3:30pm, Hodges Auditorium** - A brief history of sexuality, including the dominant beliefs and practices throughout many cultures in time and the debunking many of the myths about sex. The History of Sex event will survey major events in the history of human sexuality: sex in Greek and Roman societies, harems, Victorian era sexuality, WWII, sexual revolution, LGBTQ movements and more! The event will explain how sex has influenced history and changed the world in many ways and will answer the question: they used what as condoms back then?!

**HE\*\*\*Can't Touch This: Abstinence, March 4, 2pm, UC 227** – SEAT believes abstinence is a legitimate choice. This panel will discuss the different definitions of abstinence, how to make your decision, and how to explain your decision to others.

**HPE\*Get Wet: Exploring the Connections Between Sexual Pleasure, Health, & Advocacy, Megan Andelloux, March 3, 8pm, UC Aud** - When is an orgasm a political act? When is lube a tool of the revolution? Megan will demonstrate how three components of sexuality — pleasure, health, and advocacy — flow into one another as we explore a variety of topics centered on reproductive justice and sexual freedom. Get ready for a wild ride into the slippery world of sexuality and politics! Megan will teach you which sexual health issues are involved in back-door lovin', why you should care about sex workers' rights, and how you can defend your own sexual freedom through self-love. Through interactive discussion about everything from contraceptive options and LGBTQ issues to pornography and the human body, you will get a chance to examine the connections among all these hot-button topics and more.

**HE\*\*\*Like a Virgin: Virginit, March 6, 4pm, UC 227** – This event will discuss what virginity has meant historically and what it's considered to mean today. The event discusses the origin of virginity and how the concept has evolved. It's important for students to understand why virginity is gendered and has religious subtexts because then students can redefine virginity for themselves in a less harmful way (less gendered, less "give/take").

**HPE\*Sexploration: Boys, Girls, I can't Help It, Megan Andelloux, March 4, 8pm, UC Aud** - Megan Andelloux will lead a talk on exploring your sexuality, whether you identify as straight or LGBTQ. This will include the Kinsey Scale and all orientations between straight and gay. People believe that the straight orientation is the majority, but the Kinsey Institute's research shows that only about 10% of people fall in the categories of heterosexual and homosexual. The majority of people have other sexual experiences, regardless of how one chooses to identify.

**H\*\*\*Who Runs the World?! Girls: Women's Health, March 3, Noon, UC 227** – Health professionals will give a comprehensive presentation on women's health. This event also welcomes men. The topics of birth control, periods, HPV vaccines, ob/gyn care, STIs, and more will be covered.

**E\*\*\*Transgender Sexuality, March 5, 2pm, UC 226** - Discuss what being “transgender” means and some of the various ways transgender people identify and express themselves. What is sex like for different transgendered people? If you're transgendered, we invite you to attend this event and discuss the situations you've faced. If you're not transgendered, we invite you to attend this event to learn more about your fellow transgendered students and what you as an Ally can do to help.

**E\*Sheila Ki Jawani: Cross-Cultural Sexuality, March 4, 5pm, UC Shiloh Room**- There will be four to five faculty representatives on this panel discussing differing sexual norms in other cultures and nations. We will represent Western nations, African nations, South Asian nations, and Latino nations.

**E\*Sweet Talkin' Son of a Preacher Man: Religion and Sexuality Panel, March 6, 6:30pm, UC Aud** - The most popular panel from Sex Week 2013 is back this year. Faith, religion, and spirituality often play a significant role in the expression—or lack thereof—of sexual identity. Sex Week has put together a panel of religious leaders, coming from many different backgrounds, to discuss how sex and gender are treated according to their religion. Whether you're Buddhist or Southern Baptist, this panel will consist of a wide range of religious ideology, providing a unique and comprehensive perspective to all who attend.

**E\*\*\*War, Sexuality, & Aggression, March 3, 1:30pm, Hodges Auditorium** - Dr. Tricia Hepner of the University of Tennessee will talk about sexual assault as a tool of war. She will address temporary shifts in culture during times of war and what that means for the soldiers in war and the civilian victims of war.

**HE\*\*Afternoon Delight: A Discussion About Politics and Policy in Tennessee, March 6, 11am, Toyota Auditorium Baker Center** - Skip breakfast this morning and join us for a good ole fashioned country brunch. Bring your appetite and your thinking cap. We will be enjoying food, encouraging discussion among the tables, and inciting debate on the hot topics surrounding sexuality specific to Tennessee. I gotta hunch that the debate will be as hot as the breakfast casserole.

**E\*\*“The World We Love In: Understanding Sexual Identity” Art Show with Gallery 1010 on First Friday, March 7, 5-9pm** - Sex Week is partnering with Gallery 1010 for this art show downtown. In *The World We Love In: Understanding Sexual Identity*, UTK artists explore the creation of sexual identity. We all have a sexual identity, thoughts, desires, attractions, and values that are unique. But there is a big wide world out there that also shapes and impacts our sexuality. What does it mean, for example, to be queer in the

conservative South? How do our views about gender or religion affect our sexuality? UT artists investigate the impact that influences such as religion, culture, family values, sex education, and pop culture, have on our understanding of our sexual identity. The goal of this exhibition is to jumpstart mature conversation regarding the development of a healthy sense of sexuality and therefore safe sex practices.

**E\*\*RENT, Jan 30-Feb 2, Lab Theater, Performances at 8pm Jan 30 through Feb.**

**1<sup>st</sup> and performances at 2:30pm February 1<sup>st</sup> and 2<sup>nd</sup>** - This Tony Award winning musical addresses the impact of AIDS on a group of artists in New York City. Examining issues of sexuality from multiple perspectives, Rent tells a heart-wrenching story of disease, death, and love. Come watch what promises to be a stellar performance by the best talent at UT, and find out why you should “measure your life in love.”

**E\*\*The AIDS Quilt, March 2-7th** - Ten large panels of the famous AIDS Quilt will be located in various spots on campus for public viewing. Each contains several stories of those who have suffered through AIDS and the experiences of their families.

**E\*\*Poetic Justice: Poetry Slam, March 7<sup>th</sup>, 7pm, Toyota Auditorium Baker Center -**

Whip up your best rhyme, loosen your lips, fire up your feelings, and sling the best slam you've got. Whether you are a private poet, emerging artist, or professional poet, come share your thoughts on sex, sexuality, relationships, and gender. There will be structured performances and an open mic.

**E\*\*Condom Scavenger Hunt, March 2-7** - Back from last year, the condom scavenger hunt encourages safe sex and adds a layer of competition to Sex Week. The golden condom will be hidden on campus, and sexual health clues will guide the way to its location. The winner will get a prize.

**HE\*\*Sexy Zumba** - Sex Week is partnering with some of the dance class instructors at the TRECS to bring some sizzling sessions of sexy zumba.

**HE\*\*Suck it, Trebek: Sex Trivia and Pizza, March 4, 6pm, UC Ballroom** - Shove in a couple slices of pizza and spit out your answers at Sex Trivia and Pizza. Questions will challenge you and your team's knowledge of issues surrounding health and sexuality.

**E\*\*Lip Sync for Your Life: Drag Show with the Lambda Student Union, March 6, 9pm, UC Aud** - The most popular event at Sex Week 2013 is back for Sex Week 2014. The drag show, which is put on by the Lambda Student Union annually, gives LGBTQ students at the University of Tennessee a chance to showcase their sexuality and feel proud of who they are. The show fosters an open-minded environment that allows students of all sexual orientations to challenge gender roles. Come see locally famous queens VaCeline Dion and Anastasia Alexander and many others strut their stuff across the stage.

**HE\*\*\*Sexual Assault Roundtable, March 5, Noon, BCC** - A repeat of one of last

year's most successful and intimate events. Students, staff, and faculty will be invited to discuss sexual assault at UTK and solutions to the problem. Representatives from The Knox Co Health Department and The East TN Sexual Assault Center will be present to lead the discussion and serve as experts. This event will remain confidential.

**HE\*\*\*TED Talks Marathon, March 5, 10am-3:30pm, UC 227** – A day-long marathon of TED Talks relevant to sex, sexuality, gender, and relationships where students can come and go as they please. There will be snacks.

**H\*\*\*Health Testing and Tabling, March 2-7** - Several local health groups will be on campus during Sex Week to provide free STI and HIV testing with health consultation.

**E\*\*\*Film Series, February 13, 20, 27, 7:30pm, UC Aud** - Leading up to Sex Week, we will screen three films discussing issues of sex, gender, and relationships. On the last three Thursdays of February, we'll show *Love & Other Drugs*, *Kinsey*, & *For Colored Girls*.

**PE\*\*My Milkshake Brings All the Boys to the Yard: Aphrodisiac Cooking Class, March 2, 2:30pm, I-House** - If you can't stand the heat, get out of the kitchen because Sex Week will be spicing it up over the stove. Even though "science" says aphrodisiacs are not real, sign up to be a part of our cooking class. It will be peer led and by some local chefs. Learn the secrets to a sensual meal.

**Sex Week and the Vol Vision:**

*We, the founders of SEAT, have constructed and planned Sex Week to support The University of Tennessee's VOL Vision. The following is a short description of how the program will help the campus achieve the VOL Vision campus strategic plan.*

1. Recruit, Develop, and graduate a diverse body of undergraduate students:

- Having a program such as Sex Week could help recruit more diverse incoming students. This event is designed to enable prospective students to find a niche and community that gives them the comfort of acceptance they require to make the decision to come to The University of Tennessee Knoxville and to optimize their educational experience.
- Students leave a university when they cannot make it their home. An adequate home provides inclusivity, safety, a sense of belonging, and the opportunity to express oneself transparently. Sex Week will, at least in part, strengthen these elements of home by fostering open dialogue and facilitating difficult but necessary discussions. It will provide a setting in which like individuals can collaborate and learn from each other's experiences.
- Sexuality is an issue that is experienced in academic, social, and cultural settings. Currently, there is little adequate programming that links sexuality to our higher education experience.

2. Educate and graduate increasing numbers of diverse graduate and professional students:

- Sexuality does not disappear after earning an undergraduate degree; one deals with sexuality his or her entire adult life. Sexuality is a public and mental issue in all cultures. Sex Week will recognize that the issues vary from culture to culture, and we plan to provide the tools and knowledge needed to have intelligent discussion and make good decisions regarding sexuality in academic, professional, and personal arenas.

3. Strengthen our capacity and productivity in research, scholarship, and creative activity:

- The state of Tennessee has a history of receiving negative press regarding ideas and topics that differ from previously accepted values. Sex Week is engineered to greatly enhance our reputation as an open-minded, embracing, and though-provoking university that values the opinions of all people and supports the intellectual examination of differing ideas.
- Sex Week's approach will not be a conventional one. We will embrace an interdisciplinary approach that will cross-traditional academic boundaries by integrating various types of presentations and ensuring that all participants are as engaged in the process as they want to be. This is consistent with the "centers-based" approach.

- Sex Week could provide the platform for new, relevant research to be performed or new applied scholarship to be presented. Students have observed that some professors present research to the community that is not easily accessible to undergraduate students. Sex Week can highlight our own faculty in their scholarship in a manner that is friendlier and more inviting to the undergraduate student. The event may, therefore, enhance the research capacity at UTK.

#### 4. Attract and retain stellar, diverse faculty and staff:

- Sex Week is constructed to integrate discussions about sexuality and gender in a way that is academically sound and deserving of respect from esteemed faculty and staff. Sex Week plans to unite the entire campus through conversations that will strengthen the community in a way that only activities such as athletics have in the past. SEAT hopes that the resulting enthusiasm will create a more energetic atmosphere for faculty and staff.

-Sex Week will assist in obtaining and retaining a stellar and diverse faculty for the same reasons it will attract stellar and diverse students.

- Sex Week plans to bring professors from other universities and new scholars for our events but also for the opportunity to have their work vetted by interested faculty and staff at UTK and vice versa.

## Marketing Plan

**Contacts and Word-of-mouth:** Word-of-mouth is the most exhausting form of marketing, but it also creates the most loyal and sustainable group of supporters. SEAT plans to continue its commitment to personal communication in order to encourage growth and inclusiveness of the Sex Week program.

Our specific word-of-mouth advertising plans include:

1. Building a strong and engaged set of general members and volunteers. In order to do this, we will be holding meetings for these two sections of SEAT once every other week. We do fun activities together and take care of business, and we encourage people to come to them to be a part of the process, even if they do not want to be directly involved in Sex Week. The meetings have gone well so far this year, and we have seen a spike in student involvement from different areas of campus.
2. Meeting with professors to encourage them to encourage their students to attend Sex Week's events.
3. Presenting at other student organizations.
4. Partnering with newspapers and media like The Daily Beacon, The News Sentinel, Metropulse, WUOT, WATE, and WBIR.

**Social Media:** Social media is the most efficient form of marketing. Using social media, SEAT raised \$10,000 in thirty-six hours. While we know that the impetus behind the generous spirit of our donors was the cut in funding and we know that spirit will unlikely exist in such a form again, we still recognize that social media is a strong tool, allowing for far-reaching advertisements and innovative advertisements that take little time and money to produce. This year, we have additional personnel who focus solely on our social media. We have a newly developed blog and we take student submissions in order to maintain continual involvement with SEAT. We are designing and building our Tumblr, and we have an active Facebook page with over 2,200 followers and a Twitter with over 600. With a single click of a button, we can invite over 2000 people to our events.

Some changes we are making this year to our social media advertising:

1. We are reaching out to different social media sites, like Tumblr.
2. We are developing more electronic media to share on our social media, such as

video advertisements, blog posts, articles, etc.

3. We are applying our brand (colors, font, and phrases) to our all of our social media.

**Hard Media:** Hard media, including signs, posters, material goods, etc, is an important method used best to reach students who have not yet been exposed to Sex Week. Hard Media can help an organization set a brand, which helps individuals recall the organization after only the first viewing of a poster. We will pass out several handbills and post many flyers and posters. This year we will have new shirts for Sex Week 2014, and we are adding mini-schedule cards to the hard media. The best thing about hard media is that it can be incorporated into some of our fair-like events. Since Sex Week is week-long, we do have to actively promote it during the week, and we can do that by incorporating advertising into the items handed out at previous events.

**Brand:** The Sex Week brand will embrace the Big Orange Big Ideas branding in its style, holding strong to the Volunteer spirit and sense of school pride. SEAT will develop its own symbols and method of labeling and rigid color scheme that will set it apart from other organizations. All of Sex Week's topics can fall under the categories of Empowerment, Health, and Pleasure—or some combination of the three; therefore, all events will be labeled accordingly to help potential attendees locate their interests. We believe in inclusive programming, but fulfilling our goal of reaching out to a broad audience requires making our advertising more navigable.

Our brand design includes:

Colors: Sapphire Blue, Heather Sapphire Blue, Navy, Pink, White, and Charcoal.

Symbols: a small bird and bee on posters and t-shirts; the Sex Week speech bubble, found on our website, our posters, flyers, and our shirts.

Phrases: Take Your Pleasure Seriously,

**Marketing Timeline:**

August: Focus on developing social media and having meetings

September: Social media campaign begins with hard media campaign for Fall Preview

October: Social media campaign continues and recruitment drive becomes focus of marketing

November: Plan hard media campaign; continue social media campaign

December: Avoid awkward Sex Week questions from weary extended family

January - February: Hard media campaign



## **Action Plan:**

*The following is the outline of the One-Year Plan for SEAT and Sex Week. It includes items that have already been completed (May – August 2013) and items that have yet to be completed. This plan is not rigid but is the ideal timeline.*

### *August 2013*

- Meet with faculty and staff at UT to gain support and knowledge.
- Contact and Confirm Interest of all external (to UTK) speakers.
- Complete Tentative Schedule, Budget Plan
- Launch Social Media Ad Campaign
- Begin membership drive.
- Plan Sex Week Fall Preview

### *September 2013*

- Contact and/or meet with all faculty and staff interested in participating in Sex Week.
- Contact and meet with local business sponsors and supportive organizations.
- Meet with various administrative officials at UTK.
- Carry out any remaining internal communication.
- Create and carry out a financial/fundraising plan

### *October 2013*

- Shift focus to external issues (contracting, off-campus events, fundraising, etc.) and fundraising within the structures existing at UTK.
- Visit student groups and Chancellor's commissions to seek advice and financial support.
- Solicit participation of all groups who wish to have a voice in Sex Week.
- Reestablish contacts with all faculty and staff participants to work out exact details of Sex Week.
- Have all new members familiarized with Sex Week and mobilize them.
- Publish complete, detailed, final schedule.

### *November 2013*

- Deal with any remaining or resurfacing issues regarding content and programming.
- Shift focus to marketing campaign and increasing participation.
- Have all participants requiring contracts contracted.

*December 2013*

- Pass exams.

*January 2013*

- Correct any problems.
- Begin hard media campaign and awareness demonstrations.
- Get as many groups as possible involved in raising awareness about Sex Week.
- Meet regularly.

*February 2013*

- Rent
- Film Series
- Meet regularly; coordinate assignments and volunteers for Sex Week

*March 2-8: Sex Week UTK 2014*

**Budget:**

A copy of the budget proposal for Sex Week 2014 will be made available upon request. Please email [sexweekut@gmail.com](mailto:sexweekut@gmail.com).

A realized budget will be made available after Sex Week 2014.

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