

2021RiethElizabeth-abstract

Abstract

As long as media has been around, organizations, including nonprofits, have used media to convey their message. Magazines have been both a print and digital medium in which nonprofits advertise their impact while making a call for donations. Beneficence Family Scholars (BFS), a new nonprofit in Muncie, Indiana, needed a magazine to convey one of its first printed messages. BFS works to change the narrative of generational poverty in Muncie by providing single-parent families with education, housing, and comprehensive support. Because it has just been created, many in the community have yet to hear about BFS's mission. I created BFS's first magazine, 12 pages in length, thus effectively conveying its purpose and need for support.

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