

# NOVEMBER 2021

## BLUESTONE COMMUNICATIONS NEWSLETTER

Firm Poll: Is Tim Burton's  
Nightmare Before Christmas a  
Halloween or Christmas Movie?

HALLOWEEN 12

BOTH 10

NEITHER 2

CHRISTMAS 0

### CONTENTS

- Page 2 Featured Blog Post
- Page 3 Team Updates
- Page 4 Halloween Party
- Page 5 300 Brand

# FEATURE BLOG POST

## THE ELEMENTS OF NEWSWORTHINESS



By Ellie Scalzo

As we get the ball rolling on our scopes of work this semester, many of us will be pitching media members to gain coverage for our clients and it is imperative to know the key elements of what makes a story newsworthy. To capture the attention of a journalist and write an enthralling pitch letter or press release, it is crucial to incorporate any of the following elements: Timeliness, Relevance, Impact, Proximity, Prominence, Oddity, Conflict, Newness or Continuity. When brainstorming your pitch ideas, ask yourself the following questions. Remember, not all elements will apply to every pitch you write but the more you can incorporate, the more likely you are to successfully earn media placement!

### TIMELINESS

Is this a current event/issue? The media and readers will have more interest in a story when it is about a recent event/issue as opposed to one that happened in the past. For example, you are pitching a health journalist at The Charlotte Observer about an outbreak of COVID-19 cases at a local restaurant over the weekend. Since this incident just occurred, this is a timely story.

### RELEVANCE

What does this event/issue mean? Why is it important? Know your public. If a story is not relevant to your journalist/target public's interests, it will not capture their attention. Also, be mindful of external events that are taking place around the world. For example, say you are pitching a local journalist at The Chicago Tribune about your client's new partnership but there is a crisis taking place that requires more attention, the relevance of your story may be insignificant and will not grab the journalist's attention.

### IMPACT

How will this event/issue affect the reader? If a story includes benefits or consequences, a journalist will feel intrigued to continue reading and learn more. For example, you are pitching a food and drink journalist at Thrillist New York about the grand opening of a restaurant where guests will receive a complimentary round of drinks and dessert with their meal. Since this offer is beneficial to the readers, it will attract the journalist's attention.

### PROXIMITY

Is this event/issue close to home? If you are writing a story about an event/issue taking place in an insignificant or far location, it will not be of much importance to the journalist you are pitching. For example, you are pitching a lifestyle journalist at The Daily News Record about a boutique in Long Island, NY. Since this boutique is over 400 miles away, the story is not relevant to the journalist or media outlet.

### PROMINENCE

Does this event/issue involve a celebrity or popular brand? Events/issues that involve celebrities and brands always tend to be more newsworthy. For example, you are pitching a lifestyle journalist at the Miami Herald about the SHEIN pop-up in Downtown Miami. Given that SHEIN is a popular brand, a story about the pop-up would generate impressive impressions and engagement.

### ODDITY

Is this event/issue out of the ordinary? Unique stories capture the attention of readers. Consider the "Man Bites Dog" formula. We've all heard of a dog attacking a person once or twice but not the other way around. For example, you are pitching an environmental journalist at The Washington Post as the Brood cicadas are beginning to make an appearance in the state of Virginia. Since these insects only appear once every 17 years, this is out of the ordinary and an interesting topic for a journalist to write about.

### CONFLICT

Is this event/issue causing drama? Stories involving disagreement have the tendency to stir the pot. Active readers are interested in gossip. For example, you are pitching an entertainment journalist at Teen Vogue about a recent Tik Tok scandal. Given that Tik Tok is in the media spotlight right now, these conflicts between famous "Tik Tokers" generate a lot of buzz from the Gen Z population, making this a great story for a journalist to write.

### NEWNESS

Is this event/issue new? Or old things in a new light? New things are amusing and old things with a new concept can also spark the interest of journalists. For example, you are pitching a travel writer at Time Out Portland about a newly renovated 5-star hotel that just reopened post-COVID. You know that this hotel was a huge hit pre-COVID, so the renovation will make for a great story.

### CONTINUITY

Has this event/issue been previously spoken about? Continuity typically comes into play when new information is being released about an unfinished story. For example, you are pitching a crime journalist at the New York Post about the recent Gabby Petito case with the latest information that your firm has leaked. This new information presents the journalist with an opportunity to inform the public of the vital details everyone has been waiting to hear.

Implementing any of the above key elements into your pitch letter and understanding who your public is will help you to achieve success when pitching. Do not get discouraged if your pitch is not responded to or a journalist is not interested in your story! There is an ample amount of journalists in the U.S. and across the world looking for a great story to write right now. You are capable of anything!



# TEAM UPDATES

## TEAM 1 ACCOUNT EXEC: JILLIAN SANTIAGO

Team 1 has been working really hard for both of our clients. We recently came up with a campaign called #EcoFriendlyFriday for the Gaines Group Architects which made its debut on Instagram just last week. For SCOM, we have asked different student organizations to host an Instagram takeover to promote their organization on the page. All in all, Team 1 got the ball rolling for our clients and we look forward to what the rest of the semester has in store.

## TEAM 2 ACCOUNT EXEC: HELEN NGUYEN

Team 2 has continuously done amazing work for our clients! We're in the phase that we can actually do real work and help our clients fulfill their goals. As for Charlee Rose Boutique, we're maintaining its social media and connect our client with JMU students. For Gemeinschaft Home, we have been visiting the client to conduct interviews and promote their social media. Our team is very excited with the work and we will continue to do our best for our clients!

## TEAM 3 ACCOUNT EXEC: MADISON BUITING

Team 3 has been working on exciting projects for our clients. We are in the midst of creating social media content, writing media pitches, and drafting newsletters for both clients, among other things. With such a talented team, we have had no trouble working together and accomplishing tasks. We are looking forward to this upcoming month with more opportunities and the grand opening of Vito's Italian Market!

## CREATIVE TEAM DIRECTOR: CARLI ALDAPE

The Creative Team has taken a running leap into all of our work in the past few weeks. With projects designated to different team members, we've all been excited to get right to work to create stunning deliverables for all of our clients. There are lots of projects in process right now, be on the lookout for the final products!

# TEAM BONDING EVENT

## A SPOOKY ICE HOUSE HALLOWEEN

### 1ST PLACE

Hunter Shaw  
as James Madison



### 2ND PLACE

Jill Santiago & Lala Badaoui  
as Zach and Cody



### HONORABLE MENTION:

Dr. Capizzo  
as Bernie Sanders

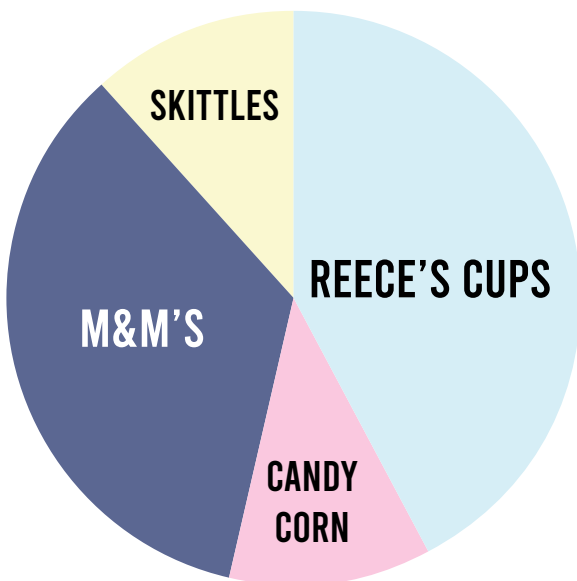


### 3RD PLACE

Ella Ferrin  
as Repunzel



## WHAT'S EVERYONE'S FAVORITE HALLOWEEN CANDY?



This month our firm bonding event was a Halloween-themed party hosted at the Ice House. Bluestone was able to add a fun twist to our firm meeting by encouraging employees to dress up in a costume and having a potluck. Employees that dressed up got to participate in a costume contest. We still had a productive meeting, and the event overall was successful as we enjoyed good food and all had a great time getting into the Halloween spirit!



# 300 BRAND

## AND OUR BLUESTONE ROCKSTARS

### STATEMENT FROM CHRISTINA HOFFMAN 300 BRAND SPONSOR

Over the years our experiences with the students and teams coming through the Bluestone PR Company have confirmed our commitment that investing in the next generation of public relations and communications experts is critical to producing quality writers, thinkers, and leaders across industry. We know our scholarship is essential to supporting real world experience and growth of our future workforce.

We look to Bluestone to continue to give their student employees experiences that translate to the new world of work - collaborative technologies and tool training, developing new marketing and communication programs that revolve around video and social media platforms, and importantly - teach student employees how to be accountable, productive, and engaged in remote settings.

### WHAT WE DID WITH THE 300 BRAND SCHOLARSHIP

This semester the Bluestone team awarded all firm employees a Public Relations Student Society of America (PRSSA) membership by using our 300Brand Scholarship. Each Bluestone employee will have their PRSSA membership purchased this semester so that employees can take full advantage of what PRSSA has to offer!

### CONGRATULATIONS!

**MALLORY  
KNABEL**



**BLUESTONE  
ROCKSTAR**

"Mallory is always prepared and ready to work hard. Her time management and work ethic do not go unnoticed. She has been a great addition to Team 1!"  
- Jill Santiago

**CARLY  
HOWARD**



**BLUESTONE  
ROCKSTAR**

"Carly has continually stepped up the past few weeks and picked up projects, and always is enthusiastic in meetings! She's a great addition to our team and I'm really excited to see what else she does for us this semester."  
- Caill Aldape

**MEGAN  
BARTON**



**BLUESTONE  
ROCKSTAR**

"Megan has proved herself to be a super reliable and professional person! She stepped up to be the main contact person to improve our client's network. Her work has successfully fulfilled the most important tactic that we're doing for our clients this semester!"  
- Helen Nguyen

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