

BLUESTONE COMMUNICATIONS

JMU's Student-run Public Relations Firm

MEET JAMIE: OUR SPOTLIGHT EMPLOYEE OF THE MONTH

Jamie is the account executive for the Matchbox Realty account team. She was voted as our spotlight employee for October by her fellow employees because of her dedication to her account team. Learn more about her achievement on page 3.



p.4 HARRISONBURG TO NYC

Heather Pruum worked as a public relations/publicity intern with A+E. From press clipping to travel itinerary planning, Heather grew professionally and made connection this summer.



p.5 HARRISONBURG TO LA

Sarah Prevost interned for East2West Collective this summer. During her dazzling time in LA, she got to attend the 2018 BET Awards.

p.6 MEET JMU ALUM HANNAH PAVIS

Hannah Pavis is an account supervisor at FleishmanHillard. She graduated from JMU in 2014. While at JMU, Hannah majored in Communication Studies with a concentration in public relations. She minored in Writing, Rhetoric and Technical Communications.



Inside...

p.2 Account Updates

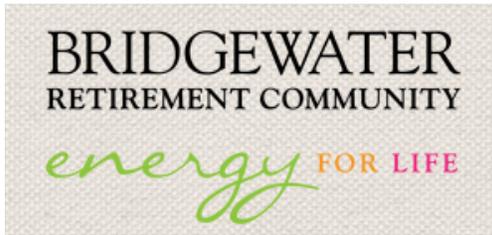
p.3 Spotlight Employee

p.4 Internship

p.5 Internship

p.6 After JMU

ACCOUNT UPDATES



Bridgewater Retirement Community

Our team is working to increase awareness of Bridgewater Retirement Community's volunteer and internship programs for college students and fellow community members. Our main focus is visual outreach through brochures, flyers, promotional video and social media support. We are currently working on ways to combine the values of a retirement community with appeals to students through sleek design, community engagement and unique relationships. The main priority of our campaign is awareness strategies, since Bridgewater Retirement Community has all of the modern, refreshing characteristics that set them apart from other retirement communities, but they need our help to spread the word.



Matchbox Realty

Matchbox Realty account team is in the implementation phase of our campaign. We currently are organizing a yoga event with a local yoga studio to offer to freshman students. Our Brand Ambassador sub team has created a position description of the Matchbox Brand Ambassador. Our social media sub team has created Halloween flyers for Campus View Apartments and it's Halloween costume contest. Also, we created a social media calendar. The theme is "Save your Security Deposit." The calendar consists of infographics for both Facebook and Instagram, in order to inform students of ways to prevent getting fines at the end of their time with their apartment complex.



Bluestone Communications

The Bluestone Communications account team has been working hard this semester to rebrand our firm and redesign our website. We are excited to reveal new colors, an updated logo and a new mantra that embodies our work and our employees. Additionally, we are striving to produce engaging social media posts across our LinkedIn, Facebook and Twitter accounts. In addition to our work for the Bluestone account, we continue to work on four smaller client projects. These smaller client projects include building a website, designing logos and helping plan for a special event.

Other Projects

The Bluestone Communications account team is working with Broward Partnership to design their 20th anniversary logo. We designed a logo for Terror Management Lab, which conducts research at JMU surrounding the Terror Management Theory. We are also

working on design projects for Rice Geologic. We finished a logo and are beginning to create their website. Finally, Harrisonburg Little League Association is a returning client. This semester, we are helping prepare them for the next season.



BROWARD PARTNERSHIP

The road to health, jobs & homes for the homeless

SPOTLIGHT EMPLOYEE: JAMIE KARANASSOS



Year: 5th year

Hometown: Wall, NJ

Majors: Communication Studies
(concentration in public relations)
and Spanish

Minor: Business Spanish

What do you enjoy most about the field of public relations?

What I enjoy most about the field of public relations is the fact that the job is constantly adapting and changing to the needs of the client and their audiences. It is not the same routine everyday!

What do you enjoy most about Bluestone Communications?

I get to work with the brightest students of the communication department. This allows me to be constantly challenged and pushed to be the best employee that I can be.

What skills of your own have you been able to strengthen throughout your time at Bluestone Communications?

I have been able to strengthen my leadership skills while working for Bluestone Communications.

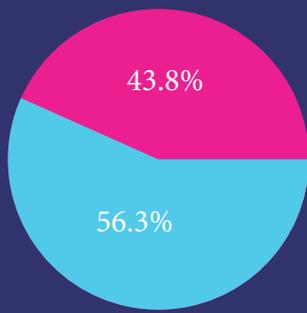
What is your dream job?

My dream job is to work in Corporate Communications at a fashion company, such as Ralph Lauren.

Here are what others said about Jamie:

- “I am learning so much from her and she motivates me to work harder and become a stronger employee!”
- “Jamie has been the most hard-working AE and has guided us throughout this entire process.”
- “Jamie really goes above and beyond what she is required to do as an AE. She is always there for help if you need it, and more than willing to lend a hand on any projects.”
- “She really stepped up to the plate when given the extra responsibility of AE.”

Employee opinions on candy corn...



■ yay
■ nay



Heather Pruiam, Program Director Bridgewater Retirement Community

This summer, I had the opportunity to work as a PR/publicity intern at A+E Networks in New York City. I managed the press site for A&E and History Channel during a time in which A&E wore the crown of having the most popular show on cable television, 'Live PD.' What a cool experience it was to upload and accredit pictures and press releases that then made their way to be feature stories in People magazine and Rolling Stone! Every day, I compiled press clippings of A&E show mentions across all forms of media, ranging from national news to small town papers and radio. Another big responsibility of my job was making media lists based on a journalist's beat, editorial position, and DMA (designated marketing area).

HARRISONBURG TO NYC: A STUDENT'S JOURNEY WITH A+E

A+E Networks has a great progressive, diverse and professional corporate environment centered around storytelling, but each of their channels is branded for different target audiences. Their A&E network has provocative, socially relevant programming, whereas History Channel focuses on the topic of history both from post and modern perspectives. This takes the form of documentary style and reality programming. This created an experience similar to working for a PR firm because completing tasks for different shows was like working for different unique clients.

Since History Channel had three main events this summer: San Diego Comic Con, Alien Con and 'Evel Live,' I helped plan travel itineraries for our talent and publicity staff including details on lodging, car services, press conferences, and special events. After our 'Evel Live' special where Nitro Circus ring leader, Travis Pastrana, honored legendary daredevil, Evel Knievel, by attempting his three most

dangerous feats in Las Vegas, all while riding a historically accurate recreation of Knievel's original bike, I gained a glimpse at crisis communication in mass media. The AP Wire listed the stuntman as "Tony" Pastrana rather than Travis. In doing my daily press clips, there were thousands of media press pick-ups citing the wrong star! Our Senior Vice President had to track down the original error from AP Wire and send out corrections.

One of my favorite aspects of the A+E Internship program was our "Lunch and Learns" where I gained insight on the various departments that comprise the successful entertainment company. I made connections with professionals in the production, program scheduling, distribution, marketing, legal and business affairs, and international teams. I benefited from this diversity and learned about the different paths a career in mass media communications could take me.

HARRISONBURG TO LA: A STUDENT'S EXPERIENCE IN ENTERTAINMENT PUBLICITY

By Sarah Prevost, Creative Director Bridgewater Retirement Community Account

When I went to Los Angeles this summer for an entertainment publicity internship, I had no idea just how much I would learn from the experience. At East2West Collective, located in beautiful Santa Monica, I provided support for the firm and its celebrity clientele, including stars like Gabrielle Dennis, from Marvel's Luke Cage, and even Sarah Drew, from Grey's Anatomy.

Entertainment publicity is the entire PR powerhouse behind an actor. We worked with journalists to feature our clients in their magazines, newspapers, and talk shows--typical media relations. But we were also responsible for booking their hair stylists, makeup artists, photographers, and drivers, as well as creating itineraries for every interview or appearance of theirs. We also had to collaborate on most of these things with the client, personally, as well as their agent(s) and

manager. Occasionally, if a client was being interviewed about a specific project, we may even have to contact the network (Netflix, BET, Nickelodeon, etc.). Essentially, entertainment publicity is responsible for every aspect of a client's public appearances, ensuring that they smoothly and successfully promote the current project(s) the talent is working on.

Though most of my days were spent in the company's office space, I was very lucky to attend the 2018 BET Awards with my boss and her assistant. While you see the stars posing on the red carpet on TV, you don't see all the individual news outlets lined up on the other side. All sorts of journalists, from E! News, to People, to the LA Times, were there to talk to attendees. As a representative for our clients, my job was to go to each outlet on the carpet and pitch our client to them. If the journalist was interested, my boss would bring the client to the outlet, and they would briefly wait until it was their turn. The ultimate goal was to

hit as many outlets as possible before the awards show started. Like in normal PR, the best way to demonstrate that our work is valuable is by numbers, so by showing our client all their media impressions, it proves that we're giving them something that they wouldn't be able to obtain on their own.

It was really incredible to learn about an area of PR that I had never experienced before. There's simply nothing quite like the hands-on, real world experience that you get from working with real clients. I will forever cherish my time in LA, and who knows? Maybe I'll be back someday.



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AFTER JMU...

HANNAH PAVIS

Account Supervisor, FleishmanHillard
JMU Class of 2014

Hannah graduated from JMU in 2014. While at JMU, she majored in Communication Studies with a concentration in public relations and minored in Writing, Rhetoric and Technical Communications. Hannah was involved in UPB and worked in the Office of Admissions. Within Harrison Hall, she was the president of American Advertising Federation and the professional development director for the Public Relations Student Society of America.



What is your favorite memory from JMU?

Sitting on the Quad on beautiful spring days. There's nothing better! Oh, and grilled cheese Thursday.

Could you describe your career path?

I was a little different from many people in that I knew I wanted to go into communications since early high school. During college, I had summer internships at Westinghouse and Havas PR. I asked Havas PR if I could continue my internship into the fall by working remotely, so I worked 10-15 hours per week during my senior year. My then-boyfriend (and now husband) got a job in Washington, D.C., so after graduation we moved to DC where I had a summer internship at FleishmanHillard. From there, I went to Golin for a few years and then about two years ago came back to FleishmanHillard where I now work with the brand marketing and corporate reputation team.

Could you describe your role as an account supervisor at FleishmanHillard?

I love my job. I lead several accounts for FH. One is focused on helping a Big 4 consulting firm increase media coverage within the tech space. We help another client create strategies and execute events and activations to increase their awareness among DC policymakers, and a foundation where we help them with speaking opportunities, media and social media. It's a wide variety of work, which I absolutely love. And the best part is also working with really smart, kind and fun people at FH as well.

What is your advice to students preparing to graduate?

First, make connections! JMU Alumni are the best people to start with. Email them to introduce yourself and ask if you can meet for coffee to learn more about what they're doing and where they've been. Second, particularly with PR agencies, summer internships are the hardest to

come by. Don't be afraid to take a few weeks off and apply for a fall internship. Third, take advantage of not having a full-time job – backpack through Europe, drive cross country, lifeguard at the beach. Whatever it is, enjoy yourself before you go into the 9-5 world!

What is the number one skill that students entering the public relations field should have?

So hard to name just one! Strong writing skills are critical. We notice when someone can clearly and articulately express their thoughts. Eager to learn is an important character attribute. Most importantly, being a quick learner. You are not expected to know how to do everything as an intern/entry-level professional, but learning quickly will be tremendously helpful!