

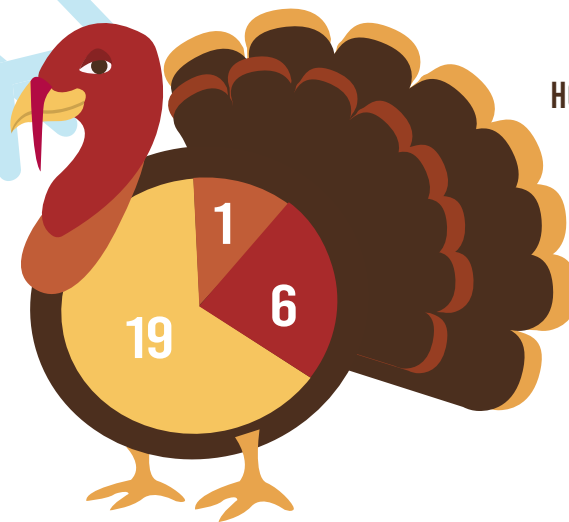
# DECEMBER 2021

## BLUESTONE COMMUNICATIONS NEWSLETTER

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Issue No. 22



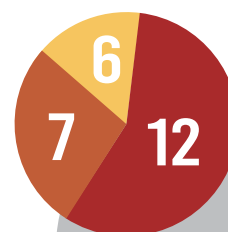
#### HOW DID YOU SPEND THANKSGIVING BREAK?

WENT HOME

TRAVELED/ VACATIONED

STAYED IN HARRISONBURG

#### FAVORITE THANKSGIVING SIDE DISH



MAC AND CHEESE

STUFFING

MASHED POTATOS

# TEAM UPDATES

Team 1 has already accomplished a lot of great things and we aren't finished yet. Our client, SCOM had an Open House this month for which we created print media as well as social media infographics. We generated a lot of good traffic to the client's social media pages. Our other client, the Gaines Group Architects, has expressed appreciation for our campaign #ecofriendlyfriday as it has also boosted traffic to their blog site. Two of our team members are currently working on feature stories for the Gaines Group Architects which they aim to pitch to local newspapers.

## TEAM 1



Team 2 is at our final stage where we are finishing all of our tactics for our clients. For Charlee Rose Boutique, we recently handed out stickers and promotional codes in order to increase the connection with JMU students and Harrisonburg residents. As for Gemeinschaft Home, we're still posting consistently on social media to improve the client's presence. In the next two weeks, we will be holding a Panhellenic event on the JMU campus to better connect Gemeinschaft Home with JMU students. Team 2 is excited to finish this semester strong and we're happy with the work we have done so far for our clients!

## TEAM 2

Team 3 has consistently produced amazing content for both of our clients! We received media coverage for Vito's Italian Market after sending out a pitch and fact sheet to local reporters. Team members have also been working on social media content, newsletters, and SEO research. We have had a great semester so far and we are ready to finish strong!

## TEAM 3



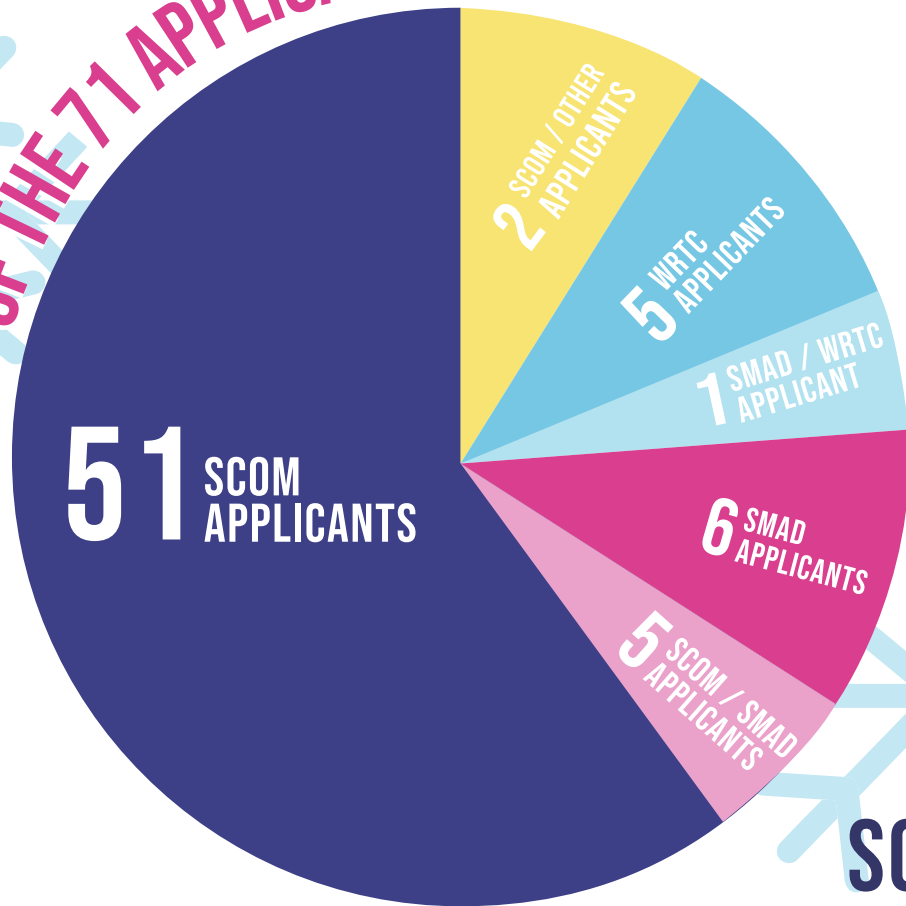
The Creative Team has been steadily making our way through all of the deliverables for our clients. We've had a ton of great work come in the forms of social media graphics, videography, photography, stickers, and even coupons this past month, and we're continuing to work hard to finish this semester successfully. Every person on our team has done an amazing job with each of their projects, we can't wait to show that off in our Showcase this month!

## CREATIVE TEAM



# RECRUITMENT RECAP

OF THE 71 APPLICANTS...

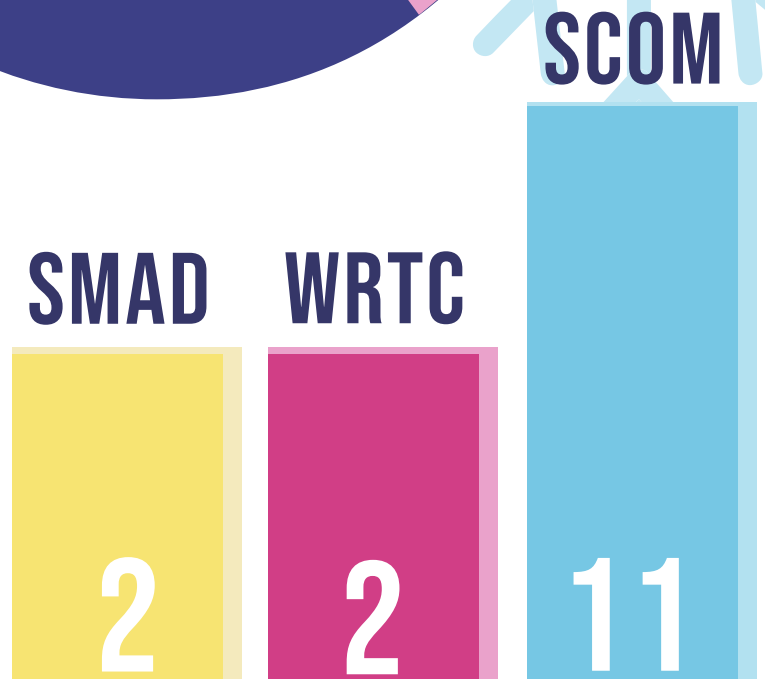


**8** DOUBLE-MAJORS

**11** BIPOC / NON-WHITE APPLICANTS

**16** CREATIVE APPLICANTS

WELCOME TO THE FAMILY



CLASS VISITS



# CREATIVE TEAM HIGHLIGHT



## BLUESTONE CREATIVE TEAM FUELS NEW AGENCY OPPORTUNITIES

LUKE CAPIZZO, PH.D., APR • ASSISTANT FACULTY DIRECTOR, BLUESTONE COMMUNICATIONS

Every successful PR agency must embrace change. At Bluestone Communications, student and faculty leaders have worked together to create and expand the firm’s creative capacity and creative structures—from our first creative team members in fall 2020 to our fully empowered creative team today. Like many professional agencies, our structure has shifted to include a distinct Bluestone Creative team with its own direction, leadership, and responsibilities. Members of the team have tackled a variety of projects, from graphic design and photography to video production and search engine optimization (SEO). Their work has helped to greatly increase the services that Bluestone can offer our clients. Thanks to the leadership of Carli Aldape and Grace Feuchter this fall, as well as the dedication of every member, the team has been an integral part of client work and produced extremely high quality deliverables for clients and the agency itself while working independently. Of course, change is never easy, and we’ve appreciated the support of everyone in Bluestone to continue its growth.

## CHECK OUT SOME OF THE CREATIVE WORK FROM THIS SEMESTER!

**Join Harrisonburg's Community Counseling Center and the National Alliance on Mental Illness for a Zoom panel on 12/6 at 7 pm EST**

**Topic: Mental health and stress management for college students**

**#ECOFRIENDLYFRIDAY**

**DID YOU KNOW...**

- Appliances use electricity even when you're not using them
- LED bulbs can save you up to \$1,000.00 in a 10-year span compared to regular bulbs
- 90% of the energy your washing machine uses is just for heating the water

**REDUCE REUSE RECYCLE**

**Gemeinschaft Home** is asking for donations.

November 29 at 9:36 AM

Another wonderful talk with our community members where we discussed how they found out about Gemeinschaft Home. Listen carefully to their stories because they will amaze you!

#gemeinschafthome

**Vito's ITALIAN MARKET**

**NOW OPEN**

Shop from a variety of authentic Italian products and speciality items otherwise not available in Harrisonburg!

**FINAL DAY FOR SPRING APPLICATIONS!**

-LINK IN CAPTION-

**JMU School of Communication Studies**

**Current Faculty Research**

**JOHN BUTLER JR.**

FORMER RESIDENT/ RESIDENCE LIFE COORDINATOR/ CASE MANAGER

**OPEN HOUSE**

SCHOOL OF COMMUNICATION STUDIES

SAURDAY, NOV. 13TH, 10 AM - 1:30 PM

ON CAMPUS - ANDERSON HALL



# WORKSHOP RECAP

BLUESTONE COMMUNICATIONS HOSTS JMU ALUMNI BRUCE KAUFMAN  
BY KENDALL LOMAURO

## BLUESTONE ROCKSTARS

CRISTIANA  
HORSELY



BLUESTONE  
ROCKSTAR

"Cristiana has been working really hard on the SCOM Student Org campaign for social media. In taking on this project, she has shown a really strong work ethic and dedication to success. Team 1 is really lucky to have her."  
- Jill Santiago

LORENA  
BEST



BLUESTONE  
ROCKSTAR

"Lorena has continually stepped up as a member on the Creative Team. She consistently is picking up projects and going out of her way to learn new skills, the work she has put out this semester has been great so far, we can't wait to see what else she does for us!"  
- Caiti Aldape

CARLY  
LYVERS



BLUESTONE  
ROCKSTAR

"Carly is an all-around great team member! She always brings energy to our meetings and stays on top of her work, despite being so busy 'outside of class. She is a student athlete, experienced in PR, had to run on the Madison Bowl Court! We are all very proud to have her on team!"  
- Madison Baiting

PGA Tour Director of Broadcasting Bruce Kaufman graciously presented to Bluestone Communications via Zoom on Wednesday, November 3rd, 2021. Kaufman shared with us his experiences, skills and knowledge in the sports industry. As a 1984 JMU Alumni, he also reflected on his wonderful time at JMU, recalling that where the convocation center now is, was a mud-pit back in his time.

As Kaufman immersed himself in a vast array of opportunities, he believes that his internships while at JMU were what made him interested and later successful in the sports field. He recalled his experience with WRC radio station in Washington D.C., working all day and night on weekends, to which he gave us the advice of, "If you find something you're interested in, you have to go for it."

During the workshop, Kaufman emphasized that sports entertainment is classified as a relationships business. He suggests that having relationships as you go along through life, as well as building new relationships, is essential to success in this industry. Building a network of connections will give you the ability to call someone whenever you need something. The industry at hand is very rigorous, but Kaufman stated, "Don't stop looking, exhaust your resources and your network. Just because an employer doesn't have an opening today, doesn't mean there won't be one tomorrow or next week."

Kaufman shared his many learning experiences through being a director of broadcasting for the PGA tour. The first being he is always multi-tasking in his role. It has required everything he's learned at JMU and from his experiences, and requires him to continue learning each and every day.

On the topic of life after college and the job search, Kaufman stated, "It's perfectly natural to be afraid and nervous. You're possibly going to move to a place where you don't know a soul after college, but through this, you learn how to introduce yourself, you learn how to make friends, you learn how to build relationships."

As a student minoring in Sport Communications, this presentation fulfilled a new sense of encouragement to continue getting involved, and never give up. From Kaufman, I have learned many things, but what I deem most important is that getting involved has no endpoint. Life is about continuing and growing through each opportunity.

A final quote from Kaufman that deeply resonated with me, "You never know when you're going to get that opportunity, you never know when that door will open. You're being prepared for that moment, when it comes, grab it by the horns and go."

Thank you, Bruce Kaufman.

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