

BLUESTONE COMMUNICATIONS

The Nationally Affiliated Student-Run Public Relations Firm at JMU



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Former firm director, Jenna Scull is a communications coordinator at Visit Bucks County in Pennsylvania. Jenna received her undergraduate degree from JMU in 2019. While at JMU, she majored in communications studies with a concentration in public relations and minored in writing, rhetoric, and technical communications (WRTC).



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ACCOUNT UPDATES



Bluestone Communications

With a broken heart, the Bluestone account team must announce the cancellation of their Spring 2020 Showcase. Learning a lesson in crisis communication, the team has modified priorities in their strategic plan. The month of March was devoted to reaching out to tactic-based clients, creating new strategic recruitment tactics, and submitting previous executive summaries to be considered for the 2020 VA PR Awards. Without an event celebrating their year of accomplishments the internal team is thinking of new ways to strengthen the sense of community, belonging, and appreciation for their incredible employees!

Creative Team

This semester, Bluestone Communications established a creative team to help the firm with their design and creative needs. So far, they have completed many exciting tasks such as creating logos, t-shirts and flyers/brochures for various firm clients. They pick up these projects upon request, and the tasks are dispersed amongst the multiple team members. As many creators do, this team works around the clock to best serve their clients and Bluestone Communications as a whole.



Harrisonburg Little League Association

The Harrisonburg Little League team has had to adjust their scope of work due to the COVID-19 crisis. Unfortunately, the HLLA season is currently put on hold. This means they aren't practicing or having games until further notice. The HLLA team is very sad they can't implement their original plan, but they're adjusting and turning their focus to social media. They will be crafting posts that keep the HLLA community engaged and informed.



James Madison University School of Communication Studies

The SCOM account team is working on implementing their newly revised strategic plan. Recently, they provided insight for transitioning the department's CHOICES event presentation into the new video format. Next, they will continue to work on a social media editorial calendar and conduct primary research through the IRB. They are looking forward to finishing out the semester strong!



Earth Day Every Day

The EDED of Harrisonburg, VA account team has been working on different ideas for a recent grant they received. They have also been spending time updating the website and a layout and design for a future newsletter. The team has spent time working virtually and are looking forward to what the rest of the semester holds!

EMPLOYEE WELLNESS CHECK!

We wanted to check in with our employees and make sure everyone is doing well during these unprecedented times. Our employees responded to a poll about their transition to online learning and activities they've been doing to stay busy!



HOW HAVE YOU BEEN PASSING THE TIME DURING SOCIAL DISTANCING?

reading PR-related books, baking, cuddling with dogs and watching a dangerous amount of America's Next Top Model

I cooked, made a blanket fort, worked out to some exercise videos at home, played board games with my roommates.

Eating everything

Home workouts, puzzles, games, movies

HOW'S YOUR TOILET PAPER SUPPLY?



DO YOU HAVE ANY BINGE-WORTHY SHOW RECOMMENDATIONS?

- Tiger King*
- Ozark*
- Good Omens*
- The Office*
- Master of None*
- Seinfeld*
- All American*
- Kingdom*

WAYS TO STAY PRODUCTIVE IN A QUARANTINE

By Amanda Christian, Client Relations Director, School of Communication Studies

If you're anything like me, you like stability and order in your life. With the spread of COVID-19 and mass-cancellations, you could be left wondering: What do I do with all this free time?

The truth of the matter is you probably have plenty of work to do—it's just a matter of how and when you get it done. Sometimes, it's better to only have a set two hours to get something done rather than a wide open 12 hours.

Here are a few ways to maximize your time during this quarantine:

1. Create a flexible schedule that you can follow daily.

Establish a wake-up time and block out the important things. Weave in some fun, relaxing and creative activities throughout but feel free to leave it vague. You want structure but you certainly don't have to be rigid. If things don't work out perfectly, that's okay, too.

Here's a look at my week:

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
8:30 AM	WAKE UP				
9:00 AM	PHONE	PHONE	PHONE	PHONE	PHONE
9:30 AM	WORK	WORK	WORK	WORK	WORK
10:00 AM	WORK	WORK	WORK	WORK	WORK
10:30 AM	WORK	WORK	WORK	WORK	WORK
11:00 AM	WORK	WORK	WORK	WORK	WORK
11:30 AM	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
12:00 PM	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
12:30 PM	SCHOOL WORK				
1:00 PM	SCHOOL WORK				
1:30 PM	SCHOOL WORK				
2:00 PM	SCHOOL WORK	SCHOOL WORK	SCHOOL WORK	PRSSA	SCHOOL WORK
2:30 PM	SCHOOL WORK	SCHOOL WORK	SCHOOL WORK	PRSSA	SCHOOL WORK
3:00 PM	FREE TIME				
3:30 PM	FREE TIME				
4:00 PM	CAPSTONE	CAPSTONE	BLUESTONE	CAPSTONE	CAPSTONE
4:30 PM	CAPSTONE	CAPSTONE	BLUESTONE	CAPSTONE	CAPSTONE
5:00 PM	CAPSTONE	CAPSTONE	BLUESTONE	CAPSTONE	CAPSTONE
5:30 PM	CAPSTONE	CAPSTONE	BLUESTONE	CAPSTONE	CAPSTONE
6:00 PM	CAPSTONE	CAPSTONE	BLUESTONE	CAPSTONE	CAPSTONE
6:30 PM	DINNER	DINNER	DINNER	DINNER	DINNER
7:00 PM	DINNER	DINNER	DINNER	DINNER	DINNER
7:30 PM	FREE TIME				
8:00 PM	FREE TIME				
8:30 PM	READ	READ	READ	READ	READ
9:00 PM	READ	READ	READ	READ	READ

2. Cushion the not-so-fun obligations with things you want to do.

There is most definitely a reason why I have free time and dinner with more free time surrounding my Capstone work. It's a daunting task that I don't necessarily look forward to each day, but this way, you can cushion the blow.

3. Set achievable weekly goals.

Take the time each Sunday afternoon to establish a few main goals to finish by the end of the week. Ensure that these are doable goals, and before you know it, momentum will carry you through the next several weeks.

4. Practice physical distancing, not social distancing.

The CDC is calling for wide-scale social distancing: avoiding public gatherings, canceling group events, closing public spaces and maintaining a safe distance from others in order to flatten the curve. While social distancing may be the official term, they really mean physical distancing.

This quarantine is a great chance to connect and reconnect with friends and family online or over the phone. A strong support system will help you be productive when, let's be honest, you really just want to binge a show on Netflix.

5. Celebrate the little victories.

My favorite pastime involves creating to-do lists and adding completely ridiculous, ordinary tasks like showering—for the sheer joy of crossing off something, anything.

Relish the little victories because it'll give you the confidence to conquer the rest of the day.

Good luck, and take it one day at a time! Oh, and don't forget to have a little fun too.

JMU WILL ALWAYS BE HOME

By Ally Fogel, Account Executive, Harrisonburg Little League Association



Last week, President Alger announced that James Madison University would have online classes for the remainder of the Spring 20' semester and that graduation would be postponed. It was an action that we all suspected would happen and the right thing to do given the current COVID-19 crisis.

Despite it being the correct action, it was still incredibly sad. I am a senior graduating in May, so this news was very emotional for me. JMU is a school that feels like home, and not being able to go back was devastating. There were so many things that myself and my friends wanted to do in our last few months of college.

I always dreaded college ending. When asked if I was excited to graduate, I always said no because it means I'd have to go into the real world. Having the real world start sooner than expected is hard to accept.

During this difficult period, it is important to spend time reflecting on the memories. I've spent the past few weeks reminiscing about all of my favorite moments at JMU. Losing these last months doesn't take away from the amazing years I've spent as a Duke. I will cherish all of the moments I spent at school and am grateful for the time I did have.

In a way, I am lucky to have such a hard goodbye to JMU. It has been the best four years and I wouldn't change it for the world. Although my time got cut a few months short, JMU will always be my second home. I look forward to the day I can go back to the best campus and say a proper goodbye.



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AFTER JMU... MEET JENNA SCULL



Communication Coordinator at Visit Bucks County

Jenna was a founder of Bluestone Communications and graduated from JMU in 2019. She was a communication studies major with a concentration in public relations and minored in writing, rhetoric, and technical communication (WRTC).



What is your advice to students preparing to graduate?

Trust that things will work out. Easier said than done, I know. But JMU graduates (especially former Bluestone Communication employees) are more than prepared for the real world.

Could you describe your role as Communications Coordinator at Visit Bucks County?

As the Communications Coordinator for Visit Bucks County, I promote tourism and overnight stays to Bucks County, Pennsylvania - located 30 miles outside of Philadelphia. My duties include writing and developing content for the website, planning consumer-facing events, coordinating sweepstakes contests, overseeing the company's blog and running the @visitbuckspa Instagram account.

How has the COVID-19 pandemic impacted your job?

The COVID-19 pandemic has affected every industry in every corner of the world. As you can imagine, the tourism and hospitality

industry has been hit hard. And it breaks my heart. Since the outbreak, my team has worked around the clock to support small business owners. We're actively promoting their virtual tours, live streams, take-out offers and online stores. Things change quickly so we rework our strategy and messaging almost daily.

How did your experience in Bluestone Communications prepare you for your career?

Bluestone Communications prepared me in so many ways; It's difficult to put into words. In terms of hard skills, I learned how to write clear messages, run social media accounts, plan events and then execute those events. But it's really the soft skills that prepared me for my career. Dr. Kim and Bluestone Communications taught me leadership, responsibility and time management. I'll always be grateful for my 2 years with Bluestone!

What do you miss most about JMU?

Where do I begin? I miss hanging out on the quad between classes, Saturday football games and Sunday E-Hall brunch (especially when they're serving tater tots). But, what I really miss most is the people: professors, classmates, roommates and fellow tutors at the UWC. I found a great community of friends and mentors that were always there for me.