

OCTOBER 2021

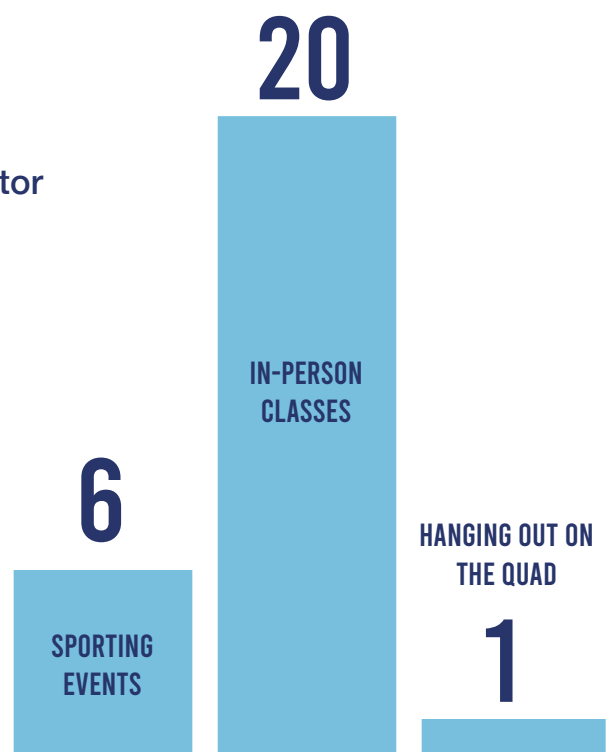
BLUESTONE COMMUNICATIONS NEWSLETTER

WELCOME BACK!

What about being back at JMU is our team most excited about?

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BUT FIRST A WORD FROM OUR SPONSORS...

Returning In-Person Statement

from faculty director, Dr. Issac Woo

Hooray!! After a year and a half, we are finally back to Ice House this semester. Every Wednesday, from 4:45 pm to 7:15 pm, Bluestonians have occupied the first and the second floor of the Ice House. Intern students begin their class with Dr. Capizzo on the first floor, while executive team and account team members meet on the second floor. After the one hour of intern class, we have firm meetings altogether. Then, we go to each account and work together in person.

Ice House is again filled with the energy of Bluestonians. The Ice House is a place of active discussions and hard work once more. I can't see faces because of masks, but I can see smiley eyes and hear laughter everywhere. We finally had an in-person group photo time again as well. We no longer have to work to look happy in our Zoom team pictures on our website and social media sites. Now we look happy because we are all together.

We are not fully normal yet. But nine returning Bluestonians are now experiencing in-person agency life after one or two semesters of virtual agency experience. Hunter and Ella may remember that their team decided to come to the Ice House when it was not required last fall. We were also so happy to see each other in person at the Arboretum for our final gathering last semester.

Now, we are moving into our second month of in-person meetings. We are also moving into the implementation phase from the client research and planning phase. We will still make mistakes, and we will still live a hectic student-agency life. However, it will be slightly different this time because now we know what it looked like and how we felt when we could not see each other.

And, yes, the Bluestonians are finally back.

Professional Advisor Statement

from Ms. Meghan Ely, owner of OFD Consulting

I'm positively thrilled to be joining the Bluestone Communications team as the newest professional advisor. I've been keeping tabs on Bluestone for some time and have always been impressed by the student-run model. Students, especially those with such great training at JMU, have the ability to offer a fresh perspective, unique to their generation. Their relationship with technology also makes them an invaluable resource for problem-solving, streamlining and connecting with new audiences. This semester, I'm eager to dive right in lending insight, troubleshooting, and sharing a real-world perspective as a boutique PR agency that has seen its fair share of ups and downs. Along the way, I hope to even inspire a few students to consider setting up their own shop when the time is right, down the road. A part of my heart was left at JMU and I'm just thrilled I can be of service in such a productive (and fun!) way.



TEAM UPDATES

TEAM 1 is happy to be back in-person this semester! We have two amazing clients, The Gaines Group Architects and The School of Communications at JMU. Following our kickoff meetings, we dove right into our research, in order to create feasible goals for our clients. Our team has worked very hard to come up with unique strategies and tactics to help the clients achieve their goals. The consistent work ethic of Team 1 is not going to go unnoticed, and we are excited to see what this semester has in store!

TEAM 1
ACCOUNT EXEC
JILLIAN SANTIAGO

TEAM 2
ACCOUNT EXEC
HELEN NGUYEN

TEAM 2 is excited and ready to be back in-person this semester! We had two successful client meetings with Charlee Rose Boutique and Gemeinschaft Home to learn more about our amazing clients. After gaining a better understanding and the needs of our clients, we dove into our research and my team members have come up with great ideas and unique tactics to help our clients achieve their goals. The strong communication skills and dedication of Team 2 is going to be a wonderful asset for us to implement our plan and we're excited to see what this semester will bring!

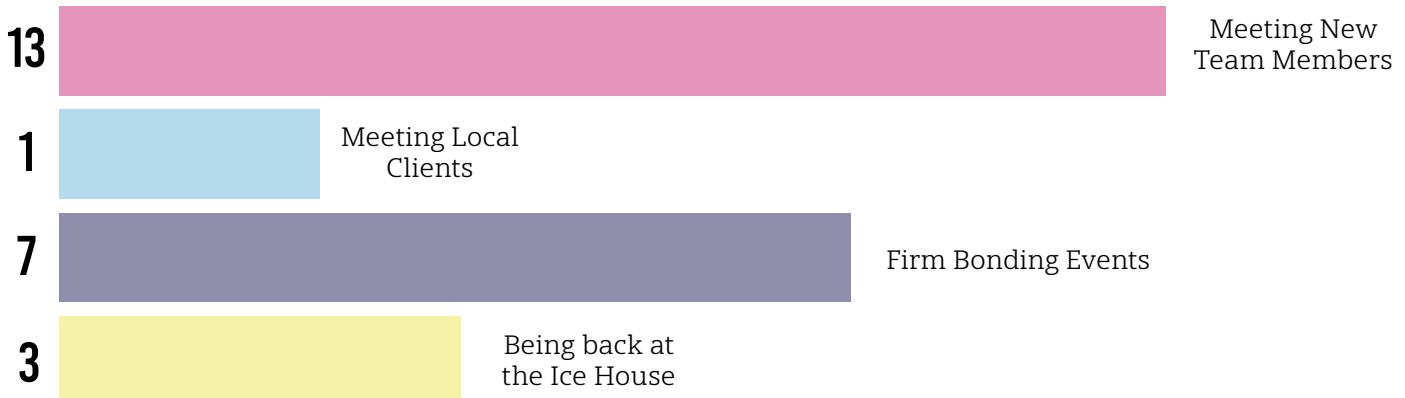
TEAM 3 has been off to a strong start this semester! We had our initial meetings with our amazing clients, Vito's Italian Market and the Community Counseling Center. After gaining a better understanding of what each client wants this semester, we got to work on brainstorming, planning and strategizing. With so many strengths and a willingness to collaborate, I am confident that we will achieve a lot this fall. The whole team recognizes the great opportunity that this is and we are ready to implement our plan and create content for both clients!

TEAM 3
ACCOUNT EXEC
MADISON BUITING

CREATIVE DIRECTOR
CARLI ALDAPE

BLUESTONE CREATIVE has made some big changes this semester! This semester marks one year of the establishment of our Creative Team here at Bluestone. Over this past year, we have found what works for our team and what challenges we have faced. Starting this semester, in effort to make Bluestone Creative run like an in-house team, the creative associates and interns are no longer a part of account teams, but rather their own department working on creative projects for all 6 clients. We are so excited to learn and create alongside our peers and clients this semester!

WHAT IS OUR TEAM LOOKING FORWARD TO MOST THIS SEMESTER IN BLUESTONE?



Returning to Work After a Pandemic

by Alice Ferrall

Since roughly March of 2020, the professional and workforce landscape has been rocked by the effects of living through a pandemic.

The Covid-19 pandemic largely shut down people's day-to-day lives and caused the professional realm to pivot in a direction that would be accommodating to updated safety protocols. The adjustment to virtual business was difficult no navigate, and now that many office spaces are reopening it still feels as though we are far from back to normal. Here are a few tips that I have learned since returning to office space to help ease the return to work after a pandemic:

Prioritize Personal Hygiene: It should be a standard to maintain prioritized and heightened attention to personal hygiene. Keep cleaning regimens and scheduled disinfecting of commonly touched objects. Clean your doorknobs, keyboard and mouse, and wipe down your desk. Beyond cleaning high trafficked surfaces, it is important to frequently wash your hands and keep hand sanitizer or wipes readily available. This leads me to my next point, be honest with boundaries when it comes to returning to the office space.

Be Honest with Boundaries: Returning to the office also means reuniting with coworkers. As such, it is important to be open when it comes to setting and maintaining healthy boundaries. Some people may not be ready to shake hands and prefer to either keep their distance or go for an elbow touch. Maybe your coworkers are more comfortable staying masked up, or even staying virtual. Everyone moves at a different pace when it comes to reacquainting with old standards, so it is important to understand and accommodate different levels of comfort.

Stay Organized: I have found it quite helpful to stay as organized as possible. Being back in person means that additional daily tasks will be added to your plate or new in-person meetings that you do not want to forget or miss. Additionally, it is important to factor in the time that it takes to physically go to these events. Gone are the days of leaving one online call to log on to the next. Now it is important to factor in commute time, parking, traffic, and all the small rituals that add up to hours in your day. Organizing your schedule and keeping daily and weekly tasks on hand have been really effective in staying productive.

Hopefully, something in this post will help with the navigation back into the workforce. Overall remember to be kind to yourself and others as we are all navigating this difficult time together. Best of luck!



FIRM DIRECTOR STATEMENT

WELCOME BACK!



First and foremost, I would like to welcome back all 31 Bluestone Communications employees, returning and new, for the Fall 2021 semester! I would also like to say thank you for all your hard work to begin the semester, each account team came in excited and ready to conquer. I think I can speak for all of us at Bluestone when I say we are all excited to be back in the Ice House, working together!

Seeing the entire Bluestone team together and in-person gave a breath of fresh air as we take on four new clients this semester. I'd like to welcome Gaines Group Architects, Charlee Rose Boutique, Gemeinschaft Home, and Vito's Italian Market to the Bluestone family! Returning clients this semester are James Madison University's School of Communication Studies and the Community Counseling Center, thank you for your continued trust and support! As we look ahead, I am confident our account teams will create works you can be proud of.

I must say that Bluestone Communications would not be able to accomplish our goals without our fearless executive board and faculty directors, Dr. Woo and Dr. Capizzo. With their help, Bluestone has been able to create a strong foundation for the semester.

As the semester gets into full swing, I admire the commitment to success our employees have displayed thus far. Here at Bluestone, we are committed to creating an environment that allows students to apply what they have learned. I am excited by what this semester holds for Bluestone and seeing our employees engage in real-world situations with real-world clients!

HUNTER SHAW
FIRM DIRECTOR

★ ★ ★ ★ ★ ★ BLUESTONE ROCKSTARS ★ ★ ★ ★ ★ ★

GRACE FEUCHTER



Gracie has been such a big help in setting up the ground work for this years creative team! She's such a hard worker and has been so flexible and organized. I can't wait to see what work she puts out this semester.

- Carli Aldape

MORGAN PECORARO



Morgan has been a wonderful asset to my team! She has shown willingness to communicate with client and suggested valuable ideas for future strategies. She helps keeping me on track as a team leader and I couldn't do this without her.

-Helen Nguyen

ELLIE SCALZO



Ellie has been so helpful in the beginning phase of our work this semester. She is always willing to help and ask questions! Team 3 is very lucky to have her!

- Madison Buiting