

APRIL 2021

BLUESTONE COMMUNICATIONS NEWSLETTER

MEET OUR ENTIRE FIRM!



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By: Alex Albaladejo

SPRING INTO OUTDOOR ACTIVITY



The months of April and May are special because they create excitement with the warm spring weather. The change of weather motivates people to get out of their hibernating habits from winter, and spend more time enjoying the outdoors. Here are a few of my favorite outdoor places to go to if you're looking to soak up the sunny warm weather and enjoy a day away from your desk.

- 1. James Madison University Quad:** The soft grassy quad area is a great place to be if you want to hang out in a more social setting. Gather a few of your friends, pack a few of your favorite snacks and head over to enjoy the area. It's a lovely place to go to if you want to catch up with friends and hang out. You can lay a blanket out and bring a speaker to play music while you do some work you need to get done. The best part of it is that it's dog friendly! You might get a few glimpses of some cute pooches.
- 2. Edith J. Carrier Arboretum:** If you're looking to get active outside, this is the perfect place to go. Bring a friend or your dog and go for a beautiful scenic nature walk. Here you can take in the scenery from the pond that's there, and different flowers and plants that are grown there. Another great aspect about the arboretum is that there are a lot of trees so you'll be covered by shade the majority of the time that you're there. There are different trails that people can walk on that are easy to follow. If you need a little break during walk then you can sit at one of the benches that they have located around the arboretum. Here's the address if you're interested in checking it out: 780 University Blvd, Harrisonburg, VA 22807
- 3. Shenandoah National Park:** If you're feeling more adventurous and want to get a change of scenery from campus, head over to Shenandoah National Park. This is an awesome place to make a full day out of hiking with a group of friends or to bring family that's visiting for a weekend. I strongly suggest packing snacks and a picnic for you and your group to enjoy and make sure to stay hydrated while hiking. There are different trails that you can take depending on how much you want to hike. Just the drive there alone is full of breathtaking views as well especially if you take the route through skyline drive. Make sure to use the U.S. 33 entrance to get into the park. Side note: If you are a sucker for sunsets like I am, this is the place to watch it from.

Team Updates:

TEAM 1: HARRISONBURG LITTLE LEAGUE ASSOCIATION/SCOM

It's crazy to think the semester is already over, but team 1 had a great time working with HLLA and SCOM! We were so excited to see HLLA's spring season kick off and help promote their registration, in-person events, and Opening Day. We also enjoyed making videos and graphics for SCOM to highlight our department and share on social media. I'm so proud of this team and all the work we produced this semester!

TEAM 2: RESTORATIVE MASSAGE THERAPY & COMMUNITY COUNSELING CENTER

Team 2 has accomplished a lot this semester! We started off by creating social media calendars for both of our clients, including many graphics made by our creative team members. For RMT we have also created 12 Google Ads and 3 new pages for their website, crafted a press release announcing their upcoming location change, and spread the word about their hiring opportunity through various online channels and outreach to local massage schools. For our project-based client, CCC, we have created a newsletter, promotional content for the Great Community Give, and are currently working on a Spanish FAQ page for their website.

TEAM 3: EARTH DAY EVERY DAY & SHENANDOAH VALLEY ELECTRIC COOPERATIVE

Team 3 has taken on a variety of projects for EDED and SVEC! The projects we have produced for EDED mainly consist of videos and graphics that we have used to post on Instagram and Facebook. The biggest videography project we worked on was an earth restoration video series highlighting locations that promote healthy soil. As for SVEC, our videography skills were used to create a video introducing team members of different departments who bring success to the co-op. Our team also organized a notable event for EDED, "EarthFest," which is a march through JMU campus. As the semester comes to a close, I feel proud of all my team has done. We have taken opportunities to learn skills we didn't know before while enhancing the ones we already possess, and I couldn't be more satisfied with our accomplishments!

CREATIVE TEAM

The Creative Team has excelled this semester in creativity and collaboration. Our associates have created deliverables for their account teams ranging from social media graphics, web newsletters, videos, and so much more. Our team has also co-created deliverables for the firm internally, consisting of our team introduction video, social media posts, and our most recent project, Bluestone stickers! The creative team has excelled this semester in our skills and I could not be more proud with our accomplishments as a team!

By: Madison Buiting

Current Bluestone Communications members had the opportunity to learn about how the organization started firsthand from the actual alumni that founded it. Peyton Johnson, Jenna Scull, Julia Smith, Jordan Aadahl and Brittany Leuth, along with former faculty advisor Dr. Yeonsoo Kim, joined our meeting on Wednesday April 14, 2021 to share about their experiences building a student-run public relations agency from the ground up. Through this panel, current employees were able to learn about the history of Bluestone and all of the hard work that paved the way for the firm we know today.

Bluestone Beginnings

In the fall semester of 2017, Dr. Kim approached several students, asking them to join her in creating JMU's very first student-run public relations firm. The founding members worked tirelessly to create and establish Bluestone Communications, creating a handbook with all of the basics. Jenna Scull said, "A large portion of it was deciding how the firm was going to be structured... It also stemmed into the creative side too." So much of what we know Bluestone as today is because of the decisions made by our founders.

Growing the Firm

Once the foundation had been laid out, the students were eager to dive headfirst into the "pilot semester" of Bluestone. Spring of 2018 provided the new firm with both challenges and opportunities. Bluestone employees worked with three clients and one remains a client today - Harrisonburg Little League Association. As the pilot semester continued, more students began to express interest in joining the firm and applications began rolling in. The founders began to realize that their hard work was paying off and the firm began to grow.

Bluestone Skills in the Real World

The Bluestone alumni all shared countless examples of how they have been able to apply the experience they gained from their time with the firm to the professional world. From emails, to media pitching, to client relations, the founders have seen firsthand how being a member of the student-run PR firm is invaluable. Graduating from JMU with

THIS MAY, BLUESTONE COMMUNICATIONS WILL BE SAYING GOODBYE TO 26 OF OUR CURRENT AND PAST EMPLOYEES AS THEY BECOME JMU ALUMNI. WE WISH THEM BEST AND WILL MISS THEM AT BLUESTONE! CONGRATULATIONS TO THE CLASS OF 2021!





WORKSHOP RECAP

UX Design with Erin Hurley-Brown

Erin Hurley-Brown, UX Manager at Snagajob, shared some of her user experience (UX) expertise with our firm at our first creative workshop of the semester! Hurley-Brown has learned so much in the field over the years, and we are so grateful to have her share her knowledge with Bluestone.

Takeaways from the workshop

1. Design fundamentals

Design fundamentals include color, typography, and visual hierarchy. They are the visual elements of a product or design. It's important to understand how these factors work together. This is where our personal creative experience comes into play!

2. Design Psychology

Design psychology is the law of UX and the ability to understand human decision-making. We need to be able to understand what actions a consumer will take to best create a design. There is a lot of thought and research done before creating a design, and it is important to always consider the perspective of the consumer.

3. Product Design

There are many steps involved with creating a design. With that, it is important to understand and define the potential problems that can arise. We cannot solve problems until we get to the root of them. Product design also includes ideating solutions, prototyping, and testing.

4. UX Design vs. UI Design

User interface (UI) design is the idea of staying on brand and working with a clear, visual representation of the concepts. UX design is that and more. It is the user through research and forms a solution to improve a solution. Knowing the difference between these two concepts helps define the goals of your design!

The workshop was wrapped up with Erin sharing with us her experience in the field and how she ended up with her position as the UX manager at Snagajob. She has learned so much over the years and reminded us once again of the multiple opportunities that can come from the ever-changing field of communications.

BLOG POST

5 MOTIVATIONAL ADVICE TO REMEMBER WHEN JOB SEARCHING By: Daja Lewis

As the semester is coming to an end, it's a relief to finally get a break from a virtual school year. And if you're a senior, like me, then you may be entering the job field after graduation. Many have already started the process of looking for jobs/internships now- and in my opinion, it can be frustrating at times. Tackling many job applications in order to get the career you want to pursue can be worth it, but dealing with the rejections can make the process draining. At the end of the day, we are all suited with the education and skills to be successful. We just need to remember that we can do this and we will get to our dream job- whatever that may be for you. So here are 5 motivational reminders to help stay positive when job searching. Reminding myself of these things pushes me to continue putting myself out there for recruiters. I hope these can help you through your process as well:

1. We can't avoid rejection, so embrace it!

We can apply to hundreds of jobs and only get three or five interview opportunities. Even that doesn't guarantee that we have the job. And it's okay. Rejection is inevitable and will happen to any of us, the key is to not get discouraged when that happens. Embrace those rejections, take a step back, and instead of thinking "what went wrong?", think "okay, how can I improve from here?".

2. If you have just a little bit of the qualifications for that position- Apply!

I learned that if you have at least 50% of the qualifications for the job, then you should apply. If you think about it, you are up against many people who are similar to you in experience and education; it just all comes down to who the company chooses. With that being said, you are just as qualified as the people you are up against. So go for it!

3. Your network is your resource- don't forget to use it.

If you have a good network on LinkedIn and are connected to people who are willing to help you during your process, use that. Having these helpful resources can ease the tension or worries you might have about a certain job. Especially if you have connections with someone in that field. Reach out to them and they may be able to give you advice on how to approach that job application or put in a good word for you.

4. "The answer is always no until you ask"

I had the opportunity to talk to SCOM alumni and this quote stood out. This reminds me that we will never know if we are going to get that position or not if we don't apply. Even if you have doubts or fear the possibility of being rejected- go for it anyway! Because if you don't, then the outcome will always be no.

5. PUT YOURSELF OUT THERE, YOU GOT THIS!

Because you do. The job searching process is all in how you make it to be. Try to remain positive and reflect on things so that you can be more prepared when applying to another job/internship application.





CONGRATULATIONS

BLUESTONE COMMUNICATIONS RECIPIENTS AT THE SCOM AWARDS CEREMONY 2021

Congratulations to our Bluestone Communications employees who were recipients at this year's virtual SCOM Awards Ceremony. Congratulations to:

PRSSA Student of the Year

Jessica Klonaris, Assistant Director of Public Relations

Lambda Pi Eta Student(s) of the Year

Jessica Klonaris, Assistant Director of Public Relations
Katherine Weiss, Account Associate Team 2
Riley Stevens, Account Associate Team 2

Public Relations Concentration Student(s) of the Year

Madison Farabaugh, Fall 2020 Account Executive
Stephen Foss, Fall 2020 Account Coordinator

Academic Achievement Award

Sophia Ferguson, Fall 2020 Assistant Director of Public Relations

Undergraduate Student of the Year

Taylor DeRossett, Fall 2020 Account Executive

Professor of the Year

Dr. Luke Capizzo, Assistant Faculty Director

Bluestone Communications Student of the Year

Liv Hart, Firm Director

300 BRAND SCHOLARSHIP

This year Bluestone Communications established the 300Brand Scholarship. The "300Brand Scholarship" was awarded to Bluestone Communications graduating seniors on April 21st during our Arboretum event. The 300 Brand Scholarship will allow for seniors to purchase PRSA associate memberships in order to continue their professional development to continue with their professional development post-JMU. Congratulations to all of our recipients!



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BLUESTONE ROCKSTARS

ANASTASIYA SUSHKO
BLUESTONE ROCKSTAR



"ANASTASIYA HAS ONLY ONE JOB: TO MAKE SURE THAT YOU GET THE MOST OUT OF YOUR EXPERIENCE. SHE'S A REALITY CHECKER WHO'S ALL THE MORE DETERMINED TO GET THE JOB DONE RIGHT. SHE'S A GO-TO PERSON FOR ANYONE WHO'S ASKING FOR ADVICE ON HOW TO GET THE MOST OUT OF YOUR EXPERIENCE. SHE'S A GO-TO PERSON FOR ANYONE WHO'S ASKING FOR ADVICE ON HOW TO GET THE MOST OUT OF YOUR EXPERIENCE."

— LUCAS WOODRUFF

GRACIE FEUCHTER
BLUESTONE ROCKSTAR



"GRACIE HAS BEEN MAKING A BIG IMPRESSION SINCE SHE STARTED WORKING FOR BLUESTONE. SHE'S A REALITY CHECKER WHO'S ALL THE MORE DETERMINED TO GET THE JOB DONE RIGHT. SHE'S A GO-TO PERSON FOR ANYONE WHO'S ASKING FOR ADVICE ON HOW TO GET THE MOST OUT OF YOUR EXPERIENCE. SHE'S A GO-TO PERSON FOR ANYONE WHO'S ASKING FOR ADVICE ON HOW TO GET THE MOST OUT OF YOUR EXPERIENCE."

— ANASTASIYA SUSHKO

ELLA FERRIN
BLUESTONE ROCKSTAR



"ELLA HAS BEEN THE BEST OF THE BEST SINCE SHE STARTED WORKING FOR BLUESTONE. SHE'S A REALITY CHECKER WHO'S ALL THE MORE DETERMINED TO GET THE JOB DONE RIGHT. SHE'S A GO-TO PERSON FOR ANYONE WHO'S ASKING FOR ADVICE ON HOW TO GET THE MOST OUT OF YOUR EXPERIENCE. SHE'S A GO-TO PERSON FOR ANYONE WHO'S ASKING FOR ADVICE ON HOW TO GET THE MOST OUT OF YOUR EXPERIENCE."

— ANASTASIYA SUSHKO

JAMISON CRENSHAW
BLUESTONE ROCKSTAR



"JAMISON HAS BEEN MAKING A BIG IMPRESSION SINCE SHE STARTED WORKING FOR BLUESTONE. SHE'S A REALITY CHECKER WHO'S ALL THE MORE DETERMINED TO GET THE JOB DONE RIGHT. SHE'S A GO-TO PERSON FOR ANYONE WHO'S ASKING FOR ADVICE ON HOW TO GET THE MOST OUT OF YOUR EXPERIENCE. SHE'S A GO-TO PERSON FOR ANYONE WHO'S ASKING FOR ADVICE ON HOW TO GET THE MOST OUT OF YOUR EXPERIENCE."

— ANASTASIYA SUSHKO

OLIVIA MILLER
BLUESTONE ROCKSTAR



"OLIVIA HAS BEEN MAKING A BIG IMPRESSION SINCE SHE STARTED WORKING FOR BLUESTONE. SHE'S A REALITY CHECKER WHO'S ALL THE MORE DETERMINED TO GET THE JOB DONE RIGHT. SHE'S A GO-TO PERSON FOR ANYONE WHO'S ASKING FOR ADVICE ON HOW TO GET THE MOST OUT OF YOUR EXPERIENCE. SHE'S A GO-TO PERSON FOR ANYONE WHO'S ASKING FOR ADVICE ON HOW TO GET THE MOST OUT OF YOUR EXPERIENCE."

— ANASTASIYA SUSHKO



How Many Easter Eggs did you find?
ANSWER