



# COMMUNICATION ARTS Public Relations Program WORKSHOP AGENDA

August 24, 2011 - OBJECTIVE: GETTING ORGANIZED

## Syllabus Review

## University PR Research Agreement

## Grant Project - Williamson Online Marketing

## Internship Opportunities

Presidential PR Internships

Athletics - Post-game YouTube interviews

## Area Poster Distribution & Post-Event Poster Removal Assignments

### On-Campus:

**Fine Arts Bldg** - All Hallways & Bulletin Boards - Side M Upstairs (6),  
Side M Downstairs (6), Side A Upstairs (6), Side A Downstairs (4)

**Student Ctr** - Bulletin Boards (8)

**Rahall Bldg** - All Hallways & Bulletin Boards (4), Radio Station (1), Security (1)  
Computer Ctr (1), Elevator (1)

**Admin Bldg** - All Doors & Bulletin Boards (8)

**Library** - Bulletin Boards (2)

**Carter Ctr** - Side 1 (4), Side 2 (4)

**Science Bldg** (6)

**Dorms . . .**

**N. Tower** - Doors (4)

**S. Tower** - Doors (4)

**Sarvay** - Doors - Male (4) & Female (4)

**Wilson** - Doors (4)

**Woodell** (4)

### Off Campus:

**Newman Ctr** (2)

**Post Office** (2)

**DeliMart** (2)

## Media Liaison Assignments

### Liaisons:

*The Concordian* -

WCUR Radio -

WMLT TV -

Community Radio -

Community TV -



# COMMUNICATION ARTS Public Relations Program WORKSHOP AGENDA

**August 31, 2011 - OBJECTIVE: GETTING OUR ACT TOGETHER**

## **Area Poster Distribution & Post-Event Poster Removal Assignments**

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<b>Hannah G.</b>	<b>Student Ctr</b> - Bulletin Boards (8)
<b>Hannah M.</b>	<b>Admin Bldg</b> - All Doors & Bulletin Boards (8), <b>Wilson</b> - Doors (4), <b>Woodell</b> (4)
<b>Kayla</b>	<b>Sarvay</b> - Doors - Male (4) & Female (4), <b>Post Office</b> (2)
<b>Lyvetta</b>	<b>Rahall Bldg</b> - All Hallways & Bulletin Boards (4), Radio Station (1), Security (1), Computer Ctr (1), Elevator (1) <b>Science Bldg</b> (6), <b>Newman Ctr</b> (2)
<b>Miles</b>	<b>Fine Arts Bldg</b> - All Hallways & Bulletin Boards - Side M Upstairs (6), Side M Downstairs (6), Side A Upstairs (6), Side A Downstairs (4)
<b>Paige</b>	<b>Carter Ctr</b> - Side 1 (4), Side 2 (4)
<b>Shelby</b>	<b>N. Tower</b> - Doors (4), <b>S. Tower</b> - Doors (4), <b>DeliMart</b> (2)
<b>Trang</b>	<b>Library</b> - Bulletin Boards (2)

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## **Beckley Concordian Distribution - Shelby?**

## **Social Media Manager for PR Workshop? (Facebook, Twitter)**

## **Grant Project - Williamson Online Marketing**

Paperwork due Sept. 1

## **Press Releases (see Fall 2011 Fine Arts Events Calendar - [ConcordUEvents.com](http://ConcordUEvents.com))**

Dr. Lauri Reidmiller - Art Show, Mathena Center, through Sept. 2  
- WV Art Education Assoc State Conference

Ms. Jessica Lilly - Down for Dennis Fundraiser Oct. 1  
Upcoming Press Conference

Dr. Laura Zamzow (Band Day-Oct. 15)

Dr. Jane Smith (Music Faculty Recital)

### **Liaisons:**

**The Concordian** - Hannah M.

**WCUR Radio** - Miles

**WMLT TV** - JR

**Community Radio** - Hannah G.

**Community TV** - JR



# COMMUNICATION ARTS Public Relations Program WORKSHOP AGENDA

**September 7, 2011 - OBJECTIVE: MEETING DEADLINES**

## Area Poster Distribution & Post-Event Poster Removal Assignments

Hannah G.	Student Ctr - Bulletin Boards (8)
Hannah M.	Admin Bldg - All Doors & Bulletin Boards (8), Wilson - Doors (4), Woodell (4)
Kayla	Sarvay - Doors - Male (4) & Female (4), Post Office (2)
Lyvetta	Rahall Bldg - All Hallways & Bulletin Boards (4), Radio Station (1), Security (1), Computer Ctr (1), Elevator (1), Science Bldg (6), Newman Ctr (2)
Miles	Fine Arts Bldg - All Hallways & Bulletin Boards - Side M Upstairs (6), Side M Downstairs (6), Side A Upstairs (6), Side A Downstairs (4)
Paige	Carter Ctr - Side 1 (4), Side 2 (4)
Shelby	N. Tower - Doors (4), S. Tower - Doors (4), DeliMart (2)
Trang	Library - Bulletin Boards (2)

## Grant Project - Williamson Online Marketing

Paperwork now past due - supposed to be submitted this week.

## Press Releases (see Fall 2011 Fine Arts Events Calendar - [ConcordUEvents.com](http://ConcordUEvents.com))

Kayla	Dr. Lauri Reidmiller - Art Show, Beckley Campus, ??? - WV Art Education Assoc State Conference (Oct. 21)
Miles	Ms. Jessica Lilly - Down for Dennis Fundraiser Oct. 1 Upcoming Press Conference Fri. (Sept. 9)
Hannah G.	Dr. Laura Zamzow (Band Day-Oct. 15)
Paige	Dr. Jane Smith (Music Faculty Recital-Sept. 21) Mr. Jamey Biggs (Faculty Art Show-Oct. 17) Dr. J. Robinette (Prism - Performing Artist-Oct. 18) Dr. Laura Zamzow (Ensemble Concert-Nov. 17) Dr. Cory Williams (Alfred Lubrano-Dec. 7) Dr. Jim Shepherd (Choral Concert-Dec. 8)

## Prism Performing Artist Series Event (Oct. 18)

2 people to work  
Signs need to go up Wed., Oct. 5

### Liaisons:

*The Concordian* - Hannah M.  
WCUR Radio - Miles  
WMLT TV - JR  
Community Radio - Hannah G.  
Community TV - JR

Beckley *Concordian* Dist. - Shelby  
Social Media Manager - Lyvetta



# COMMUNICATION ARTS Public Relations Program WORKSHOP AGENDA

**September 14, 2011 - OBJECTIVE: PROMOTING/WORKING EVENTS**

## Area Poster Distribution & Post-Event Poster Removal Assignments

Hannah G.	Student Ctr - Bulletin Boards (8)
Hannah M.	Admin Bldg - All Doors & Bulletin Boards (8), Wilson - Doors (4), Woodell (4)
Kayla	Sarvay - Doors - Male (4) & Female (4), Post Office (2)
Lyvetta	Rahall Bldg - All Hallways & Bulletin Boards (4), Radio Station (1), Security (1), Computer Ctr (1), Elevator (1), Science Bldg (6), Newman Ctr (2)
Miles	Fine Arts Bldg - All Hallways & Bulletin Boards - Side M Upstairs (6), Side M Downstairs (6), Side A Upstairs (6), Side A Downstairs (4)
Paige	Carter Ctr - Side 1 (4), Side 2 (4)
Shelby	N. Tower - Doors (4), S. Tower - Doors (4), DeliMart (2)
Trang	Library - Bulletin Boards (2)

### To Do:

Kendall Signs Posted - Wed., Sept. 14

*Concordian* Distributed in Beckley - Wed., Sept. 14

Determine & E-mail your Press Release Deadlines - Wed., Sept. 14

### Grant Project - Williamson Online Marketing

Paperwork now past due - contacted last Friday - phone tag w/Dr. Beckett.

### Press Releases (see Fall 2011 Fine Arts Events Calendar - [ConcordUEvents.com](http://ConcordUEvents.com))

Dr. J. Robinette - Fall Events for Sarah Dalton

Kayla Dr. Lauri Reidmiller - Art Show, Beckley Campus, YES - Dates???  
- WV Art Education Assoc State Conference (Oct. 21)

Miles Ms. Jessica Lilly - Down for Dennis Fundraiser Oct. 1  
Upcoming Press Conference Fri. (Sept. 9)

Hannah G. Dr. Laura Zamzow (Band Day-Oct. 15)

Paige Dr. Jane Smith (Music Faculty Recital-Sept. 21)

Hannah M. Mr. Jamey Biggs (Faculty Art Show-Oct. 17)

Lyvetta Dr. J. Robinette (Prism - Performing Artist-Oct. 18)

Hannah G. Dr. Laura Zamzow (Ensemble Concert-Nov. 17)

Dr. Cory Williams (Alfred Lubrano-Dec. 7)

Dr. Jim Shepherd (Choral Concert-Dec. 8)

#### Liaisons:

*The Concordian* - Hannah M.

WCUR Radio - Miles

WMLT TV - JR

Community Radio - Hannah G.

Community TV - JR

Beckley *Concordian* Dist. - Shelby  
Social Media Manager - Lyvetta

**Prism Performing Artist Series Event (Oct. 18)**

Working the Event: Kayla, Trang, Miles  
Signs need to go up Wed., Oct. 5

**Cordis Performing Artist Series Event (Nov. 1)**

2 people to work  
Signs need to go up Wed., Oct. 19



# COMMUNICATION ARTS Public Relations Program WORKSHOP AGENDA

**September 21, 2011 - OBJECTIVE: COMMUNICATING TO ACCOMPLISH GOALS**

## Area Poster Distribution & Post-Event Poster Removal Assignments

Hannah G.	Student Ctr - Bulletin Boards (8)
Hannah M.	Admin Bldg - All Doors & Bulletin Boards (8), Wilson - Doors (4), Woodell (4)
Kayla	Sarvay - Doors - Male (4) & Female (4), Post Office (2)
Lyvetta	Rahall Bldg - All Hallways & Bulletin Boards (4), Radio Station (1), Security (1), Computer Ctr (1), Elevator (1), Science Bldg (6), Newman Ctr (2)
Miles	Fine Arts Bldg - All Hallways & Bulletin Boards - Side M Upstairs (6), Side M Downstairs (6), Side A Upstairs (6), Side A Downstairs (4)
Paige	Carter Ctr - Side 1 (4), Side 2 (4)
Shelby	N. Tower - Doors (4), S. Tower - Doors (4), DeliMart (2)
Trang	Library - Bulletin Boards (2)

### To Do:

*Concordian* Distributed in Beckley - Wed., Sept. 21 (Shelby)

Corrected *Concordian* Distributed in Beckley - Wed., Sept. 21 (Shelby)

Determine & E-mail your Press Release Deadlines! - Wed., Sept. 21 (*past due*)

### Grant Project - Williamson Online Marketing

Paperwork now *past due* - connected last week - Conf Call - Tues., Oct. 4 @ 6 p.m.

### Press Releases (see Fall 2011 Fine Arts Events Calendar - ConcordUEvents.com)

Assigned to:	Contact	Assignment	Deadline
Hannah M.	Dr. J. Robinette	Fall Events for Sarah Dalton	
Kayla	Dr. Lauri Reidmiller	- Art Show, Beckley Campus 09/19-? - WV Art Education Assoc. State Conference (10/21)	
Miles	Ms. Jessica Lilly	- Press Conference Fri., Sept. 9 + - Down for Dennis Fundraiser Oct. 1	
Hannah G.	Dr. Laura Zamzow	Band Day-Oct. 15	
Paige	Dr. Jane Smith	Music Faculty Recital-Sept. 21	
Hannah M.	Mr. Jamey Biggs	Faculty Art Show-Oct. 17	
Lyvetta	Dr. J. Robinette	Prism - Performing Artist-Oct. 18	
Shelby	Dr. J. Robinette	Cordis - Performing Artist-Nov. 1	
Hannah G.	Dr. Laura Zamzow	Ensemble Concert-Nov. 17	
	Dr. Cory Williams	Alfred Lubrano-Dec. 7	
	Dr. Jim Shepherd	Choral Concert-Dec. 8	

## **Prism Performing Artist Series Event (Oct. 18)**

Working the Event: Kayla, Trang, Miles  
Signs need to go up Wed., Oct. 5

## **Cordis Performing Artist Series Event (Nov. 1)**

Working the Event: Hannah M., Trang, Hannah G.  
Signs need to go up Wed., Oct. 19

**Liaisons:**

*The Concordian* - Hannah M.

WCUR Radio - Miles

WMLT TV - JR

Community Radio - Hannah G.

Community TV - JR

Beckley *Concordian* Dist. - Shelby  
Social Media Manager - Lyvetta



# COMMUNICATION ARTS Public Relations Program WORKSHOP AGENDA

**September 28, 2011 - OBJECTIVE: GETTING THE JOB DONE**

## Area Poster Distribution & Post-Event Poster Removal Assignments

Hannah G.	Student Ctr - Bulletin Boards (8)
Hannah M.	Admin Bldg - All Doors & Bulletin Boards (8), Wilson - Doors (4), Woodell (4)
Kayla	Sarvay - Doors - Male (4) & Female (4), Post Office (2)
Lyvetta	Rahall Bldg - All Hallways & Bulletin Boards (4), Radio Station (1), Security (1), Computer Ctr (1), Elevator (1), Science Bldg (6), Newman Ctr (2)
Miles	Fine Arts Bldg - All Hallways & Bulletin Boards - Side M Upstairs (6), Side M Downstairs (6), Side A Upstairs (6), Side A Downstairs (4)
Paige	Carter Ctr - Side 1 (4), Side 2 (4)
Shelby	N. Tower - Doors (4), S. Tower - Doors (4), DeliMart (2)
Trang	Library - Bulletin Boards (2)

### To Do:

*Concordian* Distributed in Beckley - Wed., Sept. 28 (Shelby)

### Grant Project - Williamson Online Marketing

Paperwork now *past due* - have exchanged voicemail and emails w/Eric Mathis - He is now working on the paperwork.

Conf Call - Tues., Oct. 4 @ 6 p.m. - Kayla, Hannah M. (Skype)

### Press Releases (see Fall 2011 Fine Arts Events Calendar - [ConcordUEvents.com](http://ConcordUEvents.com))

Assigned to:	Contact	Assignment	Deadline
Hannah M.	Dr. J. Robinette	Fall Events for Sarah Dalton	NOW
Kayla	Dr. Lauri Reidmiller	- Art Show, Beckley Campus 09/19-? - WV Art Education Assoc. State Conference (10/21)	NOW 10/10
Hannah G.	Dr. Laura Zamzow	Band Day-Sat., 10/15	9/21
Lyvetta	Dr. J. Robinette	Prism - Performing Artist-Tues., 10/18	10/03
Shelby	Dr. J. Robinette	Cordis - Performing Artist-Tues., 11/01	10/17
	Dr. Tom Gambill	Theatre Production-Sister Mary Ignatious Explains It All for You-Wed., 11/09-Sat., 11/12	10/24
Hannah G.	Dr. Laura Zamzow	Ensemble Concert-Thurs., 11/17	10/31
Miles	Dr. Cory Williams	Alfred Lubrano-Wed., 12/07	11/21
Trang	Dr. Jim Shepherd	Choral Concert-12/08	11/14

## **Prism Performing Artist Series Event (Oct. 18)**

Signs need to go up Wed., Oct. 5

Working the Event: **Kayla, Trang, Miles**

## **Cordis Performing Artist Series Event (Nov. 1)**

Signs need to go up Wed., Oct. 19

Working the Event: **Hannah M., Trang, Hannah G.**

## **Theatre Production (Nov. 9-Nov. 12)**

Signs need to go up Wed., Oct. 26

Working the Event:

Wed. (11/09) -

Thurs. (11/10) -

Fri. (11/11) -

Sat. (11/12) -

**Liaisons:**

*The Concordian* - Hannah M.

WCUR Radio - Miles

WMLT TV - JR

Community Radio - Hannah G.

Community TV - JR

*Beckley Concordian* Dist. - Shelby  
Social Media Manager - ?



# COMMUNICATION ARTS Public Relations Program WORKSHOP AGENDA

**October 5, 2011 - OBJECTIVE: ASSIGNMENTS & MAKING PROGRESS**

## Area Poster Distribution & Post-Event Poster Removal Assignments

Hannah G.	Student Ctr - Bulletin Boards (8)
Hannah M.	Admin Bldg - All Doors & Bulletin Boards (8), Wilson - Doors (4), Woodell (4)
Kayla	Sarvay - Doors - Male (4) & Female (4), Post Office (2)
Lyvetta	Rahall Bldg - All Hallways & Bulletin Boards (4), Radio Station (1), Security (1), Computer Ctr (1), Elevator (1), Science Bldg (6), Newman Ctr (2)
Miles	Fine Arts Bldg - All Hallways & Bulletin Boards - Side M Upstairs (6), Side M Downstairs (6), Side A Upstairs (6), Side A Downstairs (4)
???	Carter Ctr - Side 1 (4), Side 2 (4)
Shelby	N. Tower - Doors (4), S. Tower - Doors (4), DeliMart (2)
Trang	Library - Bulletin Boards (2)

### To Do:

*Concordian* Distributed in Beckley - Wed., Oct. 5 (Shelby)

Prism Signs Posted - Wed., Oct. 5

### Grant Project - Williamson Online Marketing

Paperwork DONE and submitted!

Conference Call Rescheduled - Tues., Oct. 11 @ 6 p.m.

Design Charrette on a Friday in Williamson - ??? (Date?)

### Press Releases (see Fall 2011 Fine Arts Events Calendar - [ConcordUEvents.com](http://ConcordUEvents.com))

Assigned to:	Contact	Assignment	Deadline
Kayla	Dr. Lauri Reidmiller	WV Art Education Assoc. State Conference (10/21)	10/05
Hannah G.	Dr. Laura Zamzow	Band Day-Sat., 10/15	10/05
Shelby	Dr. J. Robinette	Cordis - Performing Artist-Tues., 11/01	10/17
Trang	Dr. Jimmy Shepherd	Choral Concert-11/10 (DATE CHANGED)	10/20
	Dr. Tom Gambill	Theatre Production-Sister Mary Ignatious Explains It All for You-Wed., 11/09-Sat., 11/12	10/24
Hannah G.	Dr. Laura Zamzow	Ensemble Concert-Thurs., 11/17	10/31
Miles	Dr. Cory Williams	Alfred Lubrano-Wed., 12/07	11/21

## **Prism Performing Artist Series Event (Oct. 18)**

Signs need to go up Wed., Oct. 5

Working the Event: **Kayla, Trang, Miles**

## **Cordis Performing Artist Series Event (Nov. 1)**

Signs need to go up Wed., Oct. 19

Working the Event: **Hannah M., Trang, Hannah G.**

## **Theatre Production (Nov. 9-Nov. 12)**

Signs need to go up Wed., Oct. 26

**Working the Event:**

Wed. (11/09) -

Thurs. (11/10) -

Fri. (11/11) -

Sat. (11/12) -

**Liaisons:**

*The Concordian* - Hannah M.

WCUR Radio - Miles

WMLT TV - JR

Community Radio - Hannah G.

Community TV - JR

*Beckley Concordian* Dist. - Shelby  
Social Media Manager - Kayla



# COMMUNICATION ARTS Public Relations Program WORKSHOP AGENDA

October 12, 2011 - OBJECTIVE: PROGRESS & NEW PROJECTS

## Area Poster Distribution & Post-Event Poster Removal Assignments

Hannah G.	Student Ctr - Bulletin Boards (8)
Hannah M.	Admin Bldg - All Doors & Bulletin Boards (8), Wilson - Doors (4), Woodell (4)
Kayla	Sarvay - Doors - Male (4) & Female (4), Post Office (2)
Lyvetta	Rahall Bldg - All Hallways & Bulletin Boards (4), Radio Station (1), Security (1), Computer Ctr (1), Elevator (1), Science Bldg (6), Newman Ctr (2)
Miles	Fine Arts Bldg - All Hallways & Bulletin Boards - Side M Upstairs (6), Side M Downstairs (6), Side A Upstairs (6), Side A Downstairs (4)
Shelby	N. Tower - Doors (4), S. Tower - Doors (4), DeliMart (2)
Trang	Library - Bulletin Boards (2), Carter Ctr - Side 1 (4), Side 2 (4)

### To Do:

*Concordian* Distributed in Beckley - Wed., Oct. 12 (Shelby)

Chuck Mathena Center - Internship Opportunity

New Princeton Store Opening Press Release?

### Grant Project - Williamson Online Marketing Plan

Funding approved for our project!

+ Conference Call - Tues., Oct. 11 @ 6 p.m. - JR Report

Design Charrette on a Friday in Williamson - Nov. 4, Nov. 18, or Dec. 2 - Doodle

#### Sustainable Williamson Online Marketing Plan

Dr. Robinette and students from the Concord University Public Relations Workshop will visit with members of the Williamson Redevelopment Authority and anyone they bring into the process on an upcoming Friday. **Students will present their ideas based on preliminary research** of websites for similar projects as well as research on using social media for successful online marketing. **Dr. Robinette will present information about maximizing the benefits of interactivity.** The **students will collect existing digital photos and video footage** as well as **capture original photos and video of various Sustainable Williamson projects** prior to the Design Charrette brainstorming/problem-solving session. All Design Charrette participants will contribute information, ideas, and areas of expertise to development of an online marketing plan, the website's skeletal structure, features, and integration of social media tools.

Dr. Robinette and the CU PR Workshop students will implement the plan developed during the Design Charrette. Then, **the CU team will return to Williamson to present the resulting skeletal website and online marketing plan, including development of social media tools** in conjunction with the website. In addition, **the team will gather feedback for refining the website design by conducting a focus group** after participants have time to explore the site individually--a computer lab would be an ideal location for this visit. **The CU team will also train members of the Williamson Redevelopment Authority on the use of their new social media tools (Facebook, Twitter, and YouTube) at this time.**

Finally, **all documents and media** for the website design and online marketing plan **will be delivered to the Williamson Redevelopment Authority in a format suitable for submission to a website development company.**

<http://cityofwilliamson.org>

<http://jobs-project.org/>

<b>Assigned to:</b>	<b>Research &amp; Presentation Assignment</b>	<b>Deadline</b>
	White Paper - Identify projects, extract language for website	10/28
	Find and profile websites for comparable projects	10/28
	Interactive features - Virtual 3D Fly-through using Google Earth	10/28
	Using social media for successful online marketing	10/28
	Online marketing plans	10/28
	Website skeletal structures	10/28

### Press Releases (see Fall 2011 Fine Arts Events Calendar - ConcordUEvents.com)

<b>Assigned to:</b>	<b>Contact</b>	<b>Assignment</b>	<b>Deadline</b>
<b>Shelby</b>	Dr. J. Robinette	Cordis - Performing Artist-Tues., 11/01	10/17
<b>Trang</b>	Dr. Jimmy Shepherd	Choral Concert-11/10 (DATE CHANGED)	10/20
<b>Hannah G.</b>	Dr. Tom Gambill	Theatre Production-Sister Mary Ignatious Explains It All for You-Wed., 11/09-Sat., 11/12	10/24
<b>Miles</b>	Dr. Cory Williams	Alfred Lubrano-Wed., 12/07	11/21

### Prism Performing Artist Series Event (Oct. 18)

Reminders via email Monday., Oct. 17

Working the Event: **Kayla, Trang, Miles**

### Cordis Performing Artist Series Event (Nov. 1)

Signs need to go up Wed., Oct. 19

Working the Event: **Hannah M., Trang, Hannah G.**

### Theatre Production (Nov. 9-Nov. 12)

Signs need to go up Wed., Oct. 26 (Research???)

**Working the Event:**

Wed. (11/09) - **Miles, Trang** (Hannah G. backup)

Thurs. (11/10) - **Hannah G., Shelby** (Hannah M. backup)

Fri. (11/11) - **Miles, Lyvetta** (Kayla backup)

Sat. (11/12) - **Hannah M., Kayla** (??? backup)

#### Liaisons:

*The Concordian* - Hannah M.

WCUR Radio - Miles

WMLT TV - JR

Community Radio - Hannah G.

Community TV - JR

Beckley Concordian Dist. - Shelby  
Social Media Manager - Kayla



# COMMUNICATION ARTS Public Relations Program WORKSHOP AGENDA

October 19, 2011 - OBJECTIVE: GRANT PROJECT RESEARCH & EVENT PROMOTION

## Area Poster Distribution & Post-Event Poster Removal Assignments

Hannah G.	Student Ctr – Bulletin Boards (8)
Hannah M.	Admin Bldg – All Doors & Bulletin Boards (8), Wilson – Doors (4), Woodell (4)
Kayla	Sarvay – Doors – Male (4) & Female (4), Post Office (2)
Lyvetta	Rahall Bldg – All Hallways & Bulletin Boards (4), Radio Station (1), Security (1), Computer Ctr (1), Elevator (1), Science Bldg (6), Newman Ctr (2)
Miles	Fine Arts Bldg – All Hallways & Bulletin Boards – Side M Upstairs (6), Side M Downstairs (6), Side A Upstairs (6), Side A Downstairs (4)
Shelby	N. Tower – Doors (4), S. Tower – Doors (4), DeliMart (2)
Trang	Library – Bulletin Boards (2), Carter Ctr – Side 1 (4), Side 2 (4)

### To Do:

*Concordian* Distributed in Beckley – Wed., Oct. 19 (Shelby)

Remove Prism Signs/Post Cordis Signs

CU Box Office Facebook Page – all of us need to Like & Share it

Chuck Mathena Center – Internship Opportunity

### Grant Project - Williamson Online Marketing Plan

Funding approved for our project!

Design Charrette on a Friday in Williamson – Nov. 4, Nov. 18, or Dec. 2 – Doodle

#### Sustainable Williamson Online Marketing Plan

Dr. Robinette and students from the Concord University Public Relations Workshop will visit with members of the Williamson Redevelopment Authority and anyone they bring into the process on an upcoming Friday. **Students will present their ideas based on preliminary research** of websites for similar projects as well as research on using social media for successful online marketing. **Dr. Robinette will present information about maximizing the benefits of interactivity.** The **students will collect existing digital photos and video footage** as well as **capture original photos and video of various Sustainable Williamson projects** prior to the Design Charrette brainstorming/problem-solving session. All Design Charrette participants will contribute information, ideas, and areas of expertise to development of an online marketing plan, the website's skeletal structure, features, and integration of social media tools.

Dr. Robinette and the CU PR Workshop students will implement the plan developed during the Design Charrette. Then, **the CU team will return to Williamson to present the resulting skeletal website and online marketing plan, including development of social media tools** in conjunction with the website. In addition, **the team will gather feedback for refining the website design by conducting a focus group** after participants have time to explore the site individually--a computer lab would be an ideal location for this visit. **The CU team will also train members of the Williamson Redevelopment Authority on the use of their new social media tools (Facebook, Twitter, YouTube, Wiki, and Flickr) at this time.**

Finally, **all documents and media** for the website design and online marketing plan **will be delivered to the Williamson Redevelopment Authority in a format suitable for submission to a website development company.**

<http://cityofwilliamson.org>

<http://jobs-project.org/>

<b>Assigned to:</b>	<b>Research &amp; Presentation Assignment</b>	<b>Deadline</b>
<b>Miles</b>	White Paper - Identify projects, extract language for website	<b>10/28</b>
<b>Trang</b>	Find and profile websites for comparable projects	<b>10/28</b>
<b>Hannah G.</b>	Interactive features - Virtual 3D Fly-through using Google Earth	<b>10/28</b>
<b>Hannah M.</b>	Using social media for successful online marketing	<b>10/28</b>
<b>Lyvetta</b>	Online marketing plans	<b>10/28</b>
<b>Shelby</b>	Website skeletal structures	<b>10/28</b>
<b>Kayla</b>	Williamson, WV	<b>10/28</b>

### **Press Releases (see Fall 2011 Fine Arts Events Calendar - CUBoxOffice.com)**

<b>Assigned to:</b>	<b>Contact</b>	<b>Assignment</b>	<b>Deadline</b>
<b>+Shelby+</b>	Dr. J. Robinette	Cordis - Performing Artist-Tues., 11/01	<b>10/17</b>
<b>Trang</b>	Dr. Jimmy Shepherd	Choral Concert-11/10 (DATE CHANGED)	<b>10/20</b>
<b>Hannah G.</b>	Dr. Tom Gambill	Theatre Production-Sister Mary Ignatious Explains It All for You-Wed., 11/09-Sat., 11/12	<b>10/24</b>
<b>Miles</b>	Dr. Cory Williams	Alfred Lubrano-Wed., 12/07	<b>11/21</b>

### **Cordis Performing Artist Series Event (Nov. 1)**

**Signs need to go up Wed., Oct. 19**

Working the Event: **Hannah M., Trang, Hannah G.**

### **Theatre Production (Nov. 9-Nov. 12)**

Signs need to go up Wed., Oct. 26 (**Research-Miles**)

**Working the Event:**

Wed. (11/09) - **Miles, Trang** (Hannah G. backup)

Thurs. (11/10) - **Hannah G., Shelby** (Hannah M. backup)

Fri. (11/11) - **Miles, Lyvetta** (Kayla backup)

Sat. (11/12) - **Hannah M., Kayla** (Miles backup)

#### **Liaisons:**

*The Concordian* - Hannah M.

WCUR Radio - Miles

WMLT TV - JR

Community Radio - Hannah G.

Community TV - JR

**Beckley Concordian Dist. - Shelby**  
**Social Media Manager - Kayla**



# COMMUNICATION ARTS Public Relations Program WORKSHOP AGENDA

October 26, 2011 - OBJECTIVE: GRANT PROJECT RESEARCH, PRESENTATION & TRAVEL

## Area Poster Distribution & Post-Event Poster Removal Assignments

Hannah G.	Student Ctr - Bulletin Boards (8)
Hannah M.	Admin Bldg - All Doors & Bulletin Boards (8), Wilson - Doors (4), Woodell (4)
Kayla	Sarvay - Doors - Male (4) & Female (4), Post Office (2)
Lyvetta	Rahall Bldg - All Hallways & Bulletin Boards (4), Radio Station (1), Security (1), Computer Ctr (1), Elevator (1), Science Bldg (6), Newman Ctr (2)
Miles	Fine Arts Bldg - All Hallways & Bulletin Boards - Side M Upstairs (6), Side M Downstairs (6), Side A Upstairs (6), Side A Downstairs (4)
Shelby	N. Tower - Doors (4), S. Tower - Doors (4), DeliMart (2)
Trang	Library - Bulletin Boards (2), Carter Ctr - Side 1 (4), Side 2 (4)

### To Do:

*Concordian* Distributed in Beckley - Wed., Oct. 26 (Shelby)

CU Box Office Facebook Page - all of us need to Like & Share it

Chuck Mathena Center - Internship Opportunity

### Grant Project - Williamson Online Marketing Plan

Design Charrette on Friday, Nov. 4, in Williamson, WV

*Itinerary: Meet at the Williamson Fire Dept. - 10 a.m.; Lunch - 12 p.m.; Design Charrette begins with our Presentation - 1 p.m.; Conclude at 3 p.m.*

*Travel arrangements? - Driving, lodging*

#### Sustainable Williamson Online Marketing Plan

Dr. Robinette and students from the Concord University Public Relations Workshop will visit with members of the Williamson Redevelopment Authority and anyone they bring into the process on an upcoming Friday. **Students will present their ideas based on preliminary research** of websites for similar projects as well as research on using social media for successful online marketing. **Dr. Robinette will present information about maximizing the benefits of interactivity.** The **students will collect existing digital photos and video footage** as well as **capture original photos and video of various Sustainable Williamson projects** prior to the Design Charrette brainstorming/problem-solving session. All Design Charrette participants will contribute information, ideas, and areas of expertise to development of an online marketing plan, the website's skeletal structure, features, and integration of social media tools.

Dr. Robinette and the CU PR Workshop students will implement the plan developed during the Design Charrette. Then, **the CU team will return to Williamson to present the resulting skeletal website and online marketing plan, including development of social media tools** in conjunction with the website. In addition, **the team will gather feedback for refining the website design by conducting a focus group** after participants have time to explore the site individually--a computer lab would be an ideal location for this visit. **The CU team will also train members of the Williamson Redevelopment Authority on the use of their new social media tools (Facebook, Twitter, YouTube, Wiki, and Flickr) at this time.**

Finally, **all documents and media** for the website design and online marketing plan **will be delivered to the Williamson Redevelopment Authority in a format suitable for submission to a website development company.**

<http://cityofwilliamson.org>

<http://jobs-project.org/>

<b>Assigned to:</b>	<b>Research &amp; Presentation Assignment</b>	<b>Discuss - Email by</b>
<b>Miles</b>	White Paper – Identify projects, extract language for website	<b>10/26 - 10/28</b>
<b>Trang</b>	Find and profile websites for comparable projects	<b>10/26 - 10/28</b>
<b>Hannah G.</b>	Interactive features – Virtual 3D Fly-through using Google Earth	<b>10/26 - 10/28</b>
<b>Hannah M.</b>	Using social media for successful online marketing	<b>10/26 - 10/28</b>
<b>Lyvetta</b>	Online marketing plans	<b>10/26 - 10/28</b>
<b>Shelby</b>	Website skeletal structures	<b>10/26 - 10/28</b>
<b>Kayla</b>	Williamson, WV	<b>10/26 - 10/28</b>

### **Press Releases (see Fall 2011 Fine Arts Events Calendar - CUBoxOffice.com)**

<b>Assigned to:</b>	<b>Contact</b>	<b>Assignment</b>	<b>Deadline</b>
<b>+Trang+</b>	Dr. Jimmy Shepherd	Choral Concert-11/10 (DATE CHANGED)	<b>10/20</b>
<b>+Hannah G.+</b>	Dr. Tom Gambill	Theatre Production-Sister Mary Ignatious Explains It All for You-Wed., 11/09-Sat., 11/12	<b>10/24</b>
<b>Miles</b>	Dr. Cory Williams	Alfred Lubrano-Wed., 12/07	<b>11/21</b>

### **Cordis Performing Artist Series Event (Nov. 1)**

Working the Event: **Hannah M., Trang, Hannah G.**

### **Theatre Production (Nov. 9-Nov. 12)**

Signs need to go up Wed., Nov. 2 (+Research-Miles+ emailed to graphic artists)

Posters, programs, and tickets are being designed

Working the Event:

Wed. (11/09) – **Miles, Trang** (Hannah G. backup)

Thurs. (11/10) – **Hannah G., Shelby** (Hannah M. backup)

Fri. (11/11) – **Miles, Lyvetta** (Kayla backup)

Sat. (11/12) – **Hannah M., Kayla** (Miles backup)

#### **Liaisons:**

*The Concordian* – **Hannah M.**

WCUR Radio – **Miles**

WMLT TV – **JR**

Community Radio – **Hannah G.**

Community TV – **JR**

*Beckley Concordian* Dist. – **Shelby**  
Social Media Manager – **Kayla**



# COMMUNICATION ARTS Public Relations Program WORKSHOP AGENDA

November 2, 2011 - OBJECTIVE: GRANT PROJECT TRAVEL & PRESENTATION

## Area Poster Distribution & Post-Event Poster Removal Assignments

Hannah G.	Student Ctr – Bulletin Boards (8)
Hannah M.	Admin Bldg – All Doors & Bulletin Boards (8), Wilson – Doors (4), Woodell (4)
Kayla	Sarvay – Doors – Male (4) & Female (4), Post Office (2)
Lyvetta	Rahall Bldg – All Hallways & Bulletin Boards (4), Radio Station (1), Security (1), Computer Ctr (1), Elevator (1), Science Bldg (6), Newman Ctr (2)
Miles	Fine Arts Bldg – All Hallways & Bulletin Boards – Side M Upstairs (6), Side M Downstairs (6), Side A Upstairs (6), Side A Downstairs (4)
Shelby	N. Tower – Doors (4), S. Tower – Doors (4), DeliMart (2)
Trang	Library – Bulletin Boards (2), Carter Ctr – Side 1 (4), Side 2 (4)

### To Do:

*Concordian* Distributed in Beckley – Wed., Nov. 2 (Shelby)  
CU Box Office Facebook Page – all of us need to Like & Share it  
Post Play Posters

### Grant Project - Williamson Online Marketing Plan

Design Charrette on Friday, Nov. 4, in Williamson, WV

*Travel Arrangements – I will be presenting my dissertation research for the VP at University Point Thursday, Nov. 3, beginning at 6 p.m. I should be out of there by 7 p.m. Then, I will be going home to get my things and leave for Logan. You are welcome to meet me either at University Point or my house to follow me to Logan.*

*Driving-Miles & Shelby*

*Staying at Chief Logan Lodge (1 king room for Miles, 3 double queen rooms for ladies)*

*Meeting at 8:30 a.m. Friday, Nov. 4, in the Chief Logan Lodge lobby to go eat breakfast and drive to Williamson.*

*Itinerary: Meet at the Williamson Fire Dept. – 10 a.m.; Lunch – 12 p.m.; Design Charrette begins with our Presentation – 1 p.m.; Conclude at 3 p.m.*

### Sustainable Williamson Online Marketing Plan

Dr. Robinette and students from the Concord University Public Relations Workshop will visit with members of the Williamson Redevelopment Authority and anyone they bring into the process on an upcoming Friday. **Students will present their ideas based on preliminary research** of websites for similar projects as well as research on using social media for successful online marketing. **Dr. Robinette will present information about maximizing the benefits of interactivity.** The **students will collect existing digital photos and video footage** as well as **capture original photos and video of various Sustainable Williamson projects** prior to the Design Charrette brainstorming/problem-solving session. All Design Charrette participants will contribute information, ideas, and areas of expertise to development of an online marketing plan, the website's skeletal structure, features, and integration of social media tools.

Dr. Robinette and the CU PR Workshop students will implement the plan developed during the Design Charrette. Then, **the CU team will return to Williamson to present the resulting skeletal website and online marketing plan, including development of social media tools** in conjunction with the website. In addition, **the team will gather feedback for refining the website design by conducting a focus group** after participants have time to explore the site individually--a computer lab would be an ideal location for this visit. **The CU team will also train members of the Williamson Redevelopment Authority on the use of their new social media tools (Facebook, Twitter, YouTube, Wiki, and Flickr) at this time.**

Finally, **all documents and media** for the website design and online marketing plan **will be delivered to the Williamson Redevelopment Authority in a format suitable for submission to a website development company.**

<http://cityofwilliamson.org>

<http://jobs-project.org/>

Assigned to:	Research & Presentation Assignment	Discuss - Email by
+Miles+	White Paper - Identify projects, extract language for website	10/26 - 10/28
Trang	Find and profile websites for comparable projects	10/26 - 10/28
Hannah G.	Interactive features - Virtual 3D Fly-through using Google Earth	10/26 - 10/28
Hannah M.	Using social media for successful online marketing	10/26 - 10/28
Lyvetta	Online marketing plans	10/26 - 10/28
Shelby	Website skeletal structures	10/26 - 10/28
+Kayla+	Williamson, WV	10/26 - 10/28

### Press Releases (see Fall 2011 Fine Arts Events Calendar - CUBoxOffice.com)

Assigned to:	Contact	Assignment	Deadline
Miles	Dr. Cory Williams	Alfred Lubrano-Wed., 12/07	11/21

### Theatre Production (Nov. 9-Nov. 12)

Signs to go up Wed., Nov. 2

Posters, programs, and tickets are being designed

Working the Event:

Wed. (11/09) - Miles, Trang (Hannah G. backup)

Thurs. (11/10) - Hannah G., Shelby (Hannah M. backup)

Fri. (11/11) - Miles, Lyvetta (Kayla backup)

Sat. (11/12) - Hannah M., Kayla (Miles backup)

#### Liaisons:

*The Concordian* - Hannah M.

WCUR Radio - Miles

WMLT TV - JR

Community Radio - Hannah G.

Community TV - JR

Beckley *Concordian* Dist. - Shelby  
Social Media Manager - Kayla



# COMMUNICATION ARTS Public Relations Program WORKSHOP AGENDA

**November 9, 2011 - OBJECTIVE: WORKING THE PLAY**

## Area Poster Distribution & Post-Event Poster Removal Assignments

Hannah G.	Student Ctr - Bulletin Boards (8)
Hannah M.	Admin Bldg - All Doors & Bulletin Boards (8), Wilson - Doors (4), Woodell (4)
Kayla	Sarvay - Doors - Male (4) & Female (4), Post Office (2)
Lyvetta	Rahall Bldg - All Hallways & Bulletin Boards (4), Radio Station (1), Security (1), Computer Ctr (1), Elevator (1), Science Bldg (6), Newman Ctr (2)
Miles	Fine Arts Bldg - All Hallways & Bulletin Boards - Side M Upstairs (6), Side M Downstairs (6), Side A Upstairs (6), Side A Downstairs (4)
Shelby	N. Tower - Doors (4), S. Tower - Doors (4), DeliMart (2)
Trang	Library - Bulletin Boards (2), Carter Ctr - Side 1 (4), Side 2 (4)

### To Do:

*Concordian* Distributed in Beckley - Wed., Nov. 9 (Shelby)

### Grant Project - Williamson Online Marketing Plan

Presidents' Advisory Committee Meeting & Dinner - Dec. 8

*JR, Trang, Shelby, and Kayla*

### Development of the Website - JR

#### *Next Semester . . .*

Dr. Robinette and the CU PR Workshop students will implement the plan developed during the Design Charrette. Then, **the CU team will return to Williamson to present the resulting skeletal website and online marketing plan, including development of social media tools** in conjunction with the website. In addition, **the team will gather feedback for refining the website design by conducting a focus group** after participants have time to explore the site individually--a computer lab would be an ideal location for this visit. **The CU team will also train members of the Williamson Redevelopment Authority on the use of their new social media tools (Facebook, Twitter, YouTube, Wiki, and Flickr) at this time.**

Finally, **all documents and media** for the website design and online marketing plan **will be delivered to the Williamson Redevelopment Authority in a format suitable for submission to a website development company.**

<http://www.sustainablewilliamson.org>

### Press Releases (see Fall 2011 Fine Arts Events Calendar - CUBoxOffice.com)

Assigned to:	Contact	Assignment	Deadline
Miles	Dr. Cory Williams	Alfred Lubrano-Wed., 12/07	11/21

## Theatre Production (Nov. 9-Nov. 12)

### Working the Event:

Wed. (11/09) - **Miles, Trang** (Hannah G. backup)

Thurs. (11/10) - **Hannah G., Shelby** (Hannah M. backup)

Fri. (11/11) - **Miles, Lyvetta** (Kayla backup)

Sat. (11/12) - **Hannah M., Kayla** (Miles backup)

### Liaisons:

*The Concordian* - Hannah M.

WCUR Radio - Miles

WMLT TV - JR

Community Radio - Hannah G.

Community TV - JR

Beckley *Concordian* Dist. - Shelby

Social Media Manager - Kayla



# COMMUNICATION ARTS Public Relations Program WORKSHOP AGENDA

**November 30, 2011 - OBJECTIVE: GRANT WORK & PRESENTATION**

## **Area Poster Distribution & Post-Event Poster Removal Assignments**

Hannah G.	Student Ctr - Bulletin Boards (8)
Hannah M.	Admin Bldg - All Doors & Bulletin Boards (8), Wilson - Doors (4), Woodell (4)
Kayla	Sarvay - Doors - Male (4) & Female (4), Post Office (2)
Lyvetta	Rahall Bldg - All Hallways & Bulletin Boards (4), Radio Station (1), Security (1), Computer Ctr (1), Elevator (1), Science Bldg (6), Newman Ctr (2)
Miles	Fine Arts Bldg - All Hallways & Bulletin Boards - Side M Upstairs (6), Side M Downstairs (6), Side A Upstairs (6), Side A Downstairs (4)
Shelby	N. Tower - Doors (4), S. Tower - Doors (4), DeliMart (2)
Trang	Library - Bulletin Boards (2), Carter Ctr - Side 1 (4), Side 2 (4)

### **To Do:**

*Concordian* Distributed in Beckley - Wed., Nov. 16 (Shelby) +

*Concordian* Distributed in Beckley - Wed., Dec. 7 (Shelby) - NEXT Week, no new issue this week

### **Grant Project - Williamson Online Marketing Plan**

**Presentation for Presidents' Advisory Committee Meeting - Dec. 8 @ 5:30 p.m.**

*Embassy Suites, Charleston, WV - Salon A*

*JR (taking 2 students from Dr. Susan Williams' class)  
Shelby (drive?), Trang, and Kayla*

**JR - Conference Call 11/21 +**

Williamson Group - scheduled to deliver in the middle

10-15 minutes total (we have **5 minutes**), goal = highlighting excellent work and expanding the work in the future.

**Visual Aids - Handouts** okay; no PowerPoint; **video, website can be shown using projector/computer**, if necessary.

**Content: Faculty** - speak to what the course was, what the project was, how it fit into the academic work (Susan's students will speak on her behalf); **Community** - impact on the community; **Students** - impact on academic career/experience

**Q & A** afterward

**Development of the Website - JR and ???**

<http://www.sustainablewilliamson.org>

*Next Semester...*

Dr. Robinette and the CU PR Workshop students will implement the plan developed during the Design Charrette. Then, **the CU team will return to Williamson to present the resulting skeletal website and online marketing plan, including development of social media tools** in conjunction with the website. In addition, **the team will gather feedback for refining the website design by conducting a focus group** after participants have time to explore the site individually--a computer lab would be an ideal location for this visit. **The CU team will also train members of the Williamson Redevelopment Authority on the use of their new social media tools (Facebook, Twitter, YouTube, Wiki, and Flickr) at this time.**

Finally, **all documents and media** for the website design and online marketing plan **will be delivered to the Williamson Redevelopment Authority in a format suitable for submission to a website development company.**

**Liaisons:***The Concordian* - Hannah M.

WCUR Radio - Miles

WMLT TV - JR

Community Radio - Hannah G.

Community TV - JR

*Beckley Concordian* Dist. - Shelby

Social Media Manager - Kayla