

# MARCH 2021

BLUESTONE  
COMMUNICATIONS  
**NEWSLETTER**

## Contents

p2

Featured  
Blog Post

p3

Founding Member  
Highlights

p4

Workshop Recap &  
Featured Blog Post

p5

Team Bonding Recap &  
Bluestone Rockstars



**APPRECIATING OUR ALL FEMALE EXEC  
DURING WOMEN'S HISTORY MONTH**

# FEATURED BLOG POST

## Recognizing Female Idols In PR

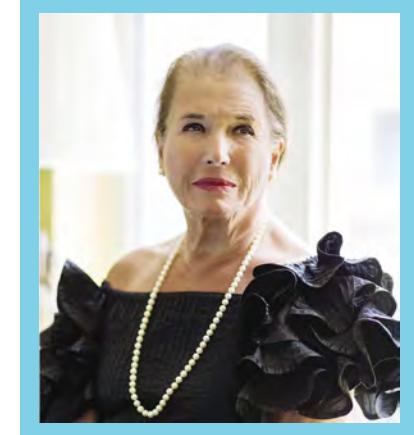
by Madalyn Sica

During Women's History Month, it is important to highlight the many accomplishments women have made in public relations. As a woman myself, I understand the many hardships women face in the workforce; however, we wouldn't be where we are today without the incredible women leaders from the past. In just these last few years, public relations has transitioned to an industry largely comprised of women. About 75% of public relations jobs are held by women. Listed below are just a few female idols in the public relations space. Each has their own expertise and influence on the public relations industry.



### IDA TARBELL

Ida Tarbell was an American writer and journalist back in the 1900s. She was one of the leading muckrakers of the progressive era and pioneered investigative journalism. She wrote a book called *The History of the Standard Oil Company*, in 1904. This work was considered the best investigative journalist piece during its' time, and eventually, contributed to the dissolution of the standard oil monopoly. She also wrote an article, *Women as Inventors*, that showcased her views on women's roles in society. She wrote about the many inventions that women have created. She perpetuated the idea that invention is a field where women have large possibilities. Tarbell was an active feminist in her writing. Overall, she was a huge contributor to the growth of women in PR.



### MURIEL FOX

Muriel Fox was an American public relations executive and feminist activist. Her main career was during the 1950s where she was hired as a publicist in Carl Byoir & Associates' Radio-TV department. During her time working there, she was told she had "progressed as far as she could go because corporate CEOs can't relate to women." It wasn't until the 1970s that she became executive vice president of the agency, proving them all wrong. During her lifetime, she co-founded the National Organization for Women (NOW) with a mission to help provide solutions to female discrimination in education, work force, and social security. Eleanor Roosevelt was head of the organization. In 1985, Fox was awarded the Distinguished Alumna Award from Barnard College and became the first recipient of New York State NOW's leadership award. She has been a huge influence in the public relations world and proved that women do belong in PR.



### INEZ KAISER

Inez Kaiser was an American educator, public relations expert, and entrepreneur. She grew up in Kansas City, where at the time African Americans in the south were not allowed the opportunity to receive a higher education. However, she was determined to achieve just that. She earned her bachelor's degree from Pittsburg State University in 1941 and later earned her master's degree from Columbia University. In 1957, she founded Inez Kaiser & Associates, which was not only the first public relations firm to be led by an African American woman, but the first business to be owned by an African American in Kansas City. She continued to earn her name by writing articles in *The Kansas City Star*. Inez was an inspiration to women as well as the African American community.



# FOUNDING MEMBER HIGHLIGHTS

Highlighting 4 out of the 6 founding members of Bluestone Communications!  
We can't wait to welcome them back for our Alumni Panel in April!

## JENNA SCULL

**WHEN DID YOU GRADUATE?**

2019

**WHAT ROLE DID YOU HAVE WHEN YOU WORKED AT  
BLUESTONE COMMUNICATIONS?**

Founder and Assistant Director for 2017-2018 academic year. Director for 2018-2019 academic year.

**WHAT DO YOU DO NOW?**

I am the Marketing and Communications Coordinator at Visit Bucks County.

**WHAT IS ONE THING YOU TOOK WITH YOU FROM BLUESTONE COMMUNICATIONS?**

Bluestone taught me how to be flexible, think quick on my feet and roll with the punches. (Incredibly useful considering the past year!)



## BRITTANY LEUTH

**WHEN DID YOU GRADUATE?**

2018

**WHAT ROLE DID YOU HAVE WHEN YOU WORKED AT  
BLUESTONE COMMUNICATIONS?**

Director of Public Relations

**WHAT DO YOU DO NOW?**

Senior Client Acquisition Specialist. Currently running a pilot sales division under Corporate Marketing at Gartner. My role is to generate sale cycles through my marketing's efforts in lead generation.



**WHAT IS ONE THING YOU TOOK WITH YOU FROM BLUESTONE COMMUNICATIONS?**

During my time at Bluestone, I worked on a unique account for a JMU alum who launched a mobile app for hair dressers. His request was to have his mobile app published in multiple magazines in the DC area. From the experience of drafting elevator pitches and generating emails to journalist, I have become a leader within my division to coach on emails and prospecting campaigns for the pilot program. The foundation I received from working at Bluestone has allowed me to increase open rates, click rates etc. for email campaigns today within our sales division. In addition, I learned how to be innovative and a thought leader in creativity from building the foundation of Bluestone and working with clients the following spring.

## JULIA SMITH

**WHEN DID YOU GRADUATE?**

2019

**WHAT ROLE DID YOU HAVE WHEN YOU WORKED AT  
BLUESTONE COMMUNICATIONS?**

Throughout my two years with Bluestone Communications, I was a founding member, director and assistant director.

**WHAT DO YOU DO NOW?**

I am a digital content coordinator for Illumine8, a marketing and PR agency in Frederick, MD. I write, edit and design a wide variety of online content including social media, blog posts, webpages, videos, etc.



**WHAT IS ONE THING YOU TOOK WITH YOU FROM BLUESTONE COMMUNICATIONS?**

You can't always stick to what's been done before. You grow personally and professionally when you are carving a new path and learning something new. That was how Bluestone was created. I hope that every student has a similar mindset, whether they are entering Bluestone, joining another student organization or starting their career. What impact can you make that will help not only yourself grow but also the people around you and the people who come after you?

## JORDAN AADAHL

**WHEN DID YOU GRADUATE?**

I graduated in Spring of 2018. I majored in Communication Studies with a concentration in Public Relations and minored in Computer Information Systems.



**WHAT ROLE DID YOU HAVE WHEN YOU WORKED AT BLUESTONE COMMUNICATIONS?**

I was a founding member of Bluestone Communications as a senior in the Fall of 2017. I assisted in building the firm from the ground up, which included creating the brand, reaching out to clients, and formulating the firm's mission.

**WHAT DO YOU DO NOW?**

I am a Senior Consultant at a Fortune 500 consulting firm called Booz Allen Hamilton. I currently work on a project with the Office of the Under Secretary of Defense Comptroller as a Strategic Communications Analyst.

**WHAT IS ONE THING YOU TOOK WITH YOU FROM BLUESTONE COMMUNICATIONS?**

One thing I took from Bluestone Communications is how important networking is. I remember searching for clients during my time at Bluestone Communications, and I have taken the skill sets necessary to promote your brand with me throughout my career.



# WORKSHOP RECAP & FEATURED BLOG POST

## A LOOK AT THE STIGMA SURROUNDING FEMINISM IN THE WORKPLACE

fem·i·nism /'femə,nizəm/ noun

the advocacy of women's rights on the basis of the *equality* of the sexes.

Feminism. What do you think of when you hear that word? Is it the suffrage movement in the 1920s or the Equal Rights Amendment in the 1970s? Probably not. You might think about all the misconceptions you've heard in media and about other peoples reactions to the topic. In a Forbes article by Kathy Caprino, she lists five reasons that feminism is stigmatized:

1. Feminism has been associated with strong, forceful and angry women, and our society continues to punishes forceful women.
2. Many people fear that feminism will mean that men will eventually lose out – of power, influence, impact, authority, and control, and economic opportunities.
3. Many people believe that feminists want to control the world and put men down.
4. Many people fear that feminism will overturn time-honored traditions, religious beliefs and established gender roles, and that feels scary and wrong.
5. Many people fear that feminism will bring about negative shifts in relationships, marriage, society, culture, power and authority dynamics, and in business, job and economic opportunities if and when women are on an equal footing with men.

As referenced to in Caprino's first point, there are "strong, forceful women" that have made their own success and have been labeled with cutesie names that demean the value of their work. I saw this post on LinkedIn by Lindsay Tjepkema a few weeks ago that really hit the mark:

I'm not a boss babe. I'm not a girl boss. I'm not a "She"EO. I'm not a mom-preneur. I'm the CEO and co-founder of a successful, fast-growing SaaS company and have the honor of leading an incredible team of talented humans.

...And I am a woman.

Can we stop with the cutesy names for women leaders? It doesn't lift us up or help shatter any glass ceilings. Quite the contrary, actually.

Recognizing and encouraging diversity (not just women) in leadership?

ABSOLUTELY. Using cute names for the people in those roles?

Let's be done with that.

While these names are meant to come off as empowering, it actually degrades the women who have made it there. There shouldn't be any other name for it than what it is (CEO, President, etc) because it continues to stigmatize women by giving their serious role a less-than serious name. So as an ode to the end of International Women's Month, my call to action is this: call someone's role by what it is, because they worked hard to get there! That title holds a ton of weight, and shows just how much they earned it and we should all respect that. And if you are a woman in one of these roles, congratulations for making it there and take pride in your position!

## SOCIAL MEDIA ANALYTICS AND BRAND IDENTITY WITH NANFEI LIU

by Allison Baxter

The world of social media management is constantly evolving and changing. This is why Bluestone Communications was thrilled to welcome Nanfei Liu, the Assistant Director of Digital Engagement for the JMU Office of Alumni Relations, for a workshop in March. Liu focused on creating an understandable visual presentation of social media analytics and presented tips and case studies demonstrating the value of analytics and brand identity.

### TIP 1: KEY PERFORMANCE METRICS

The dominate social media platforms like Twitter, Instagram and Facebook provide a simple process for insights into the performance of an account. Twitter Analytics, Creator Studio, and business profiles automatically break down the impressions and reach of an account or post. Additionally, the ROI or return on investment calculates link clicks and click-through rates.

### TIP 2: AUDIENCE ENGAGEMENT

Before posting content, you have to understand what type of content appeals to your target audience and what channel is best to deliver the content. Demographic information of your target audience to analyze would be age, location, language, power and pattern, interests, challenges, and stage of life.

### TIP 3: BRAND ESTABLISHMENT

An important thing to think about is what message or identity you want your brand to communicate. Starting with the purpose of the social media channels. Is your content mean to engage, inform, or etc.? Another important aspect is tone and language. Will your captions convey a complex tone with clinical language? Or an insider tone with personal language?

### TIP 4: CHANNEL DIVERSIFICATION

It's important to utilize different social media channels for specific content. Instagram, Snapchat, and etc. are more personal and interactive channels that utilize engaging methods like polls and the swipe-up feature. Facebook, LinkedIn, and etc. are more private and exclusive, channels that utilize geographically targeted methods for displaying content.

The workshop was wrapped up with a case study on how JMU was able to pivot during the pandemic lockdowns to host completely virtual events for admitted students.



# TEAM BONDING RECAP

## BLUESTONE ROCKSTARS

### MADALYN SICA



#### BLUESTONE ROCKSTAR

"MADDY HAS BEEN AN AMAZING MEMBER ON THE CREATIVE TEAM. SHE IS ALWAYS WILLING TO HELP OUT AND GO ABOVE AND BEYOND. SHE HAS AN EYE FOR DESIGN AND IT SURELY REFLECTS IN HER WORK!"  
— HANNA OBADY

### NICHOLAS CHARLAND



#### BLUESTONE ROCKSTAR

"NICK HAS DONE A GREAT JOB CREATING THE PAGES FOR RESTORATIVE MASSAGE THERAPY'S WEBSITE AND HAS ALSO CREATED SOME AMAZING GRAPHICS FOR THEIR SOCIAL MEDIA! TEAM 2 IS SO LUCKY TO HAVE HIM!"  
— LOGAN THOMPSON

### ELLIE SCALZO



#### BLUESTONE ROCKSTAR

"ELLIE HAS DONE A GREAT JOB WITH RESTORATIVE MASSAGE'S SOCIAL MEDIA. SHE IS ALWAYS READY TO ADAPT TO ANY CHANGES WE NEED TO MAKE AND GETS EVERYTHING DONE IN A TIMELY MANNER."  
— LOGAN THOMPSON

### JILLIAN SANTIAGO



#### BLUESTONE ROCKSTAR

"JILL HAS BEEN AN AWESOME NEW ADDITION TO BLUESTONE AND TEAM 1! SHE LOVES TAKING ON A WIDE VARIETY OF TASKS AND HER WORK IS ALWAYS EXCELLENT. I CAN SEE HER BEING AN INCREDIBLE LEADER IN BLUESTONE NEXT SEMESTER!"  
— DELANEY CROWE

With spring break being cancelled due to COVID-19, we decided to bring spring break to us...virtually! All of our employees have been hard at work so far this semester, so we organized a virtual luau-themed party as a time for us to relax, have fun, and connect with each other. We all dressed up in our best luau/spring break outfits and played survivor-themed games, such as working in teams to figure out what items are most essential when stranded on an island. It was great to see everyone outside of work for a super fun bonding event!



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