

IU SCHOOL OF JOURNALISM: CENTENNIAL CAMPAIGN 2011

Reconnect. Reinvigorate.



Reinvent.

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VISION STATEMENT

A look at our company

U&I Communications specializes in building brand awareness by harnessing new technology. We use two-way communication to develop valuable relationships. U&I is emerging in the 21st century as an innovative company focused on client needs. We are passionate about moving our clients forward and helping them reach their goals. U&I inspires our clients to make bold new moves and empowers them to become leaders in their field. Through our core values, we create opportunities and advantages for our clients that they never knew were possible.



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EXECUTIVE SUMMARY

Our proposal in short:

For the past four months U&I Communications has been researching and developing a social-networking Web site for the Indiana University School of Journalism. The Web site will be a subsidiary to the current *NewsWire* magazine and will be separate from the current School of Journalism site. Its primary functions will be to increase alumni, staff and friends' awareness of and involvement with the 2011 centennial. Its secondary functions will be to provide networking, news and information for future events or plans that include alumni, faculty and friends as a key audience. Beyond 2011, the aforementioned secondary functions will become the site's primary functions and will continue to be maintained and updated by the School of Journalism.

Our Web site will solve the School of Journalism's need to strengthen its communications and relationships with alumni and valued members of the Journalism family.

Between March and April we conducted interviews and surveys with alumni and staff to get feedback about networking Web sites and the current School of Journalism site. One hundred percent of alumni surveyed desired a networking Web site over the current School of Journalism site. The average usage of the current School of Journalism site ranged from never to once-per-month. Our main objectives are to sign up 60 percent of living alumni and generate an individual usage of twice-per-week, creating a daily traffic of more than 1,350 overall users. We will exercise a range of tactics to achieve these objectives, including the use of new media, as outlined on page 12.

Overall, the success of our Web site will be based on its ability to drive in more alumni traffic, increasing activity in School of Journalism ventures and centennial events and increasing contributions to the School by 10 percent.



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SITUATION ANALYSIS

Based on our research:

In order for the School of Journalism to create a Web site that satisfies its potential users' needs and interests, U&I Communications conducted internal and external research to provide the School with a thorough understanding of the situation.

We believe the School of Journalism needs to strengthen its connections with alumni in order to gain their desired online participation in our centennial campaign. Currently, because the School's Web site does not provide alumni with the applications and resources they want, they rarely visit the site. Therefore, U&I conducted interviews with alumni and faculty to determine the specific tools they would like to see incorporated in the site.

A survey of a random sample of School of Journalism staff and alumni revealed interests in features that are similar to social-networking sites like Facebook and Linked-In. According to the survey, it was unanimous that a social-networking Web site created specifically for the alumni, staff and friends of the School would be beneficial and useful – especially for professional networking purposes. This survey also showed that staff and alumni would like the Web site to feature regularly-updated news and upcoming events of the School. Another opportunity to link interests of the alumni to the centennial Web site is to include features found in Newswire, like the "Class Notes," which is a section dedicated to personal updates of alumni.

Situation Analysis continued on next page:



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SITUATION ANALYSIS (*CONTINUED*)

Other internal research includes the interviews that were conducted with Mike Sample, Ron Johnson, Beth Moellers, Dean Brad Hamm, Jeff Johnson, Jim Bright and Marge Blewett. In reviewing these interviews, U&I discovered that, by including a slideshow presentation of the transformation of the School of Journalism over 100 years and offering a DVD video of important IU landmarks and contributors, we could spark a strong sense of nostalgia and reconnect alumni to the School of Journalism. Other ideas included a partnership with *Newswire* magazine, sending the DVD with a personal letter to all alumni, staff and friends to recognize the centennial/new Web site, and offer a section for users to comment on pictures found in the “photo gallery” subpage (see Web site content for more detail). All of these notes describe the importance a visual component has on attracting attention from our alumni, staff and friends.

By referring to our literature review of *National Journal* and *The New Rules of Marketing & PR*, we have realized the strength of using new media as a means to reach the American public. President Obama relied on new media applications to send his messages of hope using sites such as Facebook, MySpace, Twitter and YouTube. The most promising aspect of using new media for the centennial campaign is revealed by author David Meerman Scott who explains that the Web has become one of the most cost-effective ways for organizations to make an impact on their audience.

Lastly, we believe the Web site will offer the most direct link for communication and School of Journalism information. We speculate that it will drive in a higher concentration of alumni, staff and friends than any “group” on Facebook, or other social-networking sites, because of its advanced applications regarding the School’s past, present and future. It will offer better means of concentrated peer communication and networking, while acting as source for news and up-to-date information about the School.



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S.W.O.T ANALYSIS

Our strengths, weakness, opportunities and threats are:

Strengths:

- Δ We can target a large number of people through a single medium.
- Δ Most people are familiar with or are *becoming* familiar with networking Web sites; specifically, those in the field of journalism.
- Δ Social networking sites retain more interest than almost all other types of sites (ex: Facebook and MySpace are both in the **top 10 in world** Web site traffic and **top 5 in U.S.** Web site traffic according to Alexa.com) and they continue to grow in popularity.
- Δ The Web site will be targeted to a specific audience, allowing for a more direct, unified message to be communicated to its users.
- Δ Web sites are cost-effective to create, operate and maintain.
- Δ Inclusive to all ages and no travel or mobility restraints.

Weaknesses:

- Δ Difficult to generate initial interest.
- Δ Some older members may have trouble figuring out how to correctly use the site.
- Δ Some may fear that the Web site is a sales/advertising attempt.



S.W.O.T. Analysis continued on next page:

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S.W.O.T. ANALYSIS (*CONTINUED*)

Opportunities:

- Δ Reconnect alumni and build relationships with one another and with the School of Journalism.
- Δ Users could communicate instantly and be informed with up-to-date information at the click of a button.
- Δ Involvement could be continuous and long-lasting if the site was maintained properly.
- Δ Increased, consistent fundraising that is non invasive.

Threats:

- Δ Alumni who are unfamiliar with new technology, or resistant to social-networking Web sites.
- Δ Alumni's schedules – some may not have enough time to get connected or stay connected on a consistent basis.
- Δ Other social-networking sites that have more resources and current users could be chosen instead of ours.
- Δ Lack of proper funding to keep the site maintained and updated consistently.
- Δ Technical malfunctions in the sites infancy could lose potential users.



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GOALS

We hope to:

- △ Create an easy transition from the current School of Journalism Web site to the new centennial networking Web site: Newswire Interactive.
- △ Be the first source for journalism alumni news, information and social-networking.
- △ Reconnect former classmates and professors on a personal, lasting level.
- △ Provide the most cost-effective means of recognizing the centennial, while providing a forum that can be used beyond the celebration.
- △ Become a trusted site that is visited and used frequently.
- △ Represent a positive and accepted step forward in an increasingly technologically-based field of journalism.
- △ Increase alumni awareness of School of Journalism events and future plans.
- △ Maintain a focus for the future of the program.
- △ Adapt to changes in the School of Journalism's plans or requests for site content.



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OBJECTIVES

In order to reach our goals we will need to:

- Δ To provide a single medium to alumni for School of Journalism news, upcoming events and social-networking.
- Δ To recruit 60 percent of the School of Journalism alumni, faculty and friends to join Newswire Interactive within the first year of launching the Web site.
- Δ To raise awareness of centennial activities to alumni and valued members of the School of Journalism to increase their participation on campus by 25%.
- Δ To provide multiple opportunities to the School of Journalism publics to boost fundraising by 25%.
- Δ To attract attention to Newswire Interactive to have a constant flow of daily traffic of at least 1,300 hits per day.
- Δ To improve communication between the School of Journalism, alumni and valued members to maintain involvement in Newswire Interactive after the actual centennial date.



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STRATEGIES

Specifically:

- Δ Integrate Newswire Interactive onto the School of Journalism Web site to provide easy access for our publics.
- Δ Contact all alumni, faculty and valued members of the School of Journalism through e-mail, established social-networking Web sites and the School of Journalism homepage.
- Δ Incorporate Newswire Interactive into the School's curriculum and/or extracurricular groups.
- Δ Communicate fundraising and involvement opportunities to alumni and valued members of the School of Journalism through the news update and simple online submission forms.
- Δ Provoke conversation and interest to Newswire Interactive through the "message board" for users to discuss current issues and trends.
- Δ Use the "Hall of Fame" and "Roll of Honor" to generate attention about the centennial and honor distinguished members of the School of Journalism family.



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TACTICS

We will implement:

- △ Send a personalized introductory letter and DVD using snail mail to alumni and friends of the School of Journalism.
- △ Send bi-weekly e-newsletters to our publics to generate traffic to the site.
- △ Place a link to Newswire Interactive on the School of Journalism's homepage.
- △ Newswire Interactive will feature an instant-messaging tool for users to reestablish contacts or create new ones.
- △ Include a photo slideshow of the School of Journalism over 100 years to spark nostalgia.
- △ Send a DVD and centennial reminder letter to all School of Journalism alumni, faculty and friends using snail mail. The informational DVD will explain the need for Newswire Interactive and its various features. The letter will act as a reminder notice and interest grabber.
- △ Offer alumni a variety of volunteer opportunities, from classroom presentations to mentoring current students, allowing them to select appropriate dates and themes according to their schedule and preferences (for more detail see the "Get Involved" section).
- △ Awareness of the School of Journalism will be increased by the "newswire," which will discuss current projects within the school, as well as the centennial.
- △ Users can vote online to induct "Roll of Honor" members for the following year based on candidates provided by the School of Journalism.



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WEB SITE CONTENT

The Web site will include:

Profile:

A very important aspect of Newswire Interactive is the “profile” subpage which will give alumni the ability to have a personalized page. There will be fields for alumni to enter information about their graduation year, occupation, business contacts, residency, school concentration, hobbies, interests etc. Alumni can also upload a picture if they would like to give their profile a “face.” There will also be a section on the profile dedicated to recent works. Alumni can post recent articles, links to current projects or anything they have produced in their profession.

Registering for a profile will be a very simple process. Applicants must be School of Journalism alumni, faculty, or key contributors and must submit their first and last names, e-mail address and a desired username for approval. Approval will be made by the selected Web masters, who can cross check their information with existing alumni databases and other School officials with knowledge of faculty and friends. Once approved, a password will be sent via e-mail within 24 hours. Once a profile has been established members can set privacy preferences to limit what can be seen on their profiles and by whom. Preferences can range from blocking an individual member to the entire network – it is entirely customized for each member and can even prevent members from being seen on the online directory.

By creating a profile, this will give alumni the opportunity to share their professional lives with their old friends and new connections. By entering in their own information, they can show the journalism network what they’ve been up to since graduation. It is important for alumni to have a profile so they can be reached by others who may be searching for them.



Web site Content continued on next page:

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WEB SITE CONTENT (*CONTINUED*)

Get Involved:

The “Get Involved” section of our Web site is specifically designed to direct alumni, faculty and friends to information on how they can add to the School of Journalism. Our initial focus will be on getting members of the Web site to give time and/or money to the School and activities revolving around the centennial. This subpage will be broken up into two sections, “volunteer opportunities” and “donate.” Both sections are outlined below:

Volunteer Opportunities:

This is a way to link alumni and students by giving graduates the opportunity to share their experiences about achievements of their career in the journalism field. Users will be able to click on tabs that are titled by the type of participation options: guest speaking, mentoring and providing job shadows or internships to current students or recent graduates (see next page for details). Each section will provide detailed information describing what the activity includes, available dates, time requirements, and other additional information about transportation and hotel stay.



Web site Content continued on next page:

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WEB SITE CONTENT (*CONTINUED*)

Guest Lectures:

Journalism-related professionals will have an opportunity to give lectures and presentations in classes at the School of Journalism. Volunteers will have the ability to choose what classes or themes they would like to discuss, along with dates they would like to visit. Pre-determined lecturing opportunities, which professors post, will also be available to sign up for. Signup forms will be available online and can either be printed off and mailed in or submitted directly through the site. All signups will be sent to a forum that professors can look at and select from (*note* multiple professors can select the same speaker, so long as the times do not conflict). All guest speakers who offer their time to the school will be provided with, if needed, accommodations at the Biddle Hotel inside of the Indiana Memorial Union and transportation to and from the Indianapolis International Airport. (Rooms range from \$84 on week days and \$104 on weekends. Bloomington Shuttle is \$40 round-trip if purchased online).

Mentoring:

The Web site will offer an opportunity for alumni to be a mentor for a, or multiple, journalism students. Students desiring this service will sign up on the current School of Journalism Web site and their names will be placed on a list that can be selected from by the members of Newswire Interactive. As a mentor, alumni are given the satisfaction of helping to integrate students into the journalism industry. Possible mentoring options may include: job shadowing, giving advice and support when needed, providing a connection in the work force and most importantly aiding the development of a young person's career. Time commitments will vary upon individual desire.



Web site Content continued on next page:

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WEB SITE CONTENT (*CONTINUED*)

Donate:

This subpage will be available for alumni, faculty and friends who would like to financially contribute to the School of Journalism. There will be multiple options for donating, including giving gifts, providing scholarships, aiding the new facility and planned giving (as detail provided below). All contributors will be ranked in the “Ernie Pyle Society” depending on the size of their contribution (also detailed below).

Give a Gift:

The “Give a Gift” link will direct the user to an easy online gift-submission form to donate any dollar amount desired. This form can printed and mailed into the School of Journalism or submitted directly online. The donor can specify how the funds are distributed, or he/she can give a general donation in which the school chooses to put the money towards anything of its choice.

Provide a Scholarship:

Members will have the option to donate towards an existing scholarship or create one of their own. Forms will be available online and can be printed and mailed into the School of Journalism or submitted directly online. In order to create a new scholarship a minimum is \$500 is required and must be approved by the School. New scholarships can be customized in any fashion, from a one-time allotment to annual award.



Web site Content continued on next page:

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WEB SITE CONTENT (*CONTINUED*)

New Facility:

The School of Journalism plans to build a new facility to provide a better learning environment and incorporate new technologies and equipment that are necessary for the changing field. In order to help this building come to fruition, there will be a link on the Web site to allow visitors to give donations directly toward the new facility in two unique ways: “buy a brick” and “sponsor a room.” The “buy a brick” opportunity will allow members to personalize a brick that will be laid in front of the new building. The cost of the brick will be \$25 for the brick and \$1 for each letter added. The “sponsor a room” option includes a small plaque on door of a classroom engraved with the donor’s name and title. This option costs \$5,000. To order a brick or apply to sponsor a room, a form will be available on the Web site and can be printed and mailed in or submitted online through the Web site.

Planned Giving:

“Planned giving” is an opportunity for alumni and friends of the School to contribute to the School by adding it to his/her will. The donor can choose to give a specific amount to the School or offer a percentage of his/her estate. The “planned giving” option is a great way to contribute to the school without having to sacrifice one’s current income, while receiving possible tax benefits.

Ernie Pyle Society:

The Ernie Pyle Society is a special way for the school to thank donors for their support. The society will be a membership based on how much is given. There will be different titles for different levels of donors and the levels will be identical to the ones already established in the current *Newswire* magazine.

Web site Content continued on next page:



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WEB SITE CONTENT (*CONTINUED*)

Message Board:

The “message board” will be a subpage designed for group communication. Although topics can vary from user to user, there will also be pre-determined topics added weekly. We believe this will get people interested and talking about something in particular. The first message board that should be started is the Centennial of 2011, to inspire conversation and buzz about the topic.

Reconnect:

The “reconnect” subpage is where the social-networking section of Web site goes into full-effect. It is the function of Newswire Interactive that connects alumni with former classmates and other members of the School of Journalism. This concept is borrowed from other popular social-networking Web sites such as Facebook and LinkedIn and was requested by many alumni.

However, one feature of our Web site that will set it apart from other social-networking sites is that all members will be listed in a database section and sorted by last name. This method will be useful because it is not always easy to remember all of the names that a person once knew (*note* members have the option to take their names off of the database).

Once people find each other, the connections can be made by messaging. If the person is online, then an instant message can be sent to him/her. If the person is offline, a message can be sent to the person’s inbox. By messaging each other, the users are able to network, reconnect with old friends and meet other alumni in the same field. The Web site will help alumni to find employment, employees, old friends, new friends and develop long-lasting connections.



Web site Content continued on next page:

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WEB SITE CONTENT (*CONTINUED*)

Virtual Hall of Fame:

The “virtual hall of fame” is a new addition to the School of Journalism. For its inaugural year and in celebration of the centennial, three distinguished members will be selected by the Alumni Association. Criteria for the hall of fame will be decided on by School of Journalism officials and Alumni Board members. Each year following the centennial, one new member will be inducted. On Newswire Interactive, there will be a section which visitors can click to view the Hall of Fame inductees along with their mini-biographies, which will note their accomplishments and contributions to the school. Our suggested inductees are: Ernie Pyle, Marge Blewett and John E. Stempel (for a brief background of each suggested honoree see Appendix B).

Virtual Roll of Honor:

The “virtual roll of honor” is another new addition to the School of Journalism. For its inaugural year, 100 notable people will be selected by the School – all of whom could be potential candidates for the Hall of Fame. Each year proceeding, five new inductees will be voted into the Roll of Honor by Newswire Interactive members. A pool of 15 potential inductees will be decided on by the Alumni Association and members of Newswire Interactive will have the option to vote on one via the Web site. Any candidate that is not selected may be placed on a maximum of three future pools. Each inductee will have a bios and success story written about them on the “virtual roll of honor” page. Criteria for candidates will also be decided by Alumni Board members and School of Journalism officials. Some suggested honorees include: Catt Sadler, Thomas French and Radley Balko (for a brief background of each suggested honoree see Appendix B₂).



Web site Content continued on next page:

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WEB SITE CONTENT (*CONTINUED*)

Photo Gallery:

The “photo gallery” will be a subpage on the Homepage of the Web site and will include past and present photos of the School of Journalism, its students, faculty and alumni. Additionally, there will be a slideshow with music and pictures, as described below. The user will be able to click through pictures at his or her preferred speed, having the opportunity to really capture the detail and essence of the image. Users will also have the option to comment on individual photographs that will be posted underneath the photo for other users to view. We believe that the comment section will allow people to share their memories and thoughts, creating an added opportunity for alumni to bond and communicate over past events. This section was also influenced by the suggestions of Ron Johnson, director of student media and developer of the Kansas State Centennial. He said he received a lot of positive feedback with a similar tool during the evaluation of his centennial and that it would be a great addition to our Web site.

Slideshow:

A slideshow presentation will be located in the “photo gallery” subpage on Newswire Interactive. The presentation will be a collection of photographs that capture the history and transformations that the School of Journalism has undergone over the last 100 years. The purpose of this slideshow is to spark nostalgia and recognize those who have contributed to the accomplishments of the school. The photos in the slideshow include images of previous deans and professors, Ernie Pyle and his dedication ceremony and the construction of the printing plant. Also, a variety of pictures are dedicated to the Indiana Daily Student, one of the Journalism School’s proudest accomplishments.

(See provided DVD labeled “Centennial Slideshow”)

Web site Content continued on next page:



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WEB SITE CONTENT (*CONTINUED*)

Newsire:

The “newsire” subpage of the Web site will provide alumni with information they need to know like current news and upcoming events.

U&I believes it would be beneficial to have a class in the Journalism school be responsible for updating this portion of the Web site on a consistent basis. Part of the responsibility for updating this portion of the site will be to report on news involving the School of Journalism.

To incorporate alumni in this portion of the Web site, they have the option to contribute stories to the “newsire” as well.

By including stories that are related to the interests and needs of the alumni, we speculate that they will continue to be interested in visiting Newsire Interactive.

Calendar of Events:

This element of the Web site will keep our user informed about upcoming events, on and off campus, and will provide links to “join in,” “volunteer,” or “invite a friend.” Having an interactive calendar is a way for alumni to see what is happening around the School of Journalism and to see who is participating in an event they are interested in. Based on research using Facebook, people are much more likely to participate in an event when they know that peers have either invited them or are already planning to attend. We believe this will translate well to Newsire Interactive.

Web site Content continued on next page:



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WEB SITE CONTENT (*CONTINUED*)

IU Through the Years:

This portion of the Web site will be updated bi-weekly. We will strive to have this portion of the site showcase articles written by former Journalism school students from 20-30 years ago, along with an article from a current student.

We also thought it would be beneficial to include a timeline of accomplishments and events that have occurred over the past 100 years.

We will also include links to the interview and b-roll portion of the D.V.D. we have created, as well as the slideshow.

Future of Journalism:

U&I believe it is important, especially for our alumni audience, to keep them informed on the future of the IU School of Journalism. This portion of the Web site will explain the plans for the school for the next few years.

We will include information on the new building plans in this subpage, and possibly even a virtual tour of the new building – when it becomes available.

We believe it is important to keep alumni and current students involved with the plans that the IU School of Journalism has for its future.



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TIMELINE

Based on a three year time span:

Note: incremental changes, such as news feeds etc. are not included

August 1, 2010: Site production begins and a select group of alumni, faculty and friends are contacted to join early and become members before its launch.

August 30, 2010: Press release and pitch letters are sent to editors of the *IDS, Herald Times* and local radio stations.

September 1, 2010: Site is launched with 25 pre-selected members already signed up.

September 2, 2010: Centennial letters are sent out with the informational D.V.D about the Web site.

September 15, 2010: Special edition of the *Newswire* is sent out with a feature on the new Web site and how people are adapting to it.

January 1, 2011: Everything on the Web site becomes increases its centennial awareness and a new countdown feature is added to the Homepage. Also, all centennial events are posted, including any “big weekend” plans.

Centennial Date: *Newswire Interactive* and *Newswire* will both have commemorative editions for the centennial celebration and *Newswire Interactive* will have a live video-chat room to correspond with any activities the School of Journalism puts on.

Post Centennial – 2012: The Web site will change its focus from centennial celebrations to the future of the School of Journalism. A virtual tour of the new building will be added and there will be a greater career focus. The Web site will continue to be updated with news and school information and act as networking site for old and new alumni.



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BUDGET

The expenses will be:

Web site design (\$6,500 - \$8,500)

The Web site will include a domain name and all features outlined in the “Web site Content” sections. Additionally, it will have the capability of being updated and controlled by School of Journalism personnel. Outsourcing for a hosting service would cost an additional \$10-20/year. *Estimates are based on three separate quotes from online sources, all falling within the given price range.*

DVD replication, color covers, disc wallets (\$7,824)

This price is based on 8,000 units at .98 cents/DVD. Each DVD will be sent out in a customized, color disc wallet with a letter of recognition for the centennial. Costs for the letters and shipping are outlined below. *Estimates were taken from newcyberian.com.*

Letters, color-printing (\$1,819)

Letters will be sent out to recognize the centennial’s upcoming date with an explanation of the enclosed DVD included (see Appendix C). *Estimates are based off prices from Print Resources, Inc.*

Shipping (\$2,300 – 2,700)

Letters and DVDs will be shipped out in large envelopes so that the paper does not have to be folded and so that the DVD is protected. Costs vary with weight in ounces. Postage costs are included. *Estimates are based on USPS prices ranging from .8 ounce – 1 ounce.*

SUB TOTAL: \$18,443 - \$20,843



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EVALUATION

In order to judge success or failure:

U&I Communications will evaluate this campaign through several measures. Our first measure will be the number of alumni that sign up for the site initially, and how many sign up as time goes on. The initial sign up will have to be significant – at least 30 percent of all alumni, faculty and friends will need to be signed up within the first month of the Web site's creation. After that, a steady average of two sign ups per day will be considered an effective result.

Second, we will measure the frequency of use by individual members and by all users as a whole. To track individual usage, we will conduct a survey after our first month to determine the amount of time spent on our site each day, week and month. In this survey, we will also ask for usage types (networking, news etc.) – which will be our third measure. In order to measure total usage per day we will have a tracker on the Web site that will measure hits for the site as a whole and on individual sections of the site. Daily user traffic of 1,300 will be deemed a success.

Third, as mentioned before, will be the usefulness of the Web site and its ability to inform about the centennial. In the aforementioned survey, we will determine why the site is used, if it is helpful for whatever needs the user has/had and if it made them more aware of centennial news and events. If we get positive feedback from 75 percent of users, we will deem this Web site a success.

Overall, we will need to determine that our publics, alumni, faculty and staff, are using the Web site as a daily or weekly resource that they trust and rely on for School of Journalism information. If this site is successful in doing so, and generates a greater traffic than the current School of Journalism site, we will have made a successful campaign.



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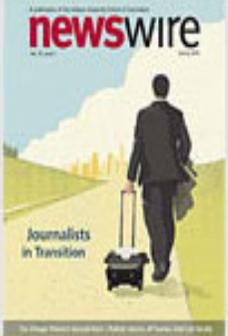
NEWSWIRE INTERACTIVE

YOUR PROFILE	NEWSWIRE	RECONNECT	GET INVOLVED	HALL OF FAME
MESSAGE BOARD				
PHOTO GALLERY				
CALENDAR OF EVENTS				
THROUGH THE YEARS				
FUTURE OF SoJ				
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Featured Blog



The right to dissent abolished!

In a dark of the night move that would, and probably has Frank Lautenberg smiling your right to protest was abolished last Tuesday. For years I have been posting about not using terms like "law ... more --

Conservative Libertarian Outpost



Beyond the CPA: Accounting Certifications

Andrea wrote 10 minutes ago: Certified Public Accountant (CPA). In order to take the Uniform CPA Examination, students must have ... more --

Tags: Certification, CPA, Professional Development, cfsa, CCAP, CISA, CMA



Other colleges still smoker friendly

indiregister wrote 12 minutes ago: By William R. Toler Despite Craven Community College's heavy handed campus-wide smoking ban, t ... more --

Tags: News, health, Civil Rights, smoking, New Bern, craven community college, smoking ban, Carteret Community College, Coastal Carolina Community College

Proposed inductees of the Hall of Fame

Marjorie Blewett

In 1969 Marjorie Blewett named Placement Director for Indiana University's School of Journalism, a position she held until 1990; and after her retirement, Marge stayed actively involved with IU journalism and, in 1998, established the Marjorie Smith Blewett Internship to help students who have accepted unpaid summer internships; and over the years, Marge has received several prestigious honors including an all-campus staff award for service to students and the university and a Sagamore of the Wabash from Governor Evan Bayh. She was inducted into the Indiana Journalism Hall of Fame in 1999



*From The City of Bloomington's Marjorie Blewett Day Website

Ernie Pyle

During World War II, Ernie Pyle reported from London on the effects of the German bombardment on the average citizen, describing vividly the courage of the British amid the amorality of war. In 1942 and 1943, he reported from North Africa, covering the bloody battles there. He followed the troops during the invasion of Italy in 1943 and won the 1944 Pulitzer Prize for journalism for his affecting, colorful, compassionate reporting of that campaign. He landed in Normandy the day after D-Day (June 6, 1944) and accompanied French troops into Paris. He was covering the invasions of Iwo Jima and Okinawa when he was killed by Japanese fire.



*From U.S. Military Dictionary

John E. Stempel

John E. Stempel, an alumnus of the program and a formidable teacher of reporting and editing, served as head of the Department of Journalism from 1938 until his retirement in 1968. It was in the Stempel years that journalism, after moving through various offices on campus, found its home in Ernie Pyle Hall in 1954.



*From the Indiana University School of Journalism Web site.

Proposed inductees of the Roll of Honor

Catt Sadler

She is an Emmy-winner and television personality on the cable network E! She has reported for WXIN-TV Indianapolis and KBWB/KNTV San Francisco. In 2003, she co-hosted *Hoosier Millionaire*.



Thomas French

He is a Pulitzer Prize winner for feature writing. He worked at the *St. Petersburg Times* for 27 years and now leads workshops across the country and overseas.



Radley Balko

He is the senior editor of Reason magazine and Reason.com and is a columnist for *FoxNews.com*. He has been published in *The Wall Street Journal*, *Playboy*, *Time*, *The Washington Post*, *Los Angeles Times* and several other prominent publications.



Dear Jane Doe,

As an alumnus of the Indiana University School of Journalism, you have exclusive access to a new and exciting opportunity at the School of Journalism.

Have you been looking for a way to stay in touch with old journalism classmates and friends?

Do you ever wonder what your former staff members are doing these days?

Would you like to keep up with current IU journalism news, photos and videos?

Are you interested in making new networking connections?

Would you like to be a part of a social networking site that is tailored specially to the needs of journalism alumni?



As part of its centennial celebration, the School of Journalism is excited to launch **Newswire Interactive**. **Newswire Interactive** is a small networking site dedicated to the needs and wants of IU School of Journalism Alumni. On our site you will have the opportunity to:

- Search for old classmates by last name, year of graduation, concentration and more
- Post your current works and view the works of others
- Follow a news feed providing you with the latest J school news
- Comment on news feed and posted works
- Chat with others about past memories or future plans
- Connect with current students to improve the IU J school network

Attached is a complimentary DVD which will welcome you to our new site and provide a brief tutorial on how to use it. Just pop it in your computer and enjoy a message from Director of Communications Beth Moellers, alumnus Marge Blewett and Indiana Daily Student Editor-in-Chief Mike Sanserino. We look forward to seeing you online and at the centennial celebration!

-The IU School of Journalism



Hey XXXX,

I wanted to give you a heads up about the Indiana University School of Journalism's new alumni networking Web site that launches this week called Newswire Interactive. In honor of our 100th anniversary, we are presenting our most ambitious project to re-engage alumni on a personal and digital level. This approach to harness the connective power of the Internet is just one of the many in our quest to reignite that passion of our valued alumni. Newswire Interactive features include:

- ⇒ Plans of the future Ernie Pyle Hall
- ⇒ Opportunities for alumni to mentor current students, speak to classes, and give career advice
- ⇒ Social Networking: reconnect with old friends and make new connections by using the personal profiles, classmate search, live instant messaging and message board/blog
- ⇒ News feed and bi-weekly newsletter
- ⇒ View DVD and slideshow of photos and interviews recognizing the accomplishments of the School over 100 years
- ⇒ Donate to the new Ernie Pyle Hall

PLEASE FIND PRESS RELEASE BELOW

For a sneak peek of the Newswire Interactive visit:

<http://www.newswireinteractive.indiana.edu>

Username: soj | **Password:** alumni

For more information visit the School of Journalism's Website,

<http://www.journalism.indiana.edu/>.

**For more information about Newswire Interactive and the centennial celebration, interviews with key members of the Journalism school are available upon request.

Best,

Samantha Israel

Director of External Communications

U&I Communications

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Contact: Doug Hungerford

FOR IMMEDIATE RELEASE

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Launch of School of Journalism's Centennial Website

BLOOMINGTON, IN (April, 2009) – The Indiana University School of Journalism is celebrating its 100-year anniversary in 2011. In honor of this achievement, the School is presenting an interactive, all-encompassing website – Newswire Interactive – for alumni, faculty and friends to participate in the commemoration. Viewers will have the opportunity to view this page September 1, 2010 at <http://newswireinteractive.indiana.edu>.

Newswire Interactive is created for alumni, faculty and friends of the Journalism School to reconnect with college and friends that helped shape their academic experience and career foundation. The Web site includes opportunities for involvement within the school, social networking and live chat options with other users, personal profiles and classmate search. A DVD presentation recognizing the transformation and accomplishments of the School over the past 100 years and is available for download on the Web site.

The School of Journalism's dean and professors view this Web site as an innovative and cost-effective vehicle to celebrate the centennial.

“It's low-cost, reaches people who wouldn't be able to come to the school and can allow users to be involved throughout the year,” said Beth Moellers, director of communications at the Indiana University School of Journalism.

According to School officials, using a Web site to celebrate the centennial removes the burden of high-expense traveling costs and hotel stay, which increases the ability to include all people who have contributed to the school. This method allows users the opportunity to participate in the celebration of the School of Journalism at their convenience while simultaneously rebuilding relationships and making new connections.

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Communications
Unity & Innovation

Alumni Survey

1. What Web sites do you visit the most frequently? Why?

2. What social-networking Web sites do you visit most frequently? Why?

3. What, if anything, interests you the most about social-networking Web sites?

4. What is your favorite aspect or feature on the IU School of Journalism Web site?

5. How often do you visit the IU School of Journalism Web site?

- a. Daily
- b. Once a month
- c. About every six months
- d. Once a year
- e. Never

6. What, if anything, would you add to the current IU School of Journalism Web site to make it more customized to your preferences?

7. What keeps your interest when visiting a Web site?

8. Would you visit a networking Web site that was created specifically for IU School of Journalism alumni? Why or why not?

National Journal's

Under *the* Influence

An Inside View of the Lobbying and Advocacy Industry

«[Presidential Politics And K Street](#) | [Main page](#) | [NRSC Fundraising for Coleman Recount Fight](#)»

Friday, January 30, 2009 2:58 PM

New Media, New Channels of Influence

New media channels such as Facebook, YouTube, and mobile messaging are becoming an essential protein pack for successful advocacy. Gone are the days of promotion or message-spreading through snail mail and a website alone. The people and organizations that wish to become more influential over their target audience are tapping into the tools of Web 2.0 to make their voices heard.

This morning, the [Direct Marketing Association Nonprofit Federation](#) held a panel on new media channels. Among the panelists was **Scott Goodstein**, the external online director for the Obama presidential campaign. "It's like handing out fliers at other people's shopping malls, instead of your own," said Goodstein to explain the difference between external and internal online advocacy. Goodstein was responsible for Obama's presence on Facebook, MySpace, Twitter and pretty much everything *except* the official Obama campaign website.

The relationships Goodstein built with participants over new media channels were so effective that people were willing to travel across states at the behest of an electronic message. All of the panelists claimed their presence on new media boosted fundraising efforts and generated a larger community around their issue or cause of interest.

However, the digital landscape is not without its disadvantages. Using other people's platforms to spread your message means a loss of control over the content. And the fast-paced world of technology means a perpetual game of catch-up, there's always something new to be learning.

-- *Eliza Krigman*

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