



CAMPUS DINING

**Happy Valley Communications
Campaign Book
Spring 2016**

Created By:

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Account Executive

Skylar Beatus

Account Associate

Mary Cassone

Account Associate

Mackenzie Liberatori

Account Associate

Cali Wojciechowski

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Table of Contents

Contact Information

Team Biographies

Client Summary

Communications Plan

SWOT Analyses

Media Kit

- Client Background

- Fact Sheet

- Press Releases

- Media List

- Creative Content

 - Video Series

 - Images

Social Media

Media Coverage

Other

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Team Biographies

Lauren Purisky, Account Executive

Lauren is a senior at Penn State, majoring in public relations and minoring in communication arts and sciences. She started as an account associate with HVC in the fall of her junior year, working with Pilato Murals and the student organization One Heart. In the spring of 2015, she had the opportunity to work with Selfie, an app that was a combination of Instagram and Vine. Based in New York City, Selfie was a



national client so this experience was extremely beneficial to her professional development. In the fall of 2015, she worked with Fran Osseo-Asare for the promotion of her cookbook. Lauren's team organized and executed events, wrote press releases and pitch letters, and took over the cookbook's social media accounts. Lauren's internship experience includes both in-house and agency environments, including Turkey Hill Dairy and Ogilvy Public Relations.

Skylar Beatus, Account Associate

Skylar started as an account associate with HVC in Fall 2015. During this time she worked on the account for Sweet Heat Gourmet. Skylar's team worked on rebranding Sweet Heat Gourmet's social media outlets, promoting the new charity hot sauce, researching new stores that could potentially sell the sauces, and working on an overall media kit to give to potential buyers at fairs. In addition to her involvement with Happy Valley Communications, Skylar is as Donor Relations Captain for Relay For Life of Penn State as the Raffle Coordinator. She also serves on the board of her THON organization, Live Every Victory.



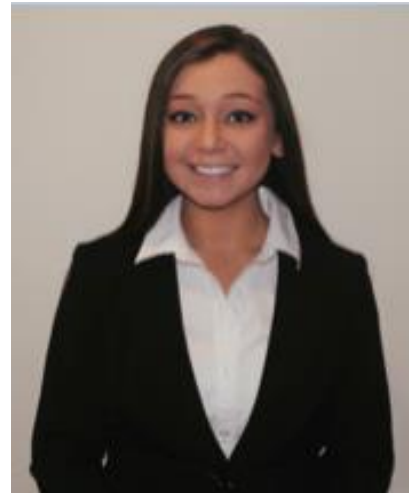
Outside of Penn State, Skylar has obtained two internships. While studying abroad, she had the opportunity to intern at Le Artigene, a clothing store that sold handmade items produced only by women. While she was there, she assisted in day to day business while conversing with the staff in Italian. This previous summer, Skylar had the

opportunity to intern at d2 Publicity. There she was the only intern who worked solely on the public relations aspects of the firm instead of social media.

Mary Cassone, Account Associate

Mary is a junior pursuing a major in public relations with minors in spanish and political science. She recently began her work with HVC at the beginning of the Spring 2016 semester, and is excited to get better acquainted with her team's client, PSU Residential Dining.

During her time here at PSU, she has maintained heavy involvement on campus. Before joining HVC, Mary was a promotions representative at The Daily Collegian, Penn State's premier student-run newspaper. In addition to her position at HVC, Mary is currently an active member of Penn State's chapter of the Public Relations Student Society of America. She also hold the position of social media chair for her THON Org., Trilogy.



Mackenzie Liberatori, Account Associate

Mackenzie started at Happy Valley Communications in early spring 2016 and also serves as an active member of Penn State's Lawrence G. Foster chapter of The Public Relations Student Society, writing for the chapter newsletter and assisting in the production of promotional materials for the organization's Event Planning Committee. Aside from these activities, Mackenzie has also spent time working with the Office of Global Programs' Fall 2015 International Student Orientation as an Orientation Leader, serving as a liaison between incoming International students and the Penn State Community and leading a coordinated set of activities

to finish students' registration process and to ease their transition into campus life. She traveled to Jinotega and Matagalpa Nicaragua with Penn State's chapter of Global Brigades in the spring of 2015 -- using her knowledge in Spanish to help run a week-long pop-up medical clinic and public health campaign for two developing communities.

Mackenzie interned for The Easton Area Hunger Coalition during the Summer of 2015, helping the nonprofit build their online presence, log member participation and meeting dates,

and assist in the planning of workshops and other outreach events. She currently interns for Mindfully Made Studios, an online retailer with the initiative to provide bright, bold reminders for inspired living. The position calls for her to produce various creative promotional materials, manage the Brand's Social Media accounts, and support various launch and craft show events. Mackenzie tops her activities and class schedule with a position as a Student Manager at West Dining Commons where she oversees and trains other student workers.

Cali Wojciechowski, Account Associate

Cali started as an account associate with HVC in Fall 2015 as a first semester freshman, working with Upward Bound Math and Sciences. With her first client this last fall, Cali's team worked to rebrand the social media, creating hashtags, remaking flyers and writing pitch letters for UBMS. She experiences a great work space and was excited to continue receiving more real world experience with Happy Valley Communications.



Cali has yet to work with any internships; however she enjoys staying busy on campus. She performs with Raw Aesthetic Movements - a hip hop group on campus - in her free time. She is also dedicated to working with international education through her fundraising work with Penn State's student chapter Pencils of Promise. In Pencils of Promise, she holds a place as Social Captain on the executive board. She works to set up events to keep club members involved. She also enjoys her work as an Account Executive at ComRadio on the Ad/Sales team.

Client Summary

Penn State Residential Dining is one of the largest self-operated college dining services in the country. PSU Residential Dining provides University Park with conveniently placed dining areas for students and faculty to enjoy. They currently employ hundreds of full-time, part-time, and student employees.

Jim Meinecke, Penn State Residential Dining Coordinator, hails from Johnstown, Pennsylvania. He graduated from Penn State in August 2005 with a degree in Hotel, Restaurant and Institutional Management. After graduation he worked for two years at Eat n' Park, then joined the university's Residential Dining staff in 2007. He always hoped to work at his alma mater. Professionally, he enjoys the ability to interact with so many different departments and individuals on a regular basis.

Jim's goals for this semester were to (1) promote and spread awareness about the various themed-dinners and special meals taking place on campus and (2) increase the student recruitment and retention rates in the on-campus dining facilities. Through a series of press releases and a video series, both of these goals were ultimately met.

Communications Plan

Objectives: Our objectives are twofold: to increase students' awareness about the variety of dining opportunities in the dining commons on campus as well as increase the demand amongst students to be employed by Penn State Residential Dining. While many students know about the residential dining service, they are often unaware of the promotions, themed dinners and events that regularly take place. Additionally, there are various employment opportunities for students. We want to make students aware that Penn State Residential Dining will work with students to accommodate their busy schedules through flexible work shifts, among other exciting benefits.

Audience: The target audience for Penn State Residential Dining includes all Penn State students. We believe the students who live on campus will benefit the most from Penn State Residential Dining, but all students can enjoy the services offered. Students who live off campus can also seek employment with Penn State Residential Dining.

Goals and Timetable: Our goals include driving awareness for Penn State Residential Dining and increasing attendance at events. Throughout February, we plan to develop relationships with the media to promote special occasions hosted by Penn State Residential Dining. During the coming months we will create materials that will publicize the events Penn State Residential Dining created. Finally, we will develop content such as videos that will promote employment with Penn State Residential Dining.

Evaluation: The most straightforward means of evaluation will be the number of attendees to the events created by Penn State Residential Dining as well as the number of new student employees. Another means of evaluation will be the amount of press we obtain. In regards to gaining more student employees, we can evaluate the success of our campaign by comparing the number of new hires and retained employees to that of past semesters.

SWOT Analyses

SWOT Analysis of Penn State Residential Dining Twitter

Strengths: Penn State Residential Dining has a strong social media presence, posting multiple times a day. They already have a good understanding of their target audience and create their content accordingly. In addition to their own original content, they have a good balance of retweeted content, provided by news outlets in the area or the university. Not only is their presence on Twitter strong, but they also address customer service seriously. During recent weeks, they have responded to concerned customers over their service and products; Residential Dining acted in a timely manner to distribute detailed information.

Weaknesses: One weakness that the Residential Dining Twitter account exhibited was retweeting content that was university-wide rather than focused on residential dining specifically. In addition, some of their responses to students seemed more casual than a part of the university responding to students. Not only did some of their retweets seem too casual, there were some instances where they retweeted a student multiple times in a row that weren't part of a conversation; in these cases there needs to be more diversity in retweets.

Opportunities: When responding to students' problems, the tweets can be more personalized to each situation instead of using the same response for everyone. This will demonstrate Residential Dining's commitment to customer service. One opportunity that Residential Dining can utilize is varying their content between graphics and text. By ensuring that back-to-back tweets do not have similar content, Residential Dining's Twitter page will become more appealing for customers. While their content is strong, Residential Dining can utilize more popular hashtags, as they do on their Instagram account, to gain more of a following.

Threats: One of Penn State Residential Dining's competitors is OrderUp. Similar to Residential Dining, OrderUp is actively involved on Twitter and posting multiple times a day. While they do have more followers than Residential Dining, their tweets receive a similar amount of retweets and favorites. One aspect that OrderUp excels in is their original content; they understand their target audience and tailor their tweets to the restaurants they are promoting. While their original content might be stronger, they do only promote restaurant in each post instead of the company as a whole. While they do respond to their customers on problems, it isn't as often, but theirs are more personalized.

SWOT Analysis of Penn State Residential Dining Instagram

Strengths: Content that Residential Dining posts on Instagram consists of highly interactive photo and video posts that encourage visitors to share, like and comment to connect. A trend observed in several of the account's most popular posts was the liberal use of relevant hashtags, suggesting that tagging posts to appear in related search queries ultimately resulted in more likes. Residential Dining presents their content in a creative, candid manner that showcases a variety of features, products and services offered to students at various campus facilities. Residential Dining's Instagram presence succeeds in defying college dining hall stereotypes by depicting itself as an entity intent on enriching the palate of the undergraduate by means of food and fun.

Weaknesses: Though content posted on the Residential Dining Instagram account can be shared easily as links on Twitter or the official web page, Instagram content offers little means of message dissemination when used alone. Residential Dining directs viewers back to their "bio" for links to other pertinent information since the platform does not allow links to be included in photo captions. A downside to this platform-wide constraint is that the audience will likely not navigate back to that section since it would cause them to lose their spot in their newsfeed. Instagram works in tandem with other social media platforms to provide a visual and informational context of the services and goals of Residential Dining.

Opportunities: Instagram is the perfect platform to showcase more than just the amenities that Residential Dining offers to students. The handle may also be utilized to creatively spread the word about Residential Dining's new student employee retention and recruitment plan, including interesting details about the new program. By packaging this information, the client could set their sights on capturing the attention of two very valuable audiences – the student consumer and the prospective student employee. Information regarding employment at Residential Dining Facilities would fit perfectly amongst the colorful spread of existing posts if laid out as an eye-catching infographic. The cultivation of idealized images through the endless filters and angle shots that the platform provides can also craft the perception that a part-time job at Residential Dining is the way to go.

Threats: Despite its prevalence and popularity with students on campus, this niche seems to serve as the primary audience of this account. Students who do not have a meal plan may not follow the Residential Dining account or keep up with the activities of Residential Dining facilities as they are relatively closed off to students with meal plans. Residential Dining must also be aware of the slew of off-campus eateries offering the same interactive services and social media presence. It is especially important to continue to demonstrate with the Instagram platform the amenities of Residential Dining to combat any sentiments that dining facilities inferior to off-campus vendors.

Media Kit

Penn State Residential Dining Media Kit



**CAMPUS
DINING**

Penn State Residential Dining Fact Sheet

Address:

111 Redifer Commons, University Park, PA 16802

Phone Number(s):

Residential Dining

- Interim Director - Jim Richard - 814-863-1255
- Interim Associate Director - Jim Hopey - 814-863-1255

Dining Commons

- Findlay (East Halls) - 814-865-9503
- Pollock - 814-865-7664
- South Food District (South Halls) - 814-865-7677
- West Food District (West Halls) - 814-865-2529
- North Food District (North Halls) - 814-865-4081

Campus Catering

- 814-865-0975

Website:

<http://www.foodservices.psu.edu/>

Social Media Platforms:

Facebook: Penn State On Campus Living University Park -

<https://www.facebook.com/PennStateOnCampusLivingUP/>

Twitter: @PennStateDining - <https://twitter.com/PennStateDining>

Instagram: pennstatedining - <https://www.instagram.com/pennstatedining/>

Contact Person: Jim Meinecke

Contact Email Address: jwm248@psu.edu

What is Penn State Residential Dining?

Penn State Residential Dining is one of the largest self-operated college dining services in the country. PSU Residential Dining provides University Park with conveniently placed dining areas for students and faculty to enjoy. They currently employ hundreds of full-time, part-time, and student employees.

Mission Statement:

One of the largest self-operated college dining services in the country. Representing Findlay, Warnock, Waring, Redifer, and Pollock. WE ARE.

Penn State Residential Dining Contact Biography

Jim Meinecke is from Johnstown, Pennsylvania. He graduated in August 2005 from the Pennsylvania State University, University Park campus with a degree in Hotel, Restaurant and Institutional Management. After graduation he worked for two years at Eat n' Park, then returned to the university in 2007. He always hoped to work at his alma mater. Professionally, he enjoys the ability to work with so many different departments and individuals.

Jim loves to work with students and do everything he can for them. From serving students daily to involvement on campus, including THON, special events with the National Honey Board and the Mushroom Council, Men's and Women's soccer and Nittanyville, Jim likes to get the student body engaged with his work. "Anything we can do...with our students to support or educate is very rewarding for me," he said.

Outside of the office, Jim spends time with his wife of 10 years, Meagan, and their 14-month-old daughter, Ali. He also is an avid sports fan, particularly Penn State and Pittsburgh sports. On the side, Jim covers the Pittsburgh Penguins season for ThePensNation.com and Penn State Men's Hockey for the Centre Country Gazette.

Penn State Residential Dining Press Releases

Penn State Residential Dining Brings Mardi Gras Meal to Commons

UNIVERSITY PARK, PA — This year, Penn State Residential Dining will be serving a Mardi Gras meal at every dining commons Tuesday, Feb. 9. A jazz group will also be incorporated at South Food District in Redifer Commons during the specialty meal.

The Mardi Gras meal will be available at all five buffet-style commons, allowing students a wide array of all-you-can-eat options. The food components of the dinner will come together to create a more upscale meal, including Cajun shrimp salad, cornmeal-fried eggplant with tomatoes and onions and bourbon pecan pie. Additional menu items are listed on the attached flyer. The exact time of the meal varies based on the dinner hours at each dining commons, but every location will be serving the meal between 5:00 p.m. and 7:30 p.m.

Penn State Residential Dining is partnering with “Early Bird Special,” a group of five musicians who will be playing jazz music for the diners in South Food District. This completes the upscale dining experience and will give the students a fun night of food and entertainment that they do not usually have. Students can also enjoy costumed staff, colorful decorations, and giveaways provided by Residence Life.

###

Penn State Residential Dining To Support Attendees and Dancers during THON Weekend

UNIVERSITY PARK, PA — Penn State Residential Dining will be hosting a hot chocolate giveaway in front of the All-Sports Museum on Friday Feb. 19 from 1 p.m. to 4 p.m., for supporters to enjoy while waiting to enter the Bryce Jordan Center for THON weekend. Penn State Residential Dining will also be providing a meal for the 708 dancers during the weekend.

Supporters in line to enter THON will have the opportunity to stay warm by sipping on warm, delicious hot chocolate free of charge. Penn State Residential Dining supports the Penn State IFC/PanHellenic Dance Marathon's mission and the hot chocolate is a token of their appreciation for participants' hard work in the fight against pediatric cancer.

Penn State Residential Dining will also provide a meal for dancers at one point during the weekend. To encourage the 708 dancers, 175 pizzas will be donated. Full-time employees of Residential Dining will show their support by wearing blue t-shirts that say "We Support THON" in white writing and student employees will be wearing stickers and pins.

###

Penn State Residential Dining Presents Feast of Thrones Medieval-Themed Dinner

University Park, PA —Penn State Residential Dining is hosting another campus-wide special dinner on Wednesday, April 6, this time with a medieval twist. The “Feast of Thrones,” based on the hit television series Game of Thrones, will provide an eclectic assortment of dark-age culinary favorites to spice up the April menu and give students a unique dining experience.

The Feast of Thrones dinner will be presented at all five campus dining facilities, and will boast a menu that resembles a royal feast, complete with hot spiced apple cider, roasted pig, and medieval fig tarts. The full menu can be found on the Penn State Residential Dining website: <http://foodservices.psu.edu/feature/feast-thrones-special-dinner>. The time of this event will vary slightly between each dining facility, but every location will be serving the meal between 5:00 p.m. and 7:30 p.m.

Penn State Residential Life will bolster the event with various student giveaways and games. Diners can also expect a festive and decorated space to complete the feudal atmosphere. The Feast of Thrones dinner event will offer a refreshing culinary change-of-pace. Students should attend for a night of food and merriments worthy of a king.

###

Penn State Residential Dining Features Locally Sourced Ingredients in Two Special Meal Events

UNIVERSITY PARK, Penn.—Penn State Residential Dining ushers in spring with two special meal events that feature locally-sourced ingredients. The first event, a “Local Foods Dinner” on Monday, April 18 will be held in South Food District from 4:30 p.m. to 7:30 p.m. and will incorporate vegetables and herbs fresh from The Penn State Student Farm. Students attending this meal can look forward to a featured dish of lamb tajine, which is a braised meat stew with vegetables, prepared by Chef Stephan Gawlowicz.

The second special event, the “Earth Day” lunch and dinner specials, will take place on Friday, April 22, from 11:00 a.m. to 2:00 p.m. for lunch and 5:00 p.m. to 7:00 p.m. for dinner. The meals, available campus-wide, will also utilize ingredients sourced from The Penn State Student Farm and will feature twelve-grain bread baked fresh at the University’s bakery, complete with fresh fig and olive relish. Local vendors Herlocher Foods and Tait Farms will make appearances at the event to sponsor giveaways and other promotions. Students that attend can stack their plates with a plethora of fresh and healthy options in celebration.

###

Penn State Residential Dining Media List - Meal -Focused

Outlet	Contact	Email	Phone
Centre County Gazette	Chris Morelli (Managing Editor)	editor@centrecountygazette.com	(814) 238-5051
Centre Daily Times	John Boogert (Executive Editor)	jboogert@centredaily.com	(814) 231-4640
Centre Daily Times	Ann Quinn Corr	chefcorr@gmail.com.	x
Centre Daily Times	Frank Ready (Features Reporter)	fready@centredaily.com	(814) 231-4620
Town And Gown State College	Dan Myers (Publisher)	dan.myers@StateCollege.com	x
Onward State	Megan Flemming (Managing Editor)	meganfleming@onwardstate.com	x
WPSU (91.5 FM)	Emily Reddy (News Director)	ereddy@psu.edu	(814) 865-1877 (general number)
Penn State News	Lisa Powers (director)	lmr8@psu.edu	x
Daily Collegian	Shannon Sweeney (Editor in Chief)	editorinchief@psucollegian.com	(814) 865-1828 (General News)
Daily Collegian	Samantha Lauriello (Lifestyle)	arts@psucollegian.com	x
Daily Collegian	Kyle Rosenthal (Promotions)	collegianpromotions@gmail.com	x
Daily Collegian	Kelsey Thomasson (campus)	campus@psucollegian.com	x
StateCollege.com	Zach Berger	zach.berger@lazerpro.com	x
B945	Sara	Saral@7mountainsmedia.com	
Centre Daily Times	Debra Leithauser	cdtnewstips@centredaily.com	814-231-4680
The Gant	Jessica Shirey	editor@gantdaily.com	(814)765-5256
State College Magazine	Maggie Anderson	manderson@statecollegemagazine.com	814-867-2222
Onward State	Ted Hozza	ted@onwardstate.com	814-865-7517
State College.com	N/A	info@statecollege.com	814-238-3500

Spoon University	Emma Shellhamer	psuspoonu@gmail.com	N/A
PSU Eats (Instagram)	Jessie Hyman	x	215-620-8010
Stall Stories - PSU Res Life	Iris Richardson	x	814-865-2890
CommRadio	Amy Simpson	ams6499@psu.edu	X
CommRadio	Jeff Brown	jl56@psu.edu	X
Toilet Paper	Susan Lechtanski	USAmarketing@psu.edu	814.865.5620

Penn State Residential Dining Media List - THON-Focused

Outlet	Contact	Position	Email
Centre Daily Times	Shawn Annarelli	Business reporter (has written about THON)	sannarelli@centredaily.com
Centre Daily Times	Lori Flace	Assigning editor, Penn State reporter	lfalce@centredaily.com
Daily Collegian	Kelsey Thomasson	Staff Writer	campus@collegian.com
Daily Collegian	Michael Henning	Greek Life / THON reporter	mah6095@psu.edu
Onward State	Megan Fleming	Managing Editor	meganfleming@onwardstate.com
Onward State	Elissa Hill	Staff Writer	Elissa@onwardstate.com
Onward State	Jess Frezza	Staff Writer	jess@onwardstate.com
Onward State	Lexi Shimkonis	Staff writer	lexi@onwardstate.com
Onward State	Gabriela Stevenson	Staff writer	gabriela@onwardstate.com
Onward State	Emma Curtis	Staff Writer	emmacurtis@onwardstate.com
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Penn State News	Monica Jones	Assistant Director	mxj213@psu.edu

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Toilet Paper	Susan Lechtanski	Marketing director	USAmarketing@psu.edu
Centre County Report	Jess Arnold	Reporter	jessarnold94@gmail.com.
Centre Country Report	Ryan Belz	Reporter	ryanbelz73@gmail.com
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Valley Magazine	Meghan Reinhardt	Online Editor	meghan.reinhardt8@gmail.com
Valley Magazine	Sabrina Evans	Editor-In-Chief	sabrinaevans09@gmail.com
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Onward State	Katie Klodowski	Writer - THON	klk5643@psu.edu
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The Roar (Beaver)	Dan Pinchot	Referred Contact (by site)	dpinchot@psu.edu
The Nitanny Pride (New Kensington)	Darren Myers	Managing and Online Editor	nittanypridenews@gmail.com
Nitanny News (York)	Barbara Dennis	Referred Contact	bhd5@psu.edu
State of the Valley (Lehigh Valley)	Allison Goodin	Staff Adviser	aag18@psu.edu
State of the Valley (Lehigh Valley)	Emily Burns	Staff Adviser	emilyburns@psu.edu
Altoona Mirror	Neil Rudel	Managing Editor	Nrudel@Altoonamirror.Com
Altoona Mirror	Bill Kibler	Altoona Reporter	Bkibler@Altoonamirror.Com
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Live Wire (Altoona)	Bob Trumpbour	Referred Contact (by site)	rct4@psu.edu
Cap Times (Harrisburg)	Marcia Blockson	Editor in Chief	msb5607@psu.edu

The Cub's Roar (Worthington Scranton)	Anthony Fabrikant	Editor in Chief	N/A
The Cub's Roar (Worthington Scranton)	Harry Perlmutter	Writer, Website Coordinator	HTP112@psu.edu
WMKP Radio (Greater Allegheny)	Zack Furness	General Manager	zackfurness@psu.edu
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Elite Daily PSU	Courtney Wregget	President	cxw5205@psu.edu
Her Campus PSU	Rachael David	President	rcd5147@psu.edu
PSNTv	Terrin Hartman	President	tah5393@psu.edu
BVZ Radio (Behrend)	Rayna Ganabathi	PR and Events Director	rog5174@psu.edu
Onward State	Jack Lukow	Staff Writer	jack@onwardstate.com
Onward State	Noel Purcell	Features Editor	noel@onwardstate.com
Onward State	Tim Gilbert	Managing Editor	tim@onwardstate.com
Onward State	Mindy Szkardnik	Staff Writer	mindy@onwardstate.com
Onward State	Josh Glossner	Staff Writer	josh@onwardstate.com
Daily Collegian	Nicole Trayer	Staff Writer	nzt5111@psu.edu
Daily Collegian	Ciara O'Callaghan	Staff Writer	cjo5122@psu.edu
Daily Collegian	Emily Chertow	Staff Writer	epc5109@psu.edu
Daily Collegian	Kelly Powers	Staff Writer	kep5388@psu.edu
WPSU Radio	N/A	N/A	wpsu@psu.edu
WP\$E Radio	Ron Slomski	Director and General Manager	rfs10@psu.edu
The Penn Stater magazine	Angelo Scialfa	Advertising Director	Angelo@FoxRunGroup.com

Centre Country Report Live	Cali Wojciechowski	Account Executive	cnw5165@psu.edu
State College Magazine	Sandy Lauri	N/A	sandy@statecollegemagazine.com
Ivy Leaf Magazine	Shari R. Rouch, J.D.	Editor-In-Chief	ivyleaf@psu.edu
Tradition: Penn State Proud in the Lehigh Valley	Allison Goodin	Editor	tradition@psu.edu
Stall Stories - PSU Res Life	Iris Richardson		stallstories@psu.edu
B945	Sara	DJ	Saral@7mountainsmedia.com
StateCollege.com	N/A	N/A	info@statecollege.com

Social Media

PENN STATE RESIDENTIAL DINING HOLLYWOOD NIGHT SOCIAL MEDIA

1. This Thursday, come to Southside Buffet to have a Hollywood themed dinner!
2. Enjoy an upscale meal this Thursday, including Lobster Bisque, at Southside Buffet!
3. Hollywood Night is back! This Thursday in Southside Buffet, celebrate Hollywood nights with us!
4. Check out details from last year's Hollywood Night here <http://goo.gl/CnyVcS>
5. Our annual Hollywood Night dinner is coming up! Make sure you don't miss out this Thursday!
6. The wait is over! The Hollywood themed dinner is back at Southside Buffet this Thursday.
7. In the mood to feel glamorous? Come check out Hollywood Night at Southside Buffet this Thursday.
8. Last year the Hollywood Dinner at Southside Buffet served Lobster, Prime Rib and Salmon. Come see how they will step it up this year!
9. Want to treat your special someone to an upscale dinner? Look no further than Hollywood Night at Southside Buffet this Thursday!
10. Treat your self! Head on over to Southside Buffet this Thursday for the annual Hollywood Themed dinner.

PENN STATE RESIDENTIAL DINING LOCAL FOOD MEAL TWEETS

1. April 18th we'll be hosting our #LocalFoodMeal in Redifer! Check out all we have to offer from the community.
2. Want to try food from local companies and vendors here in State College? Our Local Food Meal is coming on April 18th!
3. Last year at our Local Food Meal we had student grown produce available! Don't miss out in Redifer on the 18th <http://goo.gl/Qc5T3p>
4. What's better than fresh produce and apple cider? Both will be available at our#LocalFoodMeal coming up
5. Show support for the companies and vendors right here in Happy Valley! The Local Food Meal is coming to Redifer April 18th.
6. Our Local Food Meal is a once-a-semester event you won't want to miss. Found in Redifer Commons on April 18th.
7. We promote local business and sustainability through a delicious meal on April 18th in Redifer #LocalFoodMeal
8. #LocalFoodMeal is the best meal on campus you will find on April 18th! (only in Redifer Commons)

Penn State Residential Dining Chef Heather Social Media

1. Chef Heather is coming to Pollock! Don't miss lunch Tuesday April 12! #EatBetterWithChefHeather
2. Chef Heather Luse - serving up Berry Sliders in Pollock April 12th. Check out her bakery: <http://goo.gl/JXJr9w>
3. Executive Pastry Chef coming to Pollock soon! Can't wait for those Berry Sliders.
4. Chef Heather is amazing! #PennStateResDining <https://goo.gl/fHeT97>
5. Lunch in Pollock on the 12th? Don't miss the Berry Sliders by Chef Heather! #EatBetterWithChefHeather
6. #PennStateResDining has some amazing dinners coming up! Don't miss out: <http://goo.gl/D12frL>
7. Pastry Chef Heather making Berry Sliders in Pollock on the 12! #PollockDining

PENNS STATE RESIDENTIAL DINING LATE NIGHT SOCIAL MEDIA

1. Starting Sunday, May 1 come by for a Late Night Study Break with lots of yummy treats supplied by @Pespi! #LNSB #FinalsWeek
2. Need to take your mind off finals? Head to the dining Halls for Late Night Study Break #LNSB #FinalsWeek
3. @Pepsi wants to help you study hard for finals! Come to Late Night Study Break for Tropicana Juice and Quaker Oats snacks #LNSB
4. Breads, Baked Goods, Cereal, FroYo - even juice and oats snacks from @pepsi. What more could you want from Late Night Study Break happening NOW! #LNSB
5. Have a friend who lives off campus but need a good study break? Guests are just \$2 to bring to Light Night Study Break #LNSB
6. Get your hydration on at the hydration station happening at all residential dining commons #HydrateState #FinalsWeek
7. Penn State wants you to stay hydrated so you can ace your finals! Check out the hydration station May 2 - 6 #HydrateState #FinalsWeek
8. ATTN Meal Plan Holders: All the goods and treats of Late Night Study Break are completely FREE starting May 1st. Sponsored by @Pepsi
9. Let @Pepsi help you ace finals! FREE Tropicana Juice and Quaker Oats snacks at Late Night Study Break for meal plan holders! #LNSB

Penn State Residential Dining Passover Tweets

1. Oy vey! Keeping kosher for passover? Don't worry! Your dining hall has got you covered! Every buffet has kosher options!
2. West is the Best! For passover that is! Come to West Dining Hall for a full buffet of passover options
3. Sick of eating matzah for every meal? All dining commons have kosher options for the week of Passover!
4. Not sure what you're going to eat for Passover? Don't worry! West commons has a full Passover buffet!
5. Is your bubbe asking you where you're going to eat for Passover? We can help! Every dining commons has kosher options + West has a full buffet!
6. Trying to stock up on kosher food in your dorm fridge? Come to West for delicious kosher options for Passover!
7. Don't have time to go get kosher food? All the dining commons have kosher options and West has a full buffet! See you soon!
8. Come with all your friends to West commons for a blowout Passover buffet!
9. Don't forget all of the dining commons have kosher options for Passover!
10. Ever had matzah lasagna? Well we do! Come out to west dining commons for some delicious food!

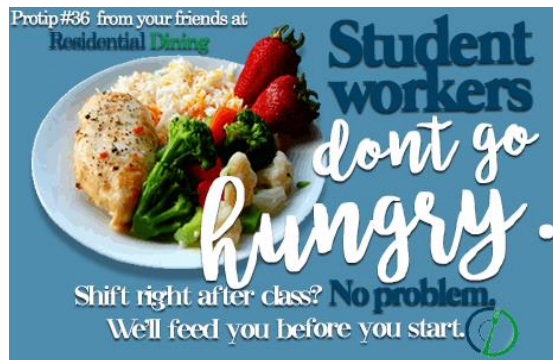
PENN STATE RESIDENTIAL DINING INFOGRAPHIC TWEETS



1. #WorkerPerks getting free food during free time #PennStateResDining
2. Don't go hungry at work! Refuel when you're a Dining Commons Worker #EatWhileYouWork
3. We care about keeping our employees fueled #PennStateResDining



1. Want a job where you get a raise every semester?
#PennStateResDining
2. #WorkerPerks making more money the longer you work for us #PennStateResDining
3. #MakeMoney the longer you work the more you make
4. Look out for our new pay raise system



1. #WorkerPerks Never missing a meal because of work
2. #PennStateResDining workers don't need to miss meals for work
3. Our workers don't go hungry for a shift
#PennStateResDining #WeCare

Creative Content - Video Series

Sample Interview Questions for Video Series

1. Please introduce yourself and tell us about the position you hold and how long you have worked in the dining commons.
2. What got you involved in Campus Dining (and why did you stay involved)?
3. What are some benefits of working with Campus Dining?
4. What is something that other students don't know about being an employee at a dining commons but you wish they did?
5. What do you like about working in the dishroom?
6. What sorts of things do you do to help pass the time (chat with coworkers, sing, etc)?
7. Why would you recommend that others work in the dishroom?
8. Do you have time to work with Campus Dining and still maintain a normal social life and involvement on campus?
9. What kinds of professional skills have you gained through working with Campus Dining?
10. Where do you see yourself 5 years from now and how will your experience here help you get there?

Final Video Script

"Professional Development through Student Employment"

Starting in the 2016-2017 school year, Penn State Residential Dining will institute a new raise and professional development program. Every semester, student employees will have two opportunities to earn a raise - the first is a 50 cent increase and the second is a 25 cent increase. These raises will occur on October 1 and December 1 in the fall, and February 1 and April 1 in the spring. The only requirement is that the student is employed at the dining commons prior to the raise date. All levels of employees - new student hires, cashiers, culinary apprentices, crew leaders, student schedulers, student managers, and culinary leaders - are all eligible for this new program.

Penn State Residential Dining will also roll out many new incentives, perks, and professional development programs for student coworkers next fall semester. Fueling stations will be

available to student coworkers who report to their shifts directly from class. The stations will be stocked with free beverages and snacks to help the employees reenergize before or during their shifts. There will also be various planned events such as group ice skating in the fall or going to a Penn State basketball game in the spring. Another great perk is the professional development activities. From a business etiquette dinner to a holiday dessert cooking class, student coworkers can use these activities to prepare themselves for whatever their future holds!

Screengrabs from Final Videos





CAMPUS DINING


ANNELI JENNINGS




Digital Flyers

Employment at:


Residential Dining




What are the perks of joining the Res Dining Crew?



A **platform** to gain valuable professional skills. Previous experience in customer service? That can always come in handy.




A **\$9.00** starting wage. Eliminate the starving college student stereotype.




Flexible Scheduling with no weekly hour minimum. How's that for convenient?

Protip #36 from your friends at
Residential Dining



Student workers don't go hungry.

Shift right after class? **No problem.** We'll feed you before you start.



Employment at:

Residential Dining



When can you ever say that
you've learned to make **sushi** at
your **part-time**
job?



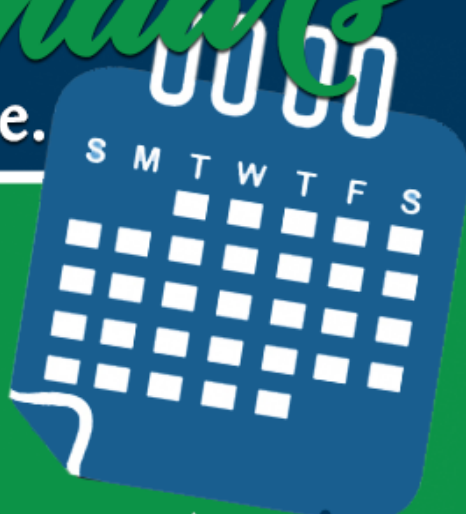
Res Dining
invites guest chef
Masaya Matsui

to teach employees the tricks of the trade.
Get in on the action. **Apply today.**

MARK YOUR *calendars* for a raise.

We know
how hard
you work.
Look for a
raise every

fall, winter, and spring.



Its just our way of saying



Thanks.

Take a bite



Student workers can
now grab a treat on
their downtime.
Pretty sweet.

from our fueling stations.

Media Coverage

VALLEY

[Penn State Dining to Support THON With Free Pizza and Cocoa](#)

This weekend, Penn State Residential Dining will be showing their support for THON by giving hot chocolate to attendees and free pizza to dancers. Is there anything better than THON *and* free food? We didn't think so either. Penn State Residential Dining will be showing their appreciation for all of the student-volunteers who take part in the fight against pediatric cancer by hosting a hot chocolate giveaway this Friday in front of the All-Sports Museum on Friday Feb. 19 from 1-4 p.m.

Onward State

[Residential Dining To Provide Free Hot Chocolate For THON Supporters In Line](#)

During THON weekend, one of the most frequently asked questions is, "How's the line outside the BJC?" In order to combat some of the frustration that comes along with waiting outside in the cold, Penn State Residential Dining will host a hot chocolate giveaway in front of the All-Sports Museum on Friday from 1 p.m. to 4 p.m. for supporters awaiting their chance to participate in THON.



[Penn State Residential Dining to support THON attendees, dancers](#)

Penn State Residential Dining will be hosting a hot chocolate giveaway in front of the All-Sports Museum on Friday, Feb. 19, from 1 to 4 p.m. for THON supporters to enjoy as they wait to enter the Bryce Jordan Center for THON weekend.



[Penn State Residential Dining to Support Thon Attendees, Dancers](#)

Pennsylvania State University issued the following news release:

Penn State Residential Dining will be hosting a hot chocolate giveaway in front of the All-Sports Museum on Friday, Feb. 19, from 1 to 4 p.m. for THON supporters to enjoy as they wait to enter the Bryce Jordan Center for THON weekend.

PENN STATE | NEWS

[Residential Dining to offer locally sourced ingredients at special meal events](#)

Penn State Residential Dining will usher in spring with two special meal events that feature locally sourced ingredients.

The first event, “Local Foods Dinner,” will take place from 4:30 to 7:30 p.m. on Monday, April 18, at South Food District. The dinner will incorporate vegetables and herbs fresh from the Penn State Student Farm. Students attending this meal can look forward to a featured dish of lamb tajine, which is a braised meat stew with vegetables, prepared by Chef Stephan Gawlowicz.

PENN STATE | NEWS

[Dining commons to celebrate Mardi Gras with themed dinner Feb. 9](#)

Penn State Residential Dining will be serving a Mardi Gras-themed dinner on Tuesday, Feb. 9, at every dining commons at University Park. A jazz group will also be incorporated at South Food District in Redifer Commons during the specialty meal.

Other

Penn State Residential Dining Music Department Collaboration Letter

Dear **Mr. / Ms. [Last Name]**,

Penn State Residential Dining constantly encourages consistent student involvement. Several nights during each semester, we host themed dinners featuring special menu items that correspond with the theme. We would love the opportunity to collaborate with the music department and involve your students during these dinners.

Recently, we hosted a Cuban-themed dinner. Since some of the music department's students had travelled to Cuba around the same time, we imagined asking these students to perform during the dinner would be a fun way for them to integrate their takeaways from the trip into performance experience. This is just one example of how our collaboration can be beneficial to the music department.

We hope to partner with you in the future and help provide your students with applicable learning experiences. Not only will such a partnership present your students with additional opportunities to perform, but it will also be conducive to creating a more exciting and engaging atmosphere for the student diners. We look forward to hearing from you.

Sincerely,
[INSERT NAME OF SENDER]

PENN STATE RESIDENTIAL DINING BLOG POTENTIAL

I. Placement of Blog

After reviewing the Penn State Residential Dining Website, I found two places that would be ideal for a blog. The first option is on the Dining Commons home page. I feel a link to

a blog page would fit nicely in the list after all the dining commons. The second option would be a link under the Student Employment tab. The decision should be decided based on the content of the blog.

II. Appropriate Blog Topics

For the first location listed, the topics could range anything from upcoming dinners to student employment to any other articles related to the commons themselves. There could even be blogs about upcoming renovations to the dining commons. If the blog is placed under the Student Employment tab, however, the blog should be focused around the workes. Whether the blog is anecdotes from students or details on application and day to day work, it would be focused on the employment aspect of it.