

**Sustainable City Year Program:**  
*Communications Guide*  
*& Recommendations*



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*Allen Hall Public Relations 2023-2024*

## Communications Guide

*Digital:*

Color guide & mood board:



Font guide:

Serif:

- **Fraunces; *Fraunces***; Fraunces; *Fraunces*

Sans serif:

- **Aileron; *Aileron***; Aileron; *Aileron*

Past post series:

Student spotlights:

- Basic information:
  - Name, SCYP course, major, year in school
- Their experience
- Visuals of experience and/or final project

*Example:*


STUDENT SPOTLIGHT



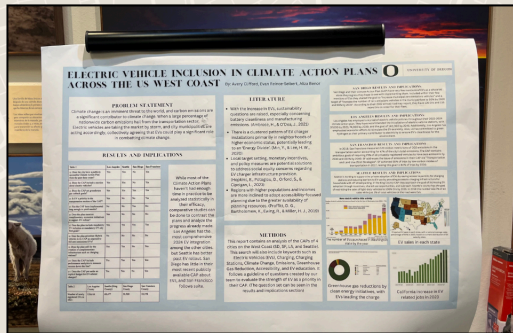
**Aliza Benor**  
 Course: PPPM 410  
 Transportation Policy  
 THIRD YEAR PUBLIC POLICY,  
 PLANNING, AND MANAGEMENT  
 STUDENT

*Aliza's Experience*

Check out Aliza and her team's analysis and recommendations for four West Coast cities on integrating electric vehicles into climate action plans! They presented insights to Eugene and Salem. Swipe to see their project!



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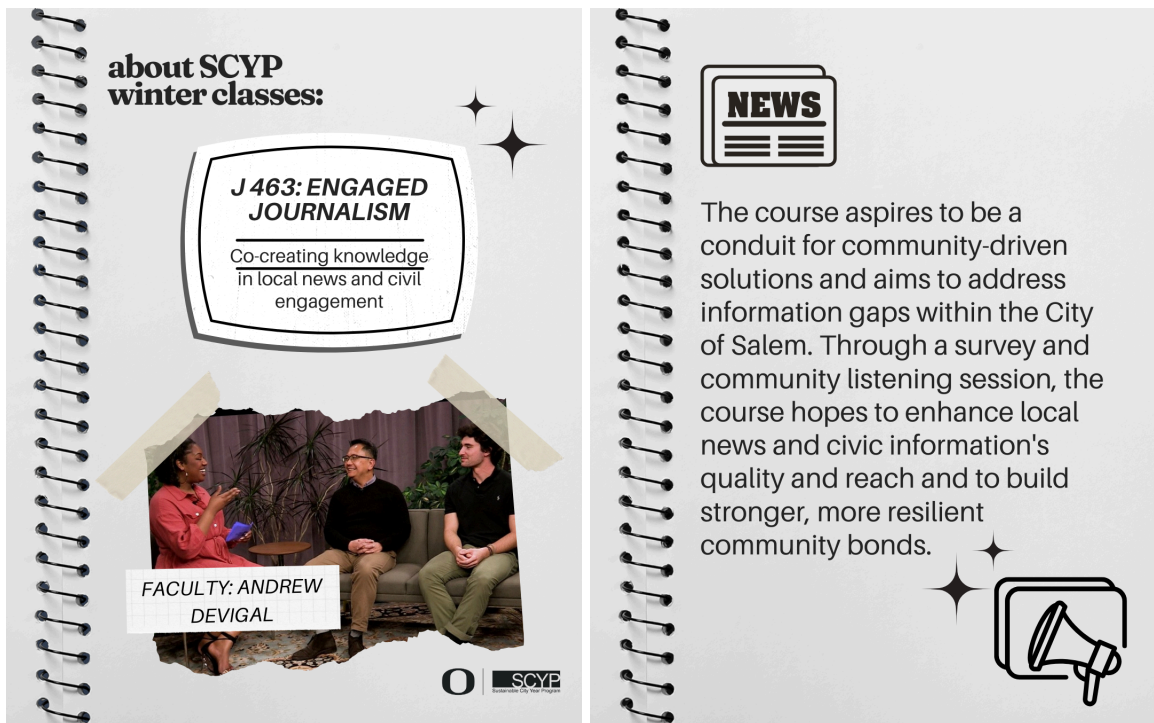


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### Class spotlights:

- Course title, subtitle, professor
- Brief and easily digestible description
- Potential visual aids

*Example:*



#### Announcements:

- Relaying information on new partnerships, events, etc.

#### Example:



#### End of year presentations:

- Course title, subtitle, professor; date, time, and location of event

#### Example:





Future post series ideas:

- Faculty spotlights

*Traditional PR:*

News release information:

Boiler plate:

“About the Sustainable City Year Program

Established in 2009, SCYP is now in its 14th year of partnerships with Oregon communities. SCYP partnerships connect University of Oregon students with local communities to implement real change drawing directly from community-identified issues. Through hands-on learning, SCYP harnesses the innovation of students and faculty to offer communities unique perspectives and ideas. Communities emerge from SCYP partnerships with increased community outreach, expanded conversations and cutting-edge solutions, while students emerge better prepared to enter the workforce.”

Pitch email template/example:

To: [Reporter's Name]

Subject: Pitch: \*\*

From: \*Name\*, Sustainable City Year Program Communications Team

[Reporter's Name],

My name is \_\_\_\_, and I'm part of the communications team for the Sustainable City Year Program at the University of Oregon. I've been following your coverage of \_\_\_\_\_ in the \_\_\_\_ area.

I wanted to share some exciting news with you about our upcoming partnership between the University of Oregon's Sustainable City Year Program (SCYP) and the City of \_\_\_\_ that aligns with your interest in \_\_\_\_\_.

As part of this partnership, UO students and faculty will collaborate with the City of \_\_\_\_ to address city-identified projects and issues. SCYP aligns university resources with high-priority projects identified by \_\_\_\_, offering courses in business, journalism, architecture, geography, planning, and public administration.

\*Describe the event and its importance. Highlight the aspects of the event that would appeal to the journalist you are pitching to specifically.\*

To delve deeper into this exciting initiative, I would like to offer the opportunity for an interview with Marc Schlossberg, the founder of SCYP. Marc can provide valuable insights into the goals and potential impact of this partnership.

I believe this partnership story would be of great interest to your readers in the \_\_\_\_ area, and I'd be happy to provide further information or facilitate interviews with \_\_\_\_\_.

Looking forward to your interest and response.

Best regards,

\*Name\*

Sustainable City Year Program Communications Team

Email: \*\*

## *Recommendations:*

### Opportunity statement:

Through our observations and qualitative data from interviews, we identified a significant gap in students' understanding of the SCYP program within SCYP classes. Many students were unaware of the SCYP program until the end of the term and did not understand how their projects and classes were connected to it. This presents an opportunity to enhance communication within SCYP classes. By clearly articulating the program's objectives and relevance from the outset, we can ensure students are more engaged and aware of how their work contributes to the SCYP goals. Implementing these improvements will foster a deeper connection to the program and enhance the overall educational experience.

### Objective 1: To spread awareness

- *Strategy 1:* Improve internal communications to increase understanding of the program in SCYP classes.
  - *Tactic 1:* Brief each SCYP professor with information regarding the SCYP program—reaching out preferably in person or on zoom.
  - *Tactic 2:* Provide each professor with a slide deck to present to their class—outlining the SCYP's history and mission; its past successes; its goals for that academic year; that year's chosen city; and how their class will contribute to the city and program as a whole.