



AIA

Small Firm Exchange LEADERSHIP PROGRAM SUMMARY

AIA New Jersey - Working with the Media Campaign

AIA New Jersey
Trenton, NJ

Bruce D. Turner, AIA, Chair
Public Awareness Committee

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PROGRAM DESCRIPTION:

The AIA New Jersey Working with the Media Campaign is a series of brief blog posts/newsletter articles written by the Public Awareness Consultant to AIA New Jersey (Beckerman PR). The articles offer “how to” information for writing press releases, Op-Eds, bylined articles, and other communications. Further, it seeks to deliver the message to a broad local audience that our statewide PR Campaign cannot effectively or efficiently reach on a regular and routine basis. During the initial phases of this campaign, the AIA NJ Public awareness Committee will track the activity of these articles and the frequency that they are read to determine if an in person face-to-face presentation of the topic would be a viable continuing education experience.

PROGRAM DETAILS:

Type of Program:	Recurring single program	Number of Program Graduates:	N/A
Duration, Number of Sessions:	Open Ended	Tuition:	N/A
Program Audience:	State	Program Expenses/Cost:	
Session Locations:	State-wide	How Created:	Committee
Admission:	All of the Above	How Run:	Committee
Selection:	All of the Above	Length of Sessions:	N/A
Year Started:	2015	Mentor- or Participant-Driven:	Participant-Driven
Number in each Session:	N/A	Project Included:	No
Number of Years Conducted:	1	Community Service Included:	No

PROJECT DESCRIPTION:

N/A

PROGRAM IMPACT:

The purpose of the campaign is to encourage architect members of the AIA to get information about themselves and their practice – and thereby the voice of the architect - into the media on a more regular basis, and to amplify the voice of the AIA NJ Public Awareness Campaign.

PROGRAM FEATURES: (Sessions, Speakers, Topics, etc.)

- Shared information starts with the most basic information and expands into more detailed and strategic thinking.
- Blog Posts
- Newsletter Articles
- Social Media Posts
- Tracking of Readers