



**SYMMETRIC RESULTS**

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P U B L I C R E L A T I O N S

**Table of Contents:**

Backgrounder.....	2
Media Advisory.....	3
Supply Order .....	4
Dear Judy .....	5
Business Card .....	6
Poster .....	7
Radio Promotion.....	8
Facebook Page.....	9
Twitter Account.....	10
This Week At TCNJ.....	11
News Releases.....	12
Signed Work Log.....	17

**Backgrounder:**

- Elizabeth Gallus, who has over 100 hours of mediation training and years of experience in the student conduct field, started Mediation at The College of New Jersey within the past year as a way to revitalize the student conduct process.
- Mediation's primary purpose is to promote harmony throughout the college community through effective communication and understanding.
- The program accepted 40 members, consisting of students, faculty, and professors and held its first training program over the 2012 summer in which members completed 30 hours over the course of four days.
- Mediation is a voluntary, private process utilized for dispute resolution.
- Major tenants include utilizing a non-partial third party to help identify areas of conflict and facilitate discussion between individuals.
- Ideally, participants will develop mutually satisfying solutions they can agree to and abide by in order to overcome the conflict.
- This program administers services for student-student, student-faculty, student-staff, faculty-faculty, and staff-faculty conflicts.

**For Immediate Release**

Contact: Elizabeth Gallus  
609-772-2201

Tuesday, February 12, 2013

**NEWS/PHOTO ADVISORY**  
**Communication Instructor and Mediation Professional Visits TCNJ in**  
**Spring Brown Bag**

**EVENT:** Teresa Luetjen-Keeler visits the College

**DATE:** Tuesday, February 12, 2013

**TIME:** 11:30am-12:30pm

**LOCATION:** Mildred and Ernest E. Mayo Concert Hall  
Music Building  
2000 Pennington Rd.  
Ewing, N.J. 08628

**DETAILS:**

The College of New Jersey invited part-time lecturer, Teresa Luetjen-Keeler, to share her long-time experience with peer-to-peer mediation at the upcoming presentation of the Brown Bag Lunch Series. Mrs. Luetjen-Keeler is the founder of Orella Associates, a service that helps individuals achieve their goals while maintaining positive relationships with peers. Orella Associates specializes in providing practical solutions for individuals in a variety of strenuous settings and situations. After the lecture, students and faculty are invited to an animated workshop where Mrs. Luetjen-Keeler will demonstrate some of her daily mediation techniques as described in her lecture. Participants will have the opportunity to role play different conflicts and their solutions. The workshop will help participants learn healthy techniques in solving conflicts by gaining first hand experience.

**Ordering Materials:**

The following sources are recommended to order materials mentioned in the Public Relations Plan:

Mood Pencils can be ordered from 4imprint.com:

<http://www.4imprint.com/product/7249/Mood-Pencil/>

Business cards can be ordered from VistaPrint.com:

[http://www.vistaprint.com/business-cards.aspx?xnav=NVHP\\_Tier\\_1\\_Link](http://www.vistaprint.com/business-cards.aspx?xnav=NVHP_Tier_1_Link)

**Dear Judy:****Sample Article**

*This is a sample of a question that might be submitted to the “Dear Judy” writer. This will be published in The Signal on a monthly basis. A creative team will be created within TCNJ Mediation to answer these questions.*

Dear Judy,

My roommate never talks to me. Even when I try having a conversation with him, he answers with quick, short responses. When he invites friends over, his friends talk to me more than he does! What should I do? I have to live with him for the rest of the school year.

Sincerely,

Tortured in Travers

Dear Tortured,

First things first: communication is key! When you decide to finally talk with your roommate, try using “I” statements instead of saying “you” statements to talk about what has been bothering you about this scenario. When having the conversation, listen to what your roommate has to say; there might be a miscommunication or misunderstanding between you two. If you feel as though the situation still hasn’t been resolved, and you don’t feel as though living with this person is going to be do-able, you can always talk to your Community Adviser about getting a roommate change. Remember, you don’t have to be best friends with your roommate, but I do understand that living with someone who is like a stonewall might not be the best situation. Good luck!

Sincerely,

Judy

**Business Card:**



**Poster:**



**TCNJ Mediation is here to help!**

*Visit [www.tcnj.edu/mediation](http://www.tcnj.edu/mediation) or  
email [mediate@tcnj.edu](mailto:mediate@tcnj.edu)  
to schedule an appointment.*



**Radio Promotion:****Transcript**

*“Are you fed up with your smelly roommate that won’t leave you alone? Tired of getting bad grades from teachers without a reason or explanation? Have no fear, Mediators are here! Finally, TCNJ has a resource to manage all your student conflicts. TCNJ Mediation provides dispute resolution services to restore your relationship with roommates, teachers, friends, and classmates. We are even here to create harmony within the Ewing community. Visit us [www.TCNJ.edu/Mediation](http://www.TCNJ.edu/Mediation) or email us at [Mediate@TCNJ.edu](mailto:Mediate@TCNJ.edu) to request a Mediation appointment today! Because when you say “WTF,” we just “Want To Fix.”*

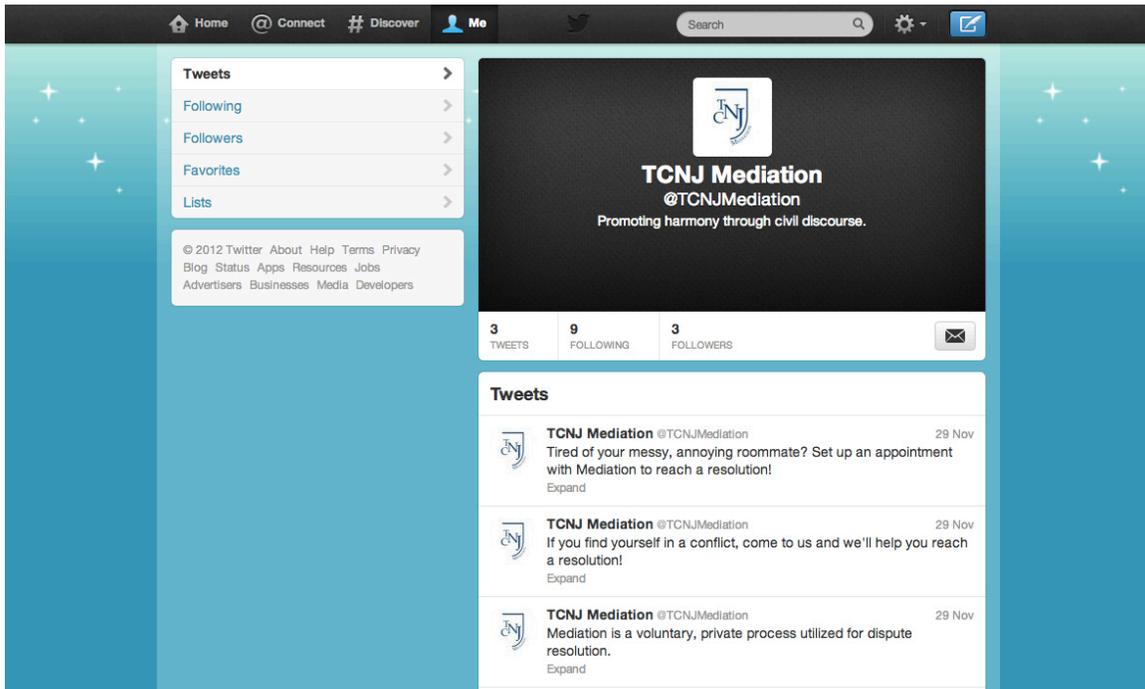
**Facebook Page:**

This Facebook page allows viewers to access information about Mediation as well as to connect to other ‘fans’ of the program. TCNJ Mediation already has a Facebook account in which people can ‘Friend Request’ the program. However, this newly created page allows people to ‘Like’ it and share it with other friends. It is visible to all.



**Twitter Account:**

Twitter is an excellent social media device that allows followers to stay up-to-date with information regarding the program. Beth's intern, in the Student Conduct Office will update twitter and Facebook on a weekly basis.



## THIS WEEK AT TCNJ:

### Add Event

Please **preview** the contact information and event listing before you submit it:

CONTACT NAME Elizabeth Gallus  
CONTACT EMAIL Mediate@tcnj.edu  
CONTACT PHONE 609-771-2001

#### **Brown Bag Lunch Series: Get to Know Mediation**



EVENT IMAGE

VENUE Mildred and Earnest E. Mayo Concert Hall  
SPONSOR(S) Office of Student Conduct - TCNJ Mediation  
WEB LINK <http://mediation.pages.tcnj.edu/>  
NOTES We welcome Teresa Luetjen-Keeler to our TCNJ community to discuss her experience as a certified mediation professional and discuss the services provided by the TCNJ Mediation Organization.  
This event...  
WHEN Tuesday, February 12, 11:30pm – Wednesday, February 13, 2013, 12:30am EST

If you need to make corrections click the "< Back" button below. **Do not** use your browser's Back button.

If this listing looks good, click the "Submit" button.

< Back

Submit

TCNJ Mediation  
Brianna Rojas  
856-832-7371  
brianna.rojas1@gmail.com  
December 5, 2012  
**For Immediate Release**

## **The College of New Jersey to Welcome Mediation Program to Campus**

EWING, N.J.- Elizabeth Gallus, Assistant Director of Student Conduct, implemented a new mediation program at The College of New Jersey. Mediation is a voluntary exercise whose primary purpose is to promote harmony throughout the college community. Gallus created the program to assist TCNJ students in overcoming conflict with fellow students.

“I am very excited to begin mediating conflicts with students at TCNJ. I feel very confident in my abilities as a mediator that this program will be very effective,” Gallus stated.

Gallus has over 100 hours of mediation training and years of experience. The program has a mixture of mediators; some students and some faculty members. In the summer of 2012, the mediators went through and completed 30 hours of training. The mediators can effectively mediate in student-student, student-faculty, student-staff, faculty-faculty, and staff-faculty situations.

To find out more information about TCNJ Mediation, visit [www.tcnj.edu/mediation](http://www.tcnj.edu/mediation) or contact Gallus at [galluse@tcnj.edu](mailto:galluse@tcnj.edu). TCNJ Mediation is located in the Student Center at the Office of the Dean of Students on TCNJ’s campus.

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TCNJ Mediation  
Office of Public Relations  
Contact: Sally Milnes, (732)-778-6544, milness1@tcnj.edu  
Date: December 5, 2012  
**For Immediate Release**

## **New Mediation Program Sparks Excitement on Campus**

EWING, NJ-- The College of New Jersey is pleased to announce TCNJ Mediation, a new, on-campus organization which provides an outlet for students, faculty, staff, and community members to help resolve conflict.

“Mediation is an essential program for TCNJ because it provides refreshing and successful ways to handle conflict throughout the college community,” said Elizabeth Gallus of the Office of Student Conduct and creator of the program.

Gallus created the program within the past year as a way to revitalize the student conduct process. Mediation provides disputants with a safe place to come and resolve their conflicts. The program’s mediators consist of approximately 40 students, faculty, and staff members who invested over 30 hours into training over the summer.

Mediation is a voluntary, private process utilized for dispute resolution. Mediators serve as a neutral, third-party who help identify areas of conflict and promote discussion between individuals.

To learn more about TCNJ Mediation contact Elizabeth Gallus at [galluse@tcnj.edu](mailto:galluse@tcnj.edu) or visit [www.tcnj.edu/mediation](http://www.tcnj.edu/mediation).

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TCNJ Mediation  
Sarah Polansky  
Phone: (551)-427-7235  
E-mail: polanss1@tcnj.edu  
December 5, 2012  
**For Immediate Release**

## **Gallus Introduces Mediation Program on Campus**

EWING, NJ—At the beginning of the school year, the Assistant Director of Student Conduct, Elizabeth Gallus, launched a mediation program at The College of New Jersey, which provides students and faculty healthy ways to solve conflicts. Through a private session, a trained, non-partial 3rd party helps facilitate discussion between individuals in order to reach a solution.

“It is time that students and faculty had a safe and trusted environment to resolve conflict,” commented Gallus. “I am excited for the program to take off. I am confident the program will conduct positive change on campus.”

Elizabeth Gallus has over 100 hours of mediation training and years of experience in the student conduct field. By starting TCNJ Mediation, she wishes to use her knowledge to promote harmony throughout the college community.

Over the summer, Gallus welcomed 40 mediators, consisting of students, faculty, and professors, into the program. Each member had to complete 30 hours of mediation training before being certified to mediate disputes. Each member is qualified to administer services for student-student, student-faculty, student-staff, faculty-faculty, and staff-faculty conflict.

In the near future, Gallus aims to open its services to Ewing residents, who may find themselves in conflict with students or vice versa.

To learn more about TCNJ Mediation, contact Elizabeth Gallus at [galluse@tcnj.edu](mailto:galluse@tcnj.edu) or visit [www.tcnj.edu/mediation](http://www.tcnj.edu/mediation).

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TCNJ Mediation  
Cara Esposito  
732-690-3698  
esposic1@tcnj.edu  
December 5, 2012  
**For Immediate Release**

## **Dispute Resolution Services Now Available with TCNJ Mediation**

EWING, NJ - The College of New Jersey's new Mediation organization is excited to conclude its first of many semesters offering dispute resolution services for students, faculty, and the surrounding Ewing community by helping resolve interpersonal conflicts in a healthy manner.

"I am excited to watch Mediation continue to grow in TCNJ within the next few years," remarked Elizabeth Gallus, Assistant Director of Student Conduct and proud founder of TCNJ Mediation. "This organization is made-up of such hardworking individuals who are fully dedicated to promoting harmony within our campus community."

Gallus brought Mediation services to TCNJ to improve the current student conduct process with a more personal approach. Under her leadership, the organization has already built a large team of certified Mediators who have each completed 30 hours of certification training. TCNJ Mediation is currently anticipating a second semester of using facilitated dialogue to develop mutually satisfying solutions for prominent issues facing our community, such as roommate conflict, disputes with teachers, and tensions within off-campus neighborhoods.

Gallus and her certified team have finally offered a reliable, unbiased third-party resource to manage student conduct issues at TCNJ. It is safe to say, the Mediation organization is well-equipped to provide trusted dispute resolution services for those needing assistance.

To schedule an appointment with a Mediator or learn more about TCNJ Mediation, visit [www.TCNJ.edu/Mediation](http://www.TCNJ.edu/Mediation) or email [Mediate@tcnj.edu](mailto:Mediate@tcnj.edu).

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TCNJ Mediation  
Contact: Anthony Restivo  
Tel: 609-655-3558  
Cell Phone: 732-915-6760  
Email: XALRestivo@gmail.com  
**For Immediate Release**

## **TCNJ MEDIATION KICKS OFF**

### **New Program on Campus Offers Solutions to Interpersonal Conflicts**

Ewing NJ - Elizabeth Gallus starts mediation, which is an on campus, voluntary, private process utilized for dispute resolution. This program administers services for student-student, student-faculty, student-staff, faculty-faculty, and staff-faculty conflicts.

Elizabeth Gallus, who has over 100 hours of mediation training and years of experience in the student conduct field, started Mediation at The College of New Jersey within the past year as a way to revitalize the student conduct process. The program accepted 40 members, consisting of students, faculty, and professors. It held its first training program over the 2012 summer in which members completed 30 hours of training over the course of four days. "I feel that they're ready to not only mediate students conflicts, but any problem that comes their way." Gallus said when asked about the readiness of her program.

Mediation's primary purpose is to promote harmony throughout the college community through effective communication and understanding. Ideally, participants will develop mutually satisfying solutions they can agree to and abide by in order to overcome their conflicts.

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**Signed Work Log:**

PR PLAN COMPONENT	RESPONSIBLE FOR WORK
Backgrounder	Sally Milnes
Media Advisory	Sarah Polansky
Supply Order	Brianna Rojas
Dear Judy	Brianna Rojas
Business Card	Cara Esposito
Poster	Sarah Polansky
Radio Promotion	Cara Esposito Anthony Restivo
Facebook Page	Sally Milnes
Twitter Page	Sally Milnes
News Releases	Cara Esposito Sally Milnes Sarah Polansky Brianna Rojas

By signing below, I agree that this work log contains an accurate account of the work I completed for this project.

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 Cara Esposito

\_\_\_\_\_  
 Brianna Rojas

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 Sally Milnes

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 Anthony Restivo

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 Sarah Polansky