Overview of Today’s Topics
Introduction of the Communications Team
Panel Discussion – A&F Best Practices
Discussion Highlights
Adjournment
Communications Teams

• At least one representative from each department
• Our week starts on Fridays
• Focus is on at least two updates per week (video, press releases)
• Distributed in A&F Week Ahead
How are we communicating?

• Press releases on the web
• Meetings with Media Relations/Daily Cougar
• Enhanced web services/functionality
• Peer-to-peer marketing/committees
• Social networking
  – [http://www.youtube.com/watch?v=MplOCiX1jPE &feature=PlayList&p=A0402F1F2A447D53&playnext=1&playnext_from=PL&index=3](http://www.youtube.com/watch?v=MplOCiX1jPE &feature=PlayList&p=A0402F1F2A447D53&playnext=1&playnext_from=PL&index=3)