



Leigh Scheffey's Portfolio

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Résumé

Leigh Scheffey

Experience	PR Manager, Mills International Center <i>April 2014 - Present</i> University of Oregon
	<ul style="list-style-type: none">● Manage: Twitter, Facebook, Instagram and Pinterest accounts● Organize UO Instagram takeover increasing audience from 200 to 14,000 during event● Compose press releases and edit publicity materials based on AP Style● Oversee materials created by art curator, graphic designer and videographer
	Program Coordinator, International Student Association <i>January 2014 - June 2014</i> University of Oregon
	<ul style="list-style-type: none">● Managed internal and external communication with vendors and organizations● Led group of five student interns in planning and organizing events on campus● Collaborated with groups and businesses to market events for more than 200 people
	Social Chair, International Business and Economics Club <i>October 2013 - June 2014</i> University of Oregon
	<ul style="list-style-type: none">● Worked with PR chair to direct social media efforts on Facebook and Twitter● Organized fundraisers and promoted club at campus events● Presented regularly on international topics for club of more than 50 students
Education	External Relations Committee, PRSSA <i>January 2013 - June 2013</i> University of Oregon
	<ul style="list-style-type: none">● Interviewed local professional for article, which appeared on blog's front page● Refined and edited students' articles
	Chair, Public Relations and Marketing, Hallspot <i>October 2012 - July 2013</i> University of Oregon
<ul style="list-style-type: none">● Headed campus events team to promote social network for college students● Created campaigns resulting in social media engagement	
Volunteer & Leadership	University of Oregon School of Journalism & Communication Bachelor of Arts, Journalism: public relations, Minor: Italian Graduation: Spring 2015
	Communication Committee, International Student Career Alliance <i>July 2014 - Present</i> University of Oregon
<ul style="list-style-type: none">● Co-directed Communications Committee with faculty at the Career Center● Recruited to work on team-building communication strategies	
Co-Director, Grassroots Soccer Tournament <i>January 2014 - May 2014</i> Eugene, OR	
<ul style="list-style-type: none">● Planned and marketed May 2014 tournament that raised over \$1,000 for HIV/AIDS● Communicated with local investors and businesses to promote and gain awareness	

Writing



Background

Humans of UO is a culture website that Leigh runs with the help of her two co-workers. Leigh and her team manage the photos, text and content. Leigh is most involved in transcribing and editing articles and their photos.



Humans of UO shows the diversity on campus

Eric Schucht — March 2, 2015 612 4 0 f t g+ p



"The idea is from him (Humans of New York)... but it's different because we're on a university campus," said group founder Megan Garland. (Natsumi Seki/Emerald)

While the work of Brandon Stanton's photo blog [Humans of New York](#), is well known, a similar, lesser-known group is

Highlights

- + increased following by 100 percent in one term
- + increased all overall interactions with posted content
- + gained organic media coverage, as seen in the photo above

Writing



Background

Leigh worked as an Arts & Culture reporter for the Daily Emerald, an independent newspaper at the University of Oregon, during the summer of 2014. Her experience helped her learn how to artfully craft a story, which she credits toward while also fulfilling her ability to write compelling press and news releases.

MUSIC

THE GOO GOO DOLLS WILL ROCK THE CUTHBERT



The Goo Goo Dolls have been selling out shows and rocking world tours since their start in the late 1980s. They will be hitting the Cuthbert Amphitheater on July 18 as part of their tour with Daughtry and the Plain White T's.

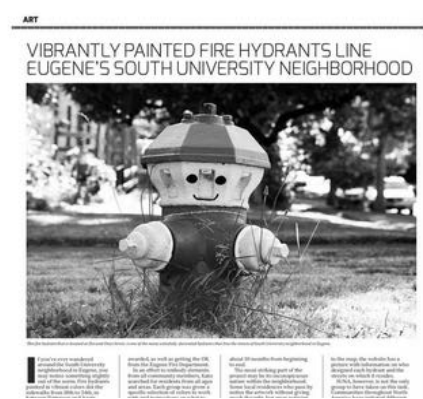
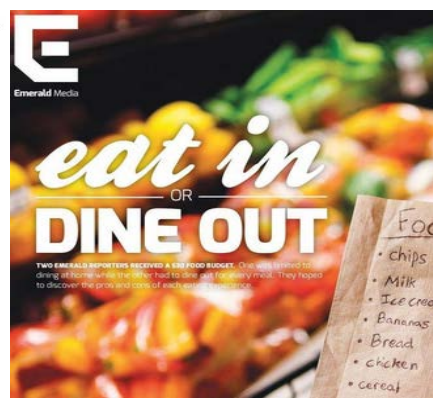
The band, which is composed of frontman Johnny Rzeznik, vocalist and bassist Bobby Talack and in its earlier years, George Tutuska on the drums, has sold over 10 million records worldwide. The group has held the No. 1 spot on a variety of charts and has earned their fame through decades of continued passion and success.

"When I first started I was playing in front of a hundred sweaty guys with their shirts off beating the hell out of each other," Rzeznik said in a phone interview. "That was when I was a young indie rock star. It sort of changed as I grew up."

As for this summer, Rzeznik had nothing but positive things to say. "We've been having a really good summer just enjoying being out in front of people playing, it's been really great," he said. "The Goo Goo Dolls, a name chosen from an ad once seen in a magazine, have been nominated for several Grammys including Record of the Year and Song of the Year in 1996 for their popular record *Jin*, as well as Best Pop Performance in 1998 and Best Rock Performance in 2000. As of 2013, when they dropped their newest album, *Magnetic*, it became their fourth-consecutive album to hold a seat on the charts highly regarded Billboard Top 10 list. Rzeznik, a talented, witty guy with the typical rock-star teasing, shares his secret about how he prepares differently for his shows today than he did in the past. "I make sure that I don't get drunk first, and then I'm ready for action," he said. During his shows, Rzeznik admits that there are many things that are going through his head. "Sometimes I try to look to the audience and get some inspiration from them, I like to play off the audience. I love when people talk to me from the audience, we can have a conversation together

which generally winds up being pretty funny. But yeah, sometimes I'm thinking about doing my laundry," Rzeznik said. Their current tour has earned positive reviews as they have played old and new hits to please their dedicated fans. Rzeznik, who has now achieved musical veteran status, encourages young artists and those to who view him as an idol, to follow their passion. "Both faith and fear cannot exist in the same space so you know, don't worry about tomorrow. Try to find your own voice – make sure you find your own voice," he said. "And don't worry so much about becoming a quote, unquote 'star', a celebrity. The world is littered with celebrities that are just absolutely useless, you know?" The Goo Goo Dolls will be touring across the United States this summer, playing their rock beat and tunes to entertain their crowds with a blast from the past and a series of current favorites for all to enjoy. The Friday night concert will open its gates at the Cuthbert at 5:30 p.m. The concert will kick-off at 6:45 p.m. Tickets can be purchased for \$41.50 online or \$47 at the door this July 18.

BY LASH SHERIFF, @LASHSHERIFF



Highlights

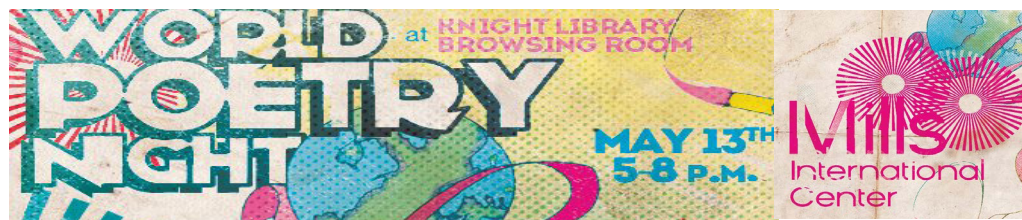
- + published in print five times in three months
- + published on website weekly
- + published story recognized as the week's most-read story

Media Relations



Background

Leigh drafted, edited and sent this press release to local media at the Daily Emerald, Around the O, Eugene Weekly and The Register-Guard to gain attention about the Mills' annual World Poetry Night.



NEWS RELEASE
For Immediate Release

Contact: Leigh Scheffey
Mills Int'l Center PR Manager
Phone: (720) 254-5909
Email: Lscheffe@uoregon.edu

MILLS INTERNATIONAL CENTER TO HOST TWELFTH ANNUAL WORLD POETRY NIGHT

UO organization invites Eugene community to annual cultural exchange

April 20, 2015 — The Mills International Center at the University of Oregon will hold their twelfth annual World Poetry Night on May 13, from 5 to 8 p.m. in the Knight Library Browsing Room. The event serves as a platform for students, faculty, staff and community to share their creativity and culture through spoken word. Participants will present work from a poet who inspires them or original poetry. The event is open to all members of the Eugene community.

Participants include Jason Kim, a business student, who will present an original work titled "our bodies know our bodies"; Atsan Senghor, human physiology student, who will present David Diop's "Africa my Africa"; and Pooria Manoochehri, arts administration M.A. student, will sing the Persian folkloric song Shirin Shirinam in Kurdish at the event.

"This is my first World Poetry Night," said Manoochehri. "I am extremely excited to showcase more about my Persian culture and passion for art during World Poetry Night. I really appreciate that the event encourages intercultural dialogue through art and poetry."

Attendees will hear poetry in languages from around the globe while reading projected English translations. The event compiles scheduled performances, dinner and an open mic session where all attendees are encouraged to share their poetry.

For more information about the event or the Mills International Center, visit the venue at Mezzanine 144 in the Erb Memorial Union. Interviews and additional press materials are available upon request from the contact listed above.

About the Mills Center: As a catalyst for international experiences, we provide guidance, information and programming to promote global understanding. The Mills Center integrates its resources with our international and local university communities through active, creative, informative and supportive partnerships and events.

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Highlights

- + edited article to match AP style
- + created boilerplate for the Mills International Center's press materials
- + created backgrounder template for future press releases

Media Relations



Background

Leigh gained media attention from three out of the four news outlets that were targeted for the release. Leigh secured more coverage than the Mills had received for any events in the past.

The Register-Guard

Mills Center sponsoring a World Poetry Night

The Mills International Center at the University of Oregon holds its 12th annual World Poetry Night from 5 p.m. to 8 p.m. Wednesday in the browsing room at the Knight Library, 1501 Kincaid St.

UO students, faculty, staff members and the community are invited to share their creativity through the spoken word, either original work or poetry by a writer who inspires them.

Participant Jason Kim, a UO business student, will present an original work, "Our Bodies Know Our Bodies." Human physiology student Atsan Senghor will offer David Diop's "Africa My Africa."

Arts administration master's student Pooria Manoochehri will sing the Persian folkloric composition, "Shirin Shirinam," in Kurdish.

For information, call 720-254-5909 or email Lscheffe@uoregon.edu.

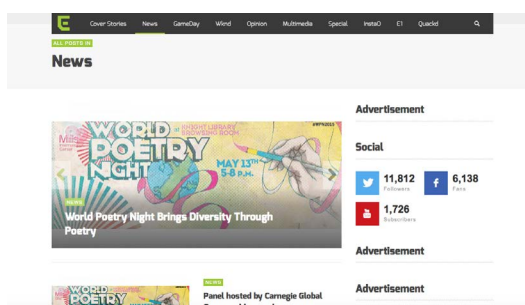
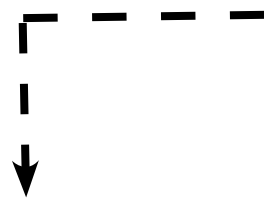


Verses in many languages will be recited at World Poetry Night

May 12, 2015 - 6:00am [Twitter](#) [Facebook](#)

Poetry from around the world will be recited in 10 languages and celebrated during the Mills International Center's 12th annual World Poetry Night.

The event includes the presentation of original works of poetry as well as readings of published poetry that inspires participants, which includes students, staff and faculty.



UO Mills International Center to host World Poetry Night

Ally Taylor — May 12, 2015



David Weddie, an accomplished writer and producer, will present a talk on writing fiction for the TV format on May 20 at 6 p.m. in the Knight Library Browsing Room. (Taylor Wilden/Emerald)

The Mills International Center will host its 12th annual World Poetry night and feature students from the University of Oregon.

Highlights

- +Two articles from the Daily Emerald
- +One article from Around the O
- +One article from The Register-Guard

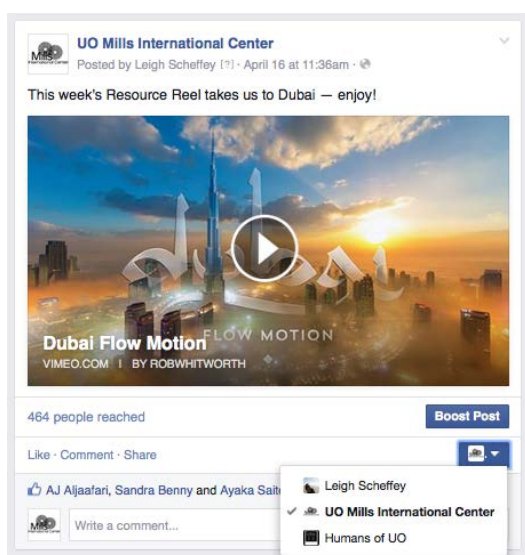
Social Media



Background

Leigh has managed the Mills' social media accounts on Facebook, Twitter, Instagram and Pinterest for over a year. To establish a social media team and to increase the amount of content produced on each page, Leigh created a social media training and editorial calendar.

Social Media Calendar					
April 27 - May 3 Week 5					
Theme: Colombia					
	Monday	Tuesday	Wednesday	Thursday	Friday
Facebook	#MeetTheWorldHere staff post	Colombia Resource Post	Mills Frog Colombia	Colombia video	#MeetTheWorldHere staff post
Instagram	(Freebie)	Colombia Resource Post	Mills Frog Colombia	Colombia video	(Freebie)
Twitter	#MeetTheWorldHere staff post	Colombia Resource Post	Mills Frog Colombia	Colombia video	#MeetTheWorldHere staff post
Pinterest	#MeetTheWorldHere staff post	(Pin to three boards)	(Pin to three boards)	(Pin to three boards)	#MeetTheWorldHere staff post



Social Media Training

Hashtags: #MillsFamily #UOMills #MeetTheWorldHere
New Hashtag (for resources): #ExploreTheWorldHere

Monday: Mills Monday
Tuesday: Library Resource
Wednesday: Mills Frog Wednesday
Thursday: Resource Reel Thursday
Friday: Freebie Friday
Weekends: Culture Night Event Posts

#MillsFamily Weekend Update - If you are doing something that's relevant to culture, travel, food or the Mills.

** If you want to share a Weekend Update please plan with the Social Media Team a week prior to the event or activity. **

Highlights

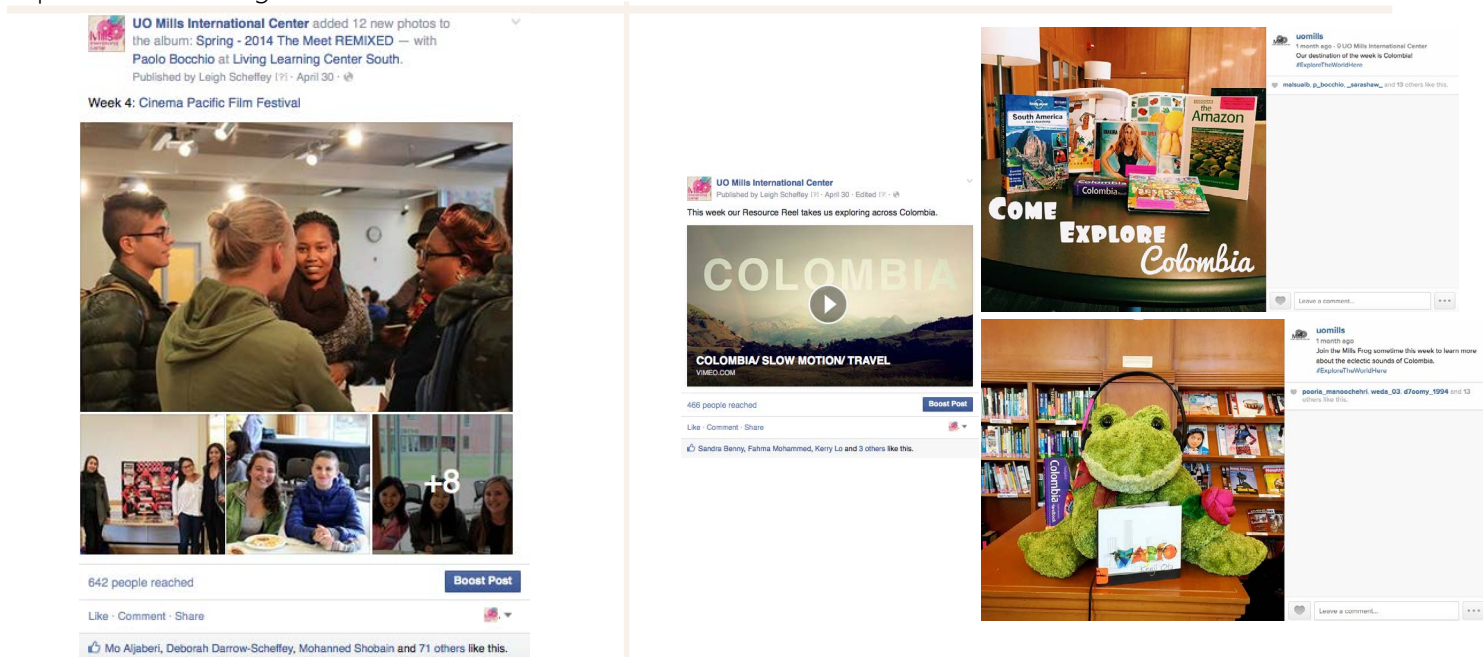
- + trained 25 staff how to professionally use social media
- + expanded team by hiring two social media assistants
- + unified one voice across the Mills social media accounts

Social Media



Background

Leigh was able to effectively use her trainings and calendar to consistently post engaging content. Beyond just the social media calendar, Leigh thought of innovative ways to use social media to attract new audiences. The bottom half of this page displays one of the posts from Leigh's #UOInstaTakeover.



Highlights

- + increased average post engagement by seven times
- + engaged new and unique audiences
- + increased the Mills' audience from 200 to 14,000 followers during #UOInstaTakeover

Copy Editing



Background

Leigh proofed all materials including poster, flyer, video and web content for the Mills. For efficiency sake, she introduced project management software, Podio. Leigh used Podio to create text and edit text as well as to make suggestions and corrections.

The image shows a screenshot of the Podio project management software interface on the left, and two poster drafts on the right. The Podio interface includes fields for design ID (job17), title (Winter Art Show Poster), designer (Matias Bervejillo), notes to designer, event date & time (Thu 5 February 2015, 06:30 PM), event/design text (The Global Backdrop Art Show), and deadlines for 1st draft (Tue 13 January 2015, 01:00 PM) and final product (Tue 20 January 2015, 01:00 PM). The two poster drafts are for "The Global Backdrop Art Show" at the Mills International Center, running from February 5th to March 30th. The left draft is labeled "Draft" and the right is labeled "Final". Both posters include contact information for the M144 Erb Memorial Union and a note about accessibility during the EMU renovation.

Helpful Guidelines:

1. Only use one "!", "?" or any type of punctuation in a row. We may be really excited, but it's easier to ask us all to remember to put one, instead of three.
2. **NO SMILEYS/EMOJIS:** Let's keep our professional voice and leave emojis out.
3. Common things to remember:
 - Quotes: punctuation goes inside parentheses/ John says, "I hate grammar."
 - Capitalize: names, organizations, days of the week and most places
 - Date: Tuesday, July 18, 2014.
4. How to write times 4 p.m. or 4:30 a.m. / "from 4-6 p.m. today!"

Highlights

- + created stylistic guide for all print materials for consistency
- + created "boilerplate" for address, contact information and social media
- + edited text to match AP style when possible

Copy Editing



Background

Leigh worked closely with the designers at the Mills to proof copy for text and stylistic errors. Due to the fact that Leigh worked in a multi-national and inter-cultural environment, projects followed strict regulations on wording, imagery and overall content.

Bookmark attached
in print form

Sticker
attached in
print form

Sticker
attached in
print form



Language Circles are led each Monday from 4-7 p.m. in the Mills International Center by native speakers who feature culturally friendly activities to improve learning and speaking skills.

Spring 2015 schedule:

4-5 p.m. : English, French, German, Portuguese
5-6 p.m. : Arabic, Japanese, Spanish
6-7 p.m. : Mandarin, Russian

Click on the image above for more information!



Highlights

- + drafted text for five Resource Reel videos
- + edited over 15 sets of print materials
- + edited text to match AP style when possible