Napa Valley College Board of Trustees
Public Information Office Report
February 11, 2016

Prepared by Doug Ernst, Public Information Officer, NVC Office of Institutional Advancement.

This report describes communication and program activities currently being conducted or planned related to prioritized areas of institutional public and media relations.

Engagement
Please note: all distributed NVC media releases are available online in the “Newsroom” at www.napavalley.edu under “About NVC”

Napa Valley Register:
- Napa Valley College Estate Wine wins double-gold (NV Register)
- Napa Valley College reports performance success, Feb 3. (NV Register)
- Cervantes reappointed to American Canyon Chamber of Commerce board. (Register)

Newsroom
- Relationship violence workshop
- Biodynamic viticulture
- Hispanic Network Awards
- McPherson Award

Future articles under construction
- Winery/Gospodarczyk feature with story and photos by Tim Carl (Napa Valley Register) Feb 15?
- Register feature on Tia Madison (By Rosemarie Kempton)
- New faces at Napa Valley College by Doug Ernst (Napa Valley Register) Feb 10?
- Feature & photos about PhotoEye lecturer Lewis deSoto by Doug Ernst (Napa Valley Register)
- Business page column by Doug Ernst: Success story about Graciela Rodriguez Garcia, Feb. 13
- Hospitality symposium
- Math teacher Jennifer Aguayo, success story by Doug Ernst
- Press release about economic impact of SBDC

Communications with internal and external communities since Jan. 21
- Dorothy Lind-Salmon on the future of Pathway Home.
- Mechele Manno on the Hospitality Seminar
- Annie Chindavong on advertising for chemistry-math teachers
- Mark Cratty at IT regarding possible Choolwe Kalulu video for website
- Eric Wade, welding technology, on Career Fair, April 22, and possible feature story
- American Canyon Chamber of Commerce Dinner
- Chiana Mondavi regarding internship in France
Traditional Media Outreach and Coverage
- Jerry Dunlap, New NVC Athletic Director *(NV Register)*
- Ukrainian Delegation Visit to NVC VWT *(NV Register)*
- NVC Women’s Basketball Season Cancelled *(NV Register)*
- Coverage of NVC Performing Arts Public Programs *(NV Register, seasonal)*
- SBDC monthly column by Mary Cervantes *(NV Register)*
- Coverage of NVC Storm Athletic Teams *(NV Register, weekly)*
- Napa Valley College Now (Napa Broadcasting.com, regular & ongoing)
- NV Register Faces & Places (ongoing)
- Media release postings on Napa Patch and other online self-post news outlets

Social Media / 25th Hour
- Multiple daily posts, including activities, media coverage, events, images, and cross platform promotions
  - Facebook
  - Instagram
  - Tweets/Re-Tweets on Twitter
- Monthly e-mail(s) to Constant Contact “Friends of NVC”
  - 4,300 active contacts (average open rate of 27%)

Meetings, Events, & Community Activities (on campus)
- Napa Valley College Foundation Quarterly Meeting, McCarthy Library Community Room, 4 to 6 p.m., February 17
- 30th Annual Napa Valley College McPherson Distinguished Teaching Awards, 1 to 3 p.m., McCarthy Library Community Room, May 6
- NVC/NVCF Scholarship Ceremony, NVC PAC, 6 p.m., May 26.
- Classified Appreciation luncheon, April 15.