The Division of External Relations was born in September of 2010 as part of the President’s Office. Our combined years of expertise in the division total more than 130+ years of service.

- **Joseph Sciame**, Vice President - Community Relations, 50+ years (Dir. of Financial Aid, Community Relations)
- **Dominic Scianna**, Associate Vice President - External Relations, University Spokesperson 17 years (Dir. Athletic Communications, Dir. Media Relations)
- **Brian Browne**, Assistant Vice President - Government Relations 15 years (Dir. of Manhattan and Oakdale Campuses, Government Relations)
- **Elizabeth Reilly**, Director of Media Relations, 10 years (Assistant Director of Athletic Communications, Assistant Director of Media Relations)
- **Paul Lazauskas**, Associate Director - Community Relations, 9 ½ years (Associate Director of Conference Services, Manhattan Campus)
- **Marge Cashin**, Community Relations Assistant, 26 years (Community Relations)
- **Diane Blascovich**, Media Relations Assistant, 4 ½ years (Media Relations)
Division of External Relations

The Division of External Relations is made up of three offices:

» Community Relations
» Government Relations
» Media Relations

We work with outside external constituent groups as a liaison for the University.

The Division also serves as St. John’s spokesperson for all issues, statements and announcements in handling all external communications.

External Relations has cultivated successful working relationships with the following:

» New York and national press corps
» Political representatives from local, state/federal governments
» Citizens and community groups that surround SJU campuses
Mission Statement

To serve as a collaborative voice for the University through its participation in community, government, and media partnerships.

In addition, we promote ongoing engagement with the St. John’s community, its students and neighbors in order to embody the Vincentian mission of service, academic excellence and global outreach.
Division of External Relations

We Are ST. JOHN’S ….. And We Are:

• **Community driven** with outreach to local residents by encouraging constructive dialogue, sponsorship of special events and student-centered activities that promote St. John’s as a loyal neighbor while contributing to the fabric of the community.

• **Government active** by regularly providing legislative advocacy and awareness to the greater University community. This includes active student engagement, coordination of legislative agendas through direct contact with elected officials, active participation in state and national educational organizations, and increased promotion of civic engagement through sponsored programs and events.

• **Media conscious** in promoting positive communications, coordinating interview opportunities for visibility and awareness, while leveraging press reports to position St. John’s as a leader in higher education.
Goals

The following Division of External Relations Goals are aligned to conform with the Institutional Goals of the University.

I. Promote the University’s 2013 Strategic Plan in all communications available to the Division of External Relations, and publicize St. John’s core values as one of the nation’s largest Catholic institutions.

II. Identify those strengths and weaknesses that the Division of External Relations has in order to build a sustainable advantage to compete with similar institutions of higher education.

III. Foster relationships with key external entities to influence federal, state and local policy, while developing and engaging supporters as global ambassadors for St. John’s University.

IV. Utilize expert leadership within the University to participate in meaningful dialogue with community leaders, elected officials and media representatives, to deliver key messaging for St. John’s.

V. Create awareness of important issues impacting higher education with St. John’s taking a lead role to address key issues that target community, government and media trends that alter today’s ever changing news cycle.
We Care” – “We’re Involved” – “We Participate”

The Division values its affiliations with member organizations that represent their respective fields.

• American Cancer Society - Queens and Staten Island Divisions (ACS)
• Association for a Better New York (ABNY)
• Commission on Independent Colleges and Universities (CICU)
• Council for Advancement and Support of Education (CASE)
• Fair Media Council (Long Island)
• Government Affairs Professionals (GAP)
• National Association of Independent Colleges and Universities (NAICU)
• New York Blood Services Community Relations Council
• New York Organ Donors Network
• New York Press Club
• NY Rising – Community Reconstruction Program (Oakdale, NY – Committee Member)
• Public Affairs Council
• Public Relations Society of America (PRSA)
• Queens Economic Development Corporation (QEDC)
• Queens, Staten Island and Jamaica Chambers of Commerce
• St. John’s Bread & Life Program (Brooklyn – Advisory Board)
• St. John’s Preparatory Board of Trustees
Division of External Relations

Office of Community Relations
Community Relations

The Office of Community Relations is a key University representative and interacts with various community organizations surrounding St. John’s campuses.

The Office is responsible for breaking down barriers and improving communication with the development of its Queens and Staten Island Dialogue Group Meetings – open to citizens, community representatives and local politicians.

In addition, special events and University sponsored activities are held to further promote goodwill among the neighboring communities St. John’s impacts.
Community Relations – Special Programming

- The Office promotes events that will enhance the relationship with the community and reinforces St. John’s as a conscientious neighbor.

  • Queens/Staten Island Bi-Monthly Community Dialogue Group Meetings
  • New York Blood Center Blood Drives
  • New York Organ Donors Network outreach
  • American Cancer Society initiatives
Community Relations – Special Programming

- NYC DOT Recycling & SAFE Disposal Events
- Clothesline Project – Women Against Abuse
- Veteran’s Day Celebrations in Queens & Staten Island
- Multi-Cultural Events such as the Italian Cultural Month Celebration, Irish Famine Remembrance Day and Holocaust Remembrance Day
- Cyber Bulling Conference – St. John’s Liberal Arts & Sciences Dept.
- Summer and Holiday Concert Celebrations in Queens & Staten Island
The Community Dialogue Group meetings (in Queens and Staten Island) create a unique environment where the community and university co-exist in a mutually beneficial and pleasant manner.

**Collaborative Example:**
The Henley Road off-campus residence hall resolution.

• Working with New York Blood Services the University has had successful blood drive donations the past several years. In 2012 (Calendar Year), St. John’s amassed 1,520 pints of blood donated with its Blood Drive initiatives. 2012 statistics comparing St. John’s to local universities are highlighted below:

<table>
<thead>
<tr>
<th>College</th>
<th>2012 (Final)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ST. JOHN’S UNIVERSITY</td>
<td>1,520 pints*</td>
</tr>
<tr>
<td>Hofstra University</td>
<td>677 pints</td>
</tr>
<tr>
<td>Columbia University</td>
<td>521 pints</td>
</tr>
<tr>
<td>Fordham University</td>
<td>366 pints</td>
</tr>
<tr>
<td>Hunter (CUNY)</td>
<td>336 pints</td>
</tr>
</tbody>
</table>
Community Relations – Measurable Outcomes

• In the first year working with the NY Organ Donor Network, 677 students were signed up to be organ donors.

• St. John's University is a flagship sponsor for the American Cancer Society’s Making Strides Against Breast Cancer Walk and have had an increase in the number of students participating and monies raised each year.

• In 2012, we had over 700 SJU participants, raising over $30,000 on the Queens Campus and $10,000 on the Staten Island Campus, while the Relay for Life campaign raised over $80,000 for the American Cancer Society.

• Over the past 15 years, staff, faculty and students have helped raise close to $750,000 with the combined efforts of the Queens and Staten Island Making Strides for Cancer Research and Relay for Life programs in support of cancer awareness programs.
Division of External Relations

Office of Government Relations
Government Relations

The Office of Government Relations is the primary liaison to elected officials and government agencies at the local, state and federal levels.

The Office tracks legislation, provides advocacy and awareness of issues and works to secure new sources of government funding for University initiatives.

In addition, student-driven political initiatives are managed with the University’s College Democrats, College Republicans, Young Americans for Liberty and other student organizations.
Government Relations

Provides University outreach and promotes issue advocacy to all local, state and federal elected officials representing the four metropolitan campuses of The University.

Monitors pending legislation at all levels of government and conducts public policy research and analysis of new government regulations.

Informs the University of new government initiatives and their affect on higher education.

Identifies and works to secure grants, appropriations and new government funding.
Government Relations Programs

The St. John’s University PARTICIPATE program is a University-wide annual initiative to promote and increase greater civic awareness, engagement and participation in the political process.

Since 2008, the University has maintained and expanded the PARTICIPATE program annually sponsoring: Voter Registration Drives, Candidate Forums and other academic lectures and events that promote greater civic engagement and work to create better informed and more active voters within the University community.

Organize and coordinate participation in annual University events such as: Student Advocacy Day, Constitution Day and advocacy visits to City Hall, Albany, NY and Washington, DC.
Government Relations Programs - Advocacy

**Student Aid Alliance Advocacy Day:** Coordinates the University’s participation in the CICU-Student Aid Alliance Advocacy Day in Albany, and leads a delegation of St. John’s students to meet personally with NYS Legislators to discuss critical issues impacting higher education and the annual state budget process.

**Insider’s View Programs:** Utilizes personal and professional contacts with St. John’s University Alumni serving in elected office as well as other government professionals to participate and contribute to the annual Insider’s View programs that are sponsored by the Office of Alumni Relations.
Government Relations Services

Provide access, influence and strategic guidance when interacting with local elected officials.

Lobby public officials on legislative and regulatory issues impacting the University.

Update and deliver training for members of the Division of External Relations, the Office of Student Life, the College Democrats and College Republicans and other Student Organizations in regard to *Guidelines for Political Activities on Campus*.

Continue to assist with the coordination and execution of the Alumni Insiders View Programs (Albany, NY & Washington DC).

Create events/seminars to cover topical subject matter for the University’s Academic Lecture Series (i.e. recent Ed Koch Documentary).
Increased and strengthened relationships with local state and federal representatives.

Coordinated several successful visits of local elected officials and/or their staffs to the St. John’s Bread and Life facility. Serve as an advisory member to the St. John’s Bread and Life Finance Committee.

Promoted greater student engagement as an administrative liaison to both the College Democrats, College Republicans and other student organizations on campus.

Secured over $11.3 million in government funding to support University programs.
Division of External Relations

Office of Media Relations
Media Relations

Media relations, a component of Public Relations is the interaction with reporters, journalists and editors in print (newspaper and magazines), electronic (radio and television stations), and online (bloggers) media in order to communicate your company’s/client’s newsworthy messages, stories and information.
Why is Media Relations Important?

• Enhance the University’s visibility and reputation

• Get the word out about St. John’s faculty scholarship, innovative programs and curricula and strides in education

• Make faculty scholarship more accessible and show its relevance and importance to a broader audience

• Ensure consistent message is shared with all constituents
The Office of Media Relations is not responsible for:

• Internal Communications

• Web Digest

• Printed Materials

• St. John’s feature stories on the main University website

• Specific faculty and student spotlights featured on website

• Re-branding effort: External Relations and other University departments are helping to promote

Please contact your Marketing & Communications liaison for any of these needs
Key Responsibilities

Coordination and distribution of press releases, alerts, school closings and AFI’s to members of the media

- TV
- Newspapers
- Radio
- Internet Sites
- Magazines
- News Services

Spokesperson responsibilities for the University

- Official statements, comments and quotes attributed to and/or about the University
- Crisis Communications

Media Training

Point of contact for Location Scouts

- Screen film requests for content
Outcomes

Jeffrey K. Walker, a law professor at St. John’s University School of Law and an expert in military law, is available for reaction on the Bradley Manning sentencing. He can be reached at 718-990-8358; cel: +1-763-346-5435 or via email at walkerjk@stjohns.edu.

Jeffrey K. Walker serves as Assistant Dean for Transnational Programs and Adjunct Professor of Law at St. John’s School of Law. He previously served as founding and managing partner of Broadlaw International LLP, an international law and development firm. His international development practice spanned civil society, human rights, rule of law, security sector reform, and anticorruption projects in over 35 countries. He is currently chief of party for the largest rule of law project.

Professor Walker is also a retired Air Force reserve colonel, including air and space law, foreign military assistance, peacekeeping operations, cyber law, and served as legal advisor to NATO’s air operations in Kosovo and the Dayton Accords in 1995, and served for the federal district of Wyoming. He has published extensively on international law and national security issues.

UPDATE 4-U.S. soldier Manning gets 35 years for passing documents to WikiLeaks

WEL E Aug 21, 2013 5:20pm EDT

Bradley Manning was working as an intelligence analyst in Baghdad in 2010 when he gave WikiLeaks a trove of diplomatic cables and battlefield accounts that included a 2007 graphic video of a U.S. Apache helicopter killing at suspected insurgents in Iraq, killing a dozen people including two toddlers' news staff.

During the trial, defense lawyers said Manning had hoped the document release would open American eyes to the wars in Iraq and Afghanistan and provoke more intense debate. Prosecutors contended that the soldier placed national security at risk by revealing confidential information.

Manning said in a statement read by his attorney that he chose to release the files out of moral concern.

"I started to question the morality of what we were doing," he said. "We had forgotten our humanity." "I'm not an intelligence analyst," Manning added. "I'm a soldier."

Prosecutors declined to comment after the sentence was read.

"WikiLeaks" Assange applauded Manning's defense but described the trial and verdict.

"While the defense should be proud of their tactical victory, it should be remembered that Mr. Manning's trial and conviction is an affront to basic concepts of Western justice," Assange said.

Manning's attorneys portrayed their client as a troubled young man, who questioned his sexual identity and showed signs of anger management issues including punching a fellow soldier and threatening to kill a judge during a court martial hearing. Those actions, along with some evidence of a mental breakdown, were cited by military doctors as reasons for his diagnosis.

Sentence: "The government is seeking for general deterrence of future Bradley Mannings," said Jeffrey Walker, an expert on military law and professor at St. John's University. "Thirty-five years is a pretty powerful message, I think they could have sent it with less than 35 years."

Elisabeth Gehlin, co-director of the Liberty and National Security Program at the Brennan Center for Justice, said the sentence was in line with sentences for past espionage for the enemy.

In 2005, Defense Department employee Larry Franklin pleaded guilty to passing classified data on Iraq to two conservative lobbyists. He received a prison sentence of 12 years, which a judge later cut to 15 months in a halfway house.

Americans convicted of passing secrets to foreign governments have faced stiffer sentences. Former FBI agent Robert Hanssen was sentenced to life in prison after pleading guilty in 2001 to spying for Russia and the Soviet Union.

Other observers agreed the sentence would be a powerful deterrent and in future help to protect national security.

"The message will be sent in a loud and clear fashion to all those in uniform that they do not get to make decisions on what is legitimate and what is not, with regard to the U.S. policy," said Steven魯斯, a foreign policy specialist at the Heritage Foundation.
The Office of Media Relations
Works to promote:

• Academic initiatives
• Service
• University Events
• Student and faculty successes
Do you think it’s newsworthy? Contact us!

• Three-week lead time
• Contact names and numbers
• Any publicity efforts (internal or external)

THE OFFICE OF MEDIA RELATIONS
NEWMAN HALL, ROOM 123-A
DIANE BLASCOVICH
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TEL 718-990-1621
Division of External Relations

HOW DO WE INTERACT WITH YOU
OUR UNIVERSITY COLLEAGUES?
Division of External Relations

*How do we interact with you. It’s SIMPLE.........*

Reach out to us for interesting St. John’s activities, programs and events in your area that we can help publicize and promote for you. We ask that you give us ample lead time to properly get the word out effectively.

- And, if we can’t help we will direct you to the right University Department for assistance.

Any inquiries from media outlets, government organizations and/or community groups/citizens should be directed to the Division of External Relations. Our policies and procedures are in place to facilitate all requests so that we make the process easier to monitor. This has been well received in recent years as we come to believe “One Voice” is the best way coordinate and streamline these efforts.

For more information contact Diane Blascovich at 718-990-1621, or e-mail inquiries to blascovd@stjohns.edu.
Division of External Relations

QUESTION & ANSWER SESSION