

# Public Relations

January 11, 2012

## Abstract

AguaClara at Cornell has a growing need to create a public face for the program. We have opportunities to create positive press for Cornell, develop an internationally recognized solution for drinking water, and recruit the best students for Cornell.

students 3

skills creative writing, graphic design, videography

## 1 Tasks

- New brochures for use at conferences and for fundraising.
  - brochure detailing donor opportunities (coordinate with Engineering College Development office)
  - brochure describing the AguaClara solution for municipal safe drinking water for individuals interested in an overview of the program
  - brochure detailing student opportunities with a focus on M.Eng. recruitment
- Coordinate outreach events at Cornell and in the surrounding area that include presentations and demonstrations.
  - Introductory engineering course sessions
- Determine how to best use social media to create an AguaClara following. Develop a method to obtain regular updates to provide a regular feed of new information. We currently have a presence on Facebook, LinkedIn, Twitter, Picasa, and YouTube. Generate a regular stream of stories and updates from the implementation partners and from the student project teams.
- A video tour of an AguaClara plant (both real and virtual or combined) with a description of the processes could be very useful. Video could be a very powerful method of promoting the AguaClara program.