West Campus Circle will remain closed a few more days, after finding a crack on the finished road. The construction workers have been working hard and long in making sure the roads are up to the state's safety standards. With the current rainy weather and heavy trucks coming through campus delivering books for the books store, no specific cause can be pin pointed. An investigation is being done to see what caused the crack on the road. Making sure our staff, faculty, students and visitors are safe is of the upmost importance to California State University, Long Beach. Faculty and staff will be give students a ten-minute grace period due to this inconvenience. More looper busses will be placed into route starting today, for anyone who needs the service. We are making sure everything is safe for the Long Beach community.

Go Beach!

Who is/are your public(s)?

-I believe my publics are the students, faculty, staff and the community of Long Beach

What channels of communication do they use first? Most frequently?

-I would issue this message first through email, BeachBoard and then social medias. Perhaps also sending it to the Daily 49er and asking them to allow their readers to know what is going on

Are messages delivered through these channels most effective in written form, live and in person or via video? Should any images accompany them? If written format is best, should there be any visual to the statement?

-I believe written is the best thing to do, especially since we do not want to put a specific face to this issue.

How fast do you have to deliver this statement?

-Social media, everyone checks social medias before anything. Email would still be the first method especially for the faculty and staff can be aware of the issue.

Will there be additional public relations tactics used along with this statement? Interviews from a leader and/or credible source in your organization? Interviews with third party resources to add credibility to your statement? A press conference? An infographic? A video? Photos? A press release? Nothing more than the statement?

-I think an interview with the head of the construction project would be smart, specifically allowing all the student publications on-campus a “special” tour of how the project is being held.