

Haven Scott

Media and Marketing in the Office of Community and Academic Enrichment

Southern Utah University

Abstract

The capstone project for Southern Utah University that I chose was to develop relations with local and Salt Lake City media for the purpose of promoting the four departments within the new Office of Community and Academic Enrichment (CAE). I was hired as a graduate assistant in October 2017 and charged with writing news releases to promote the programs within the office, producing a media list to send the releases to and developing relations with those on the media list in hopes that our content would be carried regularly. Regular posting on the social media channels Facebook and Twitter were also part of my assigned duties.

Acknowledgment

There are many people who helped me make it this far in graduate school at Southern Utah University and my writing career. Without the guidance and direction of Melynda Thorpe, and the opportunity to work in her office, this project would not have been possible. I learned everything I know about research writing from professors L. Paul Husselbee, Jon Smith, Kevin Stein, and Matt Barton. Hayden Coombs, and the University Journal, aided this project immensely by providing the first platform for the media I produced to be shown to the community, thereby helping my confidence. SUU students Samantha Sherrill, Bree Albrecht, and Cynthia Kimball-Davis provided me with endless advice and encouragement. Previous public relations classes from professors Ellen Treanor and Jennifer Burt helped me immeasurably in terms of switching from a career in journalism to public relations. Professor Gavin Feller also provided great feedback for this project.

I also need to thank every employee in the Office of Community and Academic Enrichment, Suzette Beach, Maree Beach, Brodee Nelson, Bree and Samantha. For without their help,

encouragement, feedback and editing, my work on this project would have been a lot more difficult.

In terms of journalism and style, I credit my former editors Bree Burkitt and Steve Kiggins, both of whom no longer work at The Spectrum & Daily News, my former employer, who spent considerable time and effort helping me to become a better writer.

Last but not least, it took me 16 years after dropping out of high school to enroll at SUU, but without the tears and encouragement from my former high school journalism teacher Janet Weaver, I might never have given higher education a second thought and would still be working in factories or construction sites somewhere in Iron County.

Proposal for Masters of Professional Communication Capstone Project

at

Southern Utah University

Media and Marketing in the Office of Community and Academic Enrichment

By Haven Scott

Approval Signature

Jon Smith, Capstone Project Chair

Date

Table of Contents

Executive Summary	6
Introduction	7
Literature Review	8
Method	12
Outcomes	14
Other Notable Deliverables	17
References	20
Appendix	22

Executive Summary

Southern Utah University's Office of Community and Academic Enrichment (CAE) was created in August 2017 with the goal of providing short-term, affordable academic experiences to the community. The office consists of five programs to accomplish this mission:

Community Education classes began in Spring 2018 for the purpose of creating community partnerships and generating a culture of fun, lifetime learning opportunities for those who love to learn. Courses such as culinary arts, hiking southern Utah, outdoor photography, and others, were taught by professionals in the field increasing participant's knowledge while providing a new skill.

Professional Development courses also began in Spring 2018, allowing participants to customize their current resume by earning institutional certificates from SUU in classes such as writing workshops, Adobe Creative Suite and marketing, among others. Both *community education* and *professional development* courses will be offered throughout the year in a combination of boot camps, seminars, short-term classes and academies, giving participants several options to fit their schedules.

Community on the Go offers safe, affordable travel for the community to international and domestic destinations. All trips are led by SUU faculty experts who share their expertise while touring with travelers in group environment. Activities are flexible and designed using community feedback.

Road Creek Inn is SUU's "University of the Parks" field station located near Capitol Reef National Monument. Owned by Dixie and Anne Leavitt, and managed by SUU CAE, this historic inn is perfect for faculty/staff and student retreats among some of the most beautiful scenery in southern Utah.

Summer University will be a program making Cedar City a summer destination for travelers.

Participants can tour the national parks surrounding the campus led by an SUU expert, take part in educational camps, and stay in student housing for affordable rates.

Summer University is the only program that is not fully operational at SUU CAE, therefore none of my work with the office promoted them.

Introduction

Community education existed for a brief period between 2010-13, and has since been dormant at Southern Utah University. I was told that community education failed in the past due to lack of administrative support, and was brought back by SUU Provost Dr. Bradley J. Cook, and others working with him. New community programs began to formulate in 2016 under the direction of Leilani Nautu, Ph.D. In August, 2017, Melynda Thorpe was hired when the new Office of Community and Academic Enrichment was created under the direction of Southern Utah University's School of Integrated and Engaged Learning.

The difficulty of reintroducing dormant community education classes is trying to reestablish a bond with the community in a market that already has Southwest Technical College offering some of the same classes.

After surveying 350 residents of the Cedar City community on their interests, 15 classes were created to engage the community to be more social, create opportunities for those who love to learn, help residents upgrade their resume, or learn a new hobby. Classes begin in March in these categories; From Blog to Book, Travel Spanish, Raising Preschoolers in a Technology Driven World, Energy and Water Efficiency, Southern Utah Chef Series, Media Boot Camp, Adobe

Creative Suite, Math Made Easy for High School Students, Social Dancing, Photography and Wine Tasting.

Literature Review

When looking at inbound marketing research, it should be noted that consumers move through three phases when making a purchase. The consideration stage, the visit stage, and the purchase stage (Li & Kannan, 2014). Each of these stages is critical and requires a different marketing message for each stage.

In newer research about news releases, Solis and Breakenridge note that although they have existed for more than 100 years, news releases are enjoying a renaissance in the new age.

“Millions of people still enjoy receiving information in a one-to-one format. But at the end of the day, nothing beats relationships. Now you just need to genuinely engage, and social media releases enable you to reach the right people in a one-to-one approach. Branching beyond the traditional news release enables communication to truly incite; its what you see in web communities today — the many-to-many conversations that will impact a brand’s bottom line,” (Solis and Breakenridge, 2009, pp. 123).

Previous research about marketing through traditional press releases indicates newspapers are looking for short and sweet news releases. In a study done by Walters, Walters and Starr, it was found that the average printed press release is cut in half by the time makes the news. “Shorter releases with shorter paragraphs, sentences and words, along with the elimination of passive voice are the ideal for the public relations writer,” (Walters, Walters, & Starr, 1994).

Another study that interviewed journalists at 12 daily newspapers found that “understanding the audience, competing with other media and providing content for the widest possible audience” were the most important aspects of writing news, (Brill, 2001).

The SUU CAE office also realizes the importance of sponsorships. “Corporate sponsorship of events contributes significantly to marketing aims, including brand awareness as measured by recall and recognition of sponsor-event pairings,” (Cornwell, Humphreys, Maguire, Weeks & Tellegen, 2006).

Along with establishing a relationship that has been discredited due to community education failures in the past, Cedar City also has a rise of new residents that should not be overlooked in the rise of Fundamentalist Latter-day Saints (FLDS) moving into the area from the Colorado City, AZ, Hildale, UT area. There is also a need to create interesting classes that appeal to both older and younger generations, and the need to create a safe, social place for lifelong learning.

Education has become a priority among Fundamentalist Latter-Day Saints (FLDS) families moving into the Cedar City area, (Carlisle, 2017). Some are making the trip to St. George to take classes in Microsoft Excel, and other technology-based education. In a survey of 90 youth who left the Colorado City, Arizona community in 2012, 80 percent said they voluntarily left “because the FLDS limited their ability to make decisions in their own lives,” such as education needs, (Whitehurst, 2012).

I also researched community education successes and failures to assess what SUU CAE could avoid when attempting to bring back lifelong opportunities to Cedar City residents.

In reading previous “lifelong learning” research, Biesta (2006) notes there are three equally important aspects of community education; lifelong learning for economic progress and development, lifelong learning for personal improvement and lifelong learning for social inclusiveness and activity. “If we do not create a learning society, we will fail as an economy in this increasingly globalized market.”

In today’s economy employees are subject to rapid change in occupational structures and rising qualification requirements for advancement opportunities, (Schuetze & Slowey, 2002).

Therefore, there is an increasing social demand for higher education beyond full-time school.

Inkelas, Daver, Vogt & Leonard (2007) note that first generation college students are more likely to be women, be older, have children and are less likely to have encouragement from their family to pursue a degree. Therefore, students are more likely to persist in college once they “successfully separate their home context and become academically and socially integrated into the college setting.”

And, Day (2002) notes that although higher education institutions appear better off in the ability to offer professional development opportunities, they have been criticized in the past for reasons such as; lack of relevance to school needs, elitism (few can take advantage), and inaccessibility to knowledge base (seen to be held by expert guardians far removed from the reality of lifelong learners).

When researching marketing tactics related to the CAE travel program, Community on the Go, it should be noted that young generations are travelling at a rate unseen before. The current and rising generations of consumers offer four unique challenges for marketers including interest in new technology, insistence on ease of use, a desire to feel safe and a desire to temporarily escape the realities they face, (Priporas, Stylos & Fotiadis, 2017). They have

experienced a lot in their brief lifetimes, have higher expectations than previous generations, and have no brand loyalty – they care more about “the experience.” Generation Z values security more than ever due to growing up amid terrorism concerns, (Williams & Page, 2011). Despite that, they are imaginative, confident, optimistic and ready to be on a mission.

As a former journalist I know the use of narrative, or storytelling, can be the determining factor on whether a news release get picked up by a publication in regards to public relations.

Tussyaddiah, Park and Fesenmaier (2011) published a study claiming the use of storytelling in marketing is “one of the most powerful tools for presenting the truths of products, services or brands, and that stories have the ability to convey the values of the products/services to the buying minds of the audiences.”

Pulizzi (2012) describes the use of storytelling in marketing as “content marketing.” Although nearly 90 percent of all companies’ employ content marketing strategies, “the majority are still struggling with creating content marketing that truly engages their customers and delivers results for the company.”

Method

Our first step in developing media relations at SUU CAE was a partnership with Hayden Coombs, operations manager at the University Journal. We approached Coombs with the idea of producing a “Community” section that would be in the back of the SUU student run publication, and would run between five to seven pages in each edition. A partnership was formed and the community section produced by the SUU CAE office ran in each of the University Journal editions during the Spring 2018 semester. Coombs said the articles were well written and liked how the community section added to the new magazine-style publication they were introducing.

Next was developing relations with the local media. The more connections that were made, the more our content was carried. Joyce Kuzmanic, the editor-in-chief at St. George News, was not running any of our content at first. After reaching out to her (I finally made contact by Messenger on Facebook) we had a few random conversations about nothing that had to do with SUU CAE. Afterwards, I noticed St. George News carrying our content a lot more often.

It should also be noted that our content rarely appeared in The Spectrum & Daily News until they hired a new editor-in-chief, Melissa Galbraith. After a couple email messages with her, the newspaper carried significantly more of our content. Erica Walsh, editor-in-chief at the Wayne and Garfield County Insider, was also someone I developed a close relationship with, even though I have never met her in person. She would publish our content promoting community trips and Road Creek Inn, which is in Wayne County, but even the articles she did not publish she would email me how much she liked them.

One of my first jobs at SUU CAE was to develop a media list of contacts to send our releases to. I researched a lot of websites, news articles and other publications, and came up with

a list of 70 email addresses that we mail every release to. These are local, Utah, Las Vegas, trade publications, magazines, news radio stations and web-only content providers.

When writing releases about community education classes, we developed key words such as “fun, affordable, learn something new and be wise.” These were often followed by calls for action, such as “register today” or “grab your hiking partner and sign up today.”

When featuring Community on the Go trips, we focused on how easy the trips were in terms of having everything planned out by “SUU experts.” These were also promoted as “fun, affordable, educational travel.”

SUU CAE also realized there would be elderly interested in our community education classes that might not be proficient with the internet, and have difficulty registering. At the end of every article this was addressed with the call to action that they could find more information at our website, by emailing us, by phoning us, “or stop by the SUU CAE office at 136 W. University Blvd., Cedar City, Utah, 84721.” This call to action proved most beneficial as we had at least two dozen office walk-ins looking for help registering or wanting more information.

Outcomes

As a graduate assistant in the Office of Community and Academic Enrichment, I focused much of my time generating media to get the community excited about Community Education, Professional Development, Community on the Go and Road Creek Inn.

As of today, April 15, 2018, I have produced 18 news releases used 86 times by 17 different media outlets since October 2017. These have been carried by local and state media, in publications such as KSL, FOX 13 Digital, Deseret News, Utah Business Magazine, and smaller organizations such as the Richfield Reaper, Etched Magazine and Millard Progress Chronicle, among others. Our office has also been featured in two 25-minute segments of the local radio program produced by Utah Public Radio, hosted by Chris Holmes, and broadcast by Cherry Creek Media.

The SUU CAE office goal was to have 300 participants registered in community education and professional development classes for the year 2018, which is composed of spring, summer and fall semesters. We had 201 register for the spring session alone, meaning we are two-thirds of the way to our office goal with two semesters left. A lot of the elderly who called in to the office needing help to register for classes mentioned they read about it the Iron County Today, or The Spectrum & Daily News, among others. We had one couple register for the Community on the Go trip to Peru mention they read about it in the Wayne and Garfield County Insider. As I only have data for Community on the Go trips since it was placed under the direction of Thorpe in August 2017, it is hard to say if our marketing was better than previous trips. I can say that the Normandy trip, the first one I helped to promote, did not sell out until one month before the November 2017 trip. The Peru excursion, which takes place from May 28 to June 6, 2018, sold out in February.

As our programs grew and word spread through the community, it was fun to watch our social media pages grow. Our posts started getting shared and “liked” more frequently, and we eventually started hearing from more people that they heard about us on Facebook.

In addition to traditional media, SUU CAE participated in presentations with several local organizations to spread the word about our programs, including; Chamber of Commerce meetings, Cedar City Rotary Club meetings, Cedar City council meetings, Iron County commissioner meetings, and personal meetings with Cedar City Mayor Maile Wilson, who let me author a piece that she included in her monthly newsletter that goes out with water, sewer and garbage bills, and with Historic Downtown Economic committee members Ellen Treanor and R. Scott Phillips, as well as attending one of their meetings.

Another one of the partnerships formed was between SUU CAE and the Cedar City Music Arts (CCMA) organization. CCMA brings art and musical events to Cedar City, such as the Orchestra of Southern Utah, the Nutcracker ballet performed by Russian Ballet, and Utah Symphony performances, among others, and sells season tickets to all performances. The performances take place in the Heritage Theatre in Cedar City. SUU CAE signed up as a sponsor for the 2017-18 season, and was allowed to set up a table at performances and pass out material regarding Community on the Go trips and community education classes. For the performance of “A Christmas Carol on the Air,” written and directed by Peter Sham, I authored a 45-second radio ad that was read during the play, which was a radio dramatization of the classic Charles Dickens story. Again, more than a dozen times I have personally heard from community members they saw or heard of SUU CAE at one of these plays or musical performances. I found the most effective way of distributing our material to these guests was simply to hold the door open for

them and hand them our postcard, pamphlet or business card as they were walking in to the Heritage Theatre.

Last, but not least, in a small community such as Cedar City there is still value in the forgotten media marketing tool referred to in the old days as the “broadside.” In history, a broadside was a one-sided document with information printed on one side, and then usually hung on office walls, nailed to a tree, or placed where those in the community gathered for more optimal viewing opportunities. In SUU CAE marketing, we created posters for every Community on the Go trip, and postcards for our community education classes, and hung them in several stores that would allow us the opportunity to do so, such as Bulloch Drug, Main Street Books, Pastry Pub, Centro Pizza, The Hub Pizza, All American Diner, CAL-Ranch, State Bank of Southern Utah, Cedar City Library and the Cedar City and Enoch City offices, to name a few. Posters were also hung throughout the campus of SUU.

Thorpe noted the main purpose of the posters was to get our name out and let the community know that community education and community travel is back. The process comes back to the research on articulation and memory. Most people don’t see something once and remember it forever, but more than 20 people have personally told me “I see you guys everywhere, posters, postcards, articles in the media, and word of mouth,” and I now see the important relationship, and the fact that it takes several instances of exposure before the community fully grasps who SUU CAE is and what they can offer.

Other Notable Deliverables

The two pieces I wrote about Road Creek Inn were both heavily used in the media, and I would attribute this to the narrative aspect discussed in the research. When I learned of the historic hotel, I knew the first thing I needed to do was to write the history of the 106-year-old building. The building was once the Loa Co-op, and was once run by a Jewish immigrant from Russia, in Utah. I found this, and the fact they would clear the floor for dances, plays and other community gatherings during The Great Depression, fascinating. I knew others would too.

The second story about Road Creek Inn begins, “Located 22 miles from historic Road Creek Inn,” and ends with a paragraph about how to book a vacation at the hotel. But the 700 words in between were about the history of Fish Lake and Pando, a clonal colony of quaking aspen that some scientists claim is the largest living organism on the planet, and other sites at the largest natural lake in Utah, which just happens to be 22 miles from Road Creek Inn. Faith Heaton Jolley from KSL emailed me on how well written the release was, and Utah Business Magazine was the first to run this — the same day I emailed it to them. Although the release was notably the longest I produced in terms of word count, the story was compelling enough that publications still ran it word-for-word.

When promoting Community on the Go trips, I wanted to tell the story of those who go on the trips after meeting several of them and hearing their stories. I authored a piece called “Community on the Go Takes Flight” that was used by several publications. Iron County Today ran it on their front page in print, and if you look at their website each story has a counter that tracks how many views the story has. Most stories on the Iron County Today website have between 50 and 200 views, a good story has 500. As of April 9, 2018, “Community on the Go Takes Flight” has 2,338 views after being published in February. The story the Iron County

Today carried about the SUU CAE launch in December has 1,810 views. And, a recent story about the Southern Utah Chef cooking class was published on April 6, 2018, and in three days had 551 views on April 9, 2018.

SUU CAE is under the direction of the School of Integrative and Engaged Learning (SIEL). Patrick Clarke, the Dean of SIEL at SUU, asked me to author a piece for the Experiential Learning and Leadership Institute (ELLI). ELLI had recently had a leadership retreat in Moab, and was less than two months away from hosting their fourth annual experiential education conference in Flagstaff, Ariz. in June. Again, I used storytelling in speaking of the experience of those who attended the leadership retreat in Moab, and the great things they learned at previous experiential education conferences lead by SUU. Most people are not aware that SUU is quite the powerhouse when it comes to experiential education. Clarke was worried because only 27 professors had signed up for the June conference in Flagstaff. He commented he had made reservations at the hotel for 50. Because of his worry, not only did I send the news release to my media list, I also researched the emails of 30 professors who apply experiential education in their programs across the country and sent the release to them as well. As of April 9, 2018, there are 63 professors enrolled to attend the June ELLI conference in Flagstaff.

Other last minute releases that provided noticeable deliverables include one for the community education classes “Math Made Easy,” and “Wine Tasting.” The SUU CAE class acceptance procedures call for five students to be enrolled before a class can carry. If five students enroll, SUU CAE essentially breaks even. Anything above five students is profit. Math Made Easy is a class for high school students that is marketed to help them prepare for college placement tests.

There were only four students enrolled in Math Made Easy, so one week before class was to begin I sent out a release to the media and focused on my own personal experience of struggling to teach math to my high school-aged children. The Spectrum & Daily News, St. George News, The Iron County Today and The Independent ran the article and we started the class with nine students registered.

Wine Tasting at IG Winery was a class that did not run during our Spring 2018 session due to only three people enrolling. We pushed the start date back a month and promoted it more on social media. A week before class was to begin there were five residents registered. Again, I tailored a release on what could the public expect from a wine tasting class. A lot of social media comment was made in jest do to the fact most people already know how to drink from a cup. So I talked about what they would experience, and the knowledge they would gain from the class. By the time class began, 11 were registered.

References

- Biesta, G. (2006). What is the point of lifelong learning if lifelong learning has no point? *European Educational Research Journal*. 5(3). Pp. 169-180.
- Brill, A. (2001). Online journalists embrace new marketing function. *Newspaper Research Journal*. 22(2). pp. 28-41.
- Carlisle, N. (2017, May 30). Polygamous sect members move – when they can find a home and cash. *The Salt Lake Tribune*. Retrieved at:
<http://archive.sltrib.com/article.php?id=5327094&itype=CMSID>
- Cornwell, T., Humphreys, M., Maguire, A., Weeks, C., Tellegen, C. (2006). Sponsorship linked marketing: The role of articulation in memory. *Journal of Consumer Research*. 33(12). pp. 312-321.
- Day, C. (1999). *Developing teachers: The challenges of lifelong learning*. Bristol, PA: Taylor and Francis.
- Inkelas, K., Daver, Z., Vogt, K., Leonard, J. (2007). First generation college students' academic and social transition to college. *Research in Higher Education*. 48(4). pp. 403-434.
- Li, H., Kannan, P.K. (2014). Attributing conversions in a multichannel online marketing experiment. *Journal of Marketing Research*. 51(2). pp. 40-56.
- Priporas, C., Stylos, N., Fotiadis, A. (2017). Generation Z consumers' expectations of interactions in smart retailing. *Computers in Human Behavior*. 77(2017) pp. 374-381.
- Pulizzi, J. (2012). The rise of storytelling as the new marketing. *Pub Res Q*. 28(1). pp. 116-123.

- Schuetze, H., Slowey, M. (2002). A comparative analysis of non-traditional students and lifelong learners in higher education. *Higher Education*. 44(4). pp. 309-327.
- Solis, B., Breakenridge, D. (2009). *Putting the public back in public relations: How social media is reinventing the aging business of PR*. Saddle River, NJ. Financial Times Press.
- Tussyadiah, I., Park, S., Fesenmaier, D. (2011). Assessing the effectiveness of consumer narratives for destination marketing. *Journal of hospitality and Tourism Research*. 35(1) pp. 64-78.
- Walters, T., Walters, L., Starr, D. (1994). After the highwayman: Syntax and successful placement of press releases in newspapers. *Public Relations Review*. 20(4). pp. 345-356.
- Whitehurst, L. (2012, June 16). First study of people who leave FLDS polygamous sect shows struggle. *The Salt Lake Tribune*. Retrieved at:
<http://archive.sltrib.com/article.php?id=54315360&itype=CMSID>
- Williams, K., Page, R. (2011). Marketing to the generations. *Journal of Behavioral Studies in Business*. 3(2011). pp. 1-17.

Appendix

Date	Topic	Publication	Link
9/23/2017	Red Sky Rally	St. George News	https://www.stgeorgeutah.com/news/archive/2017/09/23/17-new-aircraft-to-be-unveiled-at-southern-utah-university/#.WlflDkqnHcs
9/29/2017	Red Sky Rally	Iron County Today	http://ironcountytoday.com/news/red-sky-rally-takes-flight-saturday-cedar-city/
9/29/2017	Red Sky Rally	KUTV 2	http://kutv.com/news/local/suu-aviation-program-buys-17-new-safer-aircrafts-for-students
9/30/2017	Red Sky Rally	USA Today	https://www.usatoday.com/videos/news/2017/10/01/suu-holds-red-sky-rally-celebrate-growing-aviation-program/106221398/
9/30/2017	Red Sky Rally	The Spectrum & Daily News	http://www.thespectrum.com/videos/news/2017/10/01/suu-holds-red-sky-rally-celebrate-growing-aviation-program/106221398/
9/30/2017	Red Sky Rally	The Spectrum & Daily News	http://www.thespectrum.com/picture-gallery/news/2017/10/01/suu-unveils-new-aircraft-during-red-sky-rally/106222152/
10/01/2017	Red Sky Rally	Fox 13	http://fox13now.com/2017/10/01/southern-utah-university-unveils-17-new-aircraft-for-aviation-program-during-red-rally-celebration/
10/01/2017	Red Sky Rally	St. George News	http://www.stgeorgeutah.com/news/archive/2017/10/01/tds-southern-utah-university-unveils-17-new-aircraft-for-aviation-program-during-red-rally-celebration/#.WlFH_0qnHct
10/06/2017	Red Sky Rally	Iron County Today	http://ironcountytoday.com/news/new-fleet-introduced-red-sky-rally/
10/26/17	CAE Launch	University Journal	https://suunews.net/2017/10/26/new-changes-coming-to-the-community-enrichment-program-in-spring/
11/15/17	CAE Launch	SUU CAE Website	https://www.suu.edu/siel/cae/news/articles/suu-launches-community-initiatives.html
11/15/17	Road Creek Inn	University Journal	https://www.suu.edu/siel/cae/news/articles/suu-opens-capitol-reef-field-station.html
11/16/17	Comm. Ed.	University Journal	https://www.suu.edu/news/2017/11/community-education-professional-development.html
11/22/17	CAE Launch	The Independent	http://suindependent.com/suu-creates-office-community-academic-enrichment/
11/28/17	CAE Launch	Wayne and Garfield County Insider	http://www.insiderutah.com/2017/11/28/suu-launches-community-initiatives-new-office-programs/
12/01/2017	CAE Launch	Iron County Today	http://ironcountytoday.com/news/suu-launching-new-community-initiatives-2018/

12/13/17	CAE Launch	University Journal	https://suunews.net/2017/12/13/suu-launches-community-initiatives-with-new-office-programs/
12/15/17	COG/Peru	University Journal	https://suunews.net/2017/12/15/suu-faculty-experts-to-lead-community-expedition-to-peru/
12/20/17	Road Creek Inn	University Journal	https://suunews.net/2017/12/20/suu-opens-capitol-reef-field-station/
12/21/17	Road Creek Inn	SUU CAE Website	https://www.suu.edu/siel/cae/news/articles/journey-to-fish-lake-utahs-fishing-gem-and-home-to-trembling-giant.html
12/30/1899	So. Utah Chef	SUU CAE Website	https://www.suu.edu/siel/cae/news/articles/so-utah-chef-class-introduces-cultural-cuisine-to-cedar-city.html
01/03/0201	COG Takes Flight	Iron County Today	http://ironcountytoday.com/news/suu-everywhere-community-go-takes-flight/
01/05/2018	COG/Peru	The Independent	http://suindependent.com/suu-faculty-lead-expedition-peru/
01/06/2018	COG Takes Flight	The Independent	http://suindependent.com/suu-to-everywhere-community-on-the-go-takes-flight/
01/08/2018	COG/Peru	St. George News	https://www.stgeorgeutah.com/news/archive/2018/01/08/prc-southern-utah-university-faculty-experts-to-lead-expedition-to-peru/#.WlfGwUqnHcs
01/08/2018	COG/Peru	SUU Blog	https://www.suu.edu/news/2018/01/community-on-the-go-peru-expedition.html
1/10/18	Comm. Ed.	SUU CAE Website	https://www.suu.edu/siel/cae/news/articles/suu-comm-ed-offers-something-for-all.html
1/10/18	COG/Peru	Wayne and Garfield County Insider	http://www.insiderutah.com/2018/01/10/suu-faculty-experts-lead-expedition-peru/
1/22/18	Road Creek Inn	Millard County Chronicle Progress	http://millardccp.com/news/featured-local-news/2698-suu-opens-capitol-reef-field-station
1/23/18	Road Creek Inn	The Spectrum & Daily News	http://www.thespectrum.com/story/news/2018/01/23/brief-suu-opens-capitol-reef-field-station/1060061001/
1/23/18	Road Creek Inn	SUU University Blog	https://www.suu.edu/news/2018/01/capitol-reef-field-station.html
1/24/18	Road Creek Inn	The Independent	http://suindependent.com/suu-road-creek-inn-capitol-reef-field-station/
1/30/18	COG Takes Flight	SUU University Blog	https://www.suu.edu/news/2018/01/community-on-the-go-world-travel.html

02/01/18	Road Creek Inn	The Spectrum & Daily News	https://www.thespectrum.com/story/news/2018/02/01/suma-presents-tuesdays-southern-utah-museum-art/1087403001/
02/01/18	Road Creek Inn	Wayne and Garfield County Insider	http://www.insiderutah.com/2018/02/01/suu-opens-capitol-reef-field-station-loas-road-creek-inn/
2/1/18	COG 2018	Iron County Today	http://ironcountytoday.com/news/community-go-trips-set-2018/
02/02/18	Comm. Ed.	University Journal	https://suunews.net/2018/02/02/suu-community-education-offers-something-for-all/
02/03/18	COG 2018	University Journal	https://suunews.net/2018/02/03/suu-bringing-community-world-travel-in-2018/
02/05/18	COG Takes Flight	University Journal	https://suunews.net/2018/02/05/suu-to-everywhere-community-on-the-go-takes-flight/
2/13/18	Road Creek Inn	St. George News	https://www.stgeorgeutah.com/news/archive/2018/02/13/prc-historic-road-creek-inn-now-open-as-the-capitol-reef-field-station/#.WqA84ejwbcs
2/15/18	Comm. Ed.	SUU CAE Website	https://www.suu.edu/siel/cae/news/articles/find-something-new-and-fun-to-do-with-suu-community-education.html
2/20/18	Cedar Nights	The Spectrum & Daily News	https://www.thespectrum.com/story/news/local/cedar-city/2018/02/19/bringing-music-back-new-downtown-nighttime-music-event-works/351013002/
2/21/18	Road Creek Inn	The Richfield Reaper	http://www.richfieldreaper.com/news/local/article_7191a692-174a-11e8-a9ff-5fed69b37fb2.html
2/22/18	Comm. Ed.	Deseret News	https://www.deseretnews.com/article/900011062/registration-is-now-open-for-16-community-education-classes-at-suu.html
2/23/18	Comm. Ed.	The Independent	http://suindependent.com/suu-community-education/
2/26/18	Road Creek Inn	Utah Business Magazine	https://utahbusiness.com/fish-lake-fishing-gem-home-trembling-giant/
3/1/18	Comm. Ed.	The Independent	http://suindependent.com/cedar-city-mayor-maile-wilson/
3/4/18	Math Made Easy	St. George News	https://www.stgeorgeutah.com/news/archive/2018/03/04/prc-math-made-easy-a-new-concept-offered-by-southern-utah-university/#.Wp2Ggujwbcs
3/4/18	Road Creek Inn	The Spectrum & Daily News	https://www.thespectrum.com/story/news/2018/03/04/cedar-city-arts-council-presents-arts-social/393524002/

03/05/18	Road Creek Inn	University Journal	https://suunews.net/2018/03/05/journey-to-fish-lake/
03/05/18	Math Made Easy	University Journal	https://suunews.net/2018/03/05/math-made-easy-for-high-school-students/
03/05/18	Math Made Easy	The Spectrum & Daily News	https://www.thespectrum.com/story/news/2018/03/05/canyon-creek-womens-crisis-center-raises-5-000-fundraiser/396304002/
3/6/18	Comm. Ed.	Cedar City Chamber of Commerce	https://mail.google.com/mail/u/0/#inbox/161fcf2d9c6f50ce
03/07/18	So. Utah Chef	University Journal	https://suunews.net/2018/03/07/so-utah-chef-class-introduces-cultural-cuisine-to-cedar-city/
03/08/18	Road Creek Inn	KSL	https://www.ksl.com/index.php?sid=46276754&nid=1288&title=3-reasons-to-visit-fish-lake-the-gem-of-utah
03/09/18	Comm. Ed.	University Journal	https://suunews.net/2018/03/09/learn-something-fun-with-suu-community-education/
03/09/18	Comm. Ed.	Iron County Today	http://ironcountytoday.com/news/suu-community-education-offering-16-classes/
3/10/18	Math Made Easy	The Independent	http://suindependent.com/suu-offers-math-made-easy-high-school-students/
3/10/18	COG/Europe	SUU CAE Website	https://www.suu.edu/siel/cae/news/articles/explore-eastern-europe-with-suu-if-you-dare.html
3/11/18	Road Creek Inn	Iron County Today	http://ironcountytoday.com/news/suu-opens-capitol-reef-field-statio/
3/14/18	Math Made Easy	The Spectrum & Daily News	https://www.thespectrum.com/story/news/local/cedar-city/2018/03/13/southern-utah-university-community-education-math-high-school-students-parents/421412002/
3/15/18	So. Utah Chef	The Spectrum & Daily News	https://www.thespectrum.com/picture-gallery/news/2018/03/15/suu-brings-cultural-cuisine-to-cedar-city/32982223/
3/15/18	Comm. Ed.	SUU CAE Website	https://www.suu.edu/siel/cae/news/articles/share-the-wisdom-with-suu-community-education.html
3/15/18	ELLI	SUU CAE Website	https://www.suu.edu/siel/cae/news/articles/suu-and-experiential-education-bringing-universities-together.html
3/23/18	ELLI	The Independent	http://suindependent.com/suu-southern-utah-university-experiential-education/
3/24/18	ELLI	The Spectrum & Daily News	https://www.thespectrum.com/story/news/2018/03/24/brief-suu-brings-universities-together-experiential-leadership-retreat/456204002/
3/24/18	ELLI	St. George News	https://www.stgeorgeutah.com/news/archive/2018/03/24/prc-suu-experiential-learning-leadership-institute-hosts-retreat-for-40-educators-from-across-the-country/#.Wrk_wIjwbcs

3/24/18	Golf	St. George News	https://www.stgeorgeutah.com/news/archive/2018/03/24/prc-golf-coming-back-to-utah-summer-games/#.Wrk074jwbcs
3/24/18	COG/Europe	The Independent	http://suindependent.com/suu-community-on-the-go/
3/26/18	COG/Europe	St. George News	https://www.stgeorgeutah.com/news/archive/2018/03/26/prc-explore-eastern-europe-with-southern-utah-university-if-you-dare/#.WrqSWIjwbcs
3/26/18	ELLI	SUU Blog	https://www.suu.edu/news/2018/03/bringing-universities-together-experiential-education.html
3/30/18	Golf	The Spectrum & Daily News	https://www.thespectrum.com/story/sports/college/southern-utah/2018/03/30/golf-return-utah-summer-games/475215002/
3/31/18	Wine	St. George News	https://www.stgeorgeutah.com/news/archive/2018/03/31/prc-this-southern-utah-university-class-can-help-you-make-sense-of-fine-wine/#.WsKMjYjwbcs
04/03/18	Wine	The Independent	http://suindependent.com/suu-community-education-iron-gate-winery-present-wine-tasting-classes-april-2/
04/03/18	Wine	The Spectrum & Daily News	https://www.thespectrum.com/story/news/2018/04/03/brief-suu-wine-tasting-class-helps-makes-sense-fine-wine/482496002/
04/03/18	Golf	SUU Blog	https://www.suu.edu/news/2018/04/utah-summer-games-golf.html
04/06/18	So. Utah Chef	Iron County Today	http://ironcountytoday.com/news/chefs-share-recipes-in-community-enrichment-class/
04/07/18	Comm. Ed.	The Independent	http://suindependent.com/suu-community-education-seeks-instructors/
04/07/18	Comm. Ed.	The Spectrum & Daily News	https://www.thespectrum.com/story/news/2018/04/07/brief-dsu-unveils-new-alex-boye-music-video/496056002/
4/10/18	Comm. Ed.	St. George News	https://www.stgeorgeutah.com/news/archive/2018/04/10/prc-share-your-wisdom-at-southern-utah-universitys-community-education/#.WtT-w4jwbcs
4/12/18	COG/Europe	SUU Blog	https://www.suu.edu/news/2018/04/see-the-world-travel-experts.html
4/13/18	COG/Europe	The Independent	http://suindependent.com/suu-southern-utah-university-community-on-the-go/
4/14/18	Comm. Ed.	Iron County Today	http://ironcountytoday.com/news/suu-community-education-offers-summer-slate/
4/15/18	Wine Tasting	Iron County Today	http://ironcountytoday.com/news/wine-tasting-making-sense-of-fine-wine/

For Immediate Release

Jan. 22, 2018

For More Information

Contact: Haven Scott

(435) 865-8259



SUU Opens Field Station near Capitol Reef

Road Creek Inn, located near Capitol Reef National Park, Fishlake National Forest, Canyonlands National Park and the Grand Staircase-Escalante National Monument, is a historic hotel in Loa, Utah that now serves as Southern Utah University's "University of the Parks" field station.

The current building replaced the Loa Co-op originally built in 1904 that was destroyed by fire on Dec. 11, 1911. A fresh water pipeline supplying Loa with water from nearby Road Creek was finished in 1911, unfortunately, a fire hose had not been constructed yet or the old building might have been saved. The new Loa Co-op building would go on to house many merchants, including being a part of the Zion's Cooperative Mercantile Institution (ZCMI) from 1912 to 1920 managed by W. Scott McClellan. Others operating in the mercantile business after McClellan were Loren Webster, Nelden Ellet and Reed Brian from 1920-1928.

In 1928, a Jewish immigrant from Russia by the name of Isaac Wachs, later changed to Wax, purchased the Loa Co-op store, at the time known as "Ikie's Store," and managed it from 1928-1940. Wax and his wife, Sadie, had four children; Harry (1906), Yetta (1908), Ida (1913), and Morris (1920). In 1945, after completing his military service, Harry bought the small company San Diego Janitor Supply and Chemical Company and was later joined in business by Morris. The company was renamed Waxie Sanitary Supply in 1954 and now has outlets in California, Oregon, Colorado, Washington, Alaska and Utah, employing more than 800 people. Wax's grandson, Charles Wax, is the current CEO of Waxie Enterprises.

"The Wax family was known for going above and beyond to care for their customers, and many people in the Utah communities still tell stories of their extraordinary customer service," according to the Waxie Sanitary Supply website. "This is where our story begins."

During the The Great Depression, dancing helped raise the spirits of Wayne County residents as one of the more affordable amusements. Wayne County High School teacher Sam Chidester organized the Chidester Orchestra in 1920 that would go on to perform 9,050 concerts and dances. The youth of Wayne County always knew where a dance was, and in Loa, they traveled to the Loa Co-op or old Billings Store to dance the polka, schottische, quadrille and Danish waltz. Locally accomplished performers such as Enoch Sorenson and Nettie Brian were crowd

favorites, and dancers could move between the two floors on the same night for the price of one ticket.

Wayne County government officials also leased part of the building from 1912-1940 until the Wayne County Courthouse was constructed. The Wax family moved to Aurora in 1940 and sold the Loa Co-op to the Utah Poultry Association. Myrtus Adams and Virgil White maintained offices in the back of the building while candling eggs in the basement. In 1952, the building was sold to the Wayne County Poultry Association.

Dixie and Anne Leavitt purchased the historic building in 1979 and established the current Road Creek Inn. The hotel was completely renovated in 2012, and today, with 15 guest rooms, large gathering areas, and a full kitchen, Road Creek Inn is perfect for educational programs, family reunions, weddings, youth camps and conferences. Now more than 100 years old, Road Creek Inn offers state-of-the-art amenities such as Internet access, a sauna for relaxing after a day of hiking, in-room microwaves and refrigerators, standard king and queen rooms and two deluxe suites with three king-sized beds.

SUU's Capitol Reef field station is now open to the community for rental, and to SUU student groups. This beautiful, quaint facility is the perfect getaway surrounded by several historic Mormon pioneer towns and buildings, national parks, lakes, Native American ruins and protected forest lands, and a great environment for student clubs and large groups to get away to another of Utah's phenomenal outdoor activities. The acquisition of the historic Road Creek Inn hotel, located at 98 South Main Street, in Loa, further solidifies Southern Utah University's title as the official "University of the Parks."

-END-

FOR IMMEDIATE RELEASE

Feb. 15, 2018

Contact: Haven Scott

(435) 865-8031

**Journey to Fish Lake, Utah’s Fishing Gem and Home to Trembling Giant**

LOA — Located just 22 miles from the historic Road Creek Inn in Loa, Fish Lake is Utah’s largest natural mountain lake offering trophy fishing and bird watching opportunities, as well as a variety of outdoor recreation including remote country backpacking, horseback riding, and off-highway vehicle use on designated trails.

Located in the Fishlake National Forest in central Utah, Fish Lake is known as the “gem of Utah” for their Mackinaw lake trout that grow to more than 50 pounds. Rainbow trout, tiger muskie, Splake and yellow perch are also common catches by anglers on the waters that are also popular for ice fishing in the winter.

Although Native Americans had used Fish Lake for centuries, in the early 1800s the lake was also a favorite for early Spanish/Mexican traders, American hunters and trappers, and the occasional outlaw hiding in this pristine, isolated part of Utah.

In 1873, a delegation from the Church of Jesus Christ Latter-day Saints negotiated rights with Ute elders to hunt and fish the lake. All Ute water rights to the lake were sold to the Fremont Irrigation Company in 1889, “for nine fine horses, 500 pounds of flour, one good beef steer, one suit of clothes, and the right to fish the Fish Lake outlet forever,” according to the United States Department of Agriculture (USDA) website.

President William McKinley created a forest reserve that included Fish Lake in 1899 with a proclamation giving ownership of the lake to all Americans.

Fish Lake’s oldest resident is known as the Trembling Giant, or Pando, Latin for “I spread.” Pando is a clonal colony of single male quaking aspen. In the early 1970s, University of Michigan researcher Dr. Burton Barnes discovered Pando is actually one single living organism, by identical genetic markers, that shares one massive underground parent root system.

“An aspen clone starts with a single seed and spreads by sending up new shoots from the expanding root system,” according to the USDA Forest Service website. “These shoots become trees that are genetically identical.”

Not only is Pando among the world’s oldest known living organisms, estimated to be 80,000 years old, the entity is also widely considered the heaviest known living organism on earth with an approximate weight of 13.2 million pounds.

Although clonal colonies of quaking aspen are common in eastern North America, their size is generally less than 10 acres. Pando, located one mile southwest of Fish Lake, encompasses approximately 106 acres consisting of more than 40,000 trees. In 2006, the United States Postal Service published a stamp in commemoration of the Trembling Giant as one of the “40 Wonders of America.”

Fish Lake is also a favorite among wildlife viewers with elk, deer, black bear, moose, cougar and mountain goats, and more than 150 species of birds living in the area. While fishing on the expansive waters of Fish Lake, anglers are not the only ones vying for a meal. Osprey, a large fish-eating raptor with a five-foot wingspan, can often be seen plunging into the water mere feet from a fishing boat and resurfacing with a fish in its talons.

For those who like to fish several outlets, Crater Lakes, Johnson’s, Mill Meadow and Forsyth reservoirs are all within a thirty-minute drive from Fish Lake.

After a day of hiking, fishing or touring the protected lands of Fishlake National Forest, Road Creek Inn offers travelers modern-day luxuries in a quaint, historic setting.

Once part of the Zion’s Cooperative Mercantile Institution from 1912-20, the building also served as the Loa Co-op from 1920-40. Now more than 100 years old, Road Creek Inn offers state-of-the-art amenities such as Internet access, a sauna for relaxing, and in-room microwaves and refrigerators after the hotel was completely renovated in 2012.

Road Creek Inn, the “University of the Parks” field station at Capitol Reef managed by Southern Utah University, is perfect for educational programs, family reunions, weddings, youth camps and conferences, and is only a short two-hour drive from Cedar City, three hours from Salt Lake City, and only five hours from Las Vegas.

Located near Capitol Reef National Park, Arches National Park, and the Grand Staircase-Escalante National Monument, Road Creek Inn serves as a gateway to several historic Mormon pioneer towns and buildings, national parks, lakes, Native American ruins and protected forest lands, and is a great environment to escape to many of Utah’s phenomenal outdoor activities. To book your next retreat at Road Creek Inn, visit their website at suu.edu/siel/roadcreekinn, email them at roadcreekinn@suu.edu or call (435) 865-8259.

-END-