

Design and Review of Multi-Media Marketing for  
Community Project: Refugees Starting Over in Utica, NY

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A Master's Project  
Presented to

Information Design and Technology Program

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In Partial Fulfillment  
of the Requirements for the  
Master of Science Degree

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State University of New York  
Institute of Technology

By

Kathryn Reilly

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**CERTIFICATE OF APPROVAL**

Approved and recommended for acceptance as a thesis in partial fulfillment of the requirements for the degree of Master of Science in Information Design and Technology

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**DATE**

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Kathryn Stam, Ph.D.

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Ibrahim Yucel, Ph.D.

## **Abstract**

This project was the design and implementation of multi-media marketing and promotion techniques for the cultural and community project Refugees Starting Over in Utica, NY (“Starting Over”). Starting Over is a SUNYIT sponsored project that set out to highlight refugee resettlement in Utica through a series of events and to create a community of practice through its web presence.

This paper will first explore the refugee population in Utica. Second, the details of the project will be discussed. Lastly, the different multi-media tools that were used will be examined. These tools will be measured for effectiveness. Successes with the multi-media marketing elements will be shown.

## **Acknowledgements**

I would not have been part of such a fulfilling thesis project if not for Dr. Kathryn Stam. Dr. Stam invited me in to the refugee community and shared this project with me, allowing me to make it partly my own. I am so proud of what the Starting Over project has become. After a year of working together, I consider Dr. Stam not just a fantastic advisor but also a great friend. Dhanybhad!

I would also like to express my appreciation to Dr. Ibrahim Yucel for his feedback and review of the thesis.

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## **Introduction**

### **About Refugees in Utica, NY**

Utica, NY is known as ‘The Town That Loves Refugees,’ a title given by *Refugees* magazine published by the United Nations Refugee Agency in 2005.

Approximately 12% of Utica, NY’s population is refugee (Mohawk Valley Resource Center for Refugees [MVRCCR]). Refugees who come to Utica have had their human rights violated through war, ethnic cleansing and religious and cultural persecution and have fled their home country and are not able to return. They have official refugee status; they are not citizens nor are they welcome in their home countries. Many refugees live in refugee camps or hide in the jungle for months, years, or decades before coming to Utica.

Central to the role of refugee resettlement in Utica is the Mohawk Valley Resource Center for Refugees (MVRCCR). During the past 30 years the MVRCCR has resettled people from 31 countries to Utica. At its height in 1997, the Center welcomed more than 1,000 Bosnians and during the past five years the center has resettled an average of 500 refugees per year. The largest group to be settled recently is Karen/Burmese. The latest wave of refugees is Bhutanese/Nepali.

Upon first arriving in Utica the refugees face cultural differences and climate

confusion. In ‘The Town That Loves Refugees,’ refugees told Wilkinson (2005) “when we got to Utica, it was a big shock” (Belarus refugee) (p. 20) and “I never, never thought the climate could be as bad as this” (Somali Bantu refugee) (p. 21). New refugees spend a large amount of time acclimating themselves to the city, but are helped along largely by the MVRCCR. Kraly (2010, p. 7) explains:

The programs of the center begin with meeting the needs of the refugees at the point of arrival – housing, health, connections to social services, and then cultural orientation, English language acquisition and employability. The refugee center also works with municipal offices and social service agencies to provide translation services to address the needs of refugees and their family members. Counseling for immigration status issues and naturalization is also supported by the staff of the refugee center.

Despite the rough beginnings, most refugees are pleased with their lives here. They are able to raise a family, live safely, obtain secure jobs and start businesses. They can continue with the traditions of their own life while embracing the American way. As reported to Wilkinson, “life and business is very good here” (Bosnian refugee) (p. 11), “for us, Utica has been good” (Bosnian refugee) (p. 12), “I love it. I really do love it here” (Belarus refugee) (p. 23) and “I can’t leave here... I have so many friends” (Viet Nam refugee) (p. 23).

Wilkinson describes refugees that are very much present in the Utica community. “There are Vietnamese restaurants, Russian neighborhood stores, Bosnian hairdressing

salons and coffee shops, a large Pentecostal church built by refugees from the former Soviet Union, mosques and temples” (Wilkinson, 2005, p. 11). These groups have found success in the city.

### **About the Community Project: Refugees Starting Over in Utica, NY**

The project Refugees Starting Over in Utica, NY (“Starting Over”) was developed to explore the resettlement of refugees in Utica, NY – who these refugees are, why they came and why they stayed. Starting Over was sponsored by the SUNYIT Cultural and Performing Arts Committee.

The project started to take shape in April 2012. It began as an idea from Dr. Kathryn Stam, Associate Professor of Anthropology at SUNYIT, for a cultural event focusing on a month long collaborative gallery art show. It was decided that the gallery show would take place during Human Rights Month in December 2012 at SUNYIT, with a few supplemental events leading up to the opening. The idea was brought to this researcher because of previous experience in the refugee community, and agreed to be a co-curator and collaborator/organizer of the event.

The beginning stage of Starting Over was an explosion of ideas, plans, exploration, lists and meetings. The first task was to define the event series – who and what would be involved. The primary event was the collaborative gallery show with contributions by students, refugees, and any of the groups and individuals who serve the

refugee community in Utica, NY. The gallery show required working with SUNYIT staff, local organizations who dealt with refugees regularly and the refugee communities themselves.

Because the main focus of the project was to tell the stories of local refugees, it seemed obvious to contact Utica Firefly. Utica Firefly is a storytelling group created by local media professionals Geoff Storm and Ryan Miller, who describe the group as a collaborative effort to document central New York stories, to record the people, places and events that “form the fabric of our community” (Utica Firefly). They agreed to have a live Utica Firefly event at SUNYIT based on the theme of “Starting Over.” In addition, they decided to take on the creation of a short documentary film and audio track that would supplement the Firefly event and gallery show. The Starting Over organizers made a plan with Storm and Miller to speak with refugees about their experiences in Utica and document their reactions, in addition to recording cultural events with both video and still photography.

Dr. Stam had a friend in Mike Patrei of the Utica UNSPOKEN Human Rights Conference and Film Festival ([www.iamunspoken.com](http://www.iamunspoken.com)), who was a natural partner for Starting Over because of overlapping themes between Starting Over and UNSPOKEN. Outside of his role as UNSPOKEN director and filmmaker, Patrei had an unusual gift in puppet making. An idea was developed to make a Starting Over children’s event, “Folktales from Around the World,” to be combined with a puppet making workshop.

Another friend of Dr. Stam's was Dr. Lindsey Kingston of Webster University. Dr. Kingston came to SUNYIT in October 2012 to give a lecture called "Human Rights, Human Dignity." The event was included into the Starting Over roster.

Starting Over began to develop around these four events: a collaborative gallery show, Utica Firefly event and film, puppet making children's activity and human rights lecture to kick off the series. There would also be additional events 'sponsored' by Starting Over – an Asian Folk Music Hour at the Utica Music and Arts Fest in September and a "sneak peek" to Starting Over at the UNSPOKEN events in October. Additionally, the web presence of the project became an important lasting element on it's own.

For the researcher, the project included months of interviews and interactions with different refugees, attending, photographing and documenting cultural events, creating and maintaining a web presence at [www.startingoverutica.com](http://www.startingoverutica.com) and multiple social media networks, designing materials, posters, and flyers, handling email correspondence, scheduling and participation in meetings, organizing and participating in vendor booths, coordinating printing, purchasing materials, curating art, installing the gallery show, creation and distribution of press releases, coordination with local media, hosting tours of the gallery show, fielding questions from the community about the project and archiving project materials.

The remainder of this paper will focus on the multi-media marketing efforts to promote Starting Over. Which tools were used and how were they chosen? What features

did they have? Which these tools were most effective, and why?

## **Literature Review – Creating a Community of Practice**

Starting Over had a goal to not just promote the events in the series but to widen acknowledgement about Utica’s refugees and to bring the refugee and Utica communities together. To design a marketing approach to promote Starting Over, organizers sought to create what Wegner et al. (2002) call a community of practice (CoP). Wenger et al. describe CoPs as “groups of people who share a concern, a set of problems, or a passion about a topic, and who deepen their knowledge and expertise in this area by interacting on an ongoing basis” (p. 4). CoPs are comprised of three main elements- domain, community and practice- and can exist both online and in person.

Web 2.0 tools, primarily social networking, were chosen as the domain focused on refugee resettlement. As Gunawardena et al. state, “Web 2.0 tools foster interaction, collaboration, and contribution” (2009, p. 3). While a traditional website would provide facts and details, social networking was necessary to promote community involvement. Choosing the right Web 2.0 tools was important. “Tools are more than just something to make a task easier. They change your way of thinking, of approaching a task (and indeed the nature of the task itself), and can reap unimagined wider social changes” (Joinson, 2003, pp. 2–3).

The CoP community that Starting Over sought to unite was divided between

newly resettled refugees, older generation refugees, organizations associated with the refugee community, area college students and other interested community members. Gunawardena et al. talk about building community via Web 2.0 through social constructivist theory, in which “the world is shaped by the dialogue and discourse we have with one another” (2009, p. 7). People will naturally use social networking to view, discuss and participate in the culture of peers that are of interest to them. In building networking pages for Starting Over, the CoP community as a whole was considered. Questions were posed directed at various members, sites shared, pictures hosted. There was integration between the refugees, students and community. Engagement and education were the goals.

Kuswara and Richards discuss how Web 2.0 engages the community (2011, pp. 312-313):

The Web 2.0 phenomenon continues to proliferate due to the growing internetconnectedness and improving quality of connection and has redefined the playing field. At its core, it is still just a collection of tools, but these tools have enabled the extension of social interactions and relationships well beyond the physical boundaries... connecting people with the same interests... creating virtual communities... that share each other’s thoughts, learn from each other and contribute artifacts such as text... pictures... audio... video... browsing history... or even location-specific information that can be pulled out by GPS-enabled handheld devices... all of these are done on a scale and in ways which has not been possible before.

The practice part of a CoP is what is discussed, contributed and shared. Starting Over brought the topic of refugee resettlement to the community in hopes that knowledge could be transferred and cultures understood.

By creating a CoP, Starting Over was also able to market and discuss the various events in the project series.

## **Multi-Media Marketing Elements**

Below, the multi-media tools that were used for promotion of Starting Over will be discussed.

### **Web 2.0**

The primary Web 2.0 tools used were Facebook, Twitter, YouTube and Wordpress.

**Facebook:** [www.facebook.com/startingoverutica](http://www.facebook.com/startingoverutica)

Facebook is the essence of what Harrison and Bathel call "the 'architecture of participation' ... whose applications invite, facilitate, encourage or make it possible for

users to interact, share knowledge and information with each other and construct content" (2009, p. 159). Figure 1, the Starting Over Facebook page, was the primary media used to promote and connect the community to the project.

Quan-Haase and Young report there are two main reasons why Facebook is used: social connectivity and social information. "In conjunction with maintaining contact with friends and peers, Facebook acts as a space for users to obtain information about the activities and events peers are involved in (i.e., through wall posts, photos, videos, etc.) [and] to find out general news important to the community" (Quan-Haase & Young, 2010, p. 358). Figure 2 shows examples of Starting Over Facebook community members commenting on photos that were posted in which they recognized their peers being involved in an activity. Because of the nature of Facebook, this activity promoted the post in a wider network of Facebook users feeds. Therefore, each connection that was made helped promote the page. This was a highly effective way of marketing the project.

Design and Review of Multi-Media Marketing for Community Project

The image shows a screenshot of a Facebook page for 'Refugees Starting Over in Utica, NY'. The page header includes the Facebook logo, a search bar, and the user's name 'Katie Reilly'. Below the header is an 'Admin Panel' with options for 'Notifications', 'Edit Page', 'Build Audience', 'Help', and 'Show'. The main content area features a large banner image with the text 'calm' and 'REFUGEES STARTING OVER'. Below the banner, the page name 'Refugees Starting Over in Utica, NY' is displayed with 243 likes and 38 talking about this. The page is categorized as a 'Community' and has a description: 'A series of events and activities celebrating and sharing stories of refugee resettlement in Utica, NY.' The page is funded by 'sunyit'. The main content area shows a post from 'Refugees Starting Over in Utica, NY' from 23 hours ago, which is a summary of cultural programs for the next week. The post includes details for an International Fair on April 10th, CultureFest on April 13th, and a Refugee Resilience program on April 16th. The post has 3 likes and 1 comment. Below this post is a link shared by 'Refugees Starting Over in Utica, NY' from yesterday, which is for an 'INTERNATIONAL FESTIVAL: "A Celebration of our International Community" (UTICA/DGV)'. The link post has 2 likes and 1 comment. The right sidebar shows '19 Friends' who like the page, 'Recent Posts by Others' with posts from Erica Piazza, Rick Short, and Kath Stam, and 'Likes' from organizations like the International Organization for Migration, United Nations Office on Sport for Development and Peace (UNOSDP), Save the Children, United Nations Global Pulse, and Association of Hindu Society of Utica, NY. The page also has a 'Promote Your Page' button and a 'Now' section showing the page was founded in 2013.

Figure 1. Starting Over Facebook Page



Figure 2. Starting Over Facebook Page Community Comments

Facebook affords users the ability to not only discuss items that were posted but also to create and socially share their own content and comments. Figures 3a and 3b are two Utica refugees who contributed to the Starting Over Facebook page. Figure 3a is Dina, who uploaded her pictures to the page and 3b is Chip, who sent in her comments. This contributed to building a community online.



Figure 3a. Starting Over Facebook Page Upload by Dina



Figure 3b. Starting Over Facebook Page Comment by Chip

One of the most effective aspects of Facebook as a marketing tool was the Event application. The Event application serves as an invitation. Starting Over found this application particularly helpful in pushing the community towards certain events, answering questions and as a way for the community to review how the events turned

out. Figure 4 shows a snapshot of comments on the Event page for the Starting Over collaborative gallery show premier.



Figure 4. Starting Over Facebook Page Event Responses

**Twitter:** [www.twitter.com/StartingOver315](https://www.twitter.com/StartingOver315)

Starting Over maintained a Twitter account as a way to give short updates on the project and to reach a larger audience. Figure 5 shows a snapshot of the Starting Over Twitter. Affordances of Twitter important to Starting Over marketing are topic searching, content sharing and reach. Starting Over was mentioned in tweets by both the United States Bureau of Population, Refugees, and Migration and a Nepali news source.

@StatePRM “We are trying to celebrate their stories + new opportunities here”

Utica, NY #refugee photo exhibit <http://ow.ly/fM6iy> @uticaOD

@Newsmandu Refugee life in Utica subject of photo gallery at SUNYIT

(@nepalnational / Nepal National) <http://is.gd/yC4POv>

These tweets most likely were made because the topic was picked up in a Twitter search and the organizations found the content and shared it. Because of these two organizations, Starting Over reached many more users than it normally would. Twitter was also used to connect to local community people and organizations that could help spread the word about the project.



Figure 5. Starting Over Twitter Page

**YouTube:** [www.youtube.com/startingoverutica](http://www.youtube.com/startingoverutica)

Starting Over used YouTube to release short video clips announcing the Gallery Opening event (<http://youtu.be/7doUikZyG5g>). The software afforded the ability to invite the public in a more personal matter, putting a face and voice to the people behind the event. YouTube videos also afford ease of sharing and embedding, which was effective in reaching a larger audience.



Figure 6. Starting Over YouTube Video

YouTube was also used as an archiving tool for events in the series and used to promote the project as a whole. Video clips were recorded from Asian Folk Music Hour, Kingston’s “Human Rights, Human Dignity” lecture, World Music Hour that took place during the collaborative gallery show premier, the Utica Firefly live storytelling event and other cultural events. Figure 7 shows a snapshot of the Starting Over YouTube channel along with the playlists of videos as described above.

YouTube was successful because it brought about discussion among the

community. The clips were easily posted and shared among other networking sites.

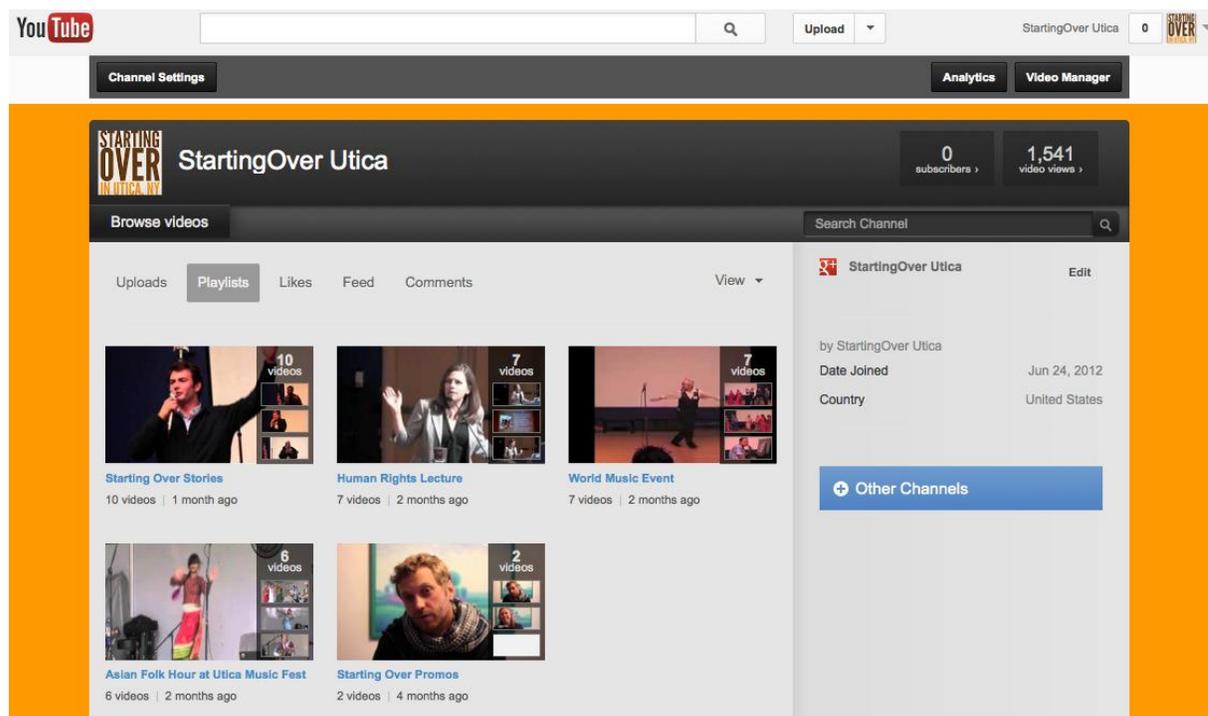


Figure 7. Starting Over YouTube Channel Playlists

**Blog:** [www.refugeesstartingoverutica.wordpress.com](http://www.refugeesstartingoverutica.wordpress.com)

Since the inception of Starting Over a blog was kept and hosted through Wordpress.com. The blog, created and maintained by the researcher, was used to give a brief background to refugee resettlement, Starting Over elements, updates on the project, reminders and summaries. The blog was not considered highly effective due to lack of community response. However, it did serve its purpose as a way to publish information on Starting Over for those searching for it. A snapshot of the blog is in Figure 8 below.

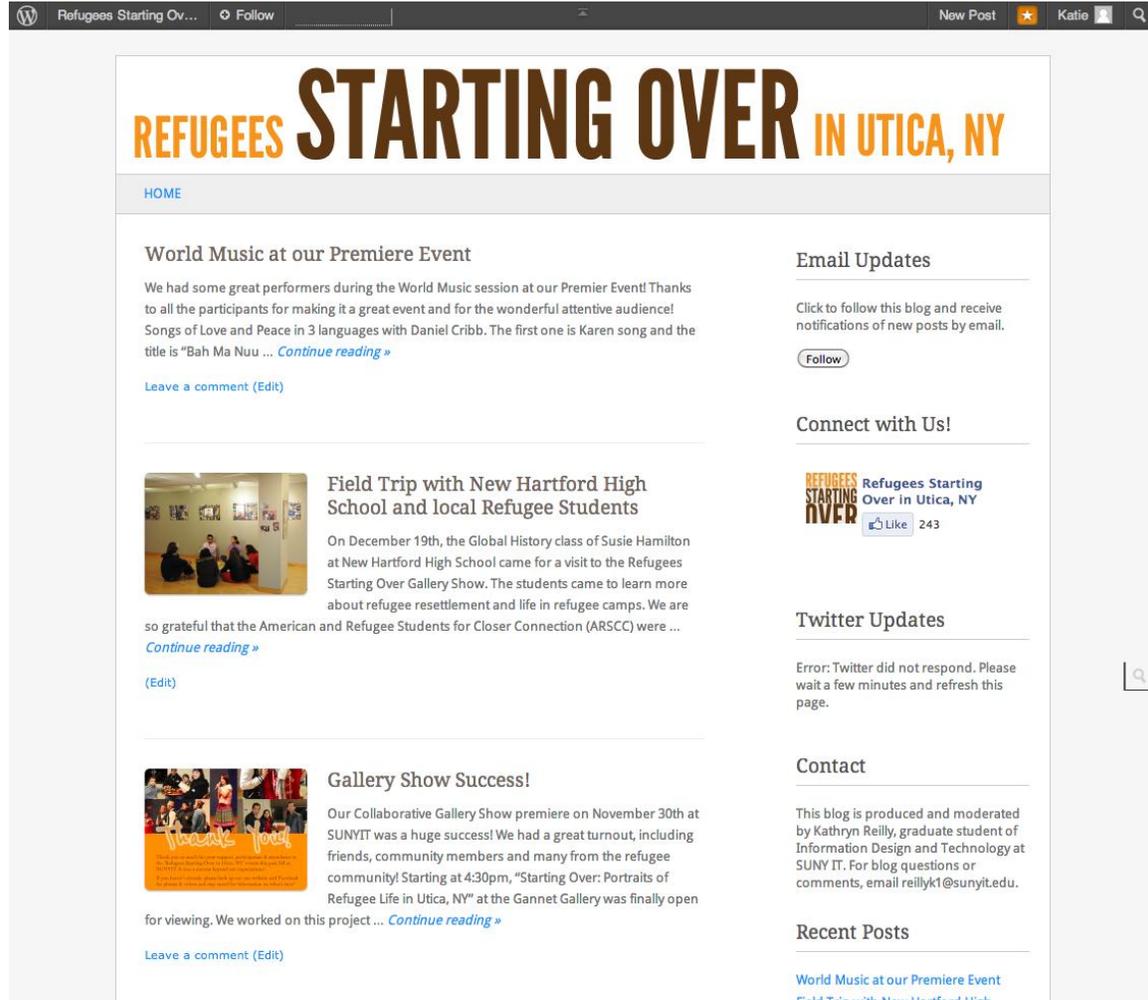


Figure 8. Starting Over Wordpress Blog

Website: [www.startingoverutica.com](http://www.startingoverutica.com)

The website for Starting Over (Figure 9) was designed by the researcher in Adobe Photoshop, based on an existing Starting Over logo, and built from scratch in Adobe Dreamweaver. The website includes integration of social media tools including Facebook, Twitter and YouTube logos on the footer of every page and Facebook, Twitter

and Wordpress features on the home page.



Figure 9. Starting Over Website

Also included on the website is the Web 2.0 element Google Maps (Figure 10).

The Google Map's create feature allowed for the researcher to create a custom map

showing the locations of places of interest to the refugee community. These locations were color coded with pins– blue pins were for places of worship, yellow were for organizations that supported refugees and purple designated refugee-owned businesses and organizations. Over 40 locations were pinned. The custom map, titled ‘Places of Interest in the Utica Refugee Community,’ was embedded on the site to bring awareness to Utica’s refugees and bring the community closer together. John Krygier, in his research on performance maps, talks about the works of Bunge in the 1960’s. Bunge “worked to collect and map facts not for planners or authorities, but for the community, as a means of solving community problems, enhancing community image, and explicitly promoting political engagement. Bunge’s methods provided a way for community members to collect geographic facts for themselves” (Krygier, 2006, p. 44). This is what the Starting Over Google Map hoped to accomplish.

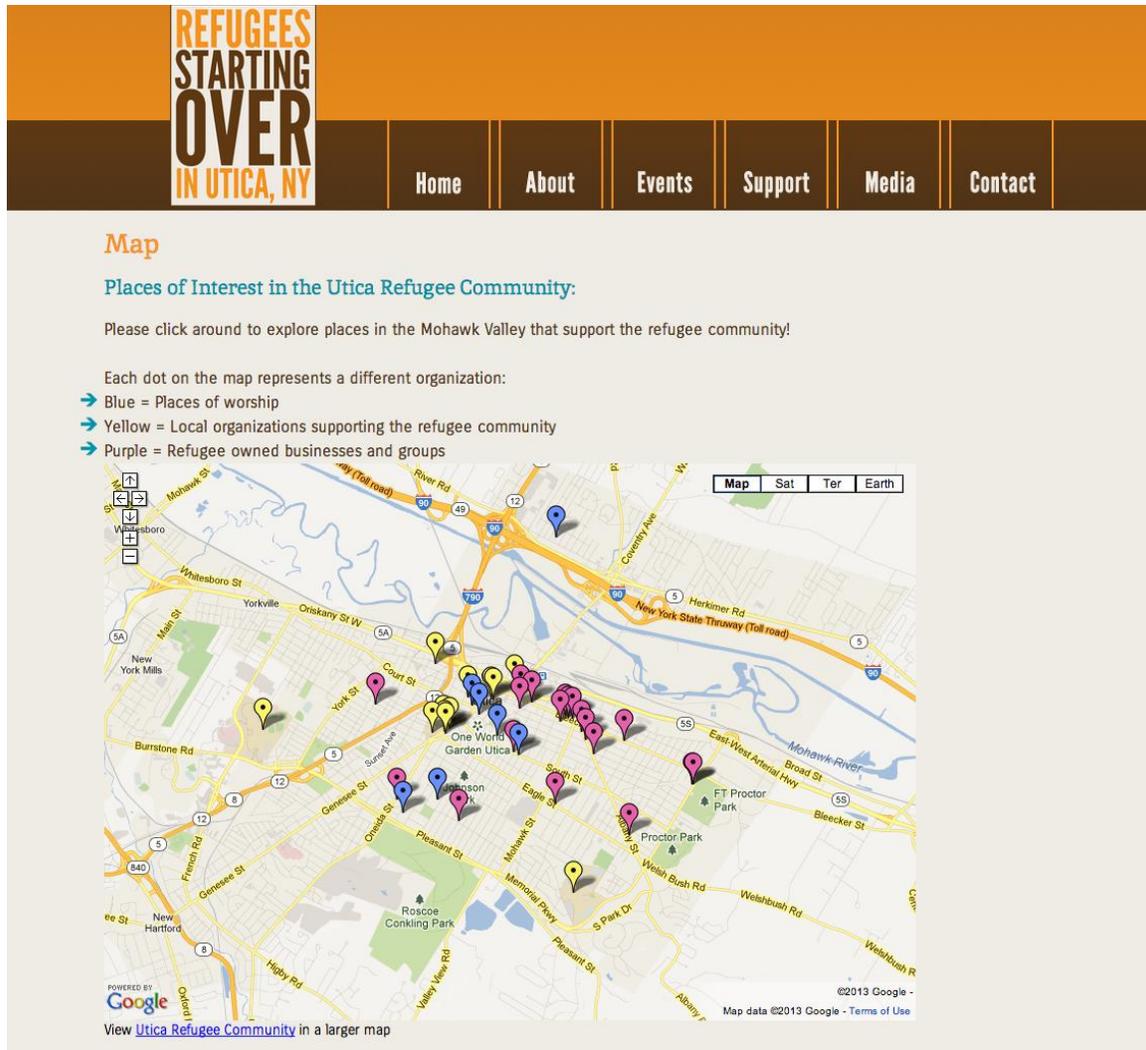


Figure 10. Starting Over Google Map

## Traditional Marketing

Traditional marketing efforts were also used to promote Starting Over events. Invitations were designed by the researcher (Appendix I) and sent by both email and post to community members including refugees, organizations, news outlets and the academic community. A press release (Appendix II) was created and distributed. The press release received a response from the local television, radio and newspaper. Figures 11 a-e show some coverage of Starting Over from the local media.





<b>Categories</b>	<a href="#">Home</a> : general
<a href="#">All</a>	<b>SUNYIT to celebrate refugee stories</b>
<a href="#">AP-Weather</a>	MARCY — SUNYIT will celebrate and share the stories of refugees in Utica with the "Portraits of Refugee Life in Utica, NY" gallery show opening Friday, Nov. 30.
<a href="#">Arts &amp; Learning</a>	A Gannett Gallery reception 4:30-6:30 p.m. will be followed by world music and folk dancing in the Kunsela Hall lobby from 6-7 p.m. and the screening of a documentary, "Starting Over," and a storytelling program in Kunsela Lecture Hall from 7-9 p.m.
<a href="#">Births &amp; Deaths</a>	The gallery show, curated by Kathryn Stam, assistant professor of anthropology; Kevin Volo, instructional technologist; and Katie Reilly, a SUNYIT student, includes collaboration by students, refugees and approximately 30 local community partner organizations that support refugees and resettlement. "This is the premiere event of the 'Refugees Starting Over in Utica, NY' project," Stam said.
<a href="#">Business</a>	--
<a href="#">College &amp; Military</a>	Over the past 30 years, Utica has welcomed refugees from more than 30 countries to the city. Currently, one in five people living in Utica is a refugee. "In 2005 the United Nations Refugee Magazine called Utica 'The Town That Loves Refugees.'" Stam said. "The 'Refugees Starting Over in Utica, NY' project set out to discover the story of refugee resettlement and find out: Do these refugees love Utica back?"
<a href="#">County News</a>	The show is supported by the President's Opportunity Fund for Faculty and Staff Development and the Cultural and Performing Arts Committee. More information is available at <a href="http://startingoverutica.com">startingoverutica.com</a> .
<a href="#">Editorials</a>	
<a href="#">Education</a>	
<a href="#">Entertainment</a>	
<a href="#">Events</a>	
<a href="#">Health &amp; Fitness</a>	
<a href="#">Home &amp; Garden</a>	
<a href="#">Letters to the Editor</a>	
<a href="#">Licenses &amp; Inspections</a>	<a href="http://RomeSentinel.com">RomeSentinel.com</a>

Figure 11b. Press Release Response – Rome Sentinel Coverage

[HOME](#)
[ON AIR](#)
[LISTEN](#)
[EVENTS](#)
[VIP CLUB](#)
[WEATHER](#)
[LOCAL NEWS](#)
[KEELER](#)
[CONTACT](#)



[TIP US](#)

[WHAT'S HOT:](#)
[BOSTON BOMBING COVERAGE](#)
[CNY GOLF CARD](#)
[KEELER IN THE MORNING](#)
[SPRING GIVEAWAY](#)
[BASEBALL GETAWAY](#)
[POLL QUESTION OF THE DAY](#)

## SUNYIT Hosting Events Celebrating Utica's Refugees

By [Kristine Bellino](#) November 27, 2012 1:36 PM

Utica, NY (WIBX) – When the [Universal Declaration of Human Rights](#) was adopted by the United Nations General Assembly on December 10, 1948, few could have imagined the long-lasting effects it would have for Utica, New York.

Article Fourteen of that document establishes a basic tenet of international law, that defines "refugees" and identifies, for the first time, that all peoples of all nations have a "fundamental right to asylum" when they are fleeing abuses by their own government or when their government may not be able to prevent those abuses.

The assertion by the UN General Assembly was so strong that the document was published with 398 different translations so that those universal rights could be universally understood.

More than sixty years later thousands of those seeking asylum have made their way to Utica. It is estimated that just under twenty percent of Utica's population consists of refugees.

Because of the part that Utica has played as a host to so many, and in recognition of the continuously-enriched and ever-changing cultural fabric which covers the city, SUNYIT is hosting a series of events that are part of a community project called "Refugees Starting Over in Utica, NY."

The schedule of events on November 30, 2012 includes:

- "Portraits of Refugee Life in Utica, NY" Gallery Show opening
- Gannett Gallery Reception 4:30pm – 6:30pm
- Music and Folk Dancing in Kunsela Hall 6:00pm – 7:00pm
- Screening of the [Utica Firefly](#) documentary "Starting Over" 7:00pm – 9:00pm

Take a look here for an introduction to the documentary:

## LISTEN LIVE

RECENTLY PLAYED: |

*Utica is Unique...*

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### THE LATEST FROM WIBX

[Syracuse Men Charged In New Hartford Thefts](#)

April 22, 2013

[Utica Man Charged With Possession Of Weapon](#)

April 22, 2013

[The "Sirius" Film World Premiere Is Tonight](#)

April 22, 2013

[Major League Baseball Ticket Prices Are Going Up, But They're Still a Bargain](#)

April 22, 2013

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### WIBX ON FACEBOOK

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1,614 people like WIBX.

Figure 11c. Press Release Response – WIBX Radio Coverage

23

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Cazenovia  
Chittenango  
Clockville  
DeRuyter  
Durhamville  
Earlville  
Eaton  
Erieville  
Fenner  
Georgetown  
Hamilton  
Hubbardsville  
Kenwood  
Kirkville  
Knoxboro  
Lebanon  
Lenox  
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Lincoln  
Madison  
Madison County

« Herkimer County HealthNet Celebrates the Power of Rural »  
»Stota C-Team Makes State Playoffs »

**SUNYIT to host 'Refugees Starting Over in Utica, NY' events**

(Utica, NY – Nov. 2012) SUNYIT will celebrate and share the stories of refugees in Utica with the "Portraits of Refugee Life in Utica, NY" gallery show opening Friday, November 30. A Gannett Gallery reception 4:30-6:30 p.m. will be followed by world music and folk dancing in the Kunsela Hall lobby from 6-7 p.m. and the screening of a documentary, "Starting Over," and a storytelling program in Kunsela Lecture Hall from 7-9 p.m.

The gallery show, curated by Kathryn Stam, assistant professor of anthropology; Kevin Volo, instructional technologist; and Katie Reilly, a SUNYIT student, includes collaboration by students, refugees and approximately 30 local community partner organizations that support refugees and resettlement. "This is the premiere event of the 'Refugees Starting Over in Utica, NY' project," Stam said.

Over the past 30 years, Utica has welcomed refugees from more than 30 countries to the city. Currently, 1 in 5 people living in Utica is a refugee. "In 2005 the United Nations Refugee Magazine called Utica "The Town That Loves Refugees."" Stam said. "The 'Refugees Starting Over in Utica, NY' project set out to discover the story of refugee resettlement and find out: Do these refugees love Utica back?"

"Refugees Starting Over in Utica, NY" is supported by the President's Opportunity Fund for Faculty and Staff Development and the Cultural and Performing Arts Committee.

More information is available at [startingoverutica.com](http://startingoverutica.com).

**Safe Pill Drop Off**  
QUESTIONS CALL 1-800-721-2208

Madison County residents can dispose of their old and expired medications, vitamins, veterinary medicines, over the counter medications and sharps.

Where: Buyco RCL Landfill 3 miles south of the traffic light on Rt. 5 in Warsawville, NY

WHEN: SATURDAY APRIL 27TH TIME: 9:00 AM TO 1:00 PM

**Household Hazardous WASTE**  
A FREE PROGRAM FOR RESIDENTS OF MADISON COUNTY ALL YEAR LONG

Recycling of paint, chemicals, herbicide, insecticides, polishes, gasoline, automotive products and more through this user-friendly program with an appointment. The first 14 wet gallons and 20 dry pounds of hazardous materials can be disposed of for FREE.

Register online at [www.madisoncounty.ny.gov](http://www.madisoncounty.ny.gov) — scroll down to the bottom of the home page and click on Household Hazardous Waste Form. Fill out the form, pass the online fee and your reservation information will be sent to you via e-mail. If you don't have a computer, call 1-800-721-2208 for an application form and appointment.

For more information visit our website at [madisoncounty.ny.gov](http://madisoncounty.ny.gov) or call the Solid Waste/ Recycling Hotline @ 1-800-721-2208

Serving Mel Shapess and Sons Customers

Figure 11d. Press Release Response – Madison County Courier Coverage

The screenshot shows a news article on the WKTU website. The article title is "SUNYIT hosts 'Refugees Starting Over in Utica'". The byline is "By WKTU News" and the story was created on Dec 1, 2012. The article text describes a night event for refugees at SUNYIT, featuring world music, folk dancing, and storytelling. A quote from Kathryn Stam, Associate Professor of Anthropology at SUNYIT, is included: "I think the main thing is they're surprised that there are so many refugees right here in utica and surprised that so many live nearby and they didn't really notice them before and it's just such an honor to have so many refugees come to our campus and have them get to know some of the students too," said Kathryn Stam Associate Professor of Anthropology at SUNYIT. Below the quote, it states "Over 200 people showed up for Friday's event." The article also features a video player, social media sharing options (Facebook, Twitter, etc.), and an advertisement for Wyndham Garden Manhattan with a price of \$206.10.

Figure 11e. Press Release Response – WKTU Coverage

A thank you piece was designed to push those attendees of the gallery show to the Starting Over online elements (Appendix III). An informational flyer was also made to distribute at any future events (Appendix IV).

## Measuring Success

Much positive feedback was received for Starting Over events. Figure 12 shows comment cards posted at the collaborative gallery show. Comments include “Brave,” “It was great to see how much Utica really means to people,” “The diversity shown here is truly beautiful,” “Eye-opening,” and “Absolutely love how this show came together.”

Many comments were also posted on the Facebook page about the collaborative gallery show – “FANTASTIC job! Very emotional, inspirational, and motivational” and “We definitely need more events like this. Loved it ♥” are two examples.

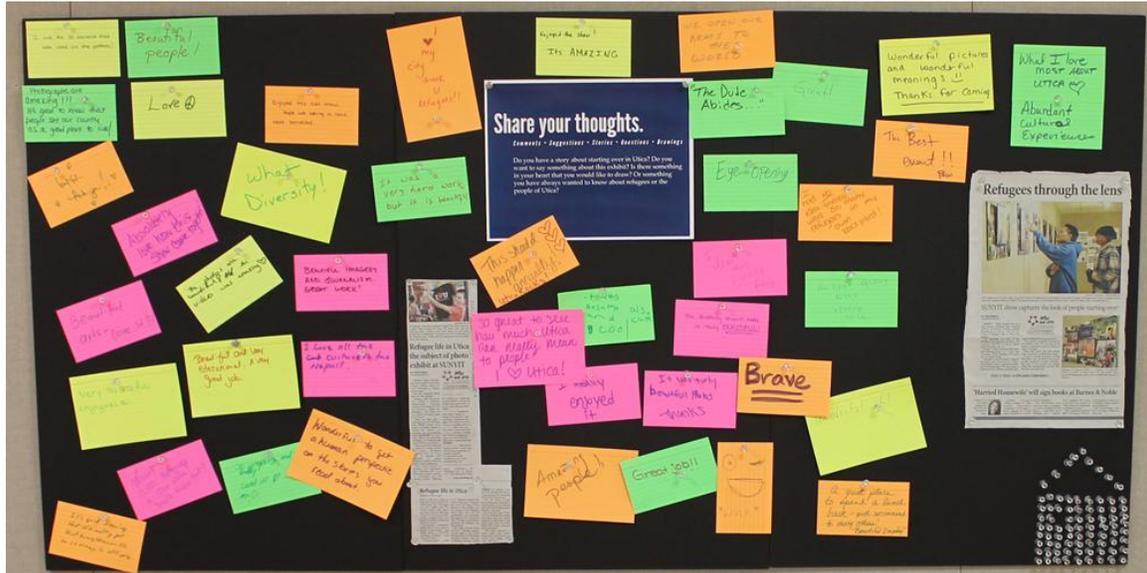


Figure 12. Collaborative Gallery Show Comments

Success of the marketing elements can be measured by looking at online analytic tools. Facebook has insights integrated into the admin section of its fan pages. Figure 13 shows a snapshot of the Starting Over Facebook insights on April 22, 2013. At that time, the page had 251 likes, with 91,511 friends of fans, 61 people talking about the page, and a weekly total reach of 1,641. According to Facebook, this weekly reach is the number of unique people who have seen content associated with the Starting Over page (Facebook). Starting Over organizers could not be happier with this reach. A comment from Dr. Kathryn Stam on the Facebook page reach the week after the collaborative gallery show premier event reads “Our reach was over 2,000 people this week. That's insane!” (K. Stam, personal communication, December 4, 2012).

# Design and Review of Multi-Media Marketing for Community Project

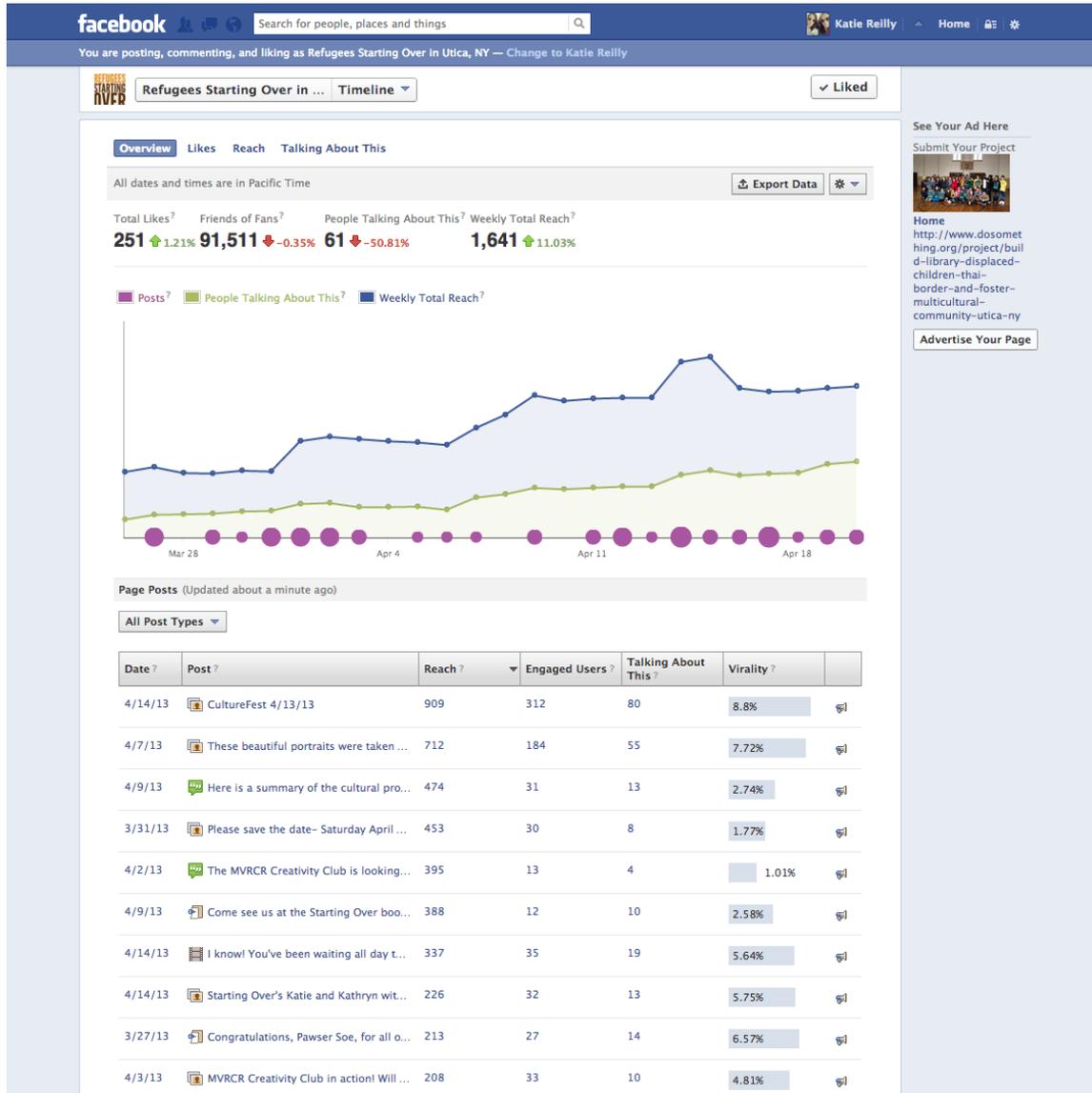


Figure 13. Facebook Insights

Google Analytics has also been used to track visitors to the main website [www.startingoverutica.com](http://www.startingoverutica.com). Figure 14a shows an analytics report for the website from the week of the collaborative gallery show premier event. This was also the time frame of the press release and resulting news promotion. During the week, 101 unique visitors came to the site. Since this initial report, weekly Analytics updates have been emailed to

the researcher for review. Analytics were also pulled after the first quarter of 2013 (Figure 14b). From January 1, 2013 to March 31, 2013, 108 unique visitors went to the website. Though the visitor traffic has dropped since the premier event, researchers are pleased to see a continuous interest in the project's website.

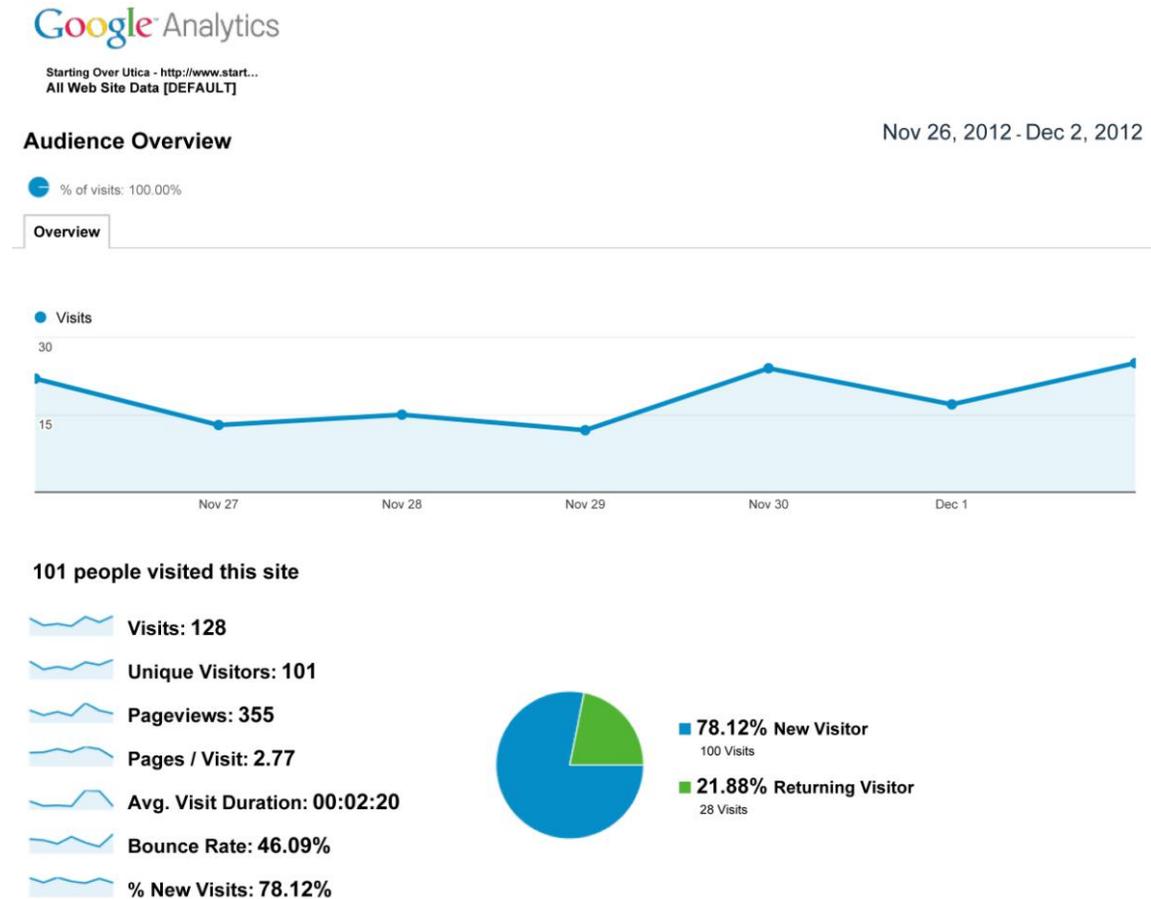
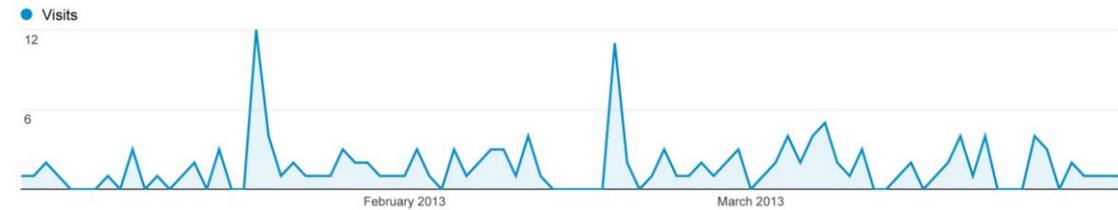


Figure 14a. Google Analytics Weekly Report, Nov 26, 2012 – Dec 2, 2012

**Audience Overview**

● % of visits: 100.00%

Overview



**108 people visited this site**



■ New Visitor ■ Returning Visitor

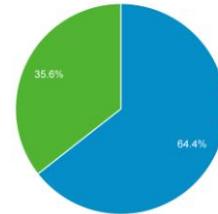


Figure 14b. Google Analytics Quarterly Report, Jan 1, 2013 – Mar 31, 2013

## Conclusion

After 12 months of promoting Starting Over it has become apparent that some multi-media marketing tools were more efficient than others and worth maintaining for the future of the project.

Facebook is the best way to engage and create a Community of Practice for both the refugees and larger community of Utica. Through Facebook interaction can lead to

knowledge, experience and familiarity among members. Facebook affords followers of the Starting Over page to share, engage and learn. It allows Starting Over organizers easy access to an audience and the ability to share pertinent information and keep their followers attention. Additionally, Facebook is more widely known than other social networks in the refugee communities, and therefore most likely to be seen.

YouTube has also been an effective Web 2.0 tool that will continue to support Starting Over's future. It is the easy sharing and embedding features that makes this tool worthwhile – videos can be emailed, put on websites or blogs or shared through social networking. It is not required to constantly check the YouTube channel for updates.

To continue to promote Starting Over the current multi-media marketing elements via Web 2.0 should be maintained. It is important to review these elements, and as new tools arrive, to integrate them into the promotions. There should be a weekly presence on Facebook to keep up the reach and encourage new followers. Relevant items of interest to the community should be posted and shared. Other possibilities for future Starting Over marketing is the development and debut of the extra interview footage that was accumulated with Utica Firefly through the YouTube channel and a blogging series on the day-to-day activities of refugees in the community. Additionally, Google Analytics should continue to be monitored, and if visits drop off then updates to the site should be considered.

Starting Over should be prepared to continue to support community events.

Although organizers originally anticipated the project ending in 2012 response has been so strong that the events series has been extended. In April 2013 alone, Starting Over participated in three events; Mohawk Valley Community College's International Fair, CultureFest at the Stanley Theatre and SUNYIT Sociology and Psychology Club's Refugee Resilience Celebration. At all three events Starting Over had an informational table and handed out flyers. These events could not have been anticipated at the projects inception, and therefore, future events should be expected.

The project of Refugees Starting Over in Utica, NY has a very strong presence in the community. The project should continue to grow as the Community of Practice with Utica develops.

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## Appendices

### Appendix I – Invitation



# You Are Invited!

## SUNYIT Collaborative Gallery Show Opening "Starting Over: Portraits of Refugee Life in Utica, NY"

*This is the premier event in the Refugees Starting Over in Utica, NY project series,  
celebrating and sharing stories of refugee resettlement in Utica, NY.*

Friday, November 30th, 2012 at SUNYIT  
Opening Reception in Gannett Gallery (Kunsela Hall) from 4:30-6:30 pm  
World Music and Folk Dancing in Kunsela Hall Lobby from 6-7pm  
Documentary & Utica Firefly Storytelling Event in Kunsela Auditorium from 7-9pm

SUNYIT Kunsela Hall - 5701 Horatio St. Utica, NY 13502 (address for GPS)

The Starting Over Collaborative Gallery Show features contributions by SUNYIT students, refugees and many of the groups and individuals who serve the refugee community in Utica, NY. It is curated by Kathryn Stam, SUNYIT Associate Professor of Anthropology, Kevin Volo, SUNYIT Instructional Technologist and Katie Reilly, SUNYIT graduate student.

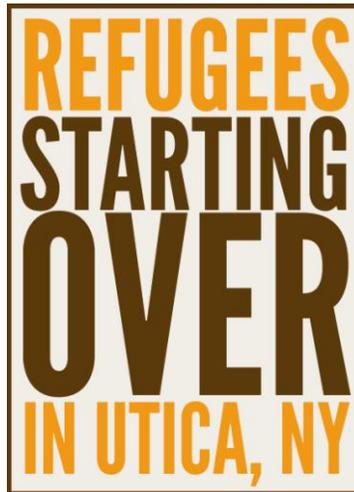
Questions? Please call 315-735-1189

[www.startingoverutica.com](http://www.startingoverutica.com)

Made possible with support from the President's Opportunity Fund for Faculty & Staff Development.



## Appendix II – Press Release



FOR IMMEDIATE RELEASE

Contact: Kathryn Stam / [stamk@sunyit.edu](mailto:stamk@sunyit.edu) / (315) 735-1189  
OR Katie Reilly / [reillyk1@sunyit.edu](mailto:reillyk1@sunyit.edu)

### **Refugee Project Premiere Event November 30**

(Utica, NY) – On Friday, November 30<sup>th</sup>, SUNYIT will be hosting an event to celebrate and share the stories of refugees in Utica with the “Portraits of Refugee Life in Utica, NY” Collaborative Gallery Show opening. This is the premiere event of the ‘Refugees Starting Over in Utica, NY’ project.

Over the past 30 years, Utica has welcomed refugees from over 30 countries to the city. Currently, 1 in 5 people living in Utica is a refugee. In 2005 the United Nations Refugee Magazine called Utica "The Town That Loves Refugees." The ‘Refugees Starting Over in Utica, NY’ project set out to discover the story of refugee resettlement and find out: Do these refugees love Utica back?

The November 30<sup>th</sup> event will include a gallery show, short documentary on Utica’s newest refugee group and a Utica Firefly Story Telling event. The gallery show, curated by Kathryn Stam (SUNYIT faculty), Kevin Volo (SUNYIT staff), and Katie Reilly (SUNYIT student), includes collaboration by students, refugees and approximately 30 local community partner organizations that support refugees and resettlement.

The event will be held in Kunsela Hall on the SUNYIT campus on Friday, November 30, 2012 from 4:30-9 PM. The schedule of activities includes Gallery

Show Opening Reception in the Gannett Gallery from 4:30-6:30 PM, World Music and Folk Dancing in the Main Lobby from 6-7 PM and the Starting Over documentary and Utica Firefly Storytelling Event in Kunsela Auditorium from 7-9 PM.

'Refugees Starting Over in Utica, NY' is supported by the President's Opportunity Fund for Faculty and Staff Development and the Cultural and Performing Arts Committee (CPAC) at SUNYIT. For more information, please visit the project online at [www.startingoverutica.com](http://www.startingoverutica.com).

XXX

### Appendix III – Thank You



Thank You!

Thank you so much for your support, participation & attendance in the 'Refugees Starting Over in Utica, NY' events this past fall at SUNYIT. It was a success beyond our expectations!

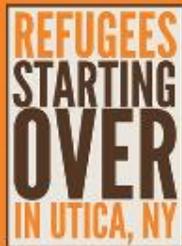
If you haven't already, please look up our our website and Facebook for photos & videos and stay tuned for information on what's next!

Sincerely,

KATHRYN  
STAM

KATIE  
REILLY

KEVIN  
VOLO



[www.startingoverutica.com](http://www.startingoverutica.com)

Possible with support from President's Opportunity Fund for Faculty & Staff Development at SUNYIT.



## Appendix IV – Informational Flyer



**REFUGEES  
STARTING  
OVER  
IN UTICA, NY**

**Why is Utica called 'The Town That Loves Refugees?' And do those refugees love Utica back?**

The multimedia project Refugees Starting Over in Utica, NY set out to answer this question by exploring Utica's refugee community. Learn more by visiting us online!

[startingoverutica.com](http://startingoverutica.com)  
[facebook.com/startingoverutica](https://facebook.com/startingoverutica)  
[youtube.com/startingoverutica](https://youtube.com/startingoverutica)  
[twitter.com/startingover315](https://twitter.com/startingover315)



# Kathryn Reilly

Born: December 31, 1985 | Utica, New York  
reillyk1@sunyit.edu

## EDUCATION

**SUNY Institute of Technology**, Utica, NY Fall 2011 – May 2013  
GPA: 4.0; Graduation Date: 05/11/2013  
• Masters of Science in Information Design and Technology

**Syracuse University**, Syracuse, NY Fall 2004 – May 2008  
GPA: 3.769; Graduation Date: 05/11/2008; Honors: Magna Cum Laude  
• **Maxwell School** Bachelor of Arts in Policy Studies and Political Science  
• **School of Visual and Performing Arts** Minor Study in Music Industry

## PROFESSIONAL EXPERIENCE

**New York Sash**, Whitesboro, NY May 2008 - Present  
Director of Marketing  
• Research, development and coordination of marketing campaigns and events; Data management; Public relations; Social media marketing and networking; Creation and distribution of electronic publications; Production assistant for New York Sash owned television show *CNY's Open House*.

**SUNYIT**, Utica, NY January 2012 – May 2013  
Graduate Assistant under Dr. Kathryn Stam  
• Co-Curator of "Refugees Starting Over in Utica, NY" event series; Research on Human Right NGOs; Various web and design tasks

## OTHER EXPERIENCE

**Teddy Bear Toss & Toy Drive** Annually Every December, 2008 - Present  
Coordinator and Volunteer, Whitesboro, NY

**House of the Good Shepherd Chef's Unite Fundraiser** Annually Every May, 2008 - Present  
Volunteer, Whitesboro, NY  
• Marketing Leader

**UNSPOKEN Human Rights Festival** October 2012  
Volunteer, Utica, NY  
• Social Media Management, Art Show Assistant

## ACADEMIC HONORS

Nominated for the 2013 President's Award – SUNYIT May 2013  
The Information Design and Technology Program Award – SUNYIT May 2013  
Nominated for the SUNY Chancellor's Award for Student Excellence 2013 Spring 2013  
Excellence in a Political Internship from Department of Political Science April 2008  
• Maxwell School of Citizenship and Public Affairs of Syracuse University  
Syracuse University Dean's List Fall 2004 – Spring 2008  
Syracuse University Chancellor's Scholarship August 2004 – May 2008  
Syracuse University Merit Scholarship August 2004 – May 2008  
New York State Scholarship for Academic Excellence August 2004 – May 2008  
Who's Who Among Students in American Universities and Colleges Fall 2007

## PROFESSIONAL HONORS

Employee of the Year in Marketing: New York Sash December 2008