Great Storytelling: People, Photos, and Powerful Impact
There’s No Such Thing as Bad Publicity?
OIL SPILL DISASTER
BP TO TRY NEW CONTAINMENT PLAN

TODAY
Urban Outfitters Commemorates the Kent State Shootings With a Fake Blood-Stained Sweatshirt
The Juice by Energy-X is Hollywood's Hottest New Craze

LOS ANGELES, Feb. 1, 2012 /PRNewswire/ -- Pacific Shore Holdings, Inc. (OTCBB: PSHR) today announced the release of The Juice, energy mix by Energy-X. The Juice is the latest and most innovative energy product to be introduced into the energy product arena.

Developed by the company that introduced Energy-X, the instant energizing, sugar free chewing gum and the Energy-X, an infused lip balm, this one-of-a-kind energy mix can be added to virtually any beverage including cocktails and sports drinks. It can easily energize anything imaginable. The Juice is essentially flavorless and odorless when mixed into any liquid concoction, making its uses endless. The Juice has zero calories, no carbohydrates, is sugar-free, and is fortified with 70mg of caffeine and nearly a full daily dose of B12, B6, and B3 (Niacin) vitamins per serving.

When mixed into your favorite spirits or cocktails, the B-Vitamins provide an Anti-Crash / Anti-Hangover effect on the body, which makes The Juice a very unique product. Now you can get that extra boost of energy, and party all night long, drinking your favorite cocktail without the extra calories, sugars or normal energy drink flavors while simultaneously getting a head start on the next day's hangover.

The Juice, by Energy-X, is currently touring Hollywood backstage celebrity and VIP events, and is not available for sale to the general public. The only way to try The Juice is to be lucky enough to get invited to an event that Energy-X is co-hosting or sponsoring. "We are carefully selecting nightclubs and high-end restaurants to share The Juice with and will make it available to the general public later in the year" states Matthew Mills, Founder of Pacific Shore Holdings, Inc.

The Juice made its debut backstage at the sold out Power106 FM Cali Christmas concert this past December, which featured top recording artists Drake, Big Sean and Justin Bieber. It has also had a presence at a Golden Globe Awards celebrity gift suite and will be swinging into Hollywood for some of the Hottest Oscars and VIP parties throughout 2012.
Don’t Be Like Those People
GREAT STORYTELLING
Smiles
Stats
Sources
Successes
So What?
Smiles
Stats
Sources
Successes
So What?
Program puts at-risk youth on a path to college

By Sarah Cutier

Thanks in part to a Cornell youth development program, Shaniyah Way is attending Broome County Community College this fall.

After two years of study and service, Way was one of 24 teens in Broome and Monroe counties to graduate in August as the first class from CITIZEN U, a 4-H program run by Cornell Cooperative Extension (CCE) and the Bronfenbrenner Center for Translational Research in the College of Human Ecology to help at-risk youth become active in their communities and prepare for college careers.

Way credits CITIZEN U with giving her a sense of identity and purpose.

For a service project in Broome County, CITIZEN U students partnered with local volunteers to convert an unused space into a community park.
Program teaches girls engineering via apparel design

By Ted Bosca

On a late July afternoon, 24 middle school girls took turns walking on water outside Cornell's Human Ecology Building. The girls, from cities and small towns in upstate New York, pranced atop a goopy mixture of water and cornstarch, careful not to stop or it would grab them like quicksand. Their lesson was to learn about the properties of shear-thickening fluids – substances that morph between liquid and solid states and are used in some high-end body armors and protective gear.

The demonstration was one of dozens of lessons in science, technology, engineering and math (STEM) principles that the girls received as part of
Undergrads go to camp - and study teen transitions

By Olivia M. Hall

Summer camp is often about archery, swimming and singing around the fire. But this past summer, Natasha Herrick '15, Leticia Vasquez '15 and Meredith Moser '15 were in for a different kind of camp adventure – their first academic research study.

Working with Jane Mendle, assistant professor of human development in the College of Human Ecology, the three served as research assistants for a pilot study to test expressive writing interventions with adolescent girls at 4-H Camp Bristol Hills in Canandaigua, N.Y.

The project, funded partly by Cornell’s Bronfenbrenner Center for Translational Research, formed when Tim Davis, 4-H youth development program leader with Cornell Cooperative Extension (CCE) of Ontario County, discussed possible collaborations at the residential summer camp with Mendle.

“Everybody knows that puberty is rough on kids, as relationships with parents and peers are changing,” Mendle said. “Our lab, like a lot of others interested in puberty, tends to focus on the consequences of puberty – which can include depression, anxiety, externalizing or ‘acting out’...”
One More ‘S’ – Simplify

**Develop Your Message in 3 Points**

[www.aaas.org/page/develop-your-message-3-points](http://www.aaas.org/page/develop-your-message-3-points)

Scientists and the public have different communication styles. While scientists often start by placing research in a historical context, the public wants to know the point from the beginning.

How do you translate detailed and complex material into a clear, streamlined structure?

- **What's the Point?** Start out by explaining the "big picture" and why the audience should care. Then go into an appropriate level of detail to emphasize your points.
- **3-Point Structure:** What are the three things you want your audience to remember? Organize your message around these points.
Communications Resources

University
• Cornell Chronicle
  • www.news.cornell.edu
  • updated online M-F
• CornellCast
  • www.cornell.edu/video
  • lectures, class projects, promo videos, interviews
• University Photography
  • univcomm.cornell.edu/photography
  • image library, photogs for hire

College
• Cornell Now
  • now.cornell.edu/humec
  • alumni/campaign focus
• Alumni eNews
  • electronic newsletter for alumni
  • 4x/annually
• Social Media
  • Facebook, Twitter, LinkedIn, Flickr, YouTube
Coming Soon!
Ted Boscia
tvb23@cornell.edu
607-254-2914