

Appendix 1. Publicizing the Chinese Environmental Film Festival

Website and Campus Announcements

1. Website created by Furman Marketing and Public Relations
2. Five messages posted to the university-wide campus announcements
3. Listings in “The Flusher” bathroom notices
4. Inclusion in online Cultural Life Program Calendar

Social Media

5. CEFF Twitter, Facebook event page, and Instagram accounts created by students and heavily promoted through invitations and “follow” requests
6. Social media plugs on Furman Twitter accounts and Furman Facebook pages by Furman Marketing and Public Relations staff
7. Commercial developed by students in FYS: Debunking the Myths of China

Press Release and Furman Edge Article

8. Press release issued by Marketing and Public Relations
9. *Furman Edge* article by Erikah Haavie (Marketing and Public Relations)
10. News article by Erikah Haavie following the festival: “Film Festival Explores the Realities of China’s Environmental Crisis”

Posters

11. Poster created by Marketing and Public Relations
12. Poster created by Bartram Society students
13. Digital poster on Trone Student Center displays

Emails and Announcements

14. Announcements and emails to classes
15. Targeted emails to faculty and staff at Furman
16. Targeted emails to regional Chinese and Asian studies programs and individuals interested in those topics