

Public Relations Portfolio
Max Sheedy
2/16/23

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Major Film Studio Planned to be Built in Buffalo

BUFFALO, NY - Sep 22, 2020 – Great Point Capital Management has revealed plans for a \$50 million film and television production studio. It is planned to be built on Buffalo’s west side. The studio is expected to bring a lot of traffic by allowing the economy to grow with many new jobs.

Great Point signed the deal with Rich Holding Inc. to purchase the studio lot. Rich Holding Inc. has been a key investment partner throughout the project. The studio is going to be built in two phases. Phase-1 construction is scheduled to begin in September 2020. Great Point is still in deliberation with multiple television studios that are considering being the tenant of the property.

Larry Quinn, who is a longtime local developer, and the former CEO of the Buffalo Sabres will be coordinating the project. Architectural Resources alongside Krog Corporation will be designing the studio and acting as construction manager and builder. The project is expected to be completed in fall 2021.

Great Point is a media investment company. The company works alongside high quality tv series, and films. Projects have been featured on UK broadcast television, US cable networks, and online streaming. Great Point works with large production companies such as Lionsgate, Netflix, Amazon, Hulu, AMC, and has produced over 50 projects since the companies start in 2012. The company is based in London UK. This is the second studio under construction for Great Point. They are also launching a Lionsgate studio in Yonkers, NY.

FROM: Max Sheedy

TO: Michael Metzger

DATE: 09/30/2021

SUBJECT: Plowing University Sidewalks

Dear, Mr. Metzger,

As a student who uses a wheelchair, I am concerned about getting to my classes and recreational areas safely during the winter months. I am reaching out to ask whether it is possible to have students with mobility needs provide input regarding the campus's snow-clearing plans beforehand to avoid some of the challenges that we faced--and you helped us solve--last winter. I'd love to work with you to address situations before they arise.

However small the number of students who use wheelchairs or other assistive mobility devices, we face significant challenges navigating semi-plowed sidewalks on campus in winter. I personally have been stuck countless times in snow banks over the past three years and have had to wait until another student or friend can help me push my 200-lb. wheelchair out of it. I think people who use wheelchairs like myself can provide insight regarding the accessibility around campus. I appreciate your taking the time to get back to me last year about this situation. I would love to sit down with you and further discuss this as well.

Sincerely,
Max Sheedy

Max Sheedy
Communications: Public Relations, Class of 2022
State University of New York at Fredonia

ROUGH DRAFT



PS5 Announcement

In a time where everyone is in some shape or form quarantined, there has been a rise in demand of entertainment. Throughout quarantine there has been a boost in sales of video games by \$10.86 billion.

With the video game industry on the rise during these crucial times for entertainment, it's no surprise that the demand is there for a new system as well. The last generation of consoles came out in 2013 and with technology advancing constantly a new system is in order.

In uncertain times like these Sony's competitors Nintendo sold out in their console the switch everywhere. They've been sold out for months now. Xbox along with PlayStation has a record-breaking demand for their new console. PlayStation is currently manufacturing double the amount PS5 consoles in order to meet the demands.

The launch of the PS5 is set for the holidays in 2020. Preorders for the PlayStation 5 have already begun. The date of release is November 12th, 2020. For further questions or interest feel free to contact me via email at esheedy1@gmail.com

Sources: <https://www.gamespot.com/articles/xbox-series-x-s-see-record-breaking-demand-on-preorder-launch-day/1100-6482488/> <https://www.businessinsider.com/nintendo-switch-still-sold-out-in-mid-summer-2020-7> <https://www.playstation.com/en-gb/explore/ps4/playstation-through-the-years/> <https://www.midiaresearch.com/blog/the-covid-bounce-how-covid-19-is-reshaping-entertainment-demand> <https://www.reuters.com/article/esports-business-video-game-spending/quarantine-boosts-us-to-record-10-86b-video-game-sales-idUSFLMKyQGy> <https://www.engadget.com/sony-ps5-production-boost-covid-19-demand-153541114.html> <https://www.businessinsider.com/playstation-5-production-doubled-report-2020-7>



PS5 Announcement

To whom this may concern,

In a time where everyone is in some shape or form quarantined, there has been a [rise in demand of entertainment](#). Throughout quarantine there has been a record of video game sales hitting [\\$10.86 billion](#).

With the video game industry on the rise during these crucial times for entertainment, it's no surprise that the demand is there for a new system as well. The last generation of consoles came out in [2013](#). After a large seven-year gap without a new console and technology advancing constantly, it's only fitting for Sony to release their so claimed best console yet.

When the pandemic first started, Sony's competitors Nintendo [sold out](#) in their console Nintendo Switch everywhere for months. Xbox along with PlayStation has a [record-breaking demand](#) for their new console. PlayStation is currently manufacturing [double](#) the amount PS5 consoles in order to meet the demands.

The launch of the PS5 is set for the holidays in 2020. Preorders for the PlayStation 5 have already begun. The date of release is November 12th, 2020. For further questions or interest feel free to contact me via email at esheedy1@gmail.com.

Best,
Max Sheedy



To: AMC Employees
From: Max Sheedy
Date: October 14, 2020
Subject: Theatres to Remain Open

AMC Theatres as of right now is not planning on closing any of our theaters. This letter is being sent out regarding the news that Regal is temporarily shutting down. I'd like to assure you that AMC is going to stay open as long as it's safe to do so.

We understand that this is a difficult and unprecedented time for our industry. With production of films still being delayed and with some states still not allowing theaters to reopen such as New York and California. We're going to do our best to reopen all of our theaters as soon as we get the clear and it's safe for audiences.

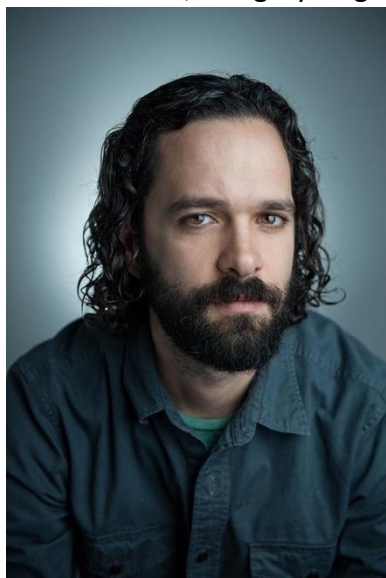
We'd like to thank you all for your patience and for helping us get back to business during these times.

ROUGH DRAFT



Neil Druckmann

Vice President, Naughty Dog



Neil Druckmann became Vice President of Naughty Dog in March of 2018. This role includes contributing on critical studio level decisions. Alongside his new role he will remain as the Creative Director for the Last of Us Part II.

Neil received a bachelor's degree in computer science at Carnegie Mellon University. As well as a master's degree in entertainment technology.

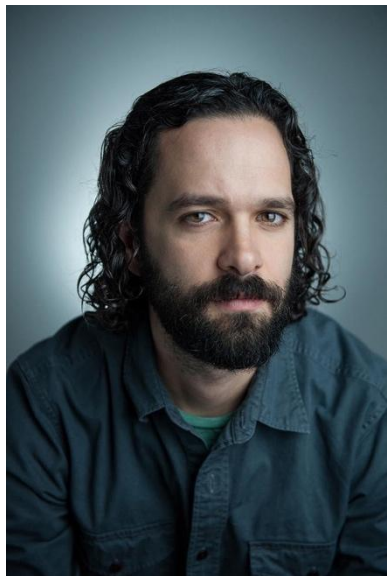
After his time in university Neil joined Naughty Dog in 2004 as an intern. During his internship he was a programmer for Jak 3 and Jak X: Combat Racing. He then became a Game Designer for Uncharted: Drake's Fortune which was a series he worked on for eight years.

His biggest work has been on a zombie apocalypse game The Last of Us. He has been a five-time winner for The Last of Us and has won the BAFTA Games Award, D.I.C.E Award, NAVGTR Award, and the WGA Award. He has also won for his work on Uncharted 4: A Thief's End.



Neil Druckmann

Vice President, Naughty Dog



Neil Druckmann is Vice President of Naughty Dog. This role includes contributing on critical studio level decisions. Among his responsibility as Vice President, he will remain as the Creative Director for the Last of Us Part II.

Neil received a bachelor's degree in computer science at Carnegie Mellon University and a master's degree in entertainment technology.

After his time in university Neil joined Naughty Dog in 2004 as an intern. During his internship he was a programmer for Jak 3 and Jak X: Combat Racing. He then became a Game Designer for Uncharted: Drake's Fortune which is a series he worked on for eight years. A major project for Neil has been his work on five-time award winning zombie apocalypse game The Last of Us.

His most current work The Last of Us Two has been out since June 2020. The second installment of The Last of Us was highly anticipated for years after the first game came out. At the Game Awards it won in the following categories: Game of the Year, Best Storytelling, Best Visual Design, Best Audio, and PlayStation Game of the Year.



Reopening and Safety Q&A

We would like to thank our valued guests for your loyalty and support throughout this time of navigating the COVID-19 pandemic. We would like to answer your crucial questions about our reopening strategy.

Q: Can I go inside my local GameStop?

A: Yes, our store in Webster is open. We are still continuing to offer contactless pick-up for online purchases at select stores.

Q: Does GameStop have reduced hours?

A: Yes, we are open from noon-8:00 p.m., on weekdays and Saturdays. Our hours on Sundays are from noon-6:00 p.m.

Q: How are you enforcing social distancing within the store?

A: There are visual cues such as floor stickers in every store that supports distancing among consumers. Guests and our associates are required to wear a facial mask/covering while inside the store. Only a limited number of customers are allowed inside at once.

Q: What are you doing to ensure safety for employees?

A: Store associates are responsible for participating in a daily pre-work health assessment. Employees are required to wear a mask at all times while in the store and plexiglass shields have been installed at all cash registers.

Max Sheedy

5/8/20

COMM 244 – Benton

Social Media Consultation Paper

Sheedy Insurance Services

Situation:

I decided to choose my family's insurance business for this paper. My mom, Lisa Sheedy, runs an independent insurance agency, Sheedy Insurance Services, in Rochester NY. With the 20+ companies by their side they are able to cover a wide range of property and casualty insurance as well as life insurance. Based on the SWOT analysis below I suggest one of the biggest things they need to upgrade and revamp is their usage of social media.

Strengths:

Sheedy Insurance possesses a lot of strengths for example they are a family oriented & personable business. They are a familial business, Lisa Sheedy is the owner, Kevin Sheedy is an employee, and Mike Sheedy runs marketing/socials. They always say that they like to treat their clients like family and do just that. The team working at Sheedy Insurance has over 70+ years of experience and they will do everything in their power to provide the right choice for the client. A lot of clients have left reviews mentioning how educated about their insurance they become after sitting down with anyone in the office. They'll go through and educate a client about which company could be the right fit, what coverage they need and more.

Weaknesses:

Sheedy Insurance Services works out of a quaint office with one full time employee and one part time employee. Lisa works full time in the office also but occasionally has to be out for meetings and other factors. They're currently short staffed right now in office which can be a weakness to overall growth. From a PR perspective Sheedy Insurance's biggest weakness is their online presence. Although they have their own website and are one of the top google searches when you look up the best insurance agencies in my area. They lack in their social media presence posting only once or twice every other month on their Facebook page, usually using generic images rather than authentic photos. Their page is not being used efficiently to grow clientele.

Opportunities:

In the past and in the future Sheedy Insurance has been able to attend car, boat and home and garden shows to get their name out into the community more. They benefit from having a large tent with their business colors & name over it. They also have the ability to give away free things such as key chains, mini pressure gauges, pens, and more with their names on them. Here in Rochester there is a magazine called the Rochester Business Journal. It is a weekly paper and they look at businesses around the area and give them recognition. Sheedy Insurance Services was Nominated as Favorite Insurance Business for 2019. This nomination allowed our team to go to an annual dinner provided by RBJ and connect with other businesses in the area.

Threats:

Other insurance companies are huge threats to our agency. Even though at Sheedy Insurance they have over 20 companies you can choose from. Other companies that they don't have often cut coverage to reduce premiums. Especially during the COVID-19 situation a big way to steal clientele is to offer rebates

on their car insurance since no one is driving right now. Not all insurance companies are offering this deal leading consumers to look at better deals elsewhere.

Objectives:

The objective or mission statement of Sheedy Insurance Services is “At Sheedy Insurance Services, we provide our customers with confidence by helping them get smart about their insurance. We plan ahead of time for potential risks and quickly help to restore our customers lives after a loss.” After talking with Lisa and Mike Sheedy they want to use social media as a promotion tool for their business. Both of them still would like their social media presence to be educational about insurance. Mike has expressed that he wants to make sure it doesn’t become an “annoyance” on followers timelines though. When revamping their social media we’re going to take into account their requests to keep it professional and educational but still allowing their page to breath with fresh new content in order to gain more interaction and grow their clientele.

Audience/Tactics:

The target audience for our agency are going to be young families starting up, and people who already have families. We’re looking at the age range of about 25yrs to 50yrs. We’re looking for people who have a few cars and a home, as that’s what we insure the most. Based on our target audience we’re gonna continue using Facebook as our main platform as it is one of the only platforms that has that variety of outreach to our target audience. Anytime something important happens to the agency we update our page about it. In between those big updates we try to stay relevant to our target audience by creating posts about our staff and things that happen in office, polls and Q&A’s in Facebook stories and community posts to boost interaction. We’re trying to keep the page as active as possible with posts that people want to see. Our biggest struggle with the page right now is not updating often enough with

authentic photos. Photos we should be using would look like these: They show our employees and our owner out doing community events. The middle photo is from the Rochester Business Journal event which was a huge opportunity for us. The other two photos are from the Shriners Car Shows. Some of these photos are up on our page right now but on the other hand we have blurry or generic bad quality photos up next to them. I feel like having photos like these really give the audience a sense of community in our page. It brings a face to the name and that's what people are looking for online.