

Learn. Engage. Succeed.



**Syracuse University
Belly O'So Pregnant
Spring 2014**





Hill Communications
S.I. Newhouse School of Public Communications
215 University Place
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Syracuse, NY 13210
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Spring 2014 | Research and Background

BELLY O'SO PREGNANT IS A START-UP COMPANY FOUNDED BY TRAMECA CAMPBELL, AN INTERNATIONAL CERTIFIED CHILDBIRTH EDUCATOR AND MATERNITY CONCIERGE BASED IN UPSTATE NEW YORK. AFTER THE BIRTH OF HER FIRST BORN DAUGHTER, SHE BEGAN TO UNDERSTAND AND RESPECT THE SANCTITY OF LABOR AND CHILDBIRTH. SHE BEGAN HAVING OPEN CONVERSATIONS WITH WOMEN ABOUT THEIR PREGNANCY AND BIRTH EXPERIENCES. CAMPBELL WAS SURPRISED OF THE DISAPPOINTED STORIES OF WOMAN FEELING INADEQUATE TO CONTROL THERE OWN BODIES, LEAVING THEM FEELING POWERLESS AND DOUBTFUL. IT IS HER MISSION TO OFFER FREEDOM OF CHOICE BASED ON KNOWLEDGE OF ALTERNATIVES IN SUPPORTED MATERNITY AND NEWBORN CARE. BELLY O'SO PREGNANT OFFERS SERVICES THROUGH A MATERNITY CONCIERGE, CHILDBIRTH EDUCATION AND BREASTFEEDING SUPPORT.

Strategic Campaign Plan

MISSION

THE MISSION OF BELLY O'SO PREGNANT IS TO OFFER FREEDOM OF CHOICE BASED ON KNOWLEDGE OF ALTERNATIVES IN SUPPORTED MATERNITY AND NEWBORN CARE. BELLY O'SO PREGNANT DOES THIS THROUGH CHILDBIRTH EDUCATION CLASSES, MATERNITY CONCIERGE SERVICES AND BREASTFEEDING SUPPORT GROUPS.

GOAL #1: TO CREATE GENERAL AWARENESS OF BELLY O'SO PREGNANT.

- ❖ **Objective A:** TO GENERATE AWARENESS BY INCREASING A PRESENCE ON SOCIAL MEDIA BY 20% BY THE END OF THE SPRING 2014 SEMESTER.
- ❖ **Objective B:** TO CREATE A WORKING LIST OF POTENTIAL PARTNERSHIPS FOR FUTURE BELLY O'SO PREGNANT EVENTS.

GOAL #2: TO INCREASE THE VISIBILITY OF BELLY O'SO PREGNANT BY 20% BY THE END OF THE SPRING 2014 SEMESTER.

- ❖ **Objective A:** TO INCREASE FACEBOOK 'LIKES' BY 20% BY THE END OF THE SPRING 2014 SEMESTER.
- ❖ **Objective B:** TO INCREASE TWITTER 'FOLLOWS' BY 20% BY THE END OF THE SPRING 2014 SEMESTER.
- ❖ **Objective C:** TO ESTABLISH RELEVANT CONTENT ON ALL SOCIAL MEDIA PLATFORMS TO ENGAGE AUDIENCES.
- ❖ **Objective D:** TO ESTABLISH A 'MOMMY BLOG' FOR BELLY O'SO PREGNANT.



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GOAL #3: TO PLAN AN EVENT THAT WILL INCREASE BRAND AWARENESS FOR BELLY O'SO PREGNANT IN THE SPRING 2014 SEMESTER.

- ❖ **Objective A:** TO HAVE AT LEAST 50 PREGNANT WOMEN/NEW MOTHERS IN ATTENDANCE.
- ❖ **Objective B:** TO OBTAIN DONATIONS FROM 3 LOCAL BUSINESSES FOR 'SWAG BAGS.'
- ❖ **Objective C:** TO SECURE MEDIA COVERAGE FROM TOW MEDIA SOURCES FOR DAY OF THE EVENT COVERAGE.

STRATEGIES & TACTICS

STRATEGY 1: DISSEMINATING INFORMATION

- ❖ OFFICIAL BELLY O'SO PREGNANT LOGO
- ❖ BELLY O'SO PREGNANT POSTER WITH BUSINESS INFORMATION
- ❖ "KEEP CALM AND GET YOUR ZEN ON: A MOTHER'S DAY RETREAT" POSTER
- ❖ MEDIA KIT

STRATEGY 2: BUILDING ALLIANCES AND PARTNERSHIPS

- ❖ KOINONIA HEALTH AND WELLNESS CENTER
- ❖ SYRACUSE COMMUNITY BUSINESSES

STRATEGY 3: AUDIENCE ENGAGEMENT THROUGH SOCIAL MEDIA

- ❖ #OSo___ AND #BELLYOSO___
- ❖ BELLY O'SO PREGNANT FACEBOOK AND TWITTER ACCOUNTS
- ❖ MOMMY BLOGGER 'NETWORK'

STRATEGY 4: SPECIAL EVENTS

- ❖ "KEEP CALM AND GET YOUR ZEN ON: A MOTHER'S DAY RETREAT"

KEY MILESTONES

- ❖ FEBRUARY 19, 2014: FIRST HILL COMMUNICATIONS TEAM MEETING
- ❖ FEBRUARY 20, 2014: FIRST CLIENT MEETING
- ❖ APRIL 2, 2014: CLIENT ATTENDS HILL COMMUNICATIONS MEETING
- ❖ APRIL 9, 2014: HILL COMMUNICATIONS SETS UP HOOTSUITE ACCOUNT TO TAKE OVER SOCIAL MEDIA EFFORTS
- ❖ APRIL 11, 2014: OFFICIAL BELLY O'SO PREGNANT LOGO IS LAUNCHED
- ❖ APRIL 14, 2014: HILL COMMUNICATIONS REACHES OUT TO LOCAL BUSINESSES FOR 'SWAG BAGS'
- ❖ APRIL 27, 2014: HILL COMMUNICATIONS WILL REACH OUT TO MEDIA FOR COVERAGE OF EVENT



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“KEEP CALM AND GET YOUR ZEN ON: A MOTHER’S DAY RETREAT”

“KEEP CALM AND GET YOUR ZEN ON: A MOTHER’S DAY RETREAT” IS A DAY OF REST AND RELAXATION FOR MOTHERS AND MOTHER-TO-BE. THE EVENT IS TO BE HELD SUNDAY, MAY 11, 2014 FROM 11 A.M. – 5 P.M. SERVICES INCLUDED DURING THIS DAY LONG EVENT WILL BE YOGA, ACUPUNCTURE, MASSAGES, AND AN ORGANIC, GLUTTON FREE LUNCH. ALL ACTIVITIES WILL BE SAFE FOR PREGNANT WOMEN AND WOMEN WHO HAVE JUST GIVEN BIRTH. REGISTRATION IS REQUIRED AND CAN BE DONE THROUGH AN EVENTBRITE LINK. REGISTRATION FEE IS \$99 FOR EARLY BIRDS AND \$120 UNTIL THE DAY OF THE EVENT. THE EVENT IS PROMOTED ON THE BELLY O’SO PREGNANT WEBSITE AND A FACEBOOK EVENT. IN PREPARATION FOR THIS EVENT, HILL COMMUNICATIONS REACHED OUT TO LOCAL BUSINESSES FOR ‘SWAG BAG’ DONATIONS, COMPILED A LIST OF MEDIA CONTACTS AND CREATED PROMOTIONAL MATERIAL.

BUDGET

AT HILL COMMUNICATIONS, WE USE AGENCY RATES TO TRACK THE VALUE OF OUR WORK. BELOW IS THE AMOUNT OF TIME, AND MONETARY EQUIVALENT, THAT WE HAVE SPENT ON EACH OF THE FOLLOWING SERVICES:

WORK TYPE	RATE (PER PERSON, PER HOUR)	TIME (HOURS)	SEMESTER TOTAL
Research			
Writing			
Meeting			
General Account Maintenance			
	GRAND TOTAL:		



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Spring 2014 | Evaluation

EVALUATION OF GOAL #1: TO CREATE GENERAL AWARENESS OF BELLY O'SO PREGNANT.

- ❖ **Objective A:** TO GENERATE AWARENESS BY INCREASING A PRESENCE ON SOCIAL MEDIA BY 20% BY THE END OF THE SPRING 2014 SEMESTER.

WHEN HILL COMMUNICATIONS WAS INTRODUCED TO BELLY O'SO PREGNANT IN FEBRUARY 2014 THE FACEBOOK HAD 4 'LIKES' AND THE TWITTER HAD 34 'FOLLOWS.' TODAY, THE FACEBOOK PAGE HAS 62 'LIKES' AND THE TWITTER ACCOUNT HAS 60 'FOLLOWS.'

THEREFORE, WE CAN CONCLUDE THAT A 20% INCREASE IN THE PRESENCE OF BELLY O'SO PREGNANT WAS MET AND THEN EXCEEDED BY THE 94% INCREASE IN A PRESENCE ON FACEBOOK AND 44% INCREASE ON TWITTER.

FOR OUR FINAL RECOMMENDATION, WE SUGGEST CONTINUING CREATE RELEVANT CONTENT TO ENGAGE THE CURRENT AUDIENCE AND ATTRACT A WIDER AUDIENCE.

- ❖ **Objective B:** TO CREATE A WORKING LIST OF POTENTIAL PARTNERSHIPS FOR FUTURE BELLY O'SO PREGNANT EVENTS.

IN DOING RESEARCH OF THE SYRACUSE AREA AND OF THE BABY INDUSTRY, HILL COMMUNICATIONS FOUND THAT THERE ARE SEVERAL LOCAL BUSINESSES WITH THE SAME TARGET CUSTOMERS AND/OR GOALS AS BELLY O'SO PREGNANT.

THEREFORE, WE CAN CONCLUDE THAT A COMPREHENSIVE LIST OF THESE BUSINESSES WILL BE BENEFICIAL TO BELLY O'SO PREGNANT IN THE FUTURE FOR EVENTS AND/OR PARTNERSHIPS.

FOR OUR FINAL RECOMMENDATION, WE ADVISE KEEPING THIS LIST UPDATED AND FORMING PARTNERSHIPS WITH THESE LOCAL BUSINESSES TO BETTER PROMOTE BELLY O'SO PREGNANT TO THE TARGET AUDIENCE.

EVALUATION OF GOAL #2: TO INCREASE THE VISIBILITY OF BELLY O'SO PREGNANT ON SOCIAL MEDIA BY 20% BY THE END OF THE SPRING 2014 SEMESTER.

- ❖ **Objective A:** TO INCREASE FACEBOOK 'LIKES' BY 20% BY THE END OF THE SPRING 2014 SEMESTER.

IN FEBRUARY 2014, BELLY O'SO PREGNANT HAD 4 FACEBOOK 'LIKES.' TODAY, THE BELLY O'SO PREGNANT FACEBOOK PAGE HAS 62 'LIKES.' THIS REPRESENTS A 94% INCREASE IN THE VISIBILITY OF THE BELLY O'SO PREGNANT FACEBOOK PAGE.

OUR FINAL RECOMMENDATION IS TO KEEP POSTING RELEVANT CONTENT TO ATTRACT A WIDER AUDIENCE AND KEEP THE CURRENT AUDIENCE ENGAGED.



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- ❖ **Objective B:** TO INCREASE TWITTER 'FOLLOWS' BY 20% BY THE END OF THE SPRING 2014 SEMESTER.

IN FEBRUARY 2014, BELLY O'SO PREGNANT HAD 34 TWITTER 'FOLLOWS.' TODAY, THE BELLY O'SO PREGNANT TWITTER ACCOUNT HAS 60 'FOLLOWS.' THIS REPRESENTS A 44% INCREASE IN THE VISIBILITY OF THE BELLY O'SO PREGNANT TWITTER ACCOUNT.

OUR FINAL RECOMMENDATION IS TO KEEP POSTING REGULARLY AND UTILIZE THE HOOTESUITE APPLICATION.

- ❖ **Objective C:** TO ESTABLISH RELEVANT CONTENT ON ALL SOCIAL MEDIA PLATFORMS TO ENGAGE AUDIENCES.

THE HILL COMMUNICATIONS TEAM CREATED A RUNNING DOCUMENT OF SOCIAL MEDIA CONTENT THAT WAS RESEARCH BASED AND RELEVANT TO THE BELLY O'SO PREGNANT TARGET AUDIENCE. THIS INFORMATION WAS LOADED INTO A HOOTESUITE ACCOUNT SO IT WAS PRESENTED IN A TIMELY MANNER TO THE AUDIENCE.

OUR FINAL RECOMMENDATION IS TO CONTINUE TO UTILIZE THE HOOTESUITE ACCOUNT TO CREATE A TIMELY AND EFFECTIVE SOCIAL MEDIA SCHEDULE.

- ❖ **Objective D:** TO ESTABLISH A 'MOMMY BLOG' FOR BELLY O'SO PREGNANT.

BELLY O'SO PREGNANT HAD A BLOG WHEN HILL COMMUNICATIONS WAS INTRODUCED IN FEBRUARY 2014. HILL COMMUNICATIONS THOUGHT IT WOULD BE EFFECTIVE TO GIVE BELLY O'SO PREGNANT A THEME FOR THE BLOG SO IT WOULD HAVE A NICHE. AFTER READING MANY MOMMY BLOGS AND CONSIDERING THE FOUNDER OF THE BUSINESS'S BACKGROUND, HILL COMMUNICATIONS THOUGHT A MOMMY BLOG WOULD BE HIGHLY EFFECTIVE.

OUR FINAL RECOMMENDATION IS TO CONTINUE WITH WEEKLY MOMMY BLOG POSTS ABOUT RAISING SIX CHILDREN AND RUNNING A HOUSEHOLD. HILL COMMUNICATIONS ALSO RECOMMENDS THAT YOU ESTABLISH A MOMMY BLOGGER 'NETWORK.'

EVALUATION OF GOAL #3: TO PLAN AN EVENT THAT WILL INCREASE BRAND AWARENESS FOR BELLY O'SO PREGNANT IN THE SPRING 2014 SEMESTER.

- ❖ **Objective A:** TO HAVE AT LEAST 50 PREGNANT WOMEN/NEW MOTHERS IN ATTENDANCE.
- ❖ **Objective B:** TO OBTAIN DONATIONS FROM 3 LOCAL BUSINESSES FOR 'SWAG BAGS.'
- ❖ **Objective C:** TO SECURE MEDIA COVERAGE FROM TWO MEDIA SOURCES FOR DAY OF THE EVENT COVERAGE.

Goal #3 cannot be evaluated until May 11th when the event takes place



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Spring 2014 | Final Recommendations

STRATEGY 1: DISSEMINATING INFORMATION

- ❖ MORE INFORMATION ABOUT WHAT SERVICES ARE OFFERED
- ❖ CREATE A 30 SECOND ELEVATOR PITCH
- ❖ MAKE ALL THE INFORMATION EASILY ACCESSIBLE ON THE WEBSITE

STRATEGY 2: BUILDING ALLIANCES AND PARTNERSHIPS

- ❖ CONTINUE RELATIONSHIP WITH KOINONIA HEALTH AND WELLNESS CENTER
- ❖ WORK ON BUILDING RELATIONSHIPS WITH OTHER COMMUNITY BUSINESSES

STRATEGY 3: AUDIENCE ENGAGEMENT THROUGH SOCIAL MEDIA

- ❖ CONTINUE USING BELLY O'SO PREGNANT TWITTER AND FACEBOOK
- ❖ CREATE AN OFFICIAL BELLY O'SO PREGNANT HASHTAG
- ❖ MEASURE SOCIAL MEDIA SUCCESS WITH ANALYTICS TOOLS

STRATEGY 4: SPECIAL EVENTS

- ❖ PARTNER WITH SYRACUSE COMMUNITY BUSINESSES FOR SMALLER EVENTS
- ❖ FREEBIES AND COUPONS

STRATEGY 5: PUBLICITY

- ❖ MEDIA KIT DISTRIBUTION
- ❖ COVERAGE FROM LOCAL NEWS ORGANIZATIONS
- ❖ COVERAGE FROM LOCAL MOMMY BLOGGERS

APPENDIX

Logo



GENERAL INFORMATION POSTER

Trameca Campbell

B.S. M.B.A. I.C.C.E.
Founder

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What We Do

We make it our mission to care of the mother through all stages of motherhood: from the big belly, labor, delivery and even after her bundle of joy is born

“Where the belly rules!”

Services

Maternity Concierge
Consultation services to help you prep for your bundle of joy tailored to fit your needs

Breastfeeding Education
An experienced educator teaches you about breastfeeding & you can join a support group

Childbirth Education Classes
Getting educated to build your confidence on giving birth & methods of relaxation



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Belly O'So Pregnant



MEDIA LIST

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CONTACT	OUTLET	TOPIC	TITLE	MEDIA TYPE	CONTACT INFORMATION
GRAHAM, JANIS		FITNESS/EXERCISE , PREGNANCY/BIRTH	FREELANCE	FREELANCE	GRAHAM@TWCNY.RR.COM (607) 273- 5758
YOUNG, DIONY		OB/GYN, PREGNANCY	EDITOR	MAGAZINE	(585) 243 - 0087
BAKER PRICE, MARJORIE	CENTERINGTOOLS.COM	ALTERNATIVE MEDICINE	BLOGGER	BLOG	MARJORIE@CENTERINGTOOLS.COM
HALL, KATIE	CORTLAND STANDARD	HEALTH/MEDICINE	LIVING EDITOR	NEWSPAPER	LIVING@COURTLANDSTANDARD.NET (606) 756 - 5665
MULDER, JAMES	POST STANDARD	HEALTH/MEDICINE	NEWS REPORTER	NEWSPAPER	JMULDER@SYRACUSE.COM (315) 470 - 2245
BLOUNT-GOWAN, MARNIE	SYRACUSE NEW TIMES	WELLNESS		ONLINE NEWSPAPER	(315) 422 - 7011
DELAPP, BILL	FAMILY TIMES-PARENTING GUIDE		MANAGING EDITOR	MAGAZINE	BDELAPP@SYRACUSENEWTIMES.COM (315) 472 - 4669
JADRAN, FARAH	SYRACUSE WOMAN MAGAZINE	WOMEN	MANAGING EDITOR	MAGAZINE	FARAH@SYRACUSEWOMANMAG.COM (315) 434 - 8889 EXT. 315
	TODAY'S CNY WOMAN	WOMEN		MAGAZINE	EDITOR@TODAYSCNYWOMAN.COM
WANG, JENIFER	SYRACUSE PARENT MAGAZINE	PARENTS	EDITOR	MAGAZINE	JWING@EAGLENEWSONLINE.COM (315) 434 - 8889 EXT. 340
HERBERT, GEOFF		ENTERTAINMENT	FREELANCE		GDHERT@SYRACUSE.COM



PROMOTIONAL LOCATIONS

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LOCATION	ADDRESS	PHONE NUMBER
MOTHER EARTH BABY	733 SOUTH BAY ROAD, NORTH SYRACUSE 13212	(315) 458 - 2717
SHARKEY'S CUTS FOR KIDS	3485 ERIE BLV. E., DEWITT, NY 13214	(315) 446 - 4386
ASSOCIATES FOR WOMEN'S MEDICINE: DOWNTOWN SYRACUSE	770 JAMES ST. #100B, SYRACUSE, NY 13214	(315) 422 - 2222
ASSOCIATES FOR WOMEN'S MEDICINE: NORTHEAST LOCATION	4302 MEDICAL CENTER DRIVE: SUITE 302, FAYETTEVILLE, NY 13066	(315) 422 - 2222
ASSOCIATES FOR WOMEN'S MEDICINE: VILLAGE MEDICAL LOCATION	792 ½ NORTH MAIN ST., NORTH SYRACUSE, NY 13212	(315) 422 - 2222
ASSOCIATES FOR WOMEN'S MEDICINE: WEST MEDICAL LOCATION	5700 WEST GENESEE ST.: SUITE 9, CAMILLUS, NY 13031	(315) 422 - 2222
ASSOCIATES FOR WOMEN'S MEDICINE: LIVERPOOL LOCATION	4820 WEST TAFT ROAD: SUITE 208, LIVERPOOL, NY 13088	(315) 422 - 2222
MAMABIRTH YOGA		(406) 570 - 3549
SYRACUSE YMCA	340 MONTGOMERY ST., SYRACUSE, NY 13202	(315) 474 - 6851
CENTRAL NY MARCH OF DIMES	329 NORTH SALINA ST.: SUITE 304, SYRACUSE, NY 13203	(315) 463 - 0700
CROUSE HOSPITAL: NEONATAL INTENSIVE CARE UNIT	736 IRVING AVE., SYRACUSE, NY 13210	(315) 470 - 7111
BRIGHTON HILL PEDIATRICS	151 INTREPID LANE, SYRACUSE, NY 13203	(315) 469 - 8191
LEARN AS YOU GROW CHILD CARE CENTERS: SYRACUSE LOCATION	158 HIGHLAND AVE., SYRACUSE, NY 13203	(315) 474 - 5627
LEARN AS YOU GROW CHILD CARE CENTERS: SOLVAY LOCATION	120 NORTH ORCHARD RD., SOLVAY, NY 13031	(315) 487 - 0821
LEARN AS YOU GROW CHILD CARE CENTERS: CAMILLUS BUILDING A	3711 MILTON AVE., CAMILLUS, NY 13031	(315) 487 - 4132
LEARN AS YOU GROW CHILD CARE CENTERS: CAMILLUS BUILDING B	3711 MILTON AVE., CAMILLUS, NY 13031	(315) 468 - 1491
LEARN AS YOU GROW CHILD CARE CENTERS: NORTH SYRACUSE	5684 SOUTH BAY ROAD, CICERO, NY	(315) 458 - 4233



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LOCATION		
LEARN AS YOU GROW CHILD CARE CENTERS: CICERO	8381 ELTA DRIVE, CICERO, NY 13039	(315) 699 - 7189
CHILDTIME LEARNING CENTERS	4645 PARK DRIVE, SYRACUSE, NY 13211	(315) 543 - 6826
ROTHSCHILD EARLY CHILDHOOD CENTER	450 KIMBER RD., SYRACUSE, NY 13244	(315) 445 - 0049
CHILD CARE SOLUTIONS	6724 THOMPSON RD., SYRACUSE, NY 13211	(315) 446 - 1220
REDDICK'S BEAUTY SALON	1632 ERIE BLV. E., SYRACUSE, NY 13210	(315) 218 - 7639
C.W. GORGEOUS	3216 ERIE BLV. E., DEWITT, NY 13210	(315) 445 - 0708
TRINITY SALON AND SPA	936 NORTH CLINTON ST., SYRACUSE, NY 13202	(315) 426 - 0260
LIZ LANZA'S SALON	238 WEST WILLOW ST., SYRACUSE, NY 13202	(315) 472 - 1306
ADAGIO	431 NORTH SALINA ST., SYRACUSE, NY 13203	(315) 422 - 2144
ARTISTRY IN HANOVER	123 EAST WATER ST., SYRACUSE, NY 13224	(315) 701 - 2767
SYRACUSE PEDIATRICS	317 E. GENESEE ST., SYRACUSE, NY 13224	(315) 251 - 2612
UNIVERSITY PEDIATRICS	1200 E. GENESEE ST., SYRACUSE, NY 13210	(315) 471 - 4196



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MOMMY BLOGGER 'NETWORK' CONTACTS

BLOG NAME	BLOG LINK
BABYCENTER- UPSTATE NY MOMMAS	HTTP://COMMUNITY.BABYCENTER.COM/GROUPS/A59835/UPSTATE_NY_MOMMAS
5 MINUTES FOR MOM	HTTP://WWW.5MINUTESFORMOM.COM/
MY CNY MOMMY	HTTP://WWW.MYCNMOMMY.COM/
SUZANNE'S MOM'S BLOG	HTTP://SUZANNESMOMSBLOG.COM/ABOUT/
ONE SAVVY MOM	HTTP://WWW.ONESAVVYMOM.NET/SEARCH/LABEL/MOTHERHOOD
THE NEW YORK MOM	WWW.THENEWYORKMOM.COM