

Oct. 5, 2022

I have known Laurie Granieri for almost 25 years, and she is nothing short of exceptional. Through her intelligence, talent, creativity, leadership, personality and communication skills, she can take any company or organization to the next level.

Laurie sees the big picture, and considers options in new and exciting ways. But she doesn't forget the details, the little things. Spelling, punctuation and grammar matter to her, too.

Laurie is great at planning, but she can pivot and get the job done when the unexpected happens. She knows how to find solutions and solve problems.

Like all good leaders, Laurie brings out the best in others. She knows how to listen and how to be a part of a team. She also is not afraid to share her opinion, even if it's not what others believe.

Laurie is a brilliant writer. Her words sing, and she takes pride in what she says and how she says it. She knows her audience, which is critical. She can sum up complex ideas and make them easy to understand — she did that for years as an arts reporter for the Home News Tribune. She also can get as technical or precise as needed because she knows how to research and how to ask the right questions.

All of that makes her a great employee, but so does this: She is good person. She cares about others. If only more of our leaders were like her.

I can't recommend Laurie enough, and I'll be happy to answer any questions you may have. You can reach me at 732-770-5433.

Sincerely,

A handwritten signature in black ink, appearing to read 'Bill Canacci', written over a horizontal line.

Bill Canacci  
Regional Features Editor  
Asbury Park Press/Gannett NJ

October 1, 2022

To Whom It May Concern:

It is a pleasure to write a letter in support of Laurie Granieri, Director of Communications at the Mason Gross School of the Arts, Rutgers University.

I have known Ms. Granieri for 22 years. I first met her in the fall of 2000, when she interviewed me for the *Home News Tribune*. I had just arrived at Rutgers as the Dean of the Mason Gross School, and Ms. Granieri, as a reporter for the *Tribune*, had been charged with writing a profile of Rutgers' latest administrative hire. As I recall, we had a very lively conversation—about students, about arts schools, about the expanded role of the arts in the twenty-first century. I was committed to making the Mason Gross School a stronger force for the arts in New Jersey and the nation, and Ms. Granieri's compelling, engagingly written profile turned out to be the first step in moving the school in that direction. She had listened well and gotten the crux of the story.

Nine years later, when the position of Public Relations Head became vacant at Mason Gross and I was in great need of someone who could revisit the entire operation, I thought of Ms. Granieri. I had followed her coverage of the arts in the *Tribune* and was convinced that she was the right person to take our public relations operation in a new direction. I remember asking her in the search interview to describe a press release that she might write for Mortensen Hall, our new facility that was about to come on line. She suggested highlighting the expanded opportunities the new building would offer our students and faculty, but she then went on to describe, on a broader level, how the architecture of the building, with its airy atrium with two-story glass windows, would symbolize the school's new openness and commitment to community outreach. This and other savvy points confirmed to me that Ms. Granieri was the person we needed.

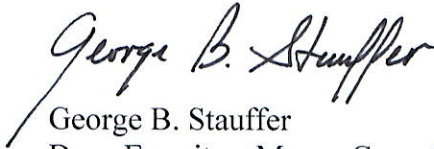
And I was right. Coming to Mason Gross as Director of Public Relations in 2009, Ms. Granieri completely revamped the school's publicity materials, giving the Mason Gross Magazine a total overhaul, coordinating the publication's contents with other arms of our operations (fund-raising and alumni affairs, in particular), and leading us into the new world of social media. She was always ahead of the curve. She introduced inventive strategies for cultivating a positive image of the school, and she was relentless in tracking down stories that captivated readers and explained just what we do. Ms. Granieri was also diplomatic in dealing with the faculty—not an easy accomplishment in the arts, where individual faculty members tend to be intensely focused on their craft and exceedingly demanding in their publicity expectations.

Four years later, when the school's programs had grown considerably, I decided to expand the Public Relations operation, too. I elevated Ms. Granieri to the position of Director of Communications and asked her to hire and oversee a communications team. She handled this new management responsibility well. Early on she made the wise but difficult decision to release an underperforming employee, and from that point onward she made a series of smart hires, assembling a group of highly talented, highly motivated "can do" players that complemented her

own skills. At the same time, she remained forward looking, posting one of Rutgers' first blogs, moving us to the use of QR codes, and playing a key role in the rebuilding of our website. She greatly strengthened our social media presence.

In sum, I have been extremely impressed by Laurie Granieri's work. I stepped down as Dean in 2000 and cannot speak for my successor at Mason Gross. But I note that he has reorganized many arms of the Dean's Office, but he has left Communications in place, with Ms. Granieri in charge and her team intact. It would seem to me that he, too, recognizes her high level of performance and leadership. I strongly recommend Ms. Granieri without reservation.

Yours sincerely,

A handwritten signature in black ink that reads "George B. Stauffer". The signature is written in a cursive style with a long, sweeping underline that extends to the left.

George B. Stauffer  
Dean Emeritus, Mason Gross School  
Distinguished Professor of Music History



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To whom it may concern:

I worked with Laurie Granieri for 7 years while I was Associate Dean at Mason Gross School of the Arts. In that time, Laurie assembled a high-functioning communications team who took the school's content and messaging to the next level. Under Laurie's initiative and guidance, the team leveraged data analytics and the changing landscape of communications tools and strategies, to transform Mason Gross's marketing and communications strategies. Laurie's team expanded the platforms we used to reach our diverse spectrum of audience members, from print material, to web content, to social media outlets. Despite the many demands of their roles, Laurie's team was always professional, collegial, and a pleasure to work with. Laurie's deft management ensured that the school's many events, and faculty and student accomplishments, were always featured in a manner that was both accessible and relatable, extending the impact of our stories beyond our academic borders. Laurie Granieri would be an asset to any future employer.

Best,  
Lisa Baratta  
***Senior Manager of Academic Administration***