

CMU

FEBRUARY 2022

# PRSSA NEWSLETTER

Monthly PRofile



@CMUPRSSA

## SPRING 2022 GENERAL MEETING DATES

2/9	3/2	3/30	4/20
2/16	3/16	4/6	4/27
2/23	3/23	4/13	



## MEMBER OF THE MONTH: KATIE HALEY

- Year: Sophomore
- Major: IPR
- Minor: Marketing
- Hometown:  
Grand Rapids,  
Mich.

"I joined PRSSA to meet new people and gain public relations experience. I am super excited for all the upcoming events this semester and looking forward to getting more involved!"

# ANNOUNCEMENTS

## UPCOMING EVENTS

**IPR 101 PR practitioner panel: Tuesday, Feb.15 from 6:30 p.m. 8:20 p.m.**

This event is virtual and the link will be provided in the weekly email.

**Valentine's Midnight Skate: Friday, Feb. 18 from 10 p.m. to midnight** at the Mount Pleasant Ice Arena. All proceeds will be given to a local charity.

**PR Agency Tours: Friday, March 18** we will have the opportunity to travel to Grand Rapids to tour a few PR agencies and also attend a Griffins hockey game. Only paid PRSSA members will be able to attend.

## DUCK DERBY

PR Central's Eighth Annual Rubber Ducky Derby is once again taking place at The Soaring Eagle Waterpark and Hotel! At 10 p.m. the ducks will race around the lazy river to the finish line.

For \$2, your adopted duck is entered into the Rubber Ducky Derby. Ducks can be purchased from PR Central members or on any of PR Central's social media pages. Ducks will also be available for purchase at The Soaring Eagle Waterpark and Hotel leading up to the event. You do not have to be present to win.

1st and 2nd place winners will earn a \$200 cash prize or two-night stay at the Soaring Eagle Water Park. PR Central will also be live streaming the event on Facebook!

Follow **@PR\_Central** on Instagram, Twitter or Facebook for more details. Please email **prcentral@gmail.com** with any questions.



# POINT SYSTEM

We have decided to implement a point system. This point system is only to benefit you – no one's membership is at risk. We simply want to reward those who go above and beyond!

## PRSSA Point System



### Point Breakdown

#### **Attendance**

General Meetings- **1 point**  
Committee Meetings- **1 point**

#### **Chapter Events**

Socials- **5 points**  
Community Engagement/Volunteer Events- **5 points**  
Fundraisers- **5 points**  
Internship Fair- **5 points**  
Banquet- **5 points**  
District or Regional Conference- **10 points**  
National Conference- **15 points**

#### **All-Star**

Join E-board- **5 points**  
Join PR Central- **10 points**  
Write a blog- **5 points**  
Get Nationally Published- **10 points**  
Member of the Month- **5 points**  
Apply for a PRSSA Scholarship- **5 points**  
High school outreach- **15 points**

### Guidelines

- Make sure to scan QR codes to check-in at meetings
- Check-in with PRSSA E-board members at each event to receive points
- To receive points for Chapter Events, you must not only attend but contribute/volunteer if needed
- If you attend a conference, apply for a scholarship or do high school outreach, email Chapter President Molly Anderson [ander7mm@cmich.edu](mailto:ander7mm@cmich.edu)
- The first place prize is eligible for the next year of membership
- If a graduating senior wins the first place prize, they will receive a full refund for that year



To receive PRSSA cords, graduating seniors must accumulate at least 30 points

**Dues are  
Due!!  
March 1st**

## DUES

Pay your dues at **[rise-prssa.prsa.org](http://rise-prssa.prsa.org)**. You only need to pay dues if you HAVE NOT paid in the past 12 months.

Dues must be paid by March 1 in order to attend committee meetings and to join PR Central.

We want EVERYONE to join PRSSA, regardless of income or economic status. If you are unable to afford paying dues at this time, please reach out to PRSSA President Molly Anderson at [ander7mm@cmich.edu](mailto:ander7mm@cmich.edu) or Faculty Adviser Jim Wojcik at [wojci1jj@cmich.edu](mailto:wojci1jj@cmich.edu) for assistance.

# HIGHLIGHT: BATEMAN COMPETITION

## OVERVIEW

The Bateman Case Competition is PRSSA's national case study competition for public relations students. Each year, six CMU students work together to complete a full public relations campaign.

This year's client is the **Lymphoma Research Foundation**, the nation's largest nonprofit devoted to funding research and awareness of the blood cancer. CMU's Bateman team has created the Fire Up Red campaign to raise awareness and money for the Lymphoma Research Foundation.

## RESOURCES

### Podcast: Lymphoma Talks

A month-long podcast special featuring survivors, experts and loved ones affected by lymphoma. Weekly episodes beginning on Feb. 7.



Lymphoma Talks



@lymphomataalks

[cmuprssa.com/fireupred](http://cmuprssa.com/fireupred)

## FIREUP RED

### WEEK OF EVENTS

**Monday Feb. 21** **10 a.m. - 1 p.m.**  
**Free Stickers & Selfie Booth Table @ Central Eats**

**Thursday Feb. 24** **10 a.m. - 1 p.m.**  
**Write a card for lymphoma patients @ Central Eats**

**Friday Feb. 25** **5 p.m. - 9 p.m.**  
**Fundraiser/Social @ Blaze Pizza on Mission St.**  
Use flyer for 20% of proceeds to support the LRF



**Saturday Feb. 26** **7 p.m.**  
**Fire Up Red Basketball Game @ McGuirk**  
**Show out and wear red!**

**Post a photo with #FireUpRed for the chance to win a Blaze Pizza gift card!**

LYMPHOMA  
RESEARCH • FOUNDATION

THE PAUL  
FOUNDATION



# Managing Burnout

## by: Mary Caporuscio

We've all been there. Feeling like we can't do it anymore. Wanting to breakdown and cry. The only thing you want to do is sleep. This feeling of burnout affects us all at some point in our lives. For college students especially, we may feel the effects of burnout more than our peers.

With myself for example, I work around 30 hours a week, I am involved in three registered student organizations, I'm taking 18 credits and am reaching the end of my schooling which means my classes are a lot harder than they once used to be. To say that I am feeling the effects of burnout is an understatement.

Burnout makes you crabby. You feel exhausted and overwhelmed. It usually makes you feel helpless and all around makes you feel like you want to give up. There are a few things I have learned about burnout and how to get out of your slump.

The first and most important thing to remember when it comes to burnout is that a bubble bath and a movie night is not going to solve all your problems. However, it also doesn't hurt to enjoy those things occasionally. To get to the point of burnout takes some time, which also means to get out of burnout it is going to take time and is not an overnight process.

Knowing what you can and cannot take on is a huge help. And remember it is okay to say "NO!" Most people love to say yes because they are people pleasers or because they want to fill their days with stuff to do. Finding the right balance for yourself is vital.

For myself, one of the biggest tells that I am experiencing burnout is irritability and exhaustion. I get so cranky when I have a lot on my plate that it starts to affect my relationships.

Everything starts to feel like a chore, and I notice I also get sick more often. Your body has no time to rest and relax and it starts to show.

So what can be done to help prevent burnout or even recover from it once it is too late? Use these helpful tips:

1. Identify changes that you can make right now

- Is there something on your schedule that doesn't bring you joy? Get rid of it if you can!
- Make a to-do list! Make a list of all the things you have been putting off and do just one at a time. Before you even realize it all the things on your list will be done!
- Make a calendar! I have my day planned out in 15-minute increments with everything color coded. Before I started doing this, I was failing my classes, missing easy assignments and struggling to stay organized.

2. Express yourself

- Whether that be talking to a trusted friend, writing it all down in a journal or doing something creative you love. Any form of expression helps!

3. Set boundaries

- "No" is a full sentence. Don't be afraid to use it.

4. Take care of yourself

- Eat a healthy meal
- Drink a glass of water
- Take a shower
- Take a nap

5. Set aside time for what you love

- Get a coloring book
- Watch a movie
- Build some Legos
- Read a book

For every fun and relaxing thing you do, make it a point to cross something off your to-do list. Eventually you will have everything done and you'll have had some fun doing it. Overall, make an effort to pursue better habits and find a routine that works for you!