

TRENDING TOPICS

The official Chapter newsletter of Waynesburg University PRSSA

October 2016



WAYNESBURG
UNIVERSITY PRSSA
WINS FOURTH STAR
CHAPTER AWARD

CHAPTER MEMBERS
ATTEND PRSA
PITTSBURGH'S
PROFESSIONAL
DEVELOPMENT DAY

+ NETWORKING TIPS

WAYNESBURG UNIVERSITY
PRSSA Public Relations
Student Society
of America

DR. F. H. TEAHAN
2015
OUTSTANDING
NEWSLETTER
AWARD



LETTER FROM THE PRESIDENT

Maura Fenske
Chapter President

Maura Fenske is a public relations major and has been the Waynesburg University PRSSA President since June 2016. If you are interested in the Chapter or have any questions, email Maura at fen7280@student.waynesburg.edu

National Conference is the ideal opportunity for Public Relations Student Society of America Chapter members from around the globe to gather, network and learn. This year, and every year Waynesburg University PRSSA has sent attendees, we not only learned from some of the most prominent practitioners in the field but also from fellow aspiring public relations professionals. On top of being an exciting professional development experience, National Conference is often counted as a favorite memory for Waynesburg University PRSSA Chapter members, even long after they've graduated.

This year's National Conference, "Crossroads of Public Relations," was held in Indianapolis, Ind. from Oct. 21 to 25. Six Waynesburg University PRSSA Chapter members attended Conference, each wrote session recaps for the Chapter PRSSA blog and two wrote session recaps for the PRSSA National blog, Progressions. National Conference is not only an opportunity for members to better our Chapter, but also to better themselves as professionals by taking advantage of the

opportunities presented at National Conference.

Some of the highlights from National Conference lineup were "The PRSSA 500" Opening Night Celebration; the Welcome, Awards, Keynote Address and Chapter Roll Call, "Blogging Rules to Break and Follow" with Ron Culp and Anne Waddington, "Knowing What to Say: A Guide to Political Public Relations" with Anne Hathaway and Jane Jankowski; and "Perfect Planning" by Theo Tyson. These engaging sessions showed attendees all that the field has to offer and all that is evolving within the profession.

I encourage each and every Chapter member to attend National Conference at least once during their four years at Waynesburg. If you have not yet been able to take advantage of the opportunity, start planning for next year's National Conference now—Boston, here we come!

Thank you to each Chapter member who attended this year and represented our Chapter well.

All the best,

Maura Fenske

Chapter President

5 TIPS TO STRENGTHEN YOUR NETWORKING SKILLS

Zac Sniadach
Treasurer

As a public relations professional, building mutually beneficial relationships is imperative. For some of us, the word "networking" can be very intimidating. As students, many of us are not sure where to start, what to say when we connect with someone or how to maintain that relationship once you've interacted. Although it may not be easy, strengthening your networking skills is a key component to enhancing your career, as well as your personal and professional relationships. While it can appear to be daunting, public relations networking can pay off and easily work for you if you take a few key steps.

Be Consistent and Personable

When you are engaging with someone, ask thoughtful questions and listen carefully to the answers. There is no better way to close a connection than a simple email, shout out on Twitter or handwritten note. Be impeccable with your word. For example, if you tell someone that you are going to reach out to him or her, do it. This will reiterate your commitment to the connection and allow for easier transitions into future conversations.

Exploit the Online Network

An online community allows you to connect and engage with public relations professionals all over the world. You can ask questions, share insights and develop long-term relationships. Other professionals in the community may take note of your activity, which can lead to a stronger network and word-of-mouth business referrals.

Learn How to Professionally Research

One of the most beneficial parts of networking online is the ability to learn more about the people you are interested in connecting with. Get to know the people you're connecting with online, and use the information to help build the potential relationship you are aspiring to build. There could be a mutual connection that you share. The ability to research online connections will also benefit you in face-to-face networking situations, where you will be prepared to communicate knowledge based on the intersection of your interests.

Have Fun with It

Think of networking as a way of making friends you would want to spend time with – have fun with it. One way to make your conversations fun is to talk about things that you enjoy. When you attend networking events, see if you can find people that have an interest in the same activity, hobby or even television show as you. Of course, you may need to find a hobby other than public relations first.

Do Not Be Intimidated

Many experts are willing to speak and share their knowledge; however, some may not be as willing. Don't become discouraged – it may take a few attempts at building your network to make a personal connection. Once you have received an initial response and are moving forward with an interaction, whether in person or via e-mail or phone be friendly, respectful and conscious of the contact's time constraints. There is a fine line between being ambitious and aggressive.

CHAPTER WINS FOURTH CONSECUTIVE STAR CHAPTER AWARD

Natalie Glady

Public Relations Director

The Waynesburg University
Public Relations Student Society
of America Chapter earned a

fourth consecutive Star Chapter Award through PRSSA National during the 2016 PRSSA National Conference. This honor adds to the esteemed list of awards the Chapter has received since its charter in 2010.

Waynesburg PRSSA has made great strides in six years, and does not take the latest accolade lightly. The Chapter and its members know that they need to continue to advance in order to stay current in the industry, as well as provide dues-paying members with the best, and most useful, PRSSA membership possible.

“There is always room for improvement. We are far from finished, and I still have many goals laid out for our Chapter, one of which is to achieve Star Chapter again next year,” said Chapter President, Maura Fenske. “There’s no time to slow down!”

The Chapter seeks to continue its climb by reengaging its “High School Initiative” program, as well as launching a mentor program with its parent chapter, PRSA Pittsburgh.

“The mentor program will not only provide our Chapter with unique professional experience, but the program will also expand our relationship with PRSA Pittsburgh,” said Chapter Professional

Development Coordinator Amanda Troncone. “We are excited because Chapter members will have greater opportunity to build a relationship with someone who is doing what we want to do post-graduation. We are in a relationship business, and this program literally hands our members a seasoned professional for them.”

In order to earn Star Chapter status, a chapter must meet eight of the 10 criteria set by National PRSSA. The following are the set criteria:

- Initiate and complete at least one community service project
- Strengthen your relationship with your PRSA sponsor Chapter
- Give attention to ethics in a least one Chapter meeting
- Confirm that at least one Chapter member applies for an individual National PRSSA scholarship or award
- Confirm that your Chapter applied for at least one national PRSSA award
- Conduct a high school outreach session
- Confirm attendance by at least one Chapter member at National Conference, National Assembly, a Regional Conference or Leadership Rally
- Gain positive attention for your Chapter in at least one campus or community publication or other media
- Extend an invitation to students/faculty from other disciplines to attend at least one Chapter meeting
- Confirm that at least 10 percent of your graduating seniors applied to for PRSA Associate Membership

Overall, the Chapter is already working to secure its fifth Star Chapter Award through its work with Waynesburg University’s “Day of Service” and “Relay for Life,” as well as including other university organizations to participate in Chapter related activities and discussions.

“We have our qualifications in mind as we go about our activities - whether it’s working or volunteering at service events, planning and executing fundraisers or applying for National awards, Star Chapter objectives are always in the back of our minds,” said Fenske. “We want to stay ahead of the game and get things done early so that when it comes time to submit our application, we’re ready.”



Photo courtesy of Natalie Glady

Mark Your Calendar

November

- **Nov. 3:** Red Brick Meeting at 11 a.m.
- **Nov. 3:** General Body Meeting at 4 p.m.
- **Nov. 4:** Courthouse Fundraiser
- **Nov. 10:** Red Brick Meeting at 11 a.m.
- **Nov. 17:** Red Brick Meeting at 11 a.m.
- **Nov. 17:** General Body Meeting at 4 p.m.
- **Nov. 17:** Day of Giving Event

December

- **Dec. 1:** Red Brick Meeting at 11 a.m.
- **Dec. 1:** General Body Meeting at 4 p.m.
- **Dec. 8:** Red Brick Meeting at 11 a.m.

January

- **Jan. 12:** Red Brick Meeting at 11 a.m.
- **Jan. 12:** General Body Meeting at 4 p.m.
- **Jan. 19:** Red Brick Meeting at 11 a.m.
- **Jan. 26:** Red Brick Meeting at 11 a.m.
- **Jan. 26:** General Body Meeting at 4 p.m.

FROM THE FIRM DIRECTOR'S DESK



Cassidy Graham
VP/Firm Director

This season, the buzzword “cuffing,”

has been seen everywhere. For those of you who do not know what the term cuffing means, it refers to the time of year when new relationships begin and older relationships turn into more meaningful connections. Since October is PRSA/PRSSA Relationship Month, I'd like to take the time to write about the importance of establishing and creating meaningful relationships.

Cassidy Graham is a senior and has been the Waynesburg University PRSSA VP/Firm Director since June 2016. If you are interested in the firm, or have any questions, email Cassidy at gra4684@student.waynesburg.edu

As director of our nationally affiliated communications firm, Red Brick Communications, I strive to make meaningful connections with our clients, potential clients and most importantly the members. It is important to develop these relationships internally – with our co-workers, Chapter members and

anyone we have a working relationship with. With that being said, it is also very important to make lasting relationships with all people. After listening to an in class speaker, Kimberly Snyder, a few weeks ago, she said, “You can't make a friend when you need one.” I found

this seemingly simple statement so profound, and while I have always thought this and recognized this as true statement, it was just different and reassuring hearing it from someone else.

This month PRSSA National Conference was held in Indianapolis, Ind., from Oct. 21 to 25. With National Conference just ending, I encourage all attendees, especially those from Waynesburg University, to reach out to other chapters and reconnect with those you met.

I look forward to reconnecting old friends from National Conference and cannot wait to continue to make new connections and relationships.

Happy cuffing season everyone!

Best,

Chapter VP/Firm Director

CHAPTER MEMBERS PARTICIPATE IN ETIQUETTE SESSION

Taylor Pieper
Fundraising Coordinator

Waynesburg University Public Relations Student Society of America Chapter members

met for an Oct. 5, 2016 etiquette session led by career services director, Marie Coffman. During this session, Chapter members learned the do's and don'ts of professional etiquette while dining, interviewing and networking.

“I believe the etiquette session with Marie Coffman was useful because it presented to Chapter members what to do in professional situations,” said Cassidy Graham, Chapter vice president and firm director. “As a senior, I am confident that the tips Coffman gave will benefit me in the future.”

The event served as a professional development activity put in place by Chapter Professional Development Coordinator, Amanda Troncone. She believes the etiquette session was something everyone could benefit from.

“I thought the session would be beneficial because it would prepare Chapter members for National Conference and Professional Development Day,” said Troncone. “It was supposed to equip our Chapter members with etiquette lessons for these events and future events, as well as help alleviate any nervousness or uncertainty surrounding them.”

The session presented upper and underclassmen about what to do in varying situations such as post-graduation interviews,

internship interviews, business expos and networking sessions. Coffman stressed to students that these events can leave a lasting impression.

“...I am confident that the tips Coffman gave will benefit me in the future.”

“The etiquette session definitely helped prepare members for what to do in situations where they feel awkward or are unsure what to do,” said Natalie Gloady, Chapter public relations director. “I wish a program like this would have been offered during my freshman or sophomore year. It was a useful event and benefited all students, despite class status.”

Chapter members will take the lessons provided during the session, and put them to use as the semester and academic year progresses.

“With the events we have brainstormed for this year, I am looking forward to seeing Chapter members put these new skills to use,” said Gloady.

“I believe that this session will allow us to present not only ourselves to a higher degree, but the Chapter and the university as well; and for that, I am really excited.”



Photo courtesy of Olivia Kelley

WAYNESBURG PRSSA ATTENDS PROFESSIONAL DEVELOPMENT DAY

Natalie Glady
Public Relations Director

October is a typically a busy month for Waynesburg University Public

Relations Student Society of America Chapter members. With National Conference, Relationship Month activities, Red Brick Communications work and classwork, Chapter members buzz around campus with full schedules and empty coffee mugs. However, Chapter members are never too busy to attend the annual PRSA Pittsburgh Professional Development Day.

The Oct. 27 event, entitled “Breaking Through the Noise,” united public relations students and professionals, teaching them how to strengthen relationships with journalists, improve media pitches, evolve with new forms of communication and launch startups. The event bridged a gap between professionals and students, and allowed fantastic opportunities for both.

“In my four years of attending PRSA Pittsburgh Professional Development Day, this year was by far the best,” said Chapter Vice President and Firm Director, Cassidy Graham. “I love catching up with connections I have made at Professional Development Day in the past and meeting new people.”

The 15 Waynesburg University PRSSA Chapter members in attendance at Professional Development Day were presented with topics often discussed in class, but are better practiced in real-life settings.

“Professional Development Day gave me the chance to see how networking is truly needed in the field of public relations,” said senior Chapter member Annie McGlaughlin. “Every single speaker

emphasized the importance of it.”

With sessions such as “Mapping Career Paths” and “New Forms of Communication,” it was difficult not to be inspired and recharged about the field, as well as the PRSA and PRSSA organizations.

“Professional Development Day inspired me to be involved in the Chapter and public relations field,” said freshman Chapter member, Nicole Tobias. “I learned that you do not have to fit into a certain mold in order to be in the field, and that individuality is a wonderful thing.”

The Chapter looks forward to the next Professional Development Day, and other opportunities they have to interact with PRSA Pittsburgh.

“... Professional Development Day inspired me to be involved...”



Photo courtesy of Natalie Glady

UNIVERSITY-WIDE “DAY OF GIVING” SET FOR NOV. 17

Amanda Troncone
Professional Development Coordinator

The Department of Communication will be participating in the university-wide “Day of Giving” event

held Nov. 17, 2016. The day is a 24-hour event when the Office of Institutional Advancement will reach out to alumni, students and friends of the university for financial assistance to maintain the high standard of education set by Waynesburg.

The event will begin at midnight and continue all day, as students and faculty work around the clock to reach Waynesburg University’s goal. Donations can be allotted to specific departments and organizations.

The Department of Communication and the Waynesburg University Public Relations Student Society of America Chapter are dependent on these types of support in order to nourish its high quality of education for students so as to better prepare themselves for the public relations market and other various career fields.

Acting as the student liaison between the Office of Institutional

Advancement and the Department of Communication is Chapter Vice President and Firm Director Cassidy Graham. She will work closely with the Department and the Chapter to communicate with alumni and friends of the university the significance of the event.

“The “Day of Giving” is important because gifts from donors truly help open new doors to students which can lead to endless possibilities in their future endeavors,” said Graham.

The Chapter has great plans for this year including the 2016 PRSSA National Conference, PRSA Pittsburgh’s Professional Development Day, the 2017 PRSSA National Assembly and various other professional development activities.

All of these events and professional preparation comes with a cost; any donation made to the Department and Waynesburg University’s PRSSA Chapter through the “Day of Giving” would be greatly appreciated. Donations can be made online or by phone. For more information, please contact Cassidy Graham at gra4684@student.waynesburg.edu or visit www.waynesburg.edu/dayofgiving.

CHAPTER PARTICIPATES IN UNIVERSITY "DAY OF SERVICE"

Natalie Gladdy
Public Relations Director

annual "Day of Service," several Waynesburg University Public Relations Student Society of America Chapter members were quick to volunteer.



Photo courtesy of Natalie Gladdy

Waynesburg University is fundamentally built on faith, service and learning. When the university planned the newly

The Saturday, Oct. 1 event united students, faculty and staff to assist local nonprofit organizations. The Chapter worked as part of the Department of Communication team and assisted in cleaning the local nature trail; this area will later be turned into an outdoor classroom for Waynesburg University utilization. Eight dedicated Chapter members grabbed shovels and gloves, and began helping a cause that will benefit the local community.

"The Chapter's involvement in the Day of Service impacted both us and the community," said Chapter Secretary Mackenna Drazich. "We are all familiar with volunteering, but this took us out of our comfort zone and allowed us to make an impact in a new and exciting way."

Waynesburg University PRSSA strives to assist the local community through its day-to-day duties, as it models itself after the mission of the university. Through work with Red Brick Communications, as well as volunteering for public events, Chapter members feel as if service allows them to grow characteristically while still remaining professional.

"Involving ourselves in service shows that we truly care..."

"Involving ourselves in service shows that we truly care about helping others, not only through public relations work, but through donating our time to a cause where we expect nothing back in return," said Chapter Historian Olivia Kelley. "It allows us to not only strengthen our relationships with others, but to strengthen our character as well."

The Chapter is always looking to become involved with service projects. If you or your organization are interested in having the assistance of the Chapter, contact President Maura Fenske at fen7280@student.waynesburg.edu.

WAYNESBURG PRSSA PARTICIPATES IN FIFTH ANNUAL JACKETFEST

Teghan Simonton
Publicity Chair

JacketFest, an annual gathering of all of the campus clubs and organizations, allows students and alumni to connect and share interests. Red Brick Communications and Waynesburg University Public Relations Student Society of America played an integral role in carrying out the event for the fifth consecutive year.

This year, Waynesburg University's office of University Relations reached out to the campus communications firm, Red Brick Communications, to market the popular homecoming event, JacketFest. In doing so, firm members gained valuable experience in working with clients and creating a public relations campaign, as well as event planning and implementation.

In addition to the firm's task of designing promotional materials and helping the event run smoothly, they were also represented at a table, along with Waynesburg PRSSA. Sophomore public relations major Gabrielle Coy was one of the helpers for both the PRSSA table and the larger event. She said that her role was rewarding, as it allowed her to get

into the spirit of JacketFest and interact with Waynesburg's alumni.

"I helped a little with designing the PRSSA table for JacketFest, but for the most part I spent my time helping [University Relations] with registering alumni," said Coy. "It sounds like a boring job, but I was able to meet so many people and hear about some of their favorite things about Waynesburg."

Chapter Professional Development Coordinator, Amanda Troncone, seconded that sentiment, saying that she enjoyed sharing memories with the alumni who attended.

"I liked talking to the alumni, but my favorite part was talking to the championship team and the cheerleaders," said Troncone, referring to the 1966 football team, who celebrated the fiftieth anniversary of their championship victory this year. "They were all very proud of the win and Waynesburg as their alma mater."

JacketFest, which focused around the theme of building everlasting moments at Waynesburg, was a success, according to Coy. Coy said that while she played a small role in running the day's activities, the event fulfilled its purpose of bringing people together.

"It was cool to get to see different generations of alumni come back and see the changes in the campus or see them reconnect with old friends," said Coy. "There was a good turnout and it seemed like people were enjoying it."

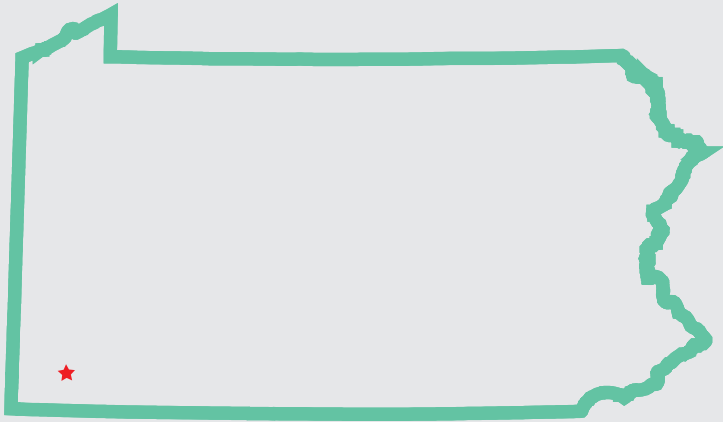


Photo courtesy of Natalie Gladdy

WUPRSSA

Chapter Demographics

LOCATED IN



WAYNESBURG, PA

22 DUES PAYING MEMBERS

7 AWARDS & ACHEIVEMENTS
4 Star Chapter Awards
1 National Affiliation
1 Regional Conference
1 Dr. F.H. Teahan Award



9 SENIORS

5 JUNIORS

4 SOPHOMORES

4 FRESHMAN



86%



14%

GIRLS RULE!

OPPORTUNITIES

Committee Positions

The Chapter is actively seeking dedicated members to apply for one of the new committee positions through the Waynesburg University PRSSA Chapter. Contact Chapter president, Maura Fenske, for more information.

Blog Writing

Enhance your writing skills and expand your portfolio by writing for the Chapter blog. Contact public relations director, Natalie Gloady, for more information.

Red Brick Communications

Become part of the nationally affiliated student-run firm and prepare yourself by providing local nonprofit organizations with pro bono public relations work. Contact vice president and firm director, Cassidy Graham, for more information.

INTERNSHIP SPOTLIGHT: SENIOR NATALIE GLOADY

Olivia Kelley
Historian

Natalie Gloady, Waynesburg University's Public Relations Student Society of America

Chapter, has a strong passion for two things: public relations and sports. So when internship opportunities with the Washington Wild Things and the Pennsylvania Rebellion presented themselves, the social media ace could not pass up either of them. Gloady found both of these internships to be beneficial, but also agreed that challenges came with each. A challenge that Gloady did not face, however, was being able to meet her summer internship hour requirement.

"I was at the ballpark almost every day, and if I wasn't at the park I was watching one of the teams through the live stream and updating social media every play," said Gloady. "I completed my 168 hours by the third week of June - just more than five weeks after I started."

None of those hours were spent in vain, either. Gloady said that from 1 p.m. to 7 p.m. on game days, she was constantly writing news releases, posting on social media, running analytics and more for the organizations.

"Once the game started at 7 p.m., I would watch the game and live tweet the play-by-play, as well as assist the Street Team when they were short-handed," said Gloady. "Post-game, I would review the outing's stats, write a game recap for the organization's website and send it to each contact on our media list."

Gloady's experience in the classroom and heavy

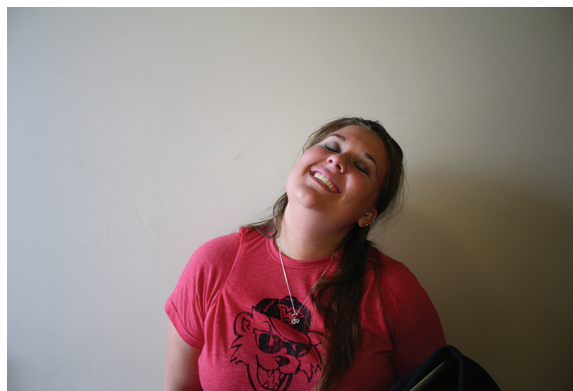


Photo courtesy of Natalie Gloady

involvement in the Chapter made her no stranger to the public relations skills that were needed in order to accomplish these everyday internship duties. However, her proficiency and preparedness actually ended up creating an unlikely challenge.

"Once my boss and the upper-level positions saw that I was "capable of doing my job," they stopped giving me feedback or further instructions on how to do things or what to do," said Gloady.

Gloady said that this lack of specific instruction made tasks difficult because she had to determine how to best promote events on her own.

Luckily Gloady's capabilities in the areas of newsletter writing and organizing allowed her to hold the position of Editor-in-Chief position for the teams' weekly e-newsletter, which turned out to be one of the best parts of her internship experience.

"I was so adjusted to the way the newsletter editing and design system worked within the Chapter, that I forgot that other organizations produced theirs differently," said Gloady. "It was definitely eye-opening."

Through the highs and lows of her internships, Gloady learned how to navigate new circumstances and was able to further develop herself as a practitioner.

"I was able to accomplish each of the goals I had set for myself, as well as grow as a leader and a professional," said Gloady. "This internship, more than previous ones that I have completed, taught me patience, communication, proactiveness and leadership."

From one developing public relations student to another, Gloady encourages confidently jumping into leadership roles as an intern.

"Don't be afraid to volunteer to lead a project, but also don't be afraid to ask questions," said Gloady. "Internships are a learning experience; the concept public relations students hear about being a sponge is evident during internships, always be willing to do more."

Connect With Us!

Contact Natalie Gloady by emailing glo7325@student.waynesburg.edu if you would like to write for Trending Topics!

@wuprssa
facebook.com/wuprssa
wuprssa.wordpress.com
www.redbrick1849.com



INTERNSHIP SPOTLIGHT: SENIOR TAYLOR WHITE

Mackenna Drazich
Secretary

Senior public relations major and journalism minor Taylor White had her internship expectations shattered this

summer at the Greene County Tourism Promotion agency. White also assisted with Greene County Government communication efforts.

“I first thought I was just going to be going to events around the area and working at a booth,” said White. “That was just a tiny aspect of the internship. I got to write, design and work with budgets. I met more people than I thought I would, and all in all, I’m so happy that I chose to intern there over my other options.”



Photo courtesy of Taylor White

Contrary to most internships, day-to-day duties for White were energetic. She had the opportunity to enhance numerous skills, as well as grow as a professional during her time

with the Greene County Tourism Promotion Agency.

“I never had a set schedule of what I was expected to do every day, so I knew each day going in I would be taking on something different than I did the previous day. That’s what public relations is,” said White. “It’s about being willing to take on, in some cases, multiple

projects at one time and wearing different hats.”

White’s overriding task was to promote Greene County to external audiences, by writing press releases, blog posts and attending events in Greene County. Her largest project was writing a feature story about Greene County to be published in Northern Connections magazine. In practicing these tasks, White refined important skillsets.

“Though the internship helped me improve on multiple skills, the experience helped me improve most on my interaction skills. I might be an outgoing person, but sometimes I struggle with conversing with strangers because I don’t want to seem bothersome,” said White. “A large aspect of the internship was community relations, which required me to frequently be out in the community interacting with people. Because of my internship, it is now easy for me to go up to someone I don’t know and strike up a conversation.”

Greene County Tourism Director, JoAnne Marshall, guided White through the internship and provided her with opportunities. White said that while Marshall was her boss, by the end of the summer, she became a close friend as well. White learned an important life lesson through this experience.

“This internship made me realize that in the real world, especially at work, it’s not always rainbows and butterflies,” said White. “Some days you might have a great day at work, and other days you might find yourself extremely stressed and overwhelmed. You can’t just throw in the towel once something doesn’t go as planned. Instead you have to work with what you got, and still give 100 percent.”

INTERNSHIP SPOTLIGHT: JUNIOR SAMANTHA CHADWICK

Taylor White

Special Events Coordinator

Last April, Samantha Chadwick, a current junior

public relations major, went to a job fair for the attendees of the Waynesburg University Public Relations Student Society of America Regional Conference. During the weekend of Regional Conference, the various presenters expressed the power of networking and why it is important to constantly make connections and build relationships. Chadwick took the advice and did just that.

Chadwick spoke to the employers at the job fair to find out more information about their companies. She struck up a conversation with an employer from Dick Jones Communications, where she left such an impact that she landed an internship with the firm.

Dick Jones Communications is a firm that serves colleges and universities, K-12 school districts and select corporate clientele. Chadwick’s internship took place in the Pittsburgh office, located in McMurray, Pa.

For two months this past summer, Chadwick switched rolls from being a student at a university to being a media relations specialist for various colleges and universities.

“A typical day at Dick Jones most often consisted of me piecing together a few pitch letters about various experts from any of our clients,” said Chadwick. “Our clientele consisted of colleges and universities; and then I would create a media list of reporters, bloggers or whomever else we felt might be

interested in what we were pitching.”

According to Chadwick, there were times when she faced some walls when pitching letters. She would pitch an idea to 30 or more people, and maybe get one response. Though it was frustrating at first, it made her realize the importance of pitching to fewer more specific audiences.

“One thing that was frustrating was seeing how many people acknowledge your pitch letter and use what you’re pitching to them,” said Chadwick. “I realize though, that a list of 15 specific people who will probably be really interested is better than 20 people who might show some interest.”

Prior to the internship, Chadwick was not too familiar with media relations. The internship with Dick Jones Communications gave her numerous opportunities become experienced with it.

“My internship for sure lived up to my expectations, because I learned a lot and the people I worked with were awesome.”



Photo courtesy of Red Brick Communications

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