

TRENDING TOPICS

The official Chapter newsletter of Waynesburg University PRSSA

September 2016



YEAR EXPECTATIONS
FROM THE NEW
CHAPTER PRESIDENT
AND FIRM DIRECTOR

NATIONAL
CONFERENCE PREVIEW:
CROSSROADS OF
PUBLIC RELATIONS

+ 5 INDUSTRY BLOGS
TO READ DAILY

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

Another school year is upon us, which means that another year of Public Relations Student Society of America membership has arrived, too! With general body meetings, executive board meetings, firm meetings, Ethics Month activities and National Conference preparations abounding, the year is already in full swing.

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

Last year was considered our most successful year so far as a Chapter, and several of our outstanding, award-winning Chapter members graduated in May. So where does that leave us now?

We are poised to have an even better year than our last. With a strong new executive board and promising new members, our Chapter has the potential to rise to levels we have not yet seen.

We hope to come home from National Conference with the news that we have obtained Star Chapter status for the fourth consecutive year so that value is added to our PRSSA membership.

Red Brick Communications will continue to progress as a nationally affiliated firm in order to better our clients and our firm members. We will be more aggressive and goal-oriented than we have ever been in our fundraising efforts so that we can go, see and do as much as we can to develop the professionalism and resumes of our Chapter members. We have several service opportunities already planned, which is of course compliant with and complementary to Waynesburg University's mission. All of our activities are aimed toward ensuring our Chapter has its most successful, productive year yet.

I also look forward to leading you all to, not only achieve your goals and our Chapter goals, but to greatly exceed them. This year is starting off better than even I had hoped, and this is all because of our incredible Chapter members.

Let's see just how far we can go this year.

All the best,

Maura Fenske

Chapter President



*Maura Fenske,
President*



*Cassidy Graham,
Vice President/Firm Director*



*Natalie Gloady,
Public Relations Director*



*Mackenna Drazich,
Secretary*



*Olivia Kelley,
Historian*



*Zac Sniadach,
Treasurer*



*Taylor White,
Special Events Coordinator*



*Taylor Pieper,
Fundraising Coordinator*



*Amanda Troncone,
Professional Development
Coordinator*

**THE WAYNESBURG
UNIVERSITY
PUBLIC RELATIONS
STUDENT SOCIETY
OF AMERICA IS
EXCITED AND PROUD
TO INTRODUCE
THEIR 2016 AND 2017
EXECUTIVE BOARD!**

NATIONAL CONFERENCE PREVIEW: CROSSROADS OF PUBLIC RELATIONS

Taylor White
Special Events
Coordinator

Every Memorial Day weekend, thousands of Indy Car racing fans come to Indianapolis for the “Indy 50” billed as “The Greatest Spectacle in Racing.”

This October, the city commonly referred to as the “Crossroads of America,” will be the host of another exhilarating but highly educational event. From Oct. 21 – Oct. 25, 2016, thousands of Public Relations Students Society of America members from around the nation will join each other in Indianapolis for the PRSSA 2016 National Conference: “Crossroads of Public Relations.”

A select number of Waynesburg University PRSSA Chapter members will be amongst the attendees of the event. These members include seniors Natalie Gloady, Cassidy Graham, Zachary Sniadach and Taylor White, as well as junior Maura Fenske and sophomore Amanda Troncone.

According to prssa.prsa.org, National Conference is the largest congregation of public relations students in the country; during its duration, it offers opportunities for members to network, learn and develop professional skills. The conference will be held at the Indianapolis Marriott Marquis Downtown, and will feature a variety of professional development sessions and workshops for members to take advantage of. Examples of these workshops include a regional conference workshop, a student-run firm workshop, chapter development sessions and various other opportunities.

In addition to the various sessions and workshops, there will be presentations given by prestigious, innovated public relations professionals from different sectors of the field. This gives attendees an easy opportunity to connect with professionals from around the globe.

The conference will host some of the brightest professionals in the public relations field, such as the public relations and product placement director for Vera Bradley, Holly Wagner, as well as the vice president for publicity initiatives for Warner Brothers Television, Jeff Tobler. Attendees will also have the opportunity to see a presentation by Scott Kelly, a pioneering U.S. astronaut and Navy

test pilot. It’s been rumored that his keynote presentation will be “out of this world.”

Throughout the previous four years, the university has sent selective Waynesburg University PRSSA Chapter members to National Conference. This gives students who are aspiring public relations professionals an opportunity to expand their knowledge of the field and represent Waynesburg PRSSA on a professional level.

“National Conference is the perfect opportunity to network with professionals and members of other PRSSA chapters from around the world,” said Maura Fenske, Waynesburg PRSSA Chapter president. “Attending conference in Atlanta was the best experience I have had so far in the world of public relations, and I cannot wait for other Chapter members to experience the same feeling in Indianapolis.”

Since being chartered in 2010, the Waynesburg University PRSSA Chapter has made great strides and reached long-term goals more quickly than anticipated. Throughout the past six years, Chapter members have worked diligently and strategically to help get Waynesburg PRSSA to what it is known for today, a three-time “Star Chapter” recipient.

Sending Chapter members to PRSSA National Conference is a way to gain insight from other chapters around the nation; the ideas from other chapters can be applied to Waynesburg PRSSA to help the Chapter expand and reach its full potential.

“Learning from members of other chapters has broadened my point-of-view and changed my feelings about much of the public relations profession,” said Fenske. “We’ve implemented ideas other chapters have inspired in us, and we have shared some of our own tactics, such as “PR Week,” with other chapters.”

Though National Conference will feature students from a variety of different schools, all of the students will come to a “crossroads” to learn and develop professional skills, and, most importantly, explore what a career in public relations has to offer.

MARK YOUR CALENDAR

OCTOBER

- **Oct. 3:** Annual Dues must be paid
- **Oct. 6:** Red Brick Communications meeting at 11 a.m.
- **Oct. 6:** General body meeting at 4 p.m.
- **Oct. 8:** JacketFest and homecoming
- **Oct. 12:** Executive board meeting at noon
- **Oct. 13:** Red Brick Communications meeting at 11 a.m.
- **Oct. 21 to Oct. 25:** 2016 PRSSA National Conference
- **Oct. 27:** Red Brick Communications meeting at 11 a.m.
- **Oct. 27:** PRSA-Pittsburgh Professional Development Day

NOVEMBER

- **Nov. 3:** Red Brick Communications meeting at 11 a.m.
- **Nov. 3:** General body meeting at 4 p.m.
- **Nov. 10:** Red Brick Communications meeting at 11 a.m.
- **Nov. 17:** Red Brick Communications meeting at 11 a.m.
- **Nov. 17:** General body meeting at 4 p.m.

DECEMBER

- **Dec. 1:** Red Brick Communications meeting at 11 a.m.
- **Dec. 1:** General body meeting at 4 p.m.
- **Dec. 8:** Red Brick Communications meeting at 11 a.m.

FROM THE FIRM DIRECTOR'S DESK

Cassidy Graham
VP/Firm Director



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

Red Brick Communications has kicked off another great year of serving nonprofit clients in the Greene County area. This year the firm is serving Greene County Tourist Promotion Agency, the Special Olympics of Greene County, the Greene County Chamber of Commerce and Inspire Greene, Waynesburg University Fine Arts Department and Waynesburg University Business Club. I, as the firm director, am very excited to begin working with these five returning clients.

I am also very happy to announce that this year, Red Brick Communications and Waynesburg University's American Institute of Graphic Artists chapter are joining forces. Red Brick Communications will now be offering more graphic design services than ever before. This is just another step in diversifying the firm, as well as creating a collaborative and innovative culture at Red Brick Communications.

With that being said, new additions mean new positions and reorganization of the firm. This year the two new positions of creative director and sponsorship chair have been added. These positions were created to advance the firm and cultivate an environment of leadership. Additional changes to the structure of the firm include, the position of project manager. Each client team will now have one project manager who will report directly to their

team's account executive. Finally, the titles of account coordinators will be changed to the title of account specialists.

Following last year's success with The Corner Cupboard Food Bank, I have decided to hold an all-firm project, once again. This year we will be working in conjunction with Waynesburg University's Office of Institutional Advancement, Alumni Relations and University Relations for the fifth annual Waynesburg University homecoming celebration, JacketFest. We will be using our public relations skills to promote this event to all students, faculty and staff of the University. JacketFest will be held Saturday, Oct. 8, 2016 from 10:30 a.m. to 12:30 p.m. in Johnson Commons – weather permitting. Following JacketFest, the Waynesburg University Yellow Jackets will face the Geneva College Golden Tornadoes at John F. Wiley Stadium; kickoff is at 1:30 p.m., and all alumni are invited and encouraged to attend.

This year, I am looking forward to a having a great year working with each of our clients from the local community, creating meaningful work for those clients and getting to know all of the new faces that have joined Red Brick Communications!

Sincerely,

A handwritten signature in black ink that reads "Cassidy M. Graham". The signature is fluid and cursive, with a long horizontal line extending to the right.

Chapter VP/Firm Director

"PLANNING FOR TOMORROW" AND WAYNESBURG PRSSA

Amanda Troncone
Professional Development
Coordinator

Waynesburg University, spoke to the Waynesburg University Public Relations Student Society of America Chapter and guests in a presentation entitled "Planning for Tomorrow" during a Tuesday Sept. 20 meeting. Throughout the discussion, Cunningham highlighted the importance of planning for tomorrow by starting today.

Cunningham started by stating that many job listings require one to three years of work experience from applicants. However, when college graduates enter the workforce, they are often faced with the dilemma that they do not have enough experience. Throughout the presentation, Cunningham showed students how to combat this requirement through various efforts, and how to start on college campuses.

Her first point was to apply the classroom experience. With any assignment turned in, do not be okay with the bare minimum. Instead, revisit the assignments and change what is necessary after receiving feedback or after you have learned more. Those assignments can easily turn into portfolio and résumé items if one

Pam Cunningham, a lecturer for the Department of Communication and Business Department at

puts effort into them.

Cunningham's second piece of advice: do not be afraid to ask to give your services. She stressed that more doors will open to a young professional if he or she will simply knock on them. If a need is identified in a community or organization, be the solution. By completing extra public relations work in addition to your school work and extracurricular activities, your name will become synonymous; this results can better your reputation and provide experience beyond the classroom.

Cunningham stressed that stepping out of one's comfort zone is important to becoming a well-rounded professional. By volunteering for a new project or taking on a different role, students can become more experienced within the communication field and have a better opportunity to land jobs or internships. Cunningham encouraged listeners to try volunteer for things even if they need to learn along the way.

The Waynesburg University Public Relations Student Society of America thanks Cunningham for her impactful presentation, and looks forward to hearing from her in the future. To view the presentation, visit the Chapter's Twitter and Periscope accounts - @wuprssa.

5

Participate in:
Fundraisers, HarvestFest, JacketFest,
PRSA Webinars, PRSSA Webinars,
TwitterChats through Waynesburg
PRSSA, PRSSA National or other
Chapters, Published Writing for
Progressions... For five points!

Attend...
General body meetings
Executive board meetings
Red Brick Communications Meetings
and Committee meetings
... for five points!

5

1 Writing for and being published on
Chapter blog
Writing for and being published in
Chapter monthly newsletter

PRSA
Pittsburgh
events

University
Relations

Public
Relations
Week

Charter Day

Published in
Forum

10

Waynesburg
University
PRSSA
New Point
System

National and Regional
PRSSA or PRSA events

Serving as a
National
Committee
member

15

WAYNESBURG PRSSA DEVELOPS NEW POINT SYSTEM

Mackenna Drazich Secretary
In early September, the Waynesburg University Public Relations Student Society of America executive board

decided on a restructured point system to ensure the order and level of professionalism with the Chapter. The new system will provide Chapter members with more opportunities outside of meetings to acquire the minimum 40 points per semester. Therefore, the provided list below is an exemplary outline of how to achieve Waynesburg PRSSA points:

The following events and activities are worth one point:

- Writing for and being published on the Waynesburg University PRSSA blog
- Writing for and being published in the Waynesburg University PRSSA monthly newsletter, "Trending Topics"

Attending the following meetings are worth five meetings:

- General body
- Executive board
- Committee
- Red Brick Communications

Participating in the following events are worth five meetings:

- Fundraisers
- JacketFest
- HarvestFest
- PRSA webinars
- PRSSA webinars
- TwitterChats through Waynesburg PRSSA, PRSSA National, PRSA or other chapters

- Visitation days
- Published writing for Progressions

The following events and activities are worth ten points:

- PRSA Pittsburgh events
- Events through Waynesburg University's Office of Institutional Advancement or University Relations (excluding work study)
- Public Relations week
- Charter Day
- Published writing in Forum
- Published writing for other official PRSSA or PRSA publications

The following events and activities are worth fifteen points:

- National and regional PRSSA or PRSA events (for entirety of event)
- Serving as a National committee member

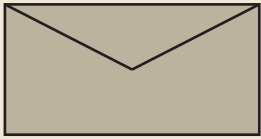
All member points are formally tracked in an excel spreadsheet, and a total is communicated to the individual biweekly. Again, members are required to achieve forty points each semester in order to be in good standing with the Chapter. With implementation of the new system, the executive board hopes to omit any confusion that occurred by providing every member with the complete list of point opportunities.

The executive board is pleased to present all PRSSA members with this new arrangement; the change will be effectively immediately. The Waynesburg University PRSSA executive board has authority to modify the Points System at any time. Please contact Chapter president Maura Fenske with any questions.

Five ways to fall back into the school year



1



CHECK YOUR EMAIL

**LISTEN TO
WEBINARS**



2

3



**DRINK SOME
COFFEE**

**MAKE TO-DO
LISTS**



4

5

FREE WRITE



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 Glody, 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 ANNE MCGLAUGHLIN

Olivia Kelley Historian It took no time at all for Anne McGlaughlin to adjust to the environment of her most recent internship, as she has gained plenty of experience throughout her three years with the Waynesburg University Public Relations Student Society of America. The senior public relations major and journalism minor partook a 10-week long summer internship with Palace Entertainment at a waterpark that she had worked at previously as a lifeguard for four years; Pittsburgh's Sandcastle Waterpark. McGlaughlin said that the opportunity originally began as a possible internship with Kennywood Amusement Park.

"My aquatics supervisor emailed me about the internship with Kennywood, another park owned by Palace," said McGlaughlin. "I interviewed and got it, and then the Kennywood public relations director asked if Sandcastle would like one of the interns to go down there. Since I worked there previously, it seemed like a better fit for me than Kennywood."



Photo courtesy of Anne McGlaughlin

McGlaughlin was able to work as a Sandcastle intern up to three days a week, typically from 11 a.m. to 3 p.m., and lifeguard at Sandcastle on her days off. McGlaughlin loved that she could use the knowledge she had from being an employee to benefit her internship work load.

A typical internship day for McGlaughlin included writing press releases, creating social media content, planning events and escorting media that came to the waterpark. The largest event that McGlaughlin worked to implement was "The World's Largest Swim Lesson." This event raised awareness of drowning and emphasized the importance of learning how to swim. McGlaughlin said that the independence her intern supervisor gave her during the planning of events made the experience all the more valuable.

"Melissa, my intern supervisor and the public relations and marketing director, really gave me full reign on how I wanted to go about the planning process," said McGlaughlin. "Her doing that was so beneficial because it tested my skills and really let me get a hands-on experience about event-planning a huge event and how to handle the process."

In addition to event planning, McGlaughlin said that her social media writing and crisis communication skills were greatly improved through this internship experience.

"Melissa did a phenomenal job of giving me an educational and hands-on internship," said McGlaughlin. "With all the theme park incidents lately, she taught me the right way to handle crises."

McGlaughlin also felt that the internship improved her time management skills.

"Sometimes I would guard a few hours after my intern shift was done," said McGlaughlin. "So managing my time for both was intricate."

Despite its challenging aspects, McGlaughlin spoke highly of her entire internship with Palace Entertainment at Sandcastle. She said it was mainly beneficial because it provided her with networking opportunities, real-life experience and multiple portfolio pieces. Most importantly, this internship confirmed that McGlaughlin is meant for a profession in public relations.

"It made me 100 percent sure I picked the right major for myself and skill set," said McGlaughlin.

Connect With Us!

Contact Natalie Glody 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 MARISSA KRALL

Zac Sniadach
Treasurer

Every summer, various public relations students at Waynesburg University are given the opportunity to not only apply what they have learned in their classes, but also gain real hands on experience at their summer internships. As some students seek internship opportunities far from home, others find valuable experience right on Waynesburg University's campus.

Marissa Krall, a senior public relations student, interned with the



Photo courtesy of Marissa Krall

Waynesburg University Office of Institutional Advancement. Located in Miller Hall, IA is an essential part of Waynesburg's existence – in terms of building relationships both internally through faculty, students, alumni and externally through the community.

In an internship that heavily focused on the writing aspect of public relations, Krall was able to use the knowledge and skills she received with her Waynesburg University education to give back to the university.

“The main thing I did this summer was writing outcome stories for students who either interned, currently are employed or are attending graduate school,” said Krall, “I got the chance to reach out to them to get a story, and then got to write about it on the blog for Waynesburg University's website.”

In addition to her writing for the blog, Krall also wrote news releases for campus events such as Relay for Life and the Ohio Honors Scholarship.

Working for the Office of Institutional Advancement is something Krall said made her feel right at home, due to the friendly work atmosphere; it is the type of work she one day hopes to do.

The internship was a valuable experience for Krall, as it allowed her to not only apply what she had learned in her three years at Waynesburg University, but also allowed her to gain real world experience, build on her writing skills and gain a taste of what it takes to work in the field.

In regards to figuring out where to intern or find a job, Krall firmly believes a person's network plays a large role in that.

“I do not think we realize sometimes how important networking really is,” said Krall. “Having a skillset is important, but making full use of your network and finding a mutual relationship will help you find an internship or even a job in the future.”

INTERNSHIP SPOTLIGHT: JUNIOR MACKENNA DRAZICH

Taylor Pieper
Fundraising Coordinator

Mackenna Drazich, a junior public relations major at Waynesburg University, wears many hats. To the Waynesburg University Public Relations Student Society of America, Mackenna is an organized and tactful secretary. To Red Brick Communications, she is a timely and detailed oriented administrative assistant and account specialist. To the Waynesburg University women's basketball team, Mackenna is a weightlifting captain and Fellowship of Christian Athletes leader. However, Mackenna tried a new hat this summer as a marketing intern with Industrial Scientific.

The gas detection company, located in Robinson, Pa., provided Mackenna with opportunities to enhance her photography, design and public relations skills through her day-to-day duties, as well as through two large projects: Snap 360 and SalesForce. Drazich strongly believes that her skills grew because of these two projects.

“Through my second project I acquired knowledge of professional cameras and lighting, as well as adobe creative suite capabilities,” said Drazich. “Overall, I gained invaluable knowledge for my future endeavors - I am grateful to have had this opportunity.”

Along with the significant increase in Drazich's communication skills, she states that her biggest lesson learned during her 15 weeks with Industrial Scientific was not to be afraid to suggest new and different ideas – you never know when they can inspire something great. She plans on bringing this philosophy back to Waynesburg, and use it to grow as a public relations student and a leader.

“The biggest lesson I learned after my 15 weeks at Industrial Scientific was to not be afraid to suggest new and different ideas,” said Drazich. “If you're afraid to speak up, your full potential will never show.”

Walking into this internship, Drazich was open to the new adventure and opportunity. Previously, she had not been involved in the environmental or in-house sector of public relations. Though this internship proved to Drazich that this is not her niche, it reassured her that public relations and communication is the path God is calling her for.

“I had always seen myself in the corporate setting... until this internship,” said Drazich. “However, I was especially impressed with the company's mission, focus, and overall communication. The experience I gained was invaluable.”



Photo courtesy of Mackenna Drazich

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