

# TRENDING TOPICS

The official Chapter newsletter of Waynesburg University PRSSA

February 2016

RED BRICK  
COMMUNICATIONS  
EARNS NATIONAL  
AFFILIATION

CHAPTER PRESIDENT  
AND VICE PRESIDENT  
WORK PITTSBURGH  
RENNAISSANCE AWARDS

+ FOUR TIPS TO MAKE  
YOUR LINKEDIN  
PROFILE AN  
ALL-STAR

WAYNESBURG UNIVERSITY  
**PRSSA**



DR. F. H. TEAHAN  
2015  
OUTSTANDING  
NEWSLETTER  
AWARD



## FROM THE PRESIDENT'S DESK

**Megan Bayles**

According to Google, a mistake is “an action that is misguided or wrong.” Many fear mistakes, but we must strive to learn from them.

My last semester as a Waynesburg University student, and as the institution’s Public Relations Student Society of America Chapter president, is quickly flying by. As the weeks until graduation dwindle, I have spent much time reflecting on the past four years. My college career has been filled with ups and downs, twists and turns, hardships and celebrations. But, through it all, I have no regrets.

I have always heard that you must learn from your mistakes. Those “failures” will only make you stronger; I whole-heartedly believe that. I have made my fair share of mistakes, but they have made me who I am today. My blunders pushed me to

*Megan Bayles is a public relations major and has been the Waynesburg University PRSSA President since the Spring 2014 semester. If you are interested in the Chapter or have any questions, email Megan at bay2547@student.waynesburg.edu.*

pursue my passion, trust in my abilities and embrace the unknown; and, as a senior, learning to embrace the unknown is pretty helpful!

Although we all must make our own mistakes in life, that does not mean that we cannot learn from one another. So, take a word from the “wise,” and learn a little from my mistakes to enhance your college journey.

1. I already alluded to this one; but learn from those around you. Everything is a learning experience, including the experiences of others. No one knows everything or can do everything, and that’s

okay! Asking for help does not make you inferior; it only makes you smarter.

2. You never know until you try it! Do not be afraid to step outside of your comfort zone and try something new. I firmly believe the experiences that are intimidating and challenge our abilities are the ones that will lead us to greatness.

3. Go above and beyond what is expected of you. Take full advantage of every assignment, task or job. By taking initiative and pushing yourself to exceed expectations, you will witness your true potential. Plus, the hard work does not go unnoticed, even if it seems to fly under the radar.

4. Stay true to yourself. This can be summed up with one inspiring quote from my favorite movie, “Legally Blonde.” As the story’s main character, Elle Woods, graduates from Harvard Law School she addresses her peers with the following statement. “It is with passion, courage of conviction and strong sense of self, that we take our next steps into the world.” Staying true to yourself can be hard, but the reward is well worth it.

College is designed to prepare us for a career. Don’t get me wrong, a career is extremely important; but college should also prepare us for life. We were not born to study. We were not born to go to class. We were born to live, and to do so happily.

So, do not let one little seven-letter word scare you. Do not be afraid to make a mistake! After all, if you learn from the experience, and better yourself as a result, was it really a mistake?

Sincerely,

*Megan Bayles*

Chapter President

## CHAPTER PRESIDENT AND FACUTLY ADVISOR APPEAR ON RAJA SHOW

**Samantha Peer** Professional Development Coordinator  
Waynesburg University Public Relations Student Society of America has had several recent accolades, so a bit of publicity for our Chapter has been in order for quite some time. While the Waynesburg University Chapter has been recognized in Chapter News of PRSSA National’s website, FORUM, Progressions and the Observer-Reporter for its accomplishments, the Chapter has never been promoted through the airwaves; at least not until Sunday, Jan. 3, 2016.

Over Christmas break, Chapter president Megan Bayles and the Chapter adviser Richard Krause were featured on the Raja Show, a local radio station.

The Raja Show is intended to pass along advice based on experiences host Raja gained over the course of his 21 year award-winning career as the head of one of the fastest growing IT companies in America. He does this with the help of guest speakers to provide practical, actionable advice for others to attain financial success, both in a business setting and their personal lives, they

have always wanted.

While on the show, Megan and Professor Krause were able to talk about Waynesburg University’s ethical approach to education and concentration on servant leadership, Waynesburg University’s Communication program and it’s major offerings, what the PRSSA organization is, and public relations topics.

Raja approached the topics of ethics in public relations, social media, the evolution of the public relations industry and professionalism.

“The Raja Show reached out to Professor Krause after its host, Raja, visited Waynesburg and it’s Department of Communication,” said Bayles. “Raja and his crew had heard of our Chapter and it’s accomplishments, and wanted to learn more. Also, because public relations must be focused on ethical practices, Raja thought a discussion about the profession would be a perfect fit on his show.”

**Continues on page 8... See “Raja Show”**



# CHAPTER MEMBERS TO ATTEND PRSSA NATIONAL ASSEMBLY

**Paula Bittner**  
Historian

Three Chapter members of the Waynesburg University Public Relations Student Society of America will be in attendance at the PRSSA 2016 National Assembly held March 3 to 6 in Austin, Texas.

The Hilton Austin is the location for this year's National Assembly, where attendees will be immersed in Austin's lively culture and entertainment. The main focuses of National Assembly include selecting a new National Committee, revising the bylaws and ultimately making decisions that impact the future of PRSSA.

Each PRSSA chapter sends its official assembly delegate to vote on bylaw changes and elect the National Committee for the 2016-2017 year. If other PRSSA members wish to attend, a chapter can select non-delegate members to participate in leadership training sessions and network with other attendees.

Chapter vice president and firm director Jordan Mitrik was in attendance at the 2014 National Assembly in Charleston, S.C., and the 2015 National Assembly in Portland, Ore. Having been exposed to the event before, he knows firsthand that the experience is beneficial for delegate and non-delegate members selected from the Chapter.

"It is a great opportunity to network with other students, enhance your leadership abilities and learn a lot more about the society and the abundance of benefits it offers," said Mitrik.

In addition to the hours dedicated to official National Assembly meetings, the schedule of events reveals that attendees can expect chapter officer sessions and leadership training sessions.

According to Mitrik, the sessions and activities change annually, but

National Assembly consistently teaches attendees to seek value in a PRSSA membership.

"The attendees will learn what it takes to be a strong leader and how PRSSA can benefit you with a career in public relations and communications," said Mitrik. "They also will learn more about the society in general and what it takes to oversee such a large group of young professionals."

Megan Bayles, Chapter president, reflects on her experience at National Assembly in Portland last year, as she was able to meet other public relations students with similar interest. She notes that the atmosphere at National Assembly is different compared to National Conference.

"Because there are less people at National Assembly than at National Conference, there is more individualized attention, especially during leadership training sessions," said Bayles.

National Assembly joins together PRSSA members for a common purpose and many lessons - especially in leadership.

"The members will learn a lot about leadership training and ways to improve their respective chapter, which they can bring back to campus and apply it to next year," said Mitrik.

Upon arrival in Austin, Bayles advises the attendees to participate in sessions, explore the city, make new friends and soak in every moment that National Assembly has to offer.

"This year's attendees can make the most of their experience by going and enjoying themselves. There is so much to take in at these national events," said Bayles.

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## REASONS TO RUN FOR EXECUTIVE BOARD

**Anne McGlaughlin**  
Fundraising Coordinator

Do you want to make an impact in the Chapter and help make decisions and

build your résumé all at the same time? Elections for Waynesburg Public Relations Student Society of America are around the corner, with many seniors on the board leaving in May, big shoes are left to fill, and interest in these positions is needed.

Executive Board is the backbone of any chapter, and being elected to this prestigious committee can have lasting effects on your professional life, both during and after your education. "E-Board" gives students a chance to implement their skills into both bettering the Chapter and representing the general body members.

The Chapter's Executive Board is made up of nine positions including: president, vice president/firm director, public relations director, secretary, treasurer, historian, special events coordinator, fundraising coordinator and professional development coordinator. With each position comes hands-on real experience that can be beneficial to landing a dream internship or job after graduation.

The Executive Board for Waynesburg PRSSA gives students the chance to link classroom public relations knowledge to life in a team environment. Working so closely with a team allows for innovative campaign planning, best practices, problem solving,

writing opportunities and endless chances to grow professionalism through career-driven experiences.

"Waynesburg University PRSSA's Executive Board enhanced my resume, knowledge and comfort while transitioning from college to the professional fast paced industry," said Waynesburg University alumna and former special events coordinator Kara Bemer. "The opportunity to work with Executive Board developed the professional I am today and ultimately embodies the true mentality of a public relations practitioner."

To become a member of the Executive Board, one must be nominated then must give a speech on what platforms and ideas they will bring to the Chapter. The general body then votes on each position.

"Being a part of the PRSSA executive staff allowed me to learn to work with an eclectic group of people and to hold myself and others accountable for tasks and projects," said Waynesburg University alumna and former Chapter president Molly Winters. "It's not often that you get to work, play and live with your colleagues."

Nominations and elections are set to take place in March. For more information, contact any current member of the Executive Board or Chapter president Megan Bayles

# FROM THE FIRM DIRECTOR'S DESK

**Jordan Mitrik**  
VP/Firm Director



*Jordan Mitrik is a public relations major and has been the Waynesburg University PRSSA VP/Firm Director since the Spring 2014 semester. If you are interested in the firm, or have any questions, email Jordan at mit3036@student.waynesburg.edu.*

Happy spring semester!

am still in awe as to how fast this school year is going. Before you know it, this semester will be behind us and we will have another successful year as an award-winning Chapter and firm under our belt.

As I reflect on this year and how quickly time passes, I cannot help but think of a quote from Dr. Steve Maraboli, an author, motivational speaker and considered by many to be “the most quoted man alive.”

He once said: “Although time seems to fly by, it never travels faster than one day at a time. Each day is a new opportunity to live your life to the fullest.”

As young professionals and leaders of tomorrow, it is imperative to apply this quote from Dr. Maraboli to our lives.

No matter how busy life might seem, there is always room to learn something new, take on a challenge or offer your skills to better someone else.

Think of it from a public relations student perspective: there are multiple opportunities for us, especially those who attend Waynesburg University, to better our skills as future practitioners. Whether that is through applying for the newly appointed PRSSA committee positions, joining Red Brick Communications, volunteering at PRSA Pittsburgh events, attending regional and national conferences or writing for the Chapter’s blog, the possibilities to improve your public relations skills seem endless.

Although there are ways to get involved right at our fingertips, it is your own responsibility to listen to Dr. Maraboli’s advice and live life to its fullest extent. Each and every challenge or opportunity thrown at us allows us to grow in a unique way. If you do not take advantage of these experiences, you are not allowing yourself to reach your full potential.

It is best to have this mentality early on in your career. If you are a freshman or sophomore reading this, I am writing to you! When I was your age many moons ago (three years, yet it feels like an eternity!), I learned from many upperclassmen and professors to immerse myself in all opportunities right away – and that is exactly what I did. I joined PRSSA, Red Brick, The Yellow Jacket, Mad Anthony Yearbook and even Student Senate. Although today I am not active in all of these organizations, each one taught me different life skills that I have applied to current roles as firm director, Chapter vice president and as a writer for University Relations.

My point: GET INVOLVED! Whenever there is an opportunity announced, volunteer for it! I know at first it might seem pointless to do, but trust me, it will have a great impact on you in the long run. You never know what doors might open by working an event, writing a feature story or running for an Executive Board position.

The past four years have been filled with great moments, but I would not have been able to be a part of them if I did not live life to the fullest.

Sincerely,

Chapter VP/Firm Director

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## CHAPTER SENDS VALENTINES TO RONALD MCDONALD HOUSE

**Natalie Gloady**  
Public Relations  
Director

Valentine’s Day is full of love, passion and happiness. The Waynesburg University Public Relations Student Society of America intends to spread those feelings through

their latest service project.

Chapter members met before the February 4 general body meeting to craft valentines for the Ronald McDonald House. After roughly two hours, music, a meeting and plates-full of sugary snacks, Chapter members produced more than 50 eye-catching, fun cards and made even more memories with each other.

Taylor Pieper, junior public relations and digital design major, was elated at the opportunity to create the cards. Pieper took place in this activity last year and was glad to see the Chapter continued the tradition of sending good feelings and thoughts to those who need it most.

“Making valentines for those kids is my favorite thing to do,” said Pieper. “I look forward to it every year. I think that’s the perfect way to spend the valentine’s holiday, spreading the love - especially to

those in need.”

The service project was headed by Chapter president Megan Bayles and service chair Amanda Troncone. In anticipation of the event, the two met to collect decorations, provide snack and prepare the “work” space. Both strongly believe that service is a highly important part of Waynesburg University’s anatomy.

“It is important for the chapter to participate in service activities,” said Troncone. “We are a direct reflection of the University and by serving we give back to the community who gives to us continuously.”

The cards are being taken to the post office Friday, February 5 in order to make it to the Ronald McDonald House in time for the holiday. This service initiative project is only the beginning of many Waynesburg University PRSSA has planned for the current semester.

“I am thrilled for the service projects we have planned,” said Troncone. “It will be a lot of fun and these projects can help our chapter members learn and grow throughout the semester.”

# RED BRICK COMMUNICATIONS AWARDED NATIONAL AFFILIATION

**Natalie Gloady**  
Public Relations  
Director

Red Brick Communications, Waynesburg University PRSSA's student-run public relations firm, has undergone a multitude of changes since

April 2014. The firm has been under a new director, developed an advanced Executive Board, added a new professional advisor and put a new client contract policy into place.

These great strides paid off – as of Jan. 21, 2016, Red Brick Communications has earned National Affiliation through the Public Relations Student Society of America.

According to Progressions, PRSSA National's blog, National Affiliation is a "status for which student-run firms can apply if they meet certain standards. Being Nationally Affiliated gives those firms access to certain benefits, as well as a level of prestige."

Red Brick Communications began the National Affiliation application process a year and a half ago – when the current firm director, Jordan Mitrik, was voted into his position. The firm began its research process in August 2014 and submitted the final application December 2015. National Affiliation had been a dream of current firm director Jordan Mitrik since he had served as an account coordinator during his freshman year.

"Achieving National Affiliation has been a goal of mine since before I took the position of Chapter vice president and firm director. I have always known the potential the firm had, and I had specific goals and policies in my mind that I wanted to see the firm implement that would help improve the operation as a whole," said Mitrik. "I made it my mission to dedicate as much time as possible restructuring the firm to meet the standards of the

National Affiliation application. Although a great bulk of it was completed during the Spring 2015 and Fall 2015 semesters, this process began about a year and a half ago."

The National Affiliation application was an extensive process – one that included the entire firm. The application needed to include:

- The history of the firm and how it has evolved

- A client list and description of the services the firm provided
- A letter from the firm's faculty adviser
- A case study outlining a recent campaign or public relations program that has been completed for a client that reflects its best practices
- A detailed letter from the firm director discussing successes and challenges the firm has faced, along with how it has overcome them
- A description of how the firm meets the three standards for National Affiliation: Connection to PRSSA and PRSA, Professionalism and Structure

**"... SO BLESSED TO OVERSEE SUCH TALENTED COMMUNICATION STUDENTS AS FIRM DIRECTOR..."**

Though this project was a completed by the entire firm, Mitrik and his two assistant firm directors, Natalie Gloady and Cassidy Graham, primarily worked on the application. They met regularly to ensure that the firm and its members were meeting the criteria set by PRSSA National.

"I, as one of the assistant firm directors, assisted Jordan in reviewing all materials, making sure all criteria was met and was perfected before the final application was sent to PRSSA national for review," said assistant firm director Cassidy Graham.

Red Brick Communications is one of 26 student-run firms to currently have the prestige of National Affiliation. This award adds to the success that the Waynesburg University Public Relations Student Society of America has achieved this academic year.

After months of hard work, the firm received notification that their application was approved. Upon receiving this news, Mitrik, Gloady, Graham and the entire body of the firm were elated.

"I was and am still beyond excited about receiving this honor. I know how much hard work and effort was put into achieving this goal, and having it become a reality is something truly incredible," said Mitrik. "I am so blessed to oversee such talented communication students as firm director and be an integral part of a firm that has achieved such a distinguished honor."

With this achievement under its belt and many plans for the future, Red Brick Communications is not slowing down. Currently, Mitrik and Gloady are building a website that will serve as a platform to showcase the firm's services and work, as well as a resource for people to learn more about the firm. Mitrik is confident that this site will enhance the credibility of Red Brick Communications. Along with the website, client work will continue. The firm will begin its next big project: a campaign for the Greene County Special Olympics.

"Being recognized as a Nationally Affiliated firm was a great way to start my last semester at Waynesburg and as firm director," said Mitrik. "I am excited to see how this honor will help motivate members to accomplish even more. We have some great things planned for our clients, so I am looking forward to a great next couple of months with my team. I have a lot of confidence in the firm members to continue to be successful."



Photo courtesy of Jordan Mitrik



# CHAPTER PRESIDENT AND VICE PRESIDENT WORK PITTSBURGH RENAISSANCE AWARDS

**Taylor White**  
Special Events  
Coordinator

Pittsburgh is a city filled with unique attractions, bridges and recognizable sports teams. It is also home to some of the top public relations firms and

agencies, public relations practitioners and public relations students in the nation. Every year PRSA Pittsburgh hosts an awards ceremony to pay recognition to these honorable companies and individuals.

The annual PRSA Pittsburgh Renaissance Awards ceremony and dinner took place January 28 at the Hotel Monaco. Leah Lizarondo, the founder of Brazen Kitchen and co-founder of 412 Food Rescue, emceed the event.

Among the top communications and public relations professionals from corporations, agencies, nonprofit organizations and educational institutions that were in attendance, were two students from Waynesburg University. Megan Bayles, Chapter president, and Jordan Mitrik, Chapter vice president, volunteered their time and assisted the event planners by helping prepare for the ceremony and working the registration table. This has been a tradition for Waynesburg University PRSSA, with this year being the fourth consecutive year that Chapter members have volunteered. Though the awards ceremony was only a few hours, Mitrik, who served as an intern for the Renaissance Awards committee, has been strategically planning the event for months.

“Working the Renaissance Awards is always a gratifying experience for me,” said Mitrik. “I not only get to use my skills as a young professional to successfully implement an event, but I also get the opportunity to network with top professionals in the Pittsburgh public relations industry.”

Because of the involvement Waynesburg University PRSSA has had over the years with it’s parent chapter, Steve Radick, PRSA Pittsburgh Chapter president, commended the Chapter and its volunteers for the strong dedication they put into the public relations profession and PRSSA.

“Hearing Steve talk about our Chapter with such praise was extremely rewarding,” said Bayles. “We do our best to prepare students to enter the world of public relations as knowledgeable, experienced and connected young professionals.”

Being a part of the ceremony, Mitrik got to view some of the best work public relations agencies and practitioners in the regional market have produced over the previous year. The dedication and hard work these professionals put into their job exhilarated Mitrik for his chosen career path.

**“I ALSO GET THE OPPORTUNITY TO NETWORK WITH TOP PROFESSIONALS IN THE PITTSBURGH PUBLIC RELATIONS INDUSTRY.”**

“I also get to witness some of the best work of the year, which only gets me more excited for my career in the field,” said Mitrik.

The Waynesburg University PRSSA Chapter is dedicated to professional development and providing opportunities for members to strive as young professionals in the public relations field. The commitment the Chapter has to pushing members to get involved in public relations related opportunities has been noticed by some of the leading public relations professionals in the region.

Radick stated that he looks forward to seeing Waynesburg PRSSA members one day serve in various leadership roles in PRSA, Pittsburgh is known for it’s melting pot of different industries, but one day, hopefully, the city will be recognized for its prestigious public relations work created by Waynesburg alumni.



*Photo courtesy of Jordan Mitrik*

## MARK YOUR CALENDAR

### FEBRUARY

- February 9: Twitter Chat: “The basics of Chapter Success”
- February 10: Executive Board Meeting at 8 a.m. in Buhl 408
- February 18: Regional Conference Registration 7 to 9 p.m. in Buhl Mac Lab
- February 18: Chapter General Body Meeting at 9 p.m. in Buhl 416
- February 24: Executive Board meeting at 8 a.m. in Buhl 408

### MARCH

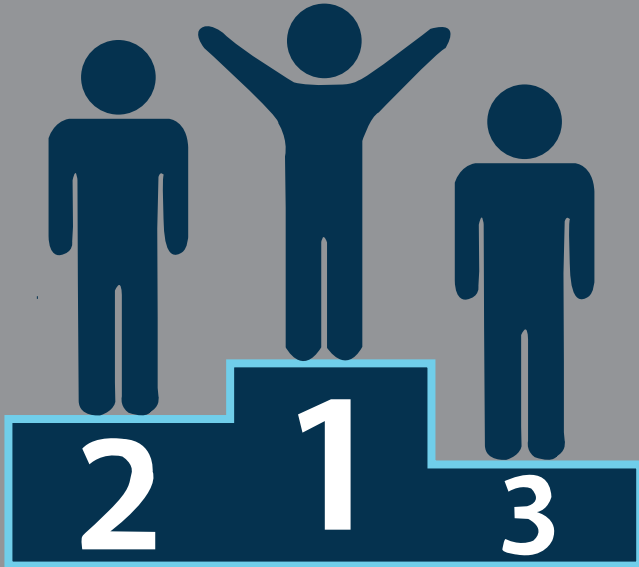
- March 3: Chapter General Body Meeting at 9 p.m. in Buhl 416
- March 4: March Trending Topics released
- March 22: Charter Day
- March 24: Chapter General Body Meeting and Executive Board Nominations at 9 p.m. in Buhl 416
- March 30: Executive Board meeting at 8 a.m. in Buhl 408
- March 31: Executive Board elections at 9.m. in Buhl 416

### APRIL

- April 3: Chapter General Body Meeting at 9 p.m. in Buhl 416
- April 8 and 9: “Caffeinate Your Career” Regional Conference
- April 12: Twitter Chat: “Utilizing Your Resources and Your Advisers”
- April 17: Relay for Life
- April 13: Executive Board Transitional Leadership Meeting at 8 a.m. in Buhl 408
- April 21: Chapter General Body Meeting at 9 p.m. in Buhl 416

# WAYNESBURG UNIVERSITY PRSSA IN POINTS

CHAPTER MEMBERS ARE  
REQUIRED TO EARN 40  
POINTS PER ACADEMIC  
SEMESTER



## AVERAGE PER CLASS:

Senior Class: **72**

Junior Class: **59**

Sophomore Class: **51**

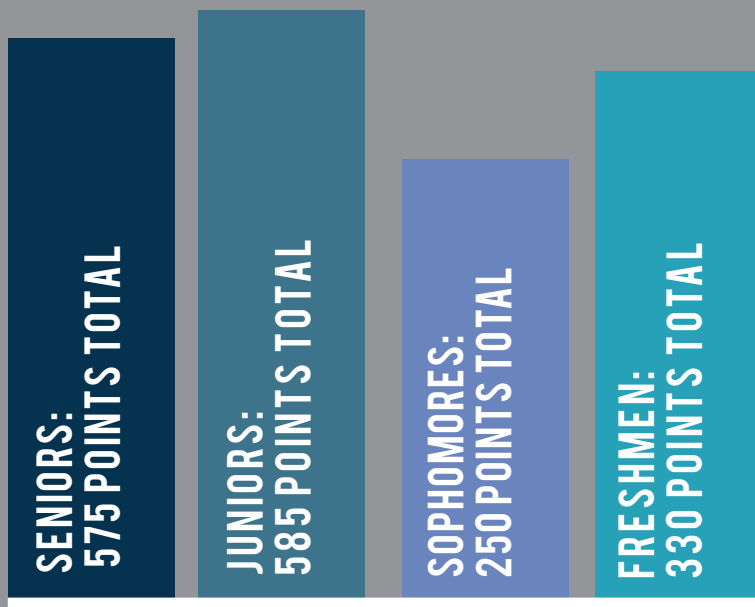
Freshman Class: **41**

Overall Member: **56**

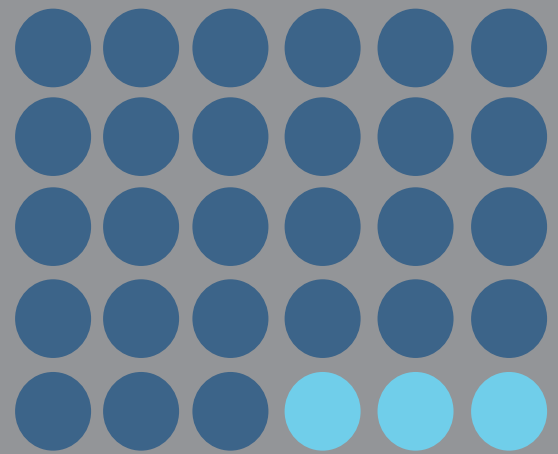
## POINTS ARE EARNED THROUGH:



General Body Meetings, Executive Board Meetings, Red Brick Communications Meetings, Committee Meetings, Writing for the Blog, Waynesburg University PRSSA Events, PRSA Pittsburgh Events and PRSSA National Events



Chapter Total: **1,785** Points



**27** CHAPTER MEMBERS  
RECEIVED THE MINIMUM  
40 SEMESTER POINTS  
DURING FALL 2015

## 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, Megan Bayles, 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.

### Regional Conference

Attend Waynesburg University's first Regional Conference, "Caffeinate Your Career." The conference takes place April 8 and 9. Contact Samantha Peer or Hannah Morris for more information.

## "CAFFEINATE YOUR CAREER" REGIONAL CONFERENCE UPDATE - APRIL 8 AND 9

**Hannah Morris** Secretary  
The planning continues for Waynesburg University's Public Relations

Student Society of America's first-ever Regional Conference; "Caffeinate Your Career" will be held April 8 and 9. The conference is designed to expose attendees to a variety of fields and the work that they complete daily. The speakers will share what steps it took to earn their current position, how to become involved in the field and what a normal day looks like within the profession. Each session will focus on a different aspect of public relations and a different field to become involved in; topics will range from integrated marketing and leadership, to public relations in the energy and criminal justice fields.

The conference will begin Friday with an evening of activities. Attendees will be split into groups and assigned a campaign to think creatively about. Students will then hear about a small start-up company called Charitable Grounds. After hearing the story of the company, attendees will put together a social media plan for the company. The groups must work to put together the strongest campaign possible. Friday night will allow students to sharpen their skills, work with new people and network. Teaching sessions will start the morning of Saturday, April 9, and continue throughout day. The conference will conclude with a final networking event.

### Promotions Update:

"Caffeinate Your Career" is active on Facebook, Twitter and Instagram. Please follow the accounts

if you have yet to do so. Information about the conference, reminders, speaker information and news is posted regularly. All chapters regionally have been notified and invited to attend the conference. National chapters were told about the conference as well – Waynesburg University received recognition in the winter edition of Forum as one of nine schools hosting a Regional Conference.

### Registration Update:

The early bird registration deadline is open until March 1. Faculty adviser, Richard Krause, has encouraged Waynesburg University PRSSA Chapter members to register for the event; due to this, a registration night has been planned for February 18 from 7 to 9 p.m. for members to register. Chapter members and alumni are urged to remind people to register and take advantage of this public-relations-packed weekend.

As the conference approaches, more tasks need to be completed. The planning committee is made up of six people who are responsible for different areas; however, assistance can be used within the promotions, sponsorship and hospitality committees. Please email Hannah Morris or Samantha Peer if you are interested in helping with the planning of the Regional Conference.

The conference is an excellent way to learn about event planning and will give a better understanding of the work that goes into planning an event of this nature.

## RAJA SHOW

... Continued from page 1

**Samantha Peer** Professional Development Coordinator  
Bayles and Professor Krause were also able to talk about Waynesburg University PRSSA's recent accomplishments and it's

impressive evolution of Waynesburg University PRSSA as a Chapter in such a short amount of time.

"This coverage will really bring awareness to our Chapter," said Bayles. "A larger, more diverse group of people has now heard the story of

Waynesburg University PRSSA. In the interview, we were able to talk about the Chapter and its accomplishments, as well as explain the purpose of PRSSA. The Chapter has gotten an overwhelming amount of positive media attention

**"A LARGER, MORE DIVERSE GROUP OF PEOPLE HAS NOW HEARD THE STORY OF WAYNESBURG UNIVERSITY."**

this year, and being on the Raja Show was a continuation of that."

The interview with Raja was featured live on KDKA Radio; however, it is available online at: [therajashow.com](http://therajashow.com).

### Connect With Us!

Contact Natalie Gloady by emailing [glo7325@student.waynesburg.edu](mailto:glo7325@student.waynesburg.edu) if you would like to write for Trending Topics!

@wuprssa  
[facebook.com/wuprssa](https://facebook.com/wuprssa)  
[wuprssa.wordpress.com](http://wuprssa.wordpress.com)





# TIPS TO MAKE YOUR LINKEDIN PROFILE AN ALL-STAR

**Zachary Sniadach**  
Treasurer

LinkedIn is a crucial service to anyone in the professional world and one that is often overlooked by college students.

Unfortunately, many college students and recent graduates spend more time on Instagram and Twitter, mechanically posting pictures of sunsets over their backyard and posting cliché country music lyrics, rather than using their time to enhance their reputation, network and seek job opportunities.

Regardless of how you use your personal social media accounts, you could certainly better utilize your energy doing something that will actually help you pursue the career you want post graduation. With all the benefits that a professional service like LinkedIn offers, the biggest issue that seems to affect college students and young professionals is the uncertainty of how to properly use it. Here are some tips to make sure your LinkedIn profile is an all-star.

## **Do not just tell, show your work.**

Do you enjoy boasting your accomplishments? Well, good. This is the time where you can really show it off to the world (of LinkedIn). Do not be bashful. Add actual examples of your writing, design work or other accomplishments on your profile where you can share them to your connections.

This not only helps make your profile more visually interesting, but also demonstrates the merit you have as an aspiring professional. What better way to sell your skills than to show employers exactly what your capabilities are?

## **Build a strong network.**

Do you honestly think employers are just going to stumble upon

your profile and give you a job? Although the idea sounds great, the actual chances of that happening are about the same as me playing quarterback for the Pittsburgh Steelers. Get your name out there - make connections with as many people as you can. Even if you feel that you have a strong network now, it does not hurt to keep building a stronger network, that way it's there when you need it.

## **A picture is worth a thousand words.**

Well, technically the content of your profile should be where you put those thousand words, but it is important not to overlook the value of your LinkedIn picture. According to a 2012 study by TheLadders, recruiters spend 19 percent of their time on a candidate's LinkedIn profile looking at the picture.

You do not need to spend a ridiculous amount of money on a professional photoshoot for your picture; however, you also should not be using the same tacky Facebook mirror selfie you took in your parents' bathroom. The key is to find a happy medium between professional and personable. You want whoever is viewing you to get a real idea of the person you are.

## **Content will make you content.**

LinkedIn is user friendly in terms of finding suitable content for an individual's desires and needs. You can follow hundreds of those influential professionals, like Warren Buffet or Bill Gates, who give practical advice for success and what they would do if they were 22 again. Additionally, there are hundreds of "channels" to follow that give you insight on news or industries you may potentially be interested in. You can even look into new ideas. Who knows? Maybe you will stumble upon something you never knew existed.

## SPRING INTO YOUR CAREER: BECOME A DUES-PAYING MEMBER

**Teghan Simonton**  
Publicity Chair

Public relations majors are highly encouraged to take part and reap the benefits of professional societies. For practitioners in the field, this entails a membership in the Public Relations Society of America. For public relations students, such as those at Waynesburg University, membership in the Public Relations Student Society of America is highly encouraged.

With more than 11,00 students and advisers, and more than 300 chapters internationally, PRSSA is driven to help students "enhance your education, broaden your network, and launch your career in public relations," according to the PRSSA website.

However, attending general body meetings is simply not enough to receive access to the maximum amount of opportunities. As Waynesburg University kicks off its spring semester, students new to the program or organization have the opportunity to finish out the year with a PRSSA membership.

Dues-paying members have wider access to resources that offer internship listings, competitions, chapter and national leadership opportunities, scholarships and awards. In addition to this, members have access to publications and social media that will help them stay updated on the ever-changing industry.

At national and regional events, student members have the invaluable opportunity to meet working professionals and develop relationships with practitioners who could become mentors. Public relations students know the importance of taking advantage of networking opportunities and a PRSSA membership is the ultimate advantage.

"We place great emphasis on professional development here," said Richard Krause, chair of the Department of Communication and faculty adviser for the Waynesburg University PRSSA. "We speak of it in classes; we talk about it in meetings. We focus strongly on professional development opportunities, and if you're not a member, you cannot engage in those opportunities."

While Waynesburg University public relations students are not required by the Department of Communication to become Chapter members, it is not meant to be a chore and it is not limited to majors. There is an infinite amount of chances for active members to strive for their ambitions and receive recognition for doing so.

"You are in a program that has so many great opportunities," said Krause. "You do not get to participate in those opportunities if you are not a member."

WAYNESBURG UNIVERSITY

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