

TRENDING TOPICS

The official Chapter newsletter of Waynesburg University PRSSA

October 2015



**WAYNESBURG
UNIVERSITY PRSSA
TO HOLD REGIONAL
CONFERENCE**

JACKETFEST SUCCESS

**+ PRSA-PITTSBURGH
PROFESSIONAL
DEVELOPMENT DAY
RECAP**

WAYNESBURG UNIVERSITY
PRSSA

FROM THE PRESIDENT'S DESK

Megan Bayles



Megan Bayles is a PR 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

As we delve deeper into the semester, assignments become more challenging, events become more frequent and meetings seem to be continuous. As Waynesburg University Department of Communication students, and PRSSA members, you may feel as though your life is going 100 miles per hour in about 500 different directions. You feel overwhelmed, and anxious, and just downright tired; but, don't worry it's normal, and not just for us students at Waynesburg.

Time management is an important skill that is essential to the success of any college student and professional. Just like any other skill, time management is something that can be learned and practiced, as long as you know what steps to follow.

Each person is different, and respectively, each person reaches their optimum time management goal using different tools

and techniques; however, these tips from psychcentral.com are great points to use when beginning your journey toward success.

1. Make and utilize lists.

Lists can serve as a great tool for measuring progress. Compile either an electronic or paper list of the assignments and tasks you must complete. Prioritize the entries on your list by level of importance and timeliness. Finally, make sure your lists are attainable. Lists are there to help you, not overwhelm you.

****Remember, lists only work if you actually use them!****

2. Set and meet deadlines.

Each time you are assigned a task or duty, set a deadline. Set your personal deadline for a few days prior to your actual deadline. This practice considers the fact that things pop up, and it gives you leeway if you have to push your personal deadline back. That being said, do all you can to stick to your personal deadline! If at all possible, do not push it back!

****Remember, deadlines are useless if you continuously push them back!****

3. Do not multi-task!

Although you may think multi-tasking makes you productive, it tends to disturb your focus. Your mind will process information more efficiently when you are focused on one task at a time. Focusing on one task at a time allows you to complete assignments at a quicker pace, with lower level of error.

4. Do not be afraid to delegate responsibilities.

We cannot do everything, especially not alone. In instances where appropriate, do not be afraid to delegate responsibilities among your peers. Even if you like to be in charge, it is important to learn how to delegate and trust others' judgments. Psychcentral.com tells us, "Delegation is not a sign of weakness, but a sign of intelligence."

5. Utilize your downtime.

When you have downtime, utilize it for two purposes. First, use it to plan and prioritize your day, or to write a list of tasks and goals. Second, use it to relax! You must balance your downtime between these two activities to achieve success in time management. Utilizing one activity or the other can result in increased stress and anxiety.

6. Take time to reward yourself!

Take some "you" time. When you achieve a success, accomplish a goal, or even complete your list of tasks and assignments, celebrate it! Make sure, however you celebrate, that it does not set you further behind. Also, make sure it is something that you enjoy. You deserve it!

****Do not forget this tip!****

Donna M. White, LMHC, CACP, says that when utilizing good time management skills, you reduce your stress and anxiety levels, become more productive, and, ultimately, have more time for relaxation and enjoyment.

So, the next time you feel overwhelmed, take a moment and remember that you are not alone. Practice these steps and continue improving your time management skills.

Sincerely,

Megan Bayles

Chapter president

MARK YOUR CALENDARS

November

Nov. 4, 2015: Executive board meeting at 8 a.m.

Nov. 6 through Nov. 10, 2015: PRSSA National Conference in Atlanta, Ga.

Nov. 17, 2015: Points update

Nov. 19, 2015: General body meeting at 9 p.m. in Buhl 416

December

Dec. 2, 2015: Executive board meeting at 8 a.m.

Dec. 8, 2015: Points update and Twitter Chat: "The do's and don'ts of applying for scholarships"

Dec. 10, 2015: General body meeting at 9 p.m. in Buhl 416

January

Jan. 13, 2015: Executive board meeting at 8 a.m.

Jan. 19, 2015: Points update

Jan. 21, 2015: General body meeting at 9 p.m. in Buhl 416

Jan. 27, 2015: Executive board meeting at 8 a.m.

WUPRSSA TACKLES A NEW "KIND" OF CAMPAIGN

Zachary Sniadach
Treasurer

There's healthy; there's tasty, then there's healthy and tasty. The Public Relations Student Society of American

(PRSSA) has issued a competition through KIND, an all-natural, non-GMO health bar company, in a way to not only gain awareness for the company, but to create competition amongst schools and universities throughout the country.

Teams from three to five students for each school are entered in the contest to help increase awareness about the benefits KIND offers with its product. The product is not only delicious, but additionally it puts an emphasis on healthy, all natural ingredients.

Waynesburg University PRSSA was given the opportunity to take on the challenge of promoting KIND through various events held on campus. After teaming up with Waynesburg University's Student Activities Board (SAB), and their Stop Working and Relax More, or SWARM, initiative, one group collaborated and managed to set up an evening of yoga in Johnson Commons.

SWARM's goal is to focus on using impromptu activities to relieve stress, prompting students to take time out of their day to relax and do things for themselves.

"It was a lot of fun. I really feel like the event was successful in raising awareness of KIND bars," said Megan Bayles, WUPRSSA's Chapter president. "Having the event in Johnson Commons was a great idea. Students were able to walk through the event while it was taking place and learn more about KIND and their initiative of promoting a healthy lifestyle."

Many other



members of WUPRSSA feel as if working on promotional competitions, such as the one for KIND, is great. A real-life experience is provided and participants can significantly benefit in more ways than one

"I think being able plan for events like this are great for our Chapter," said Taylor White, WUPRSSA special events coordinator.

"It not only assists on gaining accreditation for the Chapter, but also it gives us the hands on experience that we'll be able to use when we enter the work field."

In terms of monetary benefits, the KIND competition selects multiple winners throughout the country. First, second and third place winners are to be announced at the end of the competition, all receiving a prize for their Chapter. Additionally, each winning team will be given a charity donation to whichever organization they so well choose.

"This entire contest is a win-win for the university," said White. "We not only get to help promote a great product like KIND to fellow students on campus, but we also are able to better our public relations skills and participate in a 'healthy' competition."



MINDFIRE!, WHY SHOULD YOU PARTICIPATE?

Paula Bittner
Historian

Selected as one of 40 colleges and universities worldwide, the Waynesburg University PRSSA Chapter has the opportunity to participate in Mindfire!, an initiative developed by Ketchum.

The premise of Mindfire! requires students to formulate solutions to business challenges posted on behalf of the public relations agency's top clients.

All PRSSA members received an email from Mindfire! Manager, Ronald Tolson of Ketchum's Global Research and Analytics team. Within the email, he included the link to the Mindfire! website where participants can create a login. Once a login is created on the site, you have the option to add your university, major, communication and work experience, personal interests, Twitter handle and more. The profile can be updated at any time.

According to WUPRSSA president Megan Bayles, participating in Mindfire! is an honor and she encourages our Chapter's involvement in the upcoming challenges.

"Members should take full advantage of this opportunity because we are able to work with one of the world's top public relations agencies and some of the greatest brands of all time," said Bayles.

When a challenge is posted, Tolson sends an email notification with challenge details and the deadline to submit an idea. Typically, one only has several days to suggest a well-crafted solution.

Bayles says that members can expect to be challenged, but benefit from the experience at the same time.

"The prompts are difficult to respond to and cause you to think outside of the box; however, members can also expect to learn a tremendous amount," said Bayles.

Mindfire!'s incentives include a job and internship listings, gift card and cash prizes, and career support.

In addition to the incentives, each PRSSA member who submits an idea to a Mindfire! challenge will receive five points from our Chapter. When someone posts an idea, all Mindfire! members can view it and have the option to comment and vote. Points will be given accordingly as your name pops on the submitted ideas board. After the challenge deadline, a winner is selected and then receives a gift card or prize from the company whose problem he or she helped solve.

FROM THE FIRM DIRECTOR'S DESK

Jordan Mitrik
VP/Firm Director



Jordan Mitrik is a PR 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

This semester thus far has been a rollercoaster ride filled with activities, events, meetings and exciting opportunities for all firm members. Although many of us find ourselves filling up that fourth cup of coffee of the day or hunched over, typing away at all hours of the night determined to meet deadlines, we still manage to accomplish our goals and provide exceptional work for our clients, but it might come at a cost.

As we move forward with the semester and draw closer to some of the events we have been planning and implementing for some of our clients, I wanted to share some advice to readers, more specifically members of Red Brick Communications, to help cope with daily stress. We may want to rip out our hair at times with all of the workload we have amidst balancing schoolwork and a social life, but I believe these tips will help you get through any strain you might have.

1. Just breathe.

Honestly, taking a deep breath for several seconds does wonders. It helps you to relax for just a moment and gives you the chance to collect your thoughts. It might even be beneficial to picture yourself in a happy place, which will allow for you to get away from your current thoughts and situations. This tip might sound cliché, but if you take a deep breath and practice this faithfully, your blood pressure and adrenaline levels will be pleased with you.

2. Make lists on paper.

There are times throughout the day where a million and one tasks, assignments or reminders are thrown at you and you are responsible for remembering and accomplishing them all. Something I have learned as a college student is to make lists. According to a study

at Dominican University, those who wrote down their tasks or goals accomplished significantly more than those who did not write theirs down.

Purchase a blank notebook journal or notepad so you can track all of your thoughts in one place. By writing it down and determining a deadline, it provides clarity on what you want to accomplish. Trust me, making lists makes me feel organized and enables me to get things done. The satisfaction I get when I can cross something off of my list is oddly rewarding, a sense of achievement finally sinks in and I can feel proud that I completed something. Who doesn't enjoy that feeling?

3. Do not try to do it all yourself.

This is a hard lesson to learn and I still struggle with this every single day. I like to have my hand in everything and seeing work get accomplished. People tell me I have the inability to say no – both a good and bad quality to possess. If I try to do everything myself, it only causes more stress on my life and I feel overworked.

Nobody needs added anxiety. If you do feel overstretched, eliminate activities that are least beneficial for your career. Ask yourself: "Will this help me in the future? Am I learning something of value from this that I can use at a job someday?" If the answer is no, it may be time to remove it so you can focus on the more important things.

Sincerley,

A handwritten signature in black ink that reads "Jordan Mitrik". The signature is written in a cursive, flowing style.

Chapter VP/Firm Director

NEW FUNDRAISING EFFORT TO BEGIN

Anne McGlaughlin
Fundraising Coordinator

Waynesburg University's PRSSA Chapter is soon beginning a new fundraising

effort. This effort will focus predominantly on a solicitation letter campaign. Waynesburg University 2014 graduate, Abby Pittinaro, began this project as her practicum-senior project. Now as a new year begins, the Chapter will be implementing the project.

Waynesburg University public relations alumni will be receiving the letter, along with anyone whom has been affiliated with the Chapter, Department of Communication or the PR team.

In addition to the letter, current WUPRSSA historian, Paula Bittner, is currently working on creating a database that will include our alumni and all of their amazing accomplishments since graduation. This will be included as an insert that is to be completed and returned to the Chapter via mail or email.

"The database will include their accomplishments from Waynesburg, their current employment and basic contact information," said Bittner.

With the funds made from this campaign, we will be able to offer more to the 27 dues paying members. It will also be used for travel expenses for regional and national conferences, Chapter expenses, guest speakers and various public relations opportunities through PRSA-Pittsburgh.

"We are an extremely active Chapter that attends PRSA-Pittsburgh's events, PRSSA regional events and PRSSA National events, and often, we need additional funding to combat the growth our Chapter has seen," said Samantha Peer, WUPRSSA professional development coordinator. "Support from alumni would help us to send more Chapter members to events, ultimately benefitting our members professionally and making a greater name and national presence for Waynesburg University PRSSA."

PRSSA NATIONAL CONFERENCE: "RETHINK, REBUILD, RENEW"

Samantha Peer

Professional Development
Coordinator

The excitement is tangible at the PRSSA National Conference. Surrounded by peers with similar goals and

dreams, anticipating the knowledge and growth to come from networking with other PRSSA Chapters and public relations professionals; how could you not experience euphoria? Last year's PRSSA National Conference was hosted by American University and held in Washington, DC. Among the highlights of my experience were creating a clever public relations parody of Taylor Swift's song "Shake It Off" to introduce Waynesburg University's Chapter, hearing from the inspiring keynote speaker, Pam Jenkins of Powell Tate, and getting to know PRSSA members from across the country.

With a larger group of representatives from Waynesburg University attending this year's PRSSA National Conference, I am beyond thrilled to travel to Atlanta, Ga. for "Rethink, Rebuild, Renew," hosted by the University of Georgia. Having more representatives will afford our Chapter more growth. Last year, there were four attendees from Waynesburg, we all greatly enjoyed our experience; however, it was hard to share the excitement we experienced to fellow Chapter members who were not in attendance. Therefore, I am very excited to share in this experience with more of our own Chapter members. This year, I am looking forward to attending a general session about "Rebuilding Your Résumé" given by Gala Jackson of Interview Snob. I am also excited about the Keynote Address

provided by the "Living Legends of Public Relations," including Patrick Ford of Burson-Marsteller, Ellen East of Time Warner Cable Inc. and Kevin Saghy of the Chicago Cubs. Another session to look forward to is the PRSA International Conference General Session. The PRSA National Conference will be held at the Atlanta Marriott Marquis, the same hotel as the PRSSA National Conference. Attendees of the PRSSA National Conference are invited to attend their general session to hear from Sheryl Connelly of Ford Motor Company and Daniel Lubetzky of KIND.

I am thrilled to have the opportunity to share in this experience with so many fellow Waynesburg University PRSSA Chapter members. As the semester continues on and assignments build, I am looking forward to the chance to take time off to recharge my public relations batteries!



Graphic provided by prssa.prsa.org

WUPRSSA AT WAYNESBURG UNIVERSITY'S JACKETFEST

Taylor White

Special Event Coordinator

Homecoming is a way to unite the past and the present. At Waynesburg University,

homecoming is an event that brings current students and alumni together to share the love and passion they have for Waynesburg University.

Homecoming took place Saturday, Oct. 3, 2015. Included were various events such as the Homecoming 5k, JacketFest, the football game and other activities for the alumni and students to enjoy. The Office of Alumni Relations worked diligently over the months strategically planning the events for day.

One of the events the Office of Alumni Relations attentively planned was JacketFest. Every year during homecoming, Waynesburg University hosts an event in Johnson commons, that gives alumni the opportunity to see the different clubs and activities Waynesburg has and are currently offering to its students. This year, the Office of Alumni Relations gave the Waynesburg University PRSSA Chapter the opportunity to run the alumni social media tent. Due to social media being an extensive part of public relations, the directors of alumni relations believed our Chapter members would be ideal for the job.

Due to inclement weather the day of homecoming, JacketFest was held in the old gymnasium. Eight Chapter members came together for the event to represent WUPRSSA and interact with alumni and current

students of Waynesburg.

As the event got underway, it was slow in the start, but within 30 minutes of JacketFest, alumni began to arrive in clusters. Most of the alumni that stopped at the event attended Waynesburg University in the 70s and 80s. It was

interesting to hear about their experience at the school and how it has evolved over the years.

"It was such a great experience to interact with the alumni," said junior public relations major Annie McGlaughlin. "They were interested to hear about PRSSA and all the things we do that benefits our members."

JacketFest was a successful event that everyone seemed to have enjoyed. Waynesburg University has evolved greatly over the years and has gained national attention. Our students work hard every day, and utilize the advantages they receive from organizations and clubs that are provided by the university. It was a wonderful opportunity for the Waynesburg University PRSSA Chapter to be involved in such a great event, and we hope that the alumni left homecoming with a overwhelming feeling of pride of being a graduate of Waynesburg University.



CAFFIENATE YOUR CAREER: REGIONAL CONFERENCE TO BE HOSTED BY CHAPTER

Samantha Peer

Professional Development
Coordinator

The day before fall break commenced, we received a notification that rewarded weeks of hard work and preparation. On Friday, Oct.

9, 2015, we were notified that Waynesburg University was one of nine schools nationwide to be selected to host a Regional Conference. Notably, Waynesburg University is the smallest school that was selected.

Upon discovering this great news, I immediately sent out an email to the Regional Conference Committee members, Hannah Morris, co-director of regional conference, Megan Bayles, director of sponsorship, Natalie Gloady, director of registration, Jordan Mitrik, director of promotions and Marissa Krall, director of hospitality. Their hard work was paramount in receiving the bid from the PRSSA National Committee.

As we move forward, we are filled with momentum and renewed energy, knowing our planning efforts will not go to waste. Though we have spent many hours brainstorming, collaborating and strategizing, many details have not yet been confirmed; however, our date and theme have been selected, our logo has been created, some programming is in place and our promotional efforts are in full-swing.

The 2016 Regional Conference at Waynesburg University will be held on April 8 to 9. The theme of the conference is "Caffeinate Your Career."

Caffeine is popular among PR professionals, and there are many ways to play off of the theme in terms of promotions, speakers and programming. It is not only playful and fun, it is also extremely relevant, as "Caffeinate Your Career" can also signify giving your career the kick it needs to reach success. We selected a theme that could be utilized in every facet of planning and implementing; creating a cohesive conference. Attendees will be able to easily relate to and comprehend the theme, uniting all PR students regardless of their career goals. We are hoping for and anticipating at least 100 attendees. We plan to achieve this

goal by having a strong presence from our Chapter as well as targeting local, active PRSSA Chapters.

I am particularly excited about the community service initiative that we plan to incorporate into the conference in order to show of the service-oriented mission of Waynesburg University.

We have extended an invitation to Chris Kellnar, Resident Director of Waynesburg University's Wilison Hall, to come speak to attendees on Friday about his business, Charitable Grounds;

a start-up coffee business that makes possible the sale of direct trade coffee, straight from a Costa Rican farm. His business is unique in that 10 percent of every sale is re-invested in the spread of the Gospel and the elimination of poverty in Costa Rica.

Attendees will be broken into teams and be asked to come up with a promotional strategy for Charitable Grounds that may potentially be implemented.

We also plan to have a networking hour at the close of the conference to offer attendees the chance to enjoy some coffee while receiving the opportunity to speak with the prestigious speakers that we plan to bring to campus for the event.

I am looking forward to showing off Waynesburg University as well as the strength of our Chapter in hosting other PRSSA Chapters at the upcoming Regional Conference!



**WAYNESBURG UNIVERSITY PRSSA
REGIONAL CONFERENCE
APRIL 8-9, 2016**

Betsy Plank Day
COMPETITION



Star Chapter
STATUS RECEIVED



Chapter was
CHARTERED
IN 2010



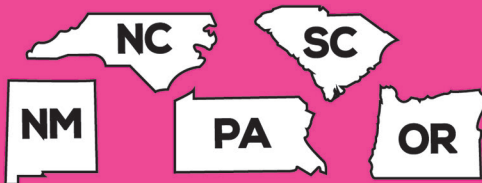
Waynesburg University



PRSSA



Conferences
ATTENDED



Social Media
PRESENCE

- 90 likes
- 425 followers
- 1,750 subscribers

Experience. OPPORTUNITY. Achievement.

27 dues-paying members

6 executive board members

15 committee positions

3 chapter coordinators

ADDITION OF COMMITTEES WILL ADD TO GROWTH

OPPORTUNITIES

Committee Positions

The Chapter is actively seeking dedicated members to apply for one of the new committee positions through WUPRSSA. Contact Chapter President, Megan Bayles, for more information.

Blog Writing

Enhance your writing skills and expand your portfolio by writing for our Chapter blog. Contact Public Relations Director, Natalie Glody, for more information.

Red Brick Communications

Become part of the student-run firm and prepare yourself by providing local non-profit organizations with pro bono public relations work. Contact Vice President and Firm Director, Jordan Mitrik, for more information.

Hannah Morris
Secretary

The next step after earning your degree is obtaining a job.

While in college you need to begin adequately preparing yourself for the work force. "Not acquiring experience while you're a student puts you behind other candidates who did get experience," said Dr. Katharine Brooks, director of Liberal Arts Career Services at The University of Texas in Austin.

Our PRSSA Chapter wants members to have the opportunity to get involved and begin gaining experience. Under Chapter President Megan Bayles' leadership, 15 committee positions were made available to general body members. "We created these committee positions so more students can get involved," said Bayles. "Getting involved allows members to gain experience and strengthen their public relations skills."

The first three positions report to the president: chapter liaison, presentation coordinator and scheduling consultant. The chapter liaison will work with other Chapters in the area and with the different student groups on campus. The person in this position will work towards partnership and collaboration with the Chapters and student groups. Presentation coordinator and scheduling consultant work with the High School Initiative Team. The presentation coordinator will build two teams to go into the schools and present public relations as a career. The scheduling consultant will arrange the visits with the high schools that the team contacts.

Publicity chair, content coordinator and social media coordinator will assist Natalie Glody, public relations director, with the Chapter's publications. The members in these positions will help gain approval to post promotional materials on campus, assist with generating topics, editing the monthly newsletter and contributing to the Chapter's social media sites. An assistant photographer and archiver will help the historian with taking photos at Chapter events, selecting photos to send to the social media coordinator, keeping digital files for all members and saving copies of Chapter media coverage.

The member benefits chair will be responsible

for communicating the multiple benefits of a PRSSA membership with the general body. Once a month we will have a professional development activity such as a webinar or speaker and the activities chair will help coordinate these events. Both positions will report to the professional development coordinator.

A committee will be formed under the special events coordinator to assist with campus and local events, along with service projects. We want our Chapter members to be engaged with events on all levels. These three positions will ensure our participation in all events and help us present ourselves as a Chapter that is active, involved and committed to serving those around us.

The final two positions fall under the fundraising coordinator. The fundraising chair will help execute the Chapter's solicitation letter campaign and conceive, develop and execute fundraising plans. The role of the sponsorship chair is to acquire sponsorships for the Chapter, advertising the name of the supporters and extending proper gratitude to each sponsor.

To apply for one of these positions you will need to submit a letter of intent before the November executive board meeting. An announcement will be made of when new applications are being accepted and a deadline will be set for receiving applications. Once your application has been received the executive board and the Chapter advisor will meet to discuss who is most qualified for the position. Getting involved will help you when you are ready to enter the work force. Begin refining your skills and gaining experience by applying for one of these positions. Please contact Chapter President Megan Bayles if you are interested in any of the positions.

WAYNESBURG UNIVERSITY
PRSSA

Connect With Us!

Contact Natalie Glody if you would like to write for Trending Topics!

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PRSA-PITTSBURGH PROFESSIONAL DEVELOPMENT DAY.....▶

Natalie Glody
Public Relations Director

Collaborate, this year's PRSA-Pittsburgh's Professional Development Day theme, by

book definition means working jointly on an activity, especially to produce or create something. At this event, collaborate meant much more than that. During the Oct. 29, 2015 event, professionals and aspiring students collaborated to network, share their thoughts on the always-changing industry and continue to learn together. Waynesburg University's PRSSA Chapter served as a sponsor for the event, along with having the largest group of students attend. There were 19 Waynesburg students in the audience for the lectures, lessons and panels. This number showed the largest in attendance. "Taking a large number of Waynesburg University students to PRSA-Pittsburgh's Professional Development Day shows the dedication our Chapter members have when it comes to their professional development," said Taylor White, junior public relations major and WUPRSSA special events coordinator. "Our Chapter strives to develop students professionally, which is one of our strengths. By taking a majority of the Chapter to this event, it shows the willingness and dedication WUPRSSA members have for their future profession."

As our Chapter members arrived, they were greeted by a luxurious setting, friendly registration workers and well-prepared speakers. As our Chapter anxiously waited for the programming to begin, they were approached by professionals and students – each there to network and share their story. I believe this night provided that collaboration.

The event began with a panel discussion over dinner - which included four dynamite and professional women who provided the audience with advice on how to maintain your relationships with broadcast and print journalists as public relations practitioners. Their expertise provided attendees with ways to collaborate your skills - one way to do this is to build and maintain the mutually beneficial relationships you create with one of our industry's biggest allies, the journalist.

"We know who our PR people are – who are going to help us in a pinch," said Ashlie Hardway, the Westmoreland County Bureau Chief for WTAE-TV.

As the evening progressed, the breakout sessions began. For the first session, attendees had the option to attend a media-training workshop or to hear from professionals about the recent Volkswagen crisis. Both had their perks, and both provided our Chapter members with practical advice and lessons that the industry faces everyday.

"The main takeaway from the crisis session was that you never know when a crisis is going to happen; and if one occurs you want to look at it as a challenge or opportunity to learn from what happened," said Taylor Pieper, junior public relations and digital design major. "You always want to remain transparent; be calm and collected because sometimes you cannot be prepared. I will use this advice for my career as I hope to plan events for corporations someday."

The second breakout session gave our Chapter members the selection of a presentation on ethical behavior or a panel for the emerging public relations professional. Again, both were practical choices for our members, and both offered significant lessons for the public relations practice.

"The ethics session taught me what it means to be ethical in a professional field," said Caroline Brown, junior English literature major and public relations minor. "I am new to all of this, and the rules the ethics session showed me were ones that I had never thought of. I never realized what that truly meant."

Overall, PRSA-Pittsburgh's Professional Development Day was a success to our Chapter. It displayed new lessons and tactics to our members, along with allowing them the opportunity to network. The theme "collaborate" was apparent through all degrees of the event. Due to the success and value of this year, WUPRSSA Chapter members are already excited about the next PRSA-Pittsburgh Professional Development Day.



MEGAN BAYLES, ELIAS/SAVION ADVERTISING

Olivia Kelley
High School Inative
Scheduling Consultant

President of Waynesburg University's PRSSA Chapter, Megan Bayles, recently interned at Elias/Savion Advertising located in Pittsburgh, Pa. Bayles worked two days a week from 9 a.m. to 5 p.m. as a public relations

and social media intern. Her responsibilities ranged from creating press releases and media pitches to developing content for clients' social media. Though Bayles had worked as an intern in the past, she explained that this particular experience was unique from the others. "This was my third internship, but my first in an agency. I absolutely loved it, and could see myself working in an agency like Elias/Savion after graduation," said Bayles.

During her time at Elias/Savion, Bayles had the privilege of working with the company's public relations team. She stated that her favorite part of the internship had to be the "amazing people" whom she worked alongside.

"They taught me so much, and made the internship fun," said the Chapter President.

In addition to educating her on the ins and outs of working with an agency, Bayles said that the public relations team provided her with the freedom to take on assignments independently.

"They gave me tasks and let me run with them," said Bayles.

This internship also allowed her to put the public relations techniques that she has learned at Waynesburg University into practice.

Bayles stated that she felt prepared coming into the internship with the abilities to "[write] press releases and web content, [complete] campaign research and [plan] events."

"Waynesburg taught me the skills I needed to successfully complete my duties," said Bayles. "Waynesburg also prepared me with the professionalism needed to succeed in an agency setting."

While Bayles was able to hone many of her previously acquired skills through this experience, she also gained exposure to a part of PR that was less familiar to her.

"Social media was an area of public relations that I had not done much work in before my internship," said Bayles. "Through this internship I learned the ins and outs of creating social media content, as well as how to effectively manage a social media page."

When it comes to applying for internships, Bayles advises students to begin as soon as possible. She believes that even sophomores should be contacting employers to show that "[they] are serious about [their] career of choice." Bayles encourages students to "express what [they] have done clearly and concisely" through their résumés and cover letters. She also recommends exploring internship positions that may be out of students' comfort zones.

"Sometimes the most unexpected internships turn out to be the best; providing you with exceptional experiences and opportunities," said Bayles.



SAMANTHA PEER, INTERMEDIATE UNIT 1

Teghan Simonton
Publicity Chair

This past summer, senior Samantha Peer obtained an internship at Intermediate Unit 1, a regional non-profit educational consortium.

Peer performed a variety of tasks at the agency. Primarily, she worked with the Director of Development to write and edit grant applications, with the hope that different institutions could receive funding for events and supplies. In addition to this, she wrote and redesigned the company's newsletter, worked to compile a company directory, and documented a children's robotics camp with photographs and an article.

The experience taught Peer several lessons regarding the public relations field and the professional environment.

"I learned the importance of building a relationship with your supervisor," said Peer. "It's mutually beneficial."

Peer lauded the way her supervisor at Intermediate Unit 1, Pattie Hazen, acted as a mentor, assisting with résumé building, grant application writing and editing.

Hazen was helpful to Peer in the way she guided her through the entire process, consistently asking questions to ensure that Peer was learning from the experience.

"[Grant writing] is a challenging form of writing," said Peer. "It involves a lot of research and persuasiveness."

While she was not initially interested in grant writing in class, Peer affirmed that after practicing in the real world, it could be a new career possibility for her.

Peer alluded to the pressures of her responsibility; writing grant applications outside of the classroom environment. While intimidating, it was undoubtedly rewarding. Reflecting on her favorite moments, Peer said, "We applied for a grant to get a Smart Board for kids with mental disabilities."

Peer's experience as an intern had positive impact, both on her own professional career, and the lives of the students to which the organization catered.



ADAM TAPPARO, WORD WRITE COMMUNICATIONS

Caroline Brown
Content Coordinator

Adam Tapparo is a senior public relations major at Waynesburg University. Over this past summer, Tapparo interned at WordWrite Communications in

Pittsburgh, Pa. WordWrite is a public relations firm that focuses on storytelling through marketing and how powerful it can be. Tapparo says that he learned a lot from his time at WordWrite on a public relations team, explaining that some of the skills the company taught him were focused on inbound marketing and how marketing can work through social media.

“I learned how to get a news release circulated, and how to implement a promotional campaign,” said Tapparo.

“I also learned the value of analytics when it comes to analyzing social media content, and what it was like to work in an office as part of a PR team.” When asked about individuals who impacted his experience, he credits the CEO of WordWrite, Paul Furgia, as well as Erin O’Connor, who was Adam’s immediate boss.

“They really helped me learn the ropes of the industry and were always willing to help me if I needed it,” said Tapparo.

When it came to any mistakes, they let Tapparo use them as learning experiences. They allowed him to right any wrongs, but they also provided positive feedback that would be able to help him overcome those specific obstacles, which he can use later in another professional setting. They also assisted him with the consequences of his mistakes.

“I brought my love of creativity and writing to contribute to their blog and grow their social presence,” said Tapparo.

He claims that his supervisors made it very aware that his enthusiasm was something that really set him apart from others around him - which is what most companies look for in interns. Tapparo tried his hardest to make the company proud, taking on any new task asked of him, and putting his all into the work that he did.

Adam Tapparo didn’t know what to expect when applying for his internship at WordWrite Communications; however, by the end of his time there, he learned so much more about public relations and marketing that he gathered through all of the hands-on experience.



CHELSEY WITHERS, ROBERT MORRIS UNIVERISTY

Taylor Pieper
Campus Events Chair

Chelsey Withers fell in love with her internship this summer at Robert Morris University in Pittsburgh, Pa., Withers explains that she fell in love

immediately with her co-workers, position and work. It is a great thing when a passion and a career can come together, and for Withers, that is exactly what happened.

To find this internship, Withers emailed a lot of schools around the Pittsburgh, Pa. area asking if they offered internships. A handful emailed her back, but RMU immediately responded, being the first school to get back to her.

Being a junior at Waynesburg University, Withers was aware of the many benefits that internships can provide. The networking, portfolio pieces and real-life experiences were just added bonuses to Withers’ already impressive list of lessons learned while on the job.

“I felt that RMU was on top of their game so I decided to interview with them first, and actually enjoyed it. That’s also where I first met my boss that I was going to have for the summer,” said Withers.

There she worked in the University’s Media Relations office from May through August. Withers is a public relations and sports broadcasting/sports information double major, and performed duties that required her wide-ranged skill set. For example, she had the chance to prepare documents that they were going to use for the rest of the year. She had the opportunity to work with the soccer and basketball teams, which was ideal for her because those are the two sports she knew best.

Although she did work for her two favorite sports, Withers got to work with RMU’s Rowing and Hockey teams; which served as a huge challenge for Withers because she was not familiar with the terminology and logistics of the sports.

When Withers started at Robert Morris University, she was the only female in the office, and as time went on a few more joined the crew. This was different for her, as public relations tends to be a female-dominated field.

“Sports information is not well known and is an extremely competitive field,” said Withers.

Overall, Withers had an amazing internship experience at Robert Morris University. She learned a vast amount of things and discovered that she could see herself working in this field in her bright, sports-filled future.



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