

TRENDING TOPICS

The official Chapter newsletter of Waynesburg University PRSSA

March 2015



VP/FIRM DIRECTOR
WINS SCHOLARSHIP

P2P CAMPAIGN SPOTLIGHT

+ SEVEN TIPS FOR
NAILING THE
JOB INTERVIEW

WAYNESBURG UNIVERSITY
PRSSA

FROM THE PRESIDENT'S DESK

Megan Bayles

As the spring semester is well underway, and midterm examinations are just around the corner, students' lives at Waynesburg University are nothing but filled with meetings, events and class work. Nearing the top of this list of constantly working, full-scheduled students are the Waynesburg University PRSSA members.

From participating in the chapter's professional development opportunities to volunteering their time to provide public relations work for local nonprofits, our members are extremely busy. Although this is great for our Chapter, it can often be hard on a person. Around this time of the year, exhaustion sets in and spirits run low. This is a feeling that I have encountered a countless number of times. So, to our Chapter members and aspiring professionals everywhere, I am going to offer some words of wisdom regarding time management.

Although effective time management can be hard to accomplish, it is a skill that is needed in order to

succeed. During my time as Chapter president, I have had my fair share of success and failures in terms of time management. Speaking from experience, here are a few of my tips on the subject. I hope they are helpful!

DO: Keep a planner and/or schedule. Update it frequently and follow it faithfully.

DO: Make lists; to do lists, check lists, anything. Be sure to color code items on your lists by importance to help organize your thoughts.

DO: Work ahead when the opportunity presents itself. Even if you don't feel like it at the time, working ahead will act in your favor.

DON'T: Don't say you will do something later. If it needs to be done, do it now.

DON'T: Don't forget to take time for yourself each day. School work and extracurricular activities are important, but you must also make sure that you take the much needed time to de-stress.

DON'T: Don't panic. If you feel overwhelmed, take a few deep breaths and relax.

Sincerely,
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

NEW CHAPTER SERVICE PROJECT A SUCCESS

Megan Bayles President

"You're sweet Valentine!" "Be mine!"

The common phrases written on children's valentines worked as inspiration for Waynesburg University Public Relations Student Society of America (PRSSA) members during their latest philanthropic endeavor.

Chapter members gathered Feb. 5, 2015, to craft valentines for the patients at Children's Hospital of Pittsburgh of UPMC. After approximately two hours of music and coloring, members produced more than 50 homemade cards, and walked away with lots of sticky fingers.

Natalie Glody, sophomore public relations and sports broadcasting/sports information major, attended the event and believes it is extremely important for Waynesburg University PRSSA members to be participating in service.

"[Philanthropy] is part of who we are. We are Waynesburg University's PRSSA chapter. We are structured in faith, service and learning," said Glody. "Plus, we are all so blessed by the opportunities available in our major, on campus and in our personal lives; it is great for us to be able to spread that to others."



The cards arrived at Children's Hospital Feb. 11, where they were collected by Sarah Miedel, the Hospital's Child Life Coordinator. The cards were then distributed to patients on Valentine's Day. In a letter received by the Chapter, Miedel expressed her sincere gratitude for the members' donations.

"We are very appreciative of your kindness, which will undoubtedly make a positive impact on the hospital experience for the patients and families," said Miedel. "It is often difficult to put into words exactly how much the generosity of donors like you truly benefit the patients and families but please know that your thoughtfulness will make a world of difference."

VICE PRESIDENT, FIRM DIRECTOR RECEIVES REGIONAL AWARD



Chelsey Withers
Treasurer

Jordan Mitrik,
a junior public
relations
major at

Waynesburg University, was awarded the Bob O'Gara Student Scholarship Award from the Pittsburgh Chapter of the Public Relations Society of America (PRSA). He accepted his award at the 2015 PRSA Pittsburgh Renaissance Awards surrounded by his family, peers as well as Pittsburgh public relations professionals.

this type of recognition.” Mitrik serves as the firm director of Waynesburg University’s student-run public relations firm, Red Brick Communications and is the vice president of Waynesburg University’s Public Relations Student Society of America (PRSSA) Chapter. He works as a student writer in the Office of University Relations and as a recruiting specialist for the University’s Department of Communication.

The Bob O'Gara Scholarship is awarded to one student each year in the Pittsburgh region, which extends from Erie, Pa., to Morgantown, W.Va. This was the first time the scholarship was awarded to a Waynesburg University student.

Extremely invested in Waynesburg’s PRSSA Chapter, Mitrik has also achieved a 3.98 grade point average at Waynesburg University.

Adding to his extra-curricular involvement, Mitrik is president and captain of the Waynesburg University Men’s Club Volleyball team, a Leadership Scholar and a member of Lambda Pi Eta, the Waynesburg University Communication Honors Society.

Mitrik met all of the scholarship requirements including high academic success in the classroom, participation in extracurricular activities, evidence of strong personal character, leadership and citizenship and demonstrated knowledge of and interest in the profession and practice of public relations.

During his acceptance speech, Mitrik thanked God, his family, the Renaissance Awards Committee and Waynesburg University for his success.

“I am truly honored to represent western Pennsylvania and the participating PRSSA Chapters as the scholarship recipient,” Mitrik said. “When people mention big names in the Pittsburgh public relations market, Bob O'Gara’s name is always in the mix. He is a true advocate for students and a leader in the industry. He is a role model to me and I could not be more humbled to receive

“It took determination, motivation and lots of coffee to bring me here today,” said Mitrik. “During moments of doubt, God was always involved. He placed me at Waynesburg University to experience these things and to bring me to this moment.”



Photos courtesy of Brittany Semco



RED BRICK COMMUNICATIONS CAMPAIGN SPOTLIGHT

Jordan Mitrik
VP/Firm Director
Content Coordinator

Red Brick Communications, Waynesburg University's student-run public relations firm, is planning a campaign for one of its nonprofit

clients, The Salvation Army. The strategic, public relations campaign will be implemented throughout the month of March.

"A Commitment to Service: Produce to People Campaign" is designed to raise awareness and inform Waynesburg University students, faculty and staff about Produce to People (P2P). P2P, hosted by The Salvation Army and the Greater Pittsburgh Community Food Bank, distributes whole fruits and vegetables to 400-800 families who fall under 150 percent of the federal poverty level in the local community. The monthly event is run solely by volunteers from the Waynesburg community.

With P2P generating a large number of families at each event, the Greene County Salvation Army finds it difficult to attract individuals willing to volunteer their time to serve those in need. The goal for the campaign is to not only raise awareness of the cause, but to solicit volunteers from the Waynesburg University community to distribute food items at the P2P event March 26.

"Without our volunteers we would be unable to serve the more than 500 households who come each month," said Sister Audrey Quinn, director of the Greene County Salvation Army. "My volunteers are people who live Christ's words, 'feed the hungry.'"

With the help of Quinn, The Salvation Army client team at Red Brick Communications is planning and implementing the campaign. In an effort to raise awareness, the team has created an infographic and flyer to be distributed around campus.

In addition, the team has been working alongside Kelley Hardie, assistant dean of student services and coordinator for service trips at Waynesburg University, to involve the Center for Service Leadership on campus with the campaign in an effort to attract students. Red Brick Communications has also made efforts to relate the campaign back to the University's mission of faith, service and learning.

"We do not just want the Waynesburg community to volunteer for the March event; our goal is to solicit volunteers that would be interested in volunteering every month," said Cassidy Graham, account executive of The Salvation Army client team at Red Brick Communications. "We attend a school that is very passionate about service, and with the right public relations strategies, we will have no trouble achieving this goal."

An information table will be set up in the Stover Campus Center during the week of the March P2P event to raise awareness of the poverty and hunger statistics of Greene County. There will also be an opportunity for students and faculty to sign up to volunteer.

For more information about the campaign or to sign up to volunteer, contact Cassidy Graham at gra4684@student.waynesburg.edu.

FIRST ANNUAL "SICK OF THE SELFIE" FUNDRAISER

Abigail Wernert
Historian

The "Sick of the Selfie" fundraiser, held Feb. 23 through Feb. 25, aimed to promote the importance of having a

professional headshot to use on social media websites as well as on the job search.

The fundraiser, only in its first year, was held to raise money for the Waynesburg University PRSSA Chapter. Students who chose to participate by having their headshot taken, however, also benefitted from the fundraiser.

"Employers do not like to see poor quality photos when searching for job candidates," said sophomore public relations major and fundraising coordinator, Cassidy Graham.

According to Graham, having a professional headshot on your social media pages, such as LinkedIn, will look better to employers when applying for a job or an internship instead of that "selfie" that seems to be so popular.

"I think people don't realize the importance of a headshot and how it can advance their careers," said Graham.

The fundraiser offered students to get professional headshots for a fraction of the cost of what it usually is when taken by a professional studio. For members of Waynesburg's PRSSA Chapter, the cost was only \$3 without retouch and \$5 with retouch. Non-PRSSA

members were charged \$5 for headshots and \$10 for retouch.

"I needed headshots," said junior public relations major Adam Tapparo. "Professional headshots would cost a lot of money; this fundraiser saved me a lot of money [of money]."

Most of the students who attended the fundraiser were either public relations students or education majors.

The planning for the fundraiser included getting approval to hold it, finding a photographer to take the headshots, making flyers to promote the event and reaching out to professors within each department on campus to alert their students of the service opportunity.

Although the fundraiser did not attract as many students as Graham had hoped, she plans to execute it again in the spring.

The flyer features the PRSSA logo at the top left. The main text reads "Sick OF THE Selfie?" in a large, stylized font, with "OF THE" in a smaller font between "Sick" and "Selfie?". Below this, it says "PROFESSIONAL HEADSHOTS" in a bold, black font. At the bottom, there is a small box containing the following text: "WHERE: Eberly Library Photography Studio", "WHEN: Feb. 23, 24 and 25", "COST: \$10 for 3 Photographs with Retouch", "\$5 for 3 Photographs without Retouch", and "Hosted by Waynesburg University Public Relations Student Society of America".

FIVE CHAPTER MEMBERS TOUR ELIAS/SAVION AGENCY

Michelle Dunseath
Secretary

On Feb. 12, five members from
Waynesburg University Public Relations
Student Society of America (PRSSA)

attended an advertising and public relations agency tour at Elias/
Savion hosted by the Pittsburgh Chapter of the Public Relations
Society of America.

This event was an opportunity for young professionals to acquire
knowledge regarding daily tasks in a public relations firm and how to
obtain a job in the industry. The members also had the opportunity
to network with those currently working in the field.

“When our group found out about this opportunity, we knew how
important it was for our members to attend,” said Megan Bayles,
president of Waynesburg’s PRSSA Chapter.

Bayles reported that because of the size of the event, only five
students were allowed to participate. Based upon class level and
involvement in Red Brick Communications, the University’s public
relations firm, the five members who attended were Megan Bayles,
Jordan Mitrik, Brittany Semco, Michelle Dunseath and Abigail
Wernert. The evening’s schedule of events included professional
development activities, short lectures about the public relations
industry and a tour of the facilities at Elias/Savion.

Upon arrival, students were separated into two groups to better get
acquainted with the Elias/Savion employees. The night proceeded
with three sessions for students and young professionals to better
understand agency work.

The first session was hosted by Tina Richardson, vice president of
communications at Elias/Savion. She provided information about the
day-by-day tasks of public relations work.

“The days are never the same,” said Richardson. “One minute you
are working on one project and the next moment you are jumping to
another.”

Along with Richardson was Joseph Parente, vice president of digital
service at Elias/Savion, who, too, offered his insight about the
industry.

“I strongly advise students to expand their skills and knowledge of
areas outside of public relations,” said Parente. “There may be a



Photos courtesy of Brittany Semco

project where you may need to know HTML or design to complete a
task.”

After the first session with Richardson and Parente, students were
introduced to Vice President and Chief Creative Officer of Elias
Savion, Ronnie Savion. She provided the young professionals with
examples of public relations campaigns and tips for job interviewing.

“The second session with Ronnie Savion was my favorite,” said
Abigail Wernert, senior public relations and journalism major.
“Ronnie was very helpful when providing us tips for obtaining a job.
It was also inspiring that she was the co-founder to such a successful
and beautiful company.”

The third session offered an in-depth facilities tour of the office
space. Students had the opportunity to ask questions about the
unique architecture, art and office set up.

Throughout the tour, the young professionals repeatedly learned the
importance of versatility, professionalism and networking.
The trip concluded with a social event for those attending to interact
with the professionals and other PRSSA members, complete with
refreshments.

“I would encourage all members to attend events like this to see
people and places you might be working with,” said Bayles. “If
students do not know what area they would like to work in, agency
tours are the perfect way to see the real world.”



LEARNING FROM JOHN LORENZINI AT PENN STATE REGIONAL CONFERENCE: "PLUGGED INTO PR"

Samantha Peer
Chapter Member

John Lorenzini, analytics lead for Food, Beverage & Restaurants Vertical at Google, delivered the keynote address at the Penn State University PRSSA Regional Conference entitled, "Plugged Into PR." Lorenzini provided insight into the techniques companies can implement in utilizing Google to spot trends and respond to crises.

Lorenzini spoke about how L'Oreal Paris used Google to discover the trend of ombre hair. Ombre hair increased in popularity following Fashion Week in Paris. When celebrities began to dip dye their hair, consumers began to search for Ombre dye kits on Google. However, no cosmetics or beauty companies offered the product. Recognizing this, L'Oreal Paris responded to the needs and desires of consumers in immediately launching Ombre dye kits. To promote the product, they sent free samples of the kits to YouTube video bloggers in the hopes that they would sample the new product and post videos of their tutorials and product reviews on their channels.

Lorenzini also explained that companies can divert crises by answering the questions that people may have about their company. A simple way to anticipate the inquiries of consumers is by entering the beginning of questions into Google. For instance, representatives from Taco Bell may enter, "Why does Taco Bell..." Because Google will fill in the rest of the inquiry with the most popular search that finishes the phrase, companies are then able to see the confusions, misunderstandings or concerns of consumers.

He explained that it is important that companies fill in the blanks in the consumer's minds, because if they don't, others will. There have been countless incidents in which consumers have spoken out against or accused companies on social media. Lorenzini clarified that when consumers complain, companies must respond or even greater accusations will be made.

Lorenzini also provided tips that recent graduates can utilize to obtain their first job. When Lorenzini graduated from Penn State



University, he sought out PSU alumni on LinkedIn. He chose to reach out to a few with positions in companies that he would like to work for. He inferred what their work email addresses would be by using their first and last name and company website. For example, if the alumni's name was John Smith and his position was at Microsoft, he would try johnsmith@microsoft.com. Many of his inferences were successful. Upon making contact, he would introduce himself and establish a connection in mentioning he, too, was a Penn State graduate. He would then ask for informational interview with the contact about the company that they worked for and the position that they were in. He advised recent graduates seeking employment to do the same. He also suggested that graduates send these emails during the workday because most professionals welcome a break from their workload to respond to an email.

Lorenzini ended his keynote address in encouraging students to dedicate themselves to lifelong learning.

"Always go somewhere where you are learning something; you can lose your job, but you can't lose your education," said Lorenzini.



MEMBERS VOLUNTEER AT PRSA PITTSBURGH RENAISSANCE AWARDS

Jordan Mitrik
VP/Firm Director
Content Coordinator
*Written in
conjuncton with
Chelsey Withers*

Since its conception in 2010, Waynesburg University's Public Relations Student Society of America (PRSSA) Chapter has immersed itself in professional development and volunteer opportunities. Most recently, members of the Chapter volunteered at the 2015 PRSA Pittsburgh Renaissance Awards for the third consecutive year.

The annual awards ceremony highlights the best of the best in the Pittsburgh public relations industry from the past year. The awards ceremony was held at the Renaissance Pittsburgh Hotel with the theme of the night focused on the definition of the word "renaissance" – a revival or rebirth, especially of culture and learning.

Nine members of the Waynesburg University PRSSA Chapter traveled to Pittsburgh to volunteer at the prestigious event.

The students arrived before the event began and assisted with set up, schedule review and prep work. During the ceremony, students managed the registration table, communicating with more than 180 public relations practitioners from the Pittsburgh area. Members were also responsible for handing out the awards to the winners as well as coordinating a brand new activity during the ceremony, the People's Choice Awards.

Throughout the evening, students who volunteered had multiple opportunities to interact with professionals. The students made it a priority to network with them and establish a connection.

"As public relations students, we are taught that getting involved



within the Chapter and gaining experience opens doors for so many networking opportunities," said Cassidy Graham, fundraising coordinator for Waynesburg's PRSSA Chapter and volunteer at the Renaissance Awards. "It is vital to network with individuals in the field and build a mutually beneficial relationship with professionals; you never know who you might encounter in the workplace one day."

According to Chapter members, as pre-professionals, it is imperative to develop contacts and connect with individuals. For the Waynesburg PRSSA Chapter, volunteering at the Renaissance Awards is a way to showcase to professionals the hard work the Chapter demonstrates each year.

"Through this event, our Chapter has not only been able to make connections with the Pittsburgh industry professionals, but we get to show them the professionalism that our Chapter members possess," said Chapter president Megan Bayles. "It also shows the professionals our Chapter's dedication to the profession."



SEVEN TIPS TO NAIL THAT JOB INTERVIEW

Kara Bemer
Special Event
Coordinator

“Why would you like to be an intern this summer with us?”

Your palms start to sweat, you think briefly about the question and know what you want to respond, but you draw a blank.

When interviewing for a possible internship or job, this is one of the worst-case scenarios. While it is natural to be nervous about an interview, one should use their nerves to succeed in an interview to land any internship or job you are seeking.

Just like any athlete, practice makes perfect, and while you may not have practice with interviews there are ways that you can prepare yourself for them.

Mental preparedness before an interview is key to success.

- **To begin**, a tip that many suggest before an interview is to make a list of achievements that you have made and the skills you have used to obtain these accomplishments. Review your list several times to boost your confidence. If you are aware of your own skills and how you have made an impact, it will make conversation easier and more natural during the interview process when it is time to talk about yourself.
- **The same logic should be used with your weaknesses.** Long before the day of your interview you should be aware of your weaknesses. As human beings, we have a hard time listing weaknesses when we are being evaluated because we want to make ourselves appear as the best. However, employers want to know what you struggle with. Maybe your weakness is taking on too many tasks, or being a perfectionist. Either way, you being honest about what you may not be best at shows integrity. Make sure to emphasize that though you may not be the best at something, you are working to improve on it and are willing to

learn new techniques to handle your weakness.

- **Next**, research the company like your life depends on it. Know their online website like the back of your hand. Once you have managed to read through their website, search the company and read recent articles and press releases. Use social media to your advantage as well; companies have Facebook, Twitter, Instagram and even Pinterest accounts. You want to be extra curious when researching the company; it shows that you have already taken time to invest in their company. You can also make a list of questions you have about the company or the position you are seeking based off of information you have researched.
- **Next**, dress for success. Dressing professionally is proven to boost confidence and overall makes you feel more prepared. Even if the company is known to have casual attire, it is better to overdress than underdress.
- **Before you arrive**, make sure to bring extra copies of your resume and portfolio; most of the time there is more than one manager or employee interviewing you. Arrive early because being on time is equivalent to being late. When greeting employees, smile, be professional and do not check your phone in the lobby as much as you may want to. Twitter will still be there after the interview.
- **Greet your interviewer** with a firm handshake and remain calm and confident. You are prepared by researching the company, and you can answer confidently to the now-not-so dreaded interview question of why you want the internship position.
- **One final tip**, after your interview concludes, thank the professionals in person for their time and send a hand-written note after the interview concludes.

Congratulations! You have made it through the interview process and now you can rest assured that you have done everything possible to make the interview the most positive it can be!

*Interested in event planning?
Contact our Special Events Coordinator Kara Bemer
at bem6178@student.waynesburg.edu!*

OPPORTUNITIES

PRSA Diversity Multicultural Scholarship

Deadline: May 22, 2015

Award: \$1,500

Awarded to talented communications students who are of African-American/ Black, Hispanic/ Latino, Asian, Native American, Alaskan Native or Pacific Islander ancestry.

All applicants must be full-time undergraduate students at accredited four-year colleges or universities, be at least junior status and at most have one full term remaining and have earned a minimum 3.0 grade point average on a 4.0 point scale.

PR Week 2015

April 13-17, 2015

Annual Elections

Begin to consider if you are interested in running for a PRSSA Executive Board position. More details to follow via email.

Notes

MEET THE E-BOARD!



Megan Bayles
President



Jordan Mitrik
Vice President
Firm Director



Brittany Semco
Public Relations
Director



Michelle Dunseath
Secretary
Newsletter Assistant



Chelsey Withers
Treasurer



Abigail Wernert
Historian



Kara Bemer
Special Events
Coordinator



Cassidy Graham
Fundraising
Coordinator



Taylor Bombalski
Professional Development
Coordinator

Connect With Us!

Contact Brittany Semco or Jordan Mitrik if you would like to write for Trending Topics! Please only send newsletter articles to wuprssa@student.waynesburg.edu. We always need more writers for the blog as well.

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wuprssa.wordpress.com

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