

Chartered in 2010, the Waynesburg University Chapter of the Public Relations Student Society of America strives to prepare members for their future profession through experience, opportunity and achievement.

WU PRSSA receives 'Star Chapter' status a second time



Photo courtesy of Jordan Mitrik

Waynesburg University's Public Relations Student Society of America Chapter was awarded Star Chapter status for the second consecutive year. Waynesburg's Chapter was one of only 31 Chapters to receive this honor during 2014.

Receiving Star Chapter status was identified as one of Waynesburg University PRSSA's long term goals. However, it was achieved much sooner than expected.

Star Chapter status can be gained by any PRSSA Chapter, regardless of size or school. In order to receive the Star Chapter award, a Chapter must meet at least eight out of 10 requirements, as determined by PRSSA. According to the PRSSA website, the requirements are as follows:

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

- Strengthen the Chapter's relationship with its Public Relations Society of America (PRSA) sponsor chapter"

"To receive Star Chapter status for the second consecutive year is such a gratifying and rewarding achievement," said junior Jordan Mitrik, Vice President of Waynesburg University PRSSA and Firm Director of Red Brick Communications. "This award proves that our Chapter truly does great things and that we are considered one of the best Chapters in the nation."

PRSSA is an international organization consisting of 300 plus Chapters in four countries. Waynesburg University PRSSA is one of 33 chapters in the state of Pennsylvania.

"Gaining the honor of Star Chapter is not an easy feat to accomplish," said junior Megan Bayles, President of Waynesburg University PRSSA. "It takes motivated members with innovative ideas and strong work ethics. I feel so blessed to be part of a Chapter with such great potential and such amazing members."

In the future, Waynesburg University PRSSA plans to apply for one of the Dr. F.H. Teahan Chapter Awards sponsored by PRSSA. In addition, the Chapter's student-run public relations firm, Red Brick Communications, plans to apply for National Affiliation.

President wins Betsy Plank Scholarship, honored by PRSSA

Considered the Godmother of public relations, Betsy Plank was extremely influential in the public relations field and history of the Public Relations Student Society of America (PRSSA). Plank devoted much of her time to educating and mentoring young professionals and students, playing a large role in the establishment of PRSSA.

Our Chapter President, Megan Bayles, is the first place recipient of the scholarship for the 2014-2015 academic year.

In 1989, PRSSA created the society's first ever scholarship endowment fund, the Betsy Plank Scholarship. Each year, three applicants are awarded the scholarship to aid their educational expenses.

"The purpose of the scholarship is to continue Betsy Plank's legacy in public relations and spearhead professionalism for women in the field," Bayles said.

According to Bayles, the application process and requirements are straightforward. To qualify for the scholarship, the student must be a PRSSA dues paying

member in their junior or senior academic year, show a sense of leadership, demonstrate academic achievement in public relations and overall studies, have practical experience in the field and a true commitment to public relations.

Bayles was awarded \$5,000 as the first place winner, which is a \$3,000 increase for the scholarship. "I am so honored by this amazing opportunity to help me advance my studies and carry on the legacy of Betsy Plank," said Bayles. "To carry on the legacy is truly just an honor."

Chapter sends four members to National Conference

Four members of Waynesburg University's PRSSA chapter attended this year's PRSSA National Conference in Washington, D.C. President Megan Bayles, vice president Jordan Mitrik, secretary Michelle Dunseath and active member Samantha Peer departed for the nation's capital Friday, Oct. 10, for the five-day event. Those in attendance engaged in various activities and seminars focused on career development, branding, social media, résumé building and more.

The Conference was hosted by the University of Maryland and American University. The theme of the Conference was "Intersections: The Meeting Place of Communications & Culture."

Pam Jenkins, president of communications firm Powell Tate, served as the keynote speaker. Other professionals who spoke at the Conference included Jennifer Byrd of The Salvation Army, Chris Shreeve of Ketchum and Kirk Stewart of APCO.

Bayles drew inspiration from a crisis

communications session.

"One of my favorite sessions focused on issues management and crisis communication," said Bayles. "It was an area of the field that I had heard about before but never really knew what it was. The session actually inspired me to possibly pursue this area as a future profession."

Not only were the attendees formally addressed by experienced professionals in the field, but were also able to network with the executives and gain valuable lessons from them individually.

"Prior to going to National Conference, I felt unprepared in terms of applying for an internship for the summer, so I was able to get some great advice for contacting employers," said Peer. "I also enjoyed the Conference because it solidified a lot of what I'm learning in the classroom and in extracurricular activities. It challenged me to branch out and network with people beyond this campus."

In addition to taking advantage of the networking opportunities, the WU PRSSA members attended several events at the PRSA International Conference taking place simultaneously at a hotel down the street.

"My favorite part of the Conference was getting a taste of PRSA events. PRSSA Members were able to attend a general session with PRSA attendees," Dunseath said. "It was really nice to see what professionals in the field look like and what events I will get to attend in the future."

The three juniors and one senior who were present at the conference stressed the importance of attending such events as early and as often as possible.

"I encourage every single member to apply to be a part of next year's conference in Atlanta, Ga.," said Mitrik. "It is a chance of a lifetime, and I would love for everyone to experience the joy that is PRSSA National Conference!"

From the President's Desk



As president of Waynesburg University's PRSSA Chapter, I have a vision for our chapter and many goals for its individual members. For our Chapter, I envision us being one of the top Chapters nationwide.

To achieve this, we will apply for Star Chapter at the end of the academic year. Thus far, our Chapter has met seven out of the 10 Star Chapter requirements, and will strive to complete the remaining three during the spring semester.

I plan to collaborate with the rest of our Chapter's executive board to help members develop professionally; providing worth-while speakers and

educational experiences in which they can participate.

During the spring semester, I plan to coordinate at least one agency tour for our members, as well as to revamp our general body meetings; making them more interactive by incorporating activities that will engage the group as a whole.

I hope to encourage Chapter members to apply for PRSSA scholarships, as I believe our Chapter is full of worthy candidates. With more members applying for and receiving scholarships, our Chapter will experience increased recognition from professionals.

This recognition will shine light on our academic program and our Chapter's accomplishments. As graduation quickly approaches, our Chapter will be losing a large number of seniors, most of which currently hold leadership positions.

In order to maintain our forward momentum, I will be striving to encourage as many members as possible to run for executive board decisions; ensuring that the most dedicated of members will be the future guides of our Chapter.

Megan Bayles

'High School Initiative' successful, receives large audience

Waynesburg University's PRSSA Chapter recently reached out to a local high school as part of the "High School Initiative." Molly Winters, senior public relations major, Chelsey Withers, sophomore public relations and sports broadcasting/sports information double major, and Megan Bayles, junior public relations major, traveled to Bethlehem-Center High School in Fredericktown, Pa., to educate a group of high school students about the public relations profession.

Their presentation was given to a "21st Century Job Skills" class of nine students, all of either junior or senior standing. The presentation seemed to resonate with the students, so the group was asked to stay for an additional class period and present again. The second class, titled "Computer Applications," consisted of 13 students ranging from freshmen to seniors.

Withers enjoyed the opportunity to speak with multiple students about the PR profession.

"I love that the 'High School Initiative,' grants us the opportunity to speak to a wide variety of students, all with different interests and aspirations," said Withers. "We can then show them that no matter what they love, public relations is an instrumental part of it."

Chapter members also travelled to Jefferson Morgan High School to speak to two "Career Education" classes that totaled approximately 40 high school students. Winters and Bayles were joined by Natalie Gloady, sophomore public relations and sports broadcasting/sports information double major, and Jordan Mitrik, junior public relations major.

"The 'High School Initiative' is really beneficial to all," said Mitrik. "Our chapter members learn more about their future professions and discover their areas of interest. On the contrary, the high school students learn about a possible career path in which they can incorporate their passion into their profession."



Photo courtesy of Molly Winters

Meet Immediate Past PRSSA President Brian Price: Q&A

The second of a new Q&A section, featuring advice from former PRSSA President, now Account Executive at Edelman, Brian Price.



Brian Price
Edelman
Immediate Past PRSSA President

From PRSSA President to Edelman Account Executive in Chicago, Price took full advantage of his PRSSA membership and it proved beneficial to his career as a young professional. Since graduating, Price has called upon networks he has built through PRSSA and has overcome obstacles in his first professional PR position.

Q. What is your current job description?

A. Currently I'm an assistant account executive at Edelman in the firm's Chicago office. I work on the ConAgra account as a community manager. In my position, I cultivate online relationships through the social communities (primarily Facebook, Twitter and Instagram) and help develop content for the pages based on community insights.

Outside of community management, I assist my supervisor with traditional entry-level work,

primarily on our client relationship and working with specialists who service the account (creative team, analytics team, social strategy team, media services team).

Q. What is your favorite public relations tool/best practice?

A. Right now for me, I'd have to say the tool I like using the most is the relatively new native analytics site Twitter came out with. We focus a lot on trying to have our community engage with our content, whether it be retweets, favorites or clicks, and this tool allows us to see engagement rate now.

We're basing a lot of knowledge from our test-and-learns on Twitter based off more than just how many favorites. It's given me a better window on what performs best on the community I manage.

Q. How has being so involved in PRSSA helped your professional career?

A. PRSSA has helped me launch a career in public relations in so many ways, it's hard to know where to start.

PRSSA gave me leadership opportunities, such as being a Chapter executive board member, where I grew and learned a lot about myself. I found that as I grew through leadership opportunities and experiences from PRSSA, my network also expanded

through the work. I know my network helped a lot when it came down to applying for jobs after graduation.

Q. What has been a challenge in your educational/professional career and how did you overcome it?

A. The biggest challenge as a professional for me has been managing the number of outputs that is expected of any entry-level employee. When you're at work for 8-10 hours a day, there's a lot you can accomplish, so there's a lot that's asked of you.

I'm still working on clearing this hurdle, but I've had to develop my own system for staying organized. It's a bigger challenge that I thought it would be, but I'm working on it.

Q. Do you have any advice for young professionals looking to pursue a career in PR?

A. Start the job/internship search early. If you're graduating in May, December is the time to start identifying places you might want to work. Informational interviews are usually the next step from there, so employers start to build a relationship with you and know your name by the time it's time to collect résumés for a spot.

Price remains active in PRSSA as a mentor figure and is open to networking with members.

Members attend PRSA annual Professional Development Day



Photo courtesy of Brittany Semco

On a Tuesday night, deep in the heart of Pittsburgh, public relations professionals and students gathered to glean knowledge from one another in effort to better improve the future of the field.

The Public Relations Society of America commenced with the 2014 PRSA Professional Development Day, entitled "Strategy is Not for the Faint of Heart" Oct. 28.

Located in the Student Center at Point Park University and sponsored by First Commonwealth Bank, Point Park University and Waynesburg University, this conference provided attendees with quality presentations by notable speakers in the field of communications.

After a keynote speech and buffet dinner, guests were invited to disperse between two conference rooms where the speakers would be giving their presentations.

The two keynote speakers were Burt Lauten, communications coordinator for the Pittsburgh Steelers and Brian Bronaugh, president of marketing company, MullenPgh.

The following five speakers were Sarah Mayer, Principal Digital Strategist for Shift Collaborative; Eric Sloss, principle communications strategist for Shift Collaborative; Steve Radick, vice president director of public relations at Brunner; Courtney Boone, public affairs manager for U.S. Steel; and Shawn Graham, independent marketing and public relations consultant.

Waynesburg University junior public relations major Paula Bittner found Shawn Graham's message about networking to be particularly interesting.

"He talked about public relations in theory and in practice," said Bittner. "He gave us ways we could create compelling stories. I particularly liked how he said to focus on the relationship and not the ask. By this he meant that we should be more concerned with developing relationships with possible colleagues instead of our own personal agendas."

Along with Bittner, Waynesburg University sent a number of students from all four undergraduate levels.

"I thought it was awesome that Waynesburg could send so many of us," said junior public relations major Samantha Peer. "The fact that freshman, sophomores, juniors, and seniors could go and all take something away from it is great. It did not matter how much previous experience we had."

Waynesburg University's Department of Communication and Public Relations Student Society of America stress importance on students gaining exposure to real-life situations and practical experience within the field. PRSA Professional Development Day is one of a number of opportunities made available to all PRSSA dues-paying members.

A note from our Professional Development Coordinator

This year, my goal was to hold at least one professional development activity a month. Currently, we are averaging two professional development activities. The events executed this year have been successful and informative for the members. For the month of November, we had three activities the Waynesburg University PRSSA chapter was involved in.

For October's general body meeting, the chapter discussed a case study of The American Red Cross rogue tweet from 2011. We divided the chapter into groups of five or six, to discuss what they would do if they were the Public Relations Director for the American Red Cross.

Each group then presented their response to the situation which led to a discussion. The responses from Waynesburg University PRSSA members were similar to the response of the American Red Cross. Along with the case study, there was a PowerPoint to keep the audience engaged and see the rogue tweets on their Twitter page.

After fall break concluded, the chapter planned and executed a resume workshop with Marie Coffman, director of career service and placement at Waynesburg University. We invited the Department of Communication to this event, so that Marie Coffman can reach a large amount of people with her time.

"The event went well, there was a good turn out and students asked questions," said Coffman.

She was very impressed with the number of people who attended because the room was filled with more than just chapter members. Coffman's presentation was tailored to the communications

major and the information was valuable. This session lasted the whole hour and the students took notes on the information being disseminated.

"I actually received some resumes to look over from this experience," said Coffman.

This shows the event did not only benefit the students, but Coffman as well.

The last event the chapter participated in was PRSA Professional Development Day. We had a total of 19 students attended this event at Point Park University.

The theme was "Strategy is Not for the Faint of Heart." At this event, speakers came from companies such as the Pittsburgh Steelers, MullenPgh, BRUNNER and U.S. Steel.

The speakers volunteered their time to share information to students about their experience in the field.

Steve Radick, vice president and director of public relations at BRUNNER, spoke about professional development tips and we used an article from his blog at a recent meeting for members to gain more knowledge on professional development as an undergraduate. Waynesburg University was one of three sponsors for PRSA Professional Development Day.

Please stay tuned for more professional development activities to come such as an improv session with members from Waynesburg University's theatre program, a networking presentation along with mock interviews. Any suggestions on professional development activities please contact me at bom1039@student.waynesburg.edu.

COMING UP

What

When

Where

Red Brick Communications Meetings

Thursdays @ 11 a.m.

3rd Floor Eberly Library

Valentine's Day Grams

Thursday, Feb. 5, 2015 at 7 p.m.

Beehive

PRSSA Regional Conference

Feb. 6-7, 2015

Penn State University

PR Industries Defined: #PluggedIntoPR' regional conference in 2015

Agency Tour

Feb. 12, 2015

Elias/Savion

'Sick of the Selfie' Fundraiser

Feb. 25, 2015

TBA

Next General Body Meeting

March 2, 2015

Buhl 416

Internship Spotlights

This past summer, Danielle Schuyler served as Public Relations and Marketing Intern at Project Restore, a confidential, aftercare ministry and respite program for female victims of human trafficking.

The organization serves women ages 18 and older. Throughout the duration of her internship, Schuyler assisted in the promotion of Project Restore and its brand new facility, Lyndsey's Place.

Her duties included creating Facebook and Twitter accounts for the organization, critiquing the website, helping increase search engine optimization and delivering updates at monthly meetings with staff and volunteers.

Schuyler also had the opportunity to sit down with the organization's executive director on a regular basis to discuss the organization's goals and objectives.

"From working with the women, and the Project Restore staff and volunteers, I became better at working in highly sensitive situations," Schuyler said. "I really had to rely on my professional speaking training."

Schuyler credits the success of her internship to the public relations courses she completed at Waynesburg University, especially Public Relations Writing and Production, and Non-Profit Public Relations and Fundraising. Schuyler utilized skills learned in these courses when writing a verbal pitch for Project Restore and delivering it to potential supporters.

"The most rewarding part of this internship was developing relationships with the women participating in the Project Restore program," Schuyler said.

Schuyler visited the women at Lyndsey's Place during Thanksgiving break and hopes to continue working with Project Restore in the future.



Danielle Schuyler
Project Restore
Public Relations and Marketing Intern

OPPORTUNITIES

PRSSA National Competitions and Scholarships

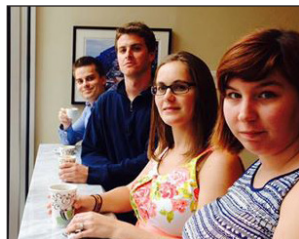
- Daniel J. Edelman/PRSSA Award for Outstanding PR Student AND Ruth Edelman/PRSSA Award for Achievement in Women's Leadership Development
- Deadlines: Feb. 23, 2015
- Awards: \$1,500 cash award and three-month paid internship for winner
- Applications available online at prssa.prsa.org



Kara Bemer
Washington Wild Things
Public Relations and
Social Media Intern

Senior public relations major Kara Bemer spent her summer as the Public Relations and Social Media Intern for the Washington Wild Things, a minor league baseball team located in Washington, Pa.

"Going into [the internship], I was really worried. I never really dreamed of working in sports



Michelle Dunseath
Elisco Advertising
Creative Cafe
Graphic Design Intern

On the corner of Butler Street in Pittsburgh, Pa. sits a small advertising shop called Elisco Advertising Creative Cafe. Michelle Dunseath, secretary of WU PRSSA, was the graphic design intern for this company last summer.

Her role was to design, coordinate and execute projects given by her supervisor. During her 14 weeks at Elisco, Dunseath

This past summer, Chapter President Megan Bayles was the marketing and public relations intern at Intermediate Unit 1 in Coal Center, Pa.

Bayles duties included: planning a media luncheon, writing press releases and feature articles, creating brochures, designing invitations and individual fact sheets for each of the 25 school districts in Greene, Fayette, and Washington counties, and also editing grant proposals.

Through all of these different tasks, Bayles learned much.

"I learned how to multi-task more effectively," said Bayles. "I also became more familiar with grant writing and applications. I learned how to effectively write feature articles, and press releases. I also learned more about a different side of public relations that I did not know much about before."

public relations," said Bemer. "That was the last thing, in the end, that I should have been worried about."

Bemer's duties would vary from day to day, but her primary responsibilities included redesigning the Wild Thing's Facebook cover photo, designing a promotional schedule, helping to plan and coordinate special events, working with sponsors, completing campaigns and community outreach activities, and working with the team's social media accounts.

While working for the Washington Wild Things, Bemer said she was able to learn a lot about her future career field.

"PR people have a lot more to worry about than just public

had the opportunity to attend creative brief meetings, design print materials, create web projects and work with social media.

Dunseath was the only graphic design intern at Elisco so she was able to work closely with her five coworkers.

"I got to work with the art director of the company," said Dunseath. "I have learned a lot from him and got to work on projects that I would not have had the opportunity to as an undergraduate student."

A few of the projects that Dunseath worked on were published and used. She worked exclusively on designing a billboard for the Jimmy Stuart Museum in Indiana, Pa. that was put up toward the end of August.

Though her internship was pro bono, Dunseath was

relations," said Bemer. "We have to be skilled in design, public speaking, social media and building relationships within the community."

Throughout the summer Bemer faced various challenges, such as working 12 hour days and interviewing Bill Buckner, a former major league baseball player.

However, these challenges did not discourage her; she was able to successfully complete her internship and make a lot of memories in the process.

"My favorite thing about working there was all of the opportunities that I had and all of the projects I got to manage," said Bemer. "My favorite memory was the people. I gained a lot of friendships."

compensated for her time in other rewarding ways, such as seeing her work printed and displayed.

"I encourage everyone to at least consider a nonpaying internship," said Dunseath. "I did not expect to get paid during my internship, but there were plenty of times when Elisco needed my help and paid me for my services."

Dunseath believes an internship will always be rewarding and worth every amount of time spent, even if a person does not know what the internship will entail.

"My final piece of advice would be to always adapt to the field and be willing to do what people ask of you," said Dunseath. "The most satisfying thing is when an unexpected project winds up on a nationally affiliated site such as my advertisement on the NHL website."

Through this internship, Bayles also learned that public relations is needed and used everywhere.

Bayles encourages other students to pursue an internship in public relations to gain invaluable experience. She recommends looking for the right internship as early as possible.

"Start looking early! The earlier you start looking the less stressful the process will be," said Bayles.

She advises students to apply for any internship that interests them, no matter how competitive it is.

Also, do not be afraid to apply for "the big time" internships. If you are interested in an internship and have a solid resume, application, and cover letter, APPLY!" said Bayles. "Be confident in your abilities and show the employer you are what they are looking for."

Bayles has certainly proven herself



Megan Bayles
Intermediate Unit 1
Public Relations and
Marketing Intern

and her abilities to everyone who sees her resume.

Not only is Bayles the current Chapter present, but she is also the recipient of this year's PRSSA Betsy Plank Scholarship.

As a junior, Bayles is taking the correct steps to having a successful future, her internship being one of those steps.

Member Spotlight Chelsey Withers



Hometown
Pittsburgh, Pa.
Major
Public Relations
Sports Broadcasting/
Sports Information
Year
Sophomore

Balancing academics and athletics may sound impossible, but for Chelsey Withers, it is a part of her daily routine. Being a dual major in Public Relations and Sports Broadcasting and Sports Information (SB/SI), she had to learn how to balance it all.

"I picked this major because I love working in sports and both majors give me the opportunity to broaden my horizon within the sports industry," said Withers.

Having played soccer for 16 years, Withers chose Waynesburg University because of its small campus size, the infinite amount of opportunities to get involved with clubs and activities, and the chance to continue her soccer career. When not juggling her academics with practice and games, Withers devotes her time with PRSSA as Waynesburg's Chapter treasurer. She enjoys PRSSA because of the opportunities to network with professionals. She is also involved with Red Brick Communications, as The Locker Room account executive.

Withers added, "Do not be afraid to network. Following a conference or speech, reach out and thank someone for speaking and ask any questions that you have because you never know what could happen."

Alumni Spotlight Erin Burry



Location
Pittsburgh, Pa.
Degree
Public Relations, '12
Organization
Junior Achievement
of Western
Pennsylvania

Prior to her position as marketing and special events specialist at non-profit Junior Achievement of Western Pennsylvania, Burry was freelancing.

She planned and executed National Night Out for Franklin Township, a nationwide celebration with activities including block parties, parades, visits from emergency personnel, held in an effort to increase awareness of crime prevention and improve police-community relationships. More than 700 people were in attendance.

Burry now performs tasks including running all social media accounts, overseeing website content, engaging alumni, writing all pieces for the newsletter, planning events, writing press releases and communicating with the media.

She encourages students to be a sponge of knowledge and seize any opportunity.

Firm Update with Jordan Mitrik

It seems like time is flying by this semester; however, Red Brick Communications has reached many of its goals in just a short amount of time! All of the account executives and their teams have been working diligently to serve the needs of their respective organizations.

Social media accounts have been created for both Blondie's Hair Salon and The Locker Room; members of the Waynesburg Area Chamber of Commerce's client team volunteered during the organization's largest special event of the year, the Greene County Business Expo, as well as provided written content for Chamber Chatter, the organization's newsletter; the Community Foundation of Greene County's client team has made improvements to a brochure; and three press

releases were written for The Salvation Army.

In addition to this laundry list, the entire firm is in the early stages of planning and implementing campaigns for three of its clients: Blondie's Hair Salon, The Locker Room and The Salvation Army. Firm members are excited to take what they have learned in their classes and apply the four-step public relations process to the campaigns.

These campaigns will give firm members the hands-on experience they need to become exceptional public relations practitioners. Furthermore, the campaigns implemented will be used as case studies for the National Affiliation application. Stay tuned for more exciting news on the firm's progressions and success stories!

Points Update with Michelle Dunseath

Students in this Chapter have been called hardworking, dedicated and taking every opportunity by countless professionals.

Our members know the importance of being involved within the Chapter in order to gain knowledge and experience through attending professional meetings, serving the community, working with clients and bettering the Chapter for the future.

Some students dedicate their time to serve the Chapter and participate in various activities. The points system in our PRSSA chapter is implemented to ensure that students are getting enough experience as well as getting the most from their PRSSA membership.

As of the end of last semester, Samantha Peer, junior public relations major, has the most points due to her extensive work with both the general body of PRSSA and the firm, Red Brick Communications.

Peer has accumulated a total of 65 points by having perfect attendance for general body meetings, her involvement with the firm and attending professional development workshops and conferences.

Other students are not far behind her ranking. Peer, along with other students, maintain a close relationship with the Chapter and become involved in any way possible.

Fundraising Update with Cassidy Graham

Waynesburg's PRSSA Chapter has been making numerous strides with its fundraising efforts. With the current ESPN Fundraiser coming to a close, the Chapter funds are growing rapidly.

The next scheduled fundraiser is a headshot fundraiser appropriately titled, "Sick of the Selfie." In Spring 2015, the Chapter will be selling professional headshots for a small fee. Although the fundraiser is open to the entire campus, the target audience for this

fundraiser includes students in the Department of Communication and the Business Department.

Three headshots without Photoshop retouching will be sold for \$5, and three headshots with Photoshop retouches will cost \$10. The proceeds from this fundraiser will benefit Waynesburg's PRSSA Chapter to aid in future professional development endeavors. If interested in helping with the headshot fundraiser, please contact Cassidy Graham.

Special Events Coordinator Update with Kara Bemer

The end of the fall season is fast approaching, whether we like it or not. Before having the luxury of looking at the calendar on your phone to see when fall was ending, for farmers, the end of harvest season portrayed the end of fall and the beginning of winter.

A harvest is when a farmer gathers all of his or her crops. At the end of the fall season, however, there is a larger gathering to store up food for the upcoming winter months. While most of us are not farmers our chapter participated in gathering together for the 2014 Harvest Fest.

This year our members collected funds to donate toward Project Bundle-Up. The Salvation Army and WTAE-TV sponsors Project Bundle-Up, which according to their website, "serves underprivileged

children (ages 0-18) and seniors (62 years and older), throughout Western Pennsylvania."

In 2013, 5,813 low-income individuals were provided with winter apparel. As college students we are all short on time and money, but as a chapter we gathered together outside, before the beginning of another winter, and collected donations that support a cause that impacts our community.

This kind act helped others so that they, just like farmers, can also prepare for the winter months. In the upcoming months the special events committee will begin planning for Relay for Life and The Department of Communication Job Fair.

Trending Topics Contributors:

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Maura Fenske
Danielle Schuyler
Samantha Peer

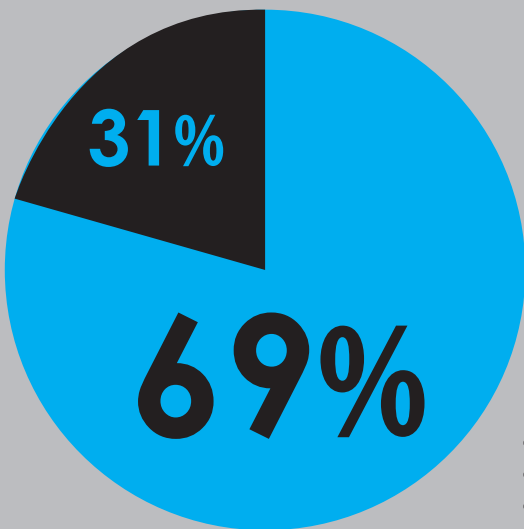
Taylor Pieper
Joshua Parnell
Paula Bittner
Jesse Serra

WAYNESBURG UNIVERSITY PRSSA MEMBERSHIP



29

total dues-paying members



E-Board
 General Body

VP/Firm Director
Red Brick Communications

Client List

- Blondie's Hair Studio
- Community Foundation of Greene County
- Greene County Chamber of Commerce
- Salvation Army
- The Locker Room



**RBC
DESIGN TEAM**

EXECUTIVE BOARD

- President
- Vice President
- PR Director
- Secretary
- Treasurer
- Historian

COORDINATORS

- Professional Development
- Fundraising
- Special Events

Design by: Michelle Dunseath

INTERESTED IN WHAT WE DO?

If you are interested in any of the upcoming events, you may contact either Megan Bayles or Taylor Bombalski, our Professional Development Coordinator.

CONNECT WITH US!

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

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