

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.

PRSSA to send four members to conference

The largest congregation of public relations students in the country will be taking place Oct. 10 to 14 in Washington D.C. this year.

This assembly of PR students and professionals from around the country is the PRSSA 2014 National Conference. The conference's theme is "Intersections: The Meeting Place of Communications and Culture." The weekend will offer an assortment of sessions tailored

to the career goals and professional interests of PR students across the nation. The sessions offered to students in attendance address professional development as well as chapter and firm development, among other topics.

The Conference includes an opening night celebration with the theme: "An Evening at the Embassies" and an awards ceremony entitled the White House Corresponding Awards

Ceremony and Dinner in which select students and chapters will given awards, like the Star Chapter status. Monday, Oct. 13 will include a Career Development Exhibition in which corporations, agencies and educational institutions from around the nation, such as Burson-Marsteller, Edelman Public Relations, and Ketchum, will be present to discuss potential opportunities for the future of the students in attendance.

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Member Spotlight

Kara Bemer



Hometown
Parma Heights, Ohio

Major
Public Relations
Marketing Minor

Year
Senior

As a senior, Kara Bemer is greatly involved in PRSSA and is also the Yellow Jacket staff Advertising Director. She enjoys special event planning. In fact, when she graduates, she would like to be an event planner specializing in large events. This past summer Bemer interned with the Washington Wild Things where she gained experience in public relations and social media. Some of her duties included writing news releases, designing ads and flyers and establishing a new social media campaign. Bemer said that the internship allowed her "the opportunity to learn a variety of different PR tactics."

Kara joined PRSSA her sophomore year soon after declaring public relations as her major. She loves the major because the opportunities are endless, and the activities change every day. Bemer says that PRSSA prepares students for life after college. She also says it gives public relations students the opportunity to work with real clients and do real public relations work for them. Bemer would love to see students from other majors join the organization to gain experience as well.

Meet our Professional Advisor: Q&A

Dr. Marie E. Leichliter-Krause shares her career advice in this Q&A section



Dr. Marie E. Leichliter-Krause
WVU Honors College
Director of Programming

Q What is your job description?

A In this position, I play many multi-faceted roles as I advise students, am teaching faculty, and also have administrative duties.

I serve as our director of public relations to plan special events, write communication and social media plans, manage our electronic and social media

content, and both design and direct our internal and external communications. I work with our alumni through our mentor networking program and alumni speakers' bureau to encourage supportive relationships so alumni can share their experiences and success stories with our current scholars.

Additionally, I coordinate a number of our recruiting efforts as we reach out to academically talented high school students. I organize overnight events for high school visitors and train our current college student team, the Honors College Delegates, to engage high school junior and seniors during school visits.

Q Which social media platform is the best for PR professionals right now?

A There simply is no one right answer to this question. A practitioner has much to consider when determining what platforms will work best to reach their audiences. Social media is an ever-growing, ever-changing arena. We have to start, as we do with most everything in public relations, with a little research.

Public relations professionals have to thoroughly know:

1. Their brand,
2. Their messages,
3. Their audiences, and
4. Their goals/objectives so they can focus on the platforms that will most effectively reach their target market.

When selecting which platforms we utilize, we have to consider who the users are and why they use that particular social media site.

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Member attendance, points on the rise

Attendance is on the rise! The Waynesburg University PRSSA chapter can be excited to say that more than 25 people attended the first two general body meetings and more than 15 are participating at the Red Brick Communication Firm meetings.

These students have provided input on what they would like to see at future meetings, activities and other events through the chapter. This PRSSA chapter strictly enforces attendance within the group due to the importance of creating a presence for the members involved.

There are select students who work diligently to maintain attendance at meetings and other events.

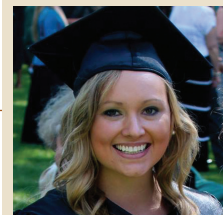
The members with the most points at this moment are President Megan Bayles, Treasurer Chelsey Withers, and members Molly Winters, Samantha Peer, Natalie Gloady, Jesse Serra, Maura Fenske, Taylor Piper and Michelle Frye.

Each general body meeting is worth five points, firm meetings 5 points, socials and professional development workshops on campus 5 points and other major off-campus events are worth 10 points. The total amount of points for the members above are 20.

Make sure to congratulate your classmates and peers on their accomplishments thus far and keep up the attendance!

Alumni Spotlight

Hope Frick



Location
Lebanon, Pa.
Major
Public Relations
Organization
Fresh Creative

Hope Frick graduated last December with a BA in Public Relations. She started working two weeks post graduation at a marketing firm in Lancaster, Pa. Currently, Frick is the Social Media Coordinator at Fresh Creative in Lebanon, Pa. When about her current job she said, "I actually never imagined myself holding this title, because I never thought of having social media as my career while I was in school. It was never something I thought about doing full-time. I'm not complaining though, I love my job!"

Frick says that the Department of Communication encourages students to seek all possible job opportunities because the least expected ones tend to be the best. Frick advises current PRSSA members to, "be prepared to pay your dues and start from the bottom. It's important to be confident but never let your ego get the best of you, you'll only be let down."

Contributing Writers

Brittany Semco,
Editor-In-Chief
Michelle Dunseath,
Managing Editor,
Secretary
Natalie Gloady,
Managing Editor

Megan Bayles
Jordan Mitrik
Chelsea Withers
Abigail Wernert
Kara Bemer
Cassidy Graham

Taylor Bombalski
Danielle Schuyler
Samantha Peer
Marissa Krall
Taylor Pieper

From the President's Desk



I am very excited to be beginning a new year, especially with such a great chapter that's full of dedicated members and friendly faces. Being new to the chapter's executive board and the position of president, I would like to first take this opportunity to thank

all of the chapter's members for their confidence in my abilities as an aspiring public relations practitioner.

As the first month of classes is coming to a close, I am already so proud of what this chapter and its members have accomplished. From scheduling our first professional development event, to registering for the PRSSA National Conference, to completely revamping our student-run firm's client list, our members have shown their dedication to their educations, our chapter and public relations.

I guarantee that the continuation of these efforts will result in an amazing year for the chapter that is full of growth, opportunities and the construction of unbreakable friendships. I am so proud to be Waynesburg University's PRSSA 2014-2015 chapter president. It is an honor and a blessing.

To all of the chapter's members, I thank you again for your support and all of your hard work that has made this chapter what it is today. So stay strong, persevere and let's have a great year!

Megan Bayles

"Conference"

The Chapter will be sending four members to the 2014 National Conference. Juniors Megan Bayles, Jordan Mitrik and Samantha Peer and senior Michelle Dunseath will represent Waynesburg University at the conference. Members interested

in attending wrote a letter of intent stating why they would like to attend and why they should be chosen. Dunseath applied because she feels it is important to take advantage of her PRSSA member benefits. She is excited for the opportunity to attend

the 2014 National Conference. "I am most looking forward to representing Waynesburg University and networking," said Dunseath. "I want to learn from professionals in the field and keep in contact to build relationships, which is what PR is all about."

"Q&A"

Q What influenced your decision to pick a career in PR?

A As an undergraduate student enrolled in a variety of journalism courses, I was one of a small group of students invited by Thomas Hoffman, then Sr. Vice President of CONSOL Energy Inc., and a member of Waynesburg University's Board of Trustees, to participate in CONSOL Energy's crisis management training workshops.

CONSOL event planners needed a few students to serve as members of the media during mock news conferences being used to train their public relations team members; I was asked to represent an investigative reporter.

While I had a wonderful time writing questions that I knew would rattle the practitioner behind the lectern, I also learned a great deal about crisis management in the energy industry. I enjoyed every second of the program and realized I wanted to acquire a lot more knowledge about public relations as a career."

Q What has been your best and worst experience in the career so far?

A I have had many amazing

moments in my career. One memory that I will always cherish was attending the PRSA Pittsburgh Renaissance Awards as the special guest of one of my students who was honored as the Bob O'Gara Student Scholarship Award recipient. As an educator, being present to witness Kelli Snedegar deliver her thank you speech and accept the scholarship was a tremendous experience. Over the years, I saw Kelli mature into an astonishing young public relations professional of whom I am very proud.

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

A If I were asked to give advice to young professionals seeking a career in public relations, I would tell them they should:

- 1) Learn to write and write well. Writing is an invaluable skill that takes practice and gets better with exercise. Students should be writing as much as they can, as often as they can, and should pursue a wide array of topics.
- 2) Know how to conduct research that delves beyond merely a visit to Wikipedia. Research is essential.

3) Understand the importance of evaluation and measurement.

4) Love and use social media.

5) Know how to use and create multimedia.

6) Learn how to effectively use converged media.

7) Be detail oriented.

8) Never stop asking questions. Our field changes every day. Know what you don't know and accept that there will always be something you need to learn.

9) Always think beyond the page. Don't limit yourself just because it has not been done before.

10) Intern, intern, and intern again. Complete as many internships as you can. Work at as many different agencies and in as many positions or departments as possible. Intern abroad if the opportunity presents itself.

Gain every experience in public relations that you can learn from and take advantage of every opportunity. Now is one of the most exciting times in your career. Love it.

Firm Update with Jordan Mitrik

It is the start of a new school year and Red Brick Communications is well on its way to a successful year in public relations! After reaching out to organizations in Greene County, we have five outstanding clients with whom we will work with throughout the year.

The clients include:

- Waynesburg Area Chamber of Commerce
- The Community Foundation of Greene County
- The Salvation Army Greene County Service Center
- The Locker Room and
- Blondie's Hair Studio

In addition, in just three short weeks, we have designed and finalized a new logo and template for all documents, established account executives and account coordinators to work with our clients as well as met with each organization to discuss future projects.

Things are looking great within Red Brick Communications. As firm director, I am excited to grow with my fellow members as public relations pre-professionals and produce great work for our clients. As long as we continue to work together as a team and stay on task like we have been doing so far this year, I will have no doubts we will reach National Affiliation status in the near future.

Coming Up

PRSSA National Conference
October 10-14

PRSSA National Twitter Chats
October 28
November 18
December 9
Use #PRSSA

Resume/Cover Letter Workshop
October 23
RSVP by October 21!

General Body Meeting
October 6 at 8 p.m.

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

Fundraising Update with Cassidy Graham

This year is kicking off with a strong start. Currently, we are working on the ESPN Magazine fundraiser. Each dues-paying member is required to sell at least two ESPN Magazine subscriptions. Every subscription each member sell after that will go into a separate account for each member to help pay for trips and conferences, such as PRSSA National Conference and PRSSA National Assembly.

A letter is being written by Northe Campbell-Escalante and will be available to handout to prospective buyers very soon. The letter will serve the purpose to assure the buyers of what they will be paying for and what they will be receiving. If anyone has any questions or concerns please let me know I will be more than happy to help you.

Special Events Update with Kara Bemer

As we head into the fifth week of the semester, it seems that PRSSA is thriving more than in previous years, or at least more than I have ever seen it. Many are aware that the first event of the year was our table at the SAB Student Activities Fair. PRSSA had booming success with the table and received more than 30 interested students who signed up. With so many incoming freshman signing up and new transfer students, our chapter has surely expanded. That's a huge thank you to those who signed up and chose to invest their time with our chapter; we all assure you that it is worth the investment.

The next event that I am planning is the Harvest Fest table. To incoming freshman, this event is a great event for us all to work because it is very relaxed and fun. Each organization sets up a table to sell food, but also selects a Halloween theme for the table members to dress up as. Our theme last year was the Adams Family and we sold "Sloppy Adams," commonly known as Sloppy Joes. Other organizations have previously dressed up as 101 Dalmatians, Duck Dynasty and superhero themes.

We are currently in the planning stage for the event, but I look forward to having us all dress up together and get to know each other more. For now, mark your calendars for Oct. 30 to come work the table in Johnson Commons.

Internship Spotlights



Northe Campbell-Escalante
Beelievents Event
Management & Planning
PR Intern

The sun glows across the Pittsburgh sky one summer afternoon as a couple so deeply in love is finally able to tie the knot. Cameron Scott and Tyesha Gantt-Scott were joined in holy matrimony on August 16, 2014 in Wilkinsburg, Pa.

The Scotts hired Beelievents Event Management and Planning to create their magical ceremony. Northe Campbell-Escalante was the company's summer intern and an integral part in orchestrating the Gantt-Scott wedding plans.

She contacted all of the people on the RSVP list that did not respond to their invitations and confirmed the final number of guests attending the wedding.

Northe also mailed the rehearsal dinner invitations.

A large part of her duties for this particular event was contacting and confirming with caterers and venues and physically setting up for the wedding and reception.

"What I learned in my Special Events Planning class last semester really helped me prepare for this summer," said Campbell-Escalante. "I also really enjoyed making sure that Cameron and Tyesha had the best time on their special day."

While the wedding was one of her biggest events of the summer, Northe was able to assist in the actual planning for others as well. She selected the Le Mont Restaurant for the Health Level 7 event June 25. Northe also arranged for the Technology Vision event, which was hosted by Healthcare Information and Management Systems Society, to take place at the Double Tree in Downtown Pittsburgh, Pa.

When Northe was not helping plan specific events, she was reporting to Lanette Dixon, Beelievents owner and manager. Dixon entrusted Northe to call and email guests about upcoming events, write press releases and even participate in conference calls.

"If I could go back and work with Lanette and Beelievents again, I definitely would," said Campbell-Escalante. "It was an incredible experience. I didn't just plan events; I got to help people. That's what I loved most."



Brittany Semco
Hasbro, Inc., Design Intern

Brittany Semco, senior public relations and digital design major, served as the Corporate Design Studio Intern at the Hasbro world headquarters in Pawtucket, Rhode Island during the summer. Hasbro, Inc. is a toy and games company well known around the world.

"Hasbro's mission is to provide children and their families opportunities to 'play' through their toys," said Semco. "I absolutely love family and think it is important for them to bond as much as possible to have healthy relationships."

Semco started her internship May 19 as an experienced graphic designer due to her work with the University Relations Office at Waynesburg University, where she has been able to gain design skills and knowledge from professionals in the field.

Some of her responsibilities included logo designs for new associate companies, creating PowerPoint presentations, creating wall displays for the

Department of Community Relations and many others.

With any internship, regardless of experience, challenges are inevitable.

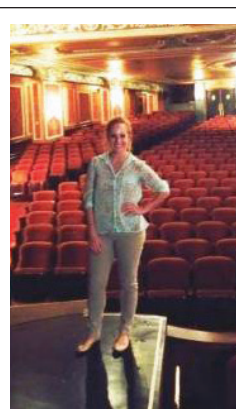
"An obstacle I had to overcome was managing my time," said Semco. "With so many projects going on at once, I had to make sure I spent my time wisely so that each 'boss' got his or her projects in a timely manner."

Challenges aside, internships are a great way to network and learn things that one cannot experience from the classroom. Semco enjoyed the entirety of her internship; however, her favorite moment was running the presentation computer for Hasbro's annual State of the Company presentation.

"Over 300 senior employees from all over the world attended the conference. Afterwards, the president and CEO of the company handed me his microphone and thanked me with a congratulatory handshake," said Semco.

Hasbro is a unique company, and there are many others that can provide similar experiences for public relations or digital design interns. Semco offers advice to students seeking internships.

"Figure out what you are passionate in and find a company that embraces that same passion," said Semco. "Also, be confident in your abilities. If you have a talent, show it, and I promise someone will appreciate it enough to invest their time in you." Semco enjoyed her time as an intern and hopes to someday work for Hasbro.



Molly Winters
Pittsburgh CLO
PR Intern

Molly Winters, senior public relations major, got to experience a stage that was bigger than she ever imagined this summer.

In May, she officially began an internship for the Pittsburgh Civic Light Opera at the Benedum Center in Pittsburgh, Pa. Winters heard of this internship experience from an alumna who spoke in her Grants Writing class. Soon after, she submitted her application, which included references, a detailed paper and

resume. Winters and another candidate were offered the position as public relations and marketing interns for the summer.

Though Pittsburgh is a big city, Winters learned her

way around quickly by shuttling actors/actresses from their hotels to KDKA headquarters for interviews. Some other tasks Winters was responsible for were pitching stories to local Pittsburgh newspapers, planning the opening night cast party, creating center pieces, making gift baskets and ordering the cake relating to each of the six shows that were scheduled during the summer.

"All of my public relations courses at Waynesburg prepared me for my duties at the CLO and solidified my passion for PR," said Winters.

During every dress rehearsal, Winters marked down comments from the Executive Producer. Additional writing experience she gained from this internship included writing three press releases and a handful of web stories. Because she worked closely with journalists, Winters learned that proofreading is an essential aspect of successful public relations writing.

"I gained a profound respect for the theatre by the end of my internship," said Winters.

Her favorite part was going onto the stage at the Benedum Center and admiring the view of the 2,800-seat theatre.



Abby Pittinaro
Waynesburg U.
PR Intern

This past summer, Abby Pittinaro served as the Waynesburg University Office of Institutional Advancement student intern.

Some of Pittinaro's duties included working on a grant for the Paul R. Stewart Science Hall, redesigning all of the Save the Dates and invitations, which go out to alumni and traveling to conferences to further her knowledge of

fundraising and the alumni relations process. At these conferences she also learned what other university alumni offices do as well as toured one of them.

"I got to visit with alumni and see the beginning process of an endowment to the University," said Pittinaro. "It was definitely a great experience to apply what I learned in my public relations classes to my internship."

With an internship through the Office of Institutional Advancement, Pittinaro strengthened her public relations and graphic design skills.

After graduation, Pittinaro added that she would love to work in higher education and interact with all different types of people.

When asked if she would want to work for the University in the future, Pittinaro added, "Waynesburg is very near and dear to my heart, and I would absolutely love to stay here."

With a bright future ahead of her, Pittinaro is well equipped with public relations strategies and tactics and is ready to apply those skills to whatever adventure she takes on next.

OPPORTUNITIES

Our Chapter

- PRSA "Ripped from the Headlines," Social Media Ethics Webinar, hosted by members of PRSA's Board of Ethics and Professional Standards: Sept. 29, 2014
- Resume/Cover Letter Workshop: Oct. 23, 2014

PRSSA National

- Maximizing Your National Conference Experience Twitter Chat: Oct. 7, 2014
- 2014 PRSSA National Conference: Oct. 10-14, 2014
- Growing Your PRSSA/PRSA Relationship Twitter Chat: Oct. 28, 2014
- Leading Chapter Growth Twitter Chat: Nov. 18, 2014
- The Internship Search Twitter Chat: Dec. 9, 2014

PRSSA National Competitions and Scholarships

- PRSSA/Jamberry Campaign
Deadline: Sept. 26, 2014
- Ofield Dukes Multicultural Student Award
Deadline: Oct. 15, 2014
- Bateman Competition
Apply by: Oct. 27, 2014
Final Project Due: March 27, 2015
- National Organ Donor Awareness Competitions
Apply by: March 31, 2015
Final Packets Due: May 9, 2015
- Pacesetter Chapter Recognition
Deadlines: Last day of each month during the academic year

Social Media Corner with Natalie Glody

How many tweets have you read today? How many "likes" did your last Instagram post or Facebook status get? These are all things we notice on a daily basis. But did you ever stop to think about how that one tweet can help influence your personal brand online? "Irresponsible social media conduct could potentially ruin your education and negatively impact your career, not to mention hurt others in the process," according to Stephanie Buck, on mashable.com. "But most of those consequences are preventable, often with just a little foresight."

In her article, Buck states 12 ways to help insure that your online brand stays "clean." Two are things most people do not realize affect your brand to employers. The first (number 10 in the article), is "Unprofessional Public Profiles." Basically Buck says that people think about the words they say, but not the pictures they post. The old saying, "A picture is worth a thousand words" really is true. Don't let future employers see you be unprofessional in a photo. Second (number 11), "Never Rely on Privacy Settings 100 percent." She says this because privacy settings on networks change so frequently so you never know what is really "private". Buck urges users to never replace good judgment with the use of privacy settings but to simply just think before you post.

I know we all love social media, and it certainly comes in handy. Just remember these two things: who is going to see this? Will it affect my personal brand? "Everything you post on social media impacts your personal brand. How do you want to be known?" -Lisa Horn, The Publicity Girl.

THE WONDERFUL WORLD OF PUBLIC RELATIONS

TOP 6 PUBLIC RELATIONS FIRMS IN PITTSBURGH 2014

- 1 Havas PR
- 2 Brunner Inc.
- 3 Ciesler Media and Issue Advocacy
- 4 MARC USA
- 5 Elias/Savion Advertising and Public Relations
- 6 Gatesman + Dave

According to Pittsburgh Business Times



AVERAGE ANNUAL SALARY FOR A PUBLIC RELATIONS PROFESSIONAL

\$54,170

According to U.S. News

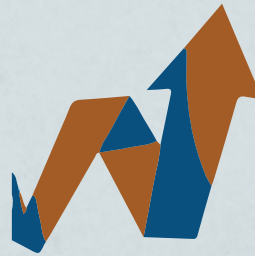


THERE ARE MORE THAN

7000

PR FIRMS IN THE US

THERE HAS BEEN A **307% GROWTH** IN SOCIAL MEDIA JOBS



MONEY MAGAZINE LISTED PR AS **1 OF 50** OF THE BEST JOBS IN AMERICA

1:5 MALE TO FEMALE RATIO



72% OF ALL INTERNET USERS ARE ACTIVE ON SOCIAL MEDIA

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 Wernitz
Historian



Kara Bemer
Special Events
Coordinator



Cassidy Graham
Fundraising
Coordinator



Taylor Bombalski
Professional Development
Coordinator

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