

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.



**MEMBER SPOTLIGHT**  
**MOLLY WINTERS**



**HOMETOWN**  
 BEAVER FALLS, PA  
**MAJOR**  
 PUBLIC RELATIONS  
 MARKETING MINOR  
**YEAR**  
 JUNIOR

After deciding to graduate a semester early, Molly Winters, President of Waynesburg's chapter of PRSSA, will begin in her professional career this summer when she interns as a public relations and special events intern for the Pittsburgh Civic Light Opera (CLO).

The soon-to-be December, 2014 graduate said she hopes the full-time internship will give her a chance to combine her love for theatre with her skills as young public relations professional.

"I will be working mainly with the Benedum Center," said Winters. "Some of my responsibilities will be to take notes for the director and producer for every show. I will also get to interview the cast and participate in kids camps in the Pittsburgh area."

Winters was proactive in her search for an internship after she heard a guest speaker talk about her experiences as an intern for the Pittsburgh CLO, prompting her to apply for the position. "I'm hoping [this summer] to find my calling," Winters said. "Maybe theatre will be my calling."

**PRSSA members help run Inauguration XV**

Waynesburg University celebrated the Inauguration of its fifteenth president, Douglas G. Lee, along with its 164-year anniversary of its charter by the Commonwealth of Pennsylvania Tuesday, March 25, 2014.

This celebration commended Waynesburg University's traditions of faith, learning and service through its students, faculty and staff members.

21 members of the Waynesburg

University Public Relations Student Society of America (PRSSA) Chapter also participated by working the inauguration ceremony.

The students arrived before the event began to assist Event Planner Mary Fox with pre-event tasks.

During the ceremony, students escorted University faculty, alumni and trustees and principle administrative officers into Roberts Chapel and to their seats. Members were also responsible for greeting

guests, traffic control and handing out programs.

"I wanted to be a part of the history of the inauguration ceremony because it's only the fifteenth time that it has happened in the school's history," said Paula Bittner, sophomore public relations major and member of PRSSA. "I had a great time greeting people in Roberts Chapel."

An historical event such as this not only allowed students, faculty and

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**Three members attend National Assembly**

During this past Spring Break, instead of relaxing at home or going to the beach, three of our PRSSA members had the opportunity to travel to Charleston, SC for the PRSSA 2014 National Assembly.

Assembly took place March 13 to 16, 2014. The three representatives from our chapter included Junior Abby Pittinaro, Sophomore Jordan Mitrik,

and Junior Kara Bemer. The days were filled with different workshops that put an emphasis on leadership. Each day gave our representatives an opportunity to speak and network with many different people.

Saturday, all three of our members were able to witness the process of electing the new National Committee for the 2014-2015 school year. Pittinaro,

our official delegate, was able to participate in the election process by voting on bylaws as well as the committee.

"National Assembly allows PRSSA members to grow through leadership sessions, networking opportunities and enhances knowledge in various topics such as ethics," said Bemer. "Through sessions with other universities across the United States there

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**ALUMNI SPOTLIGHT**  
**JAMIE REMPEL**



**LOCATION**  
 PITTSBURGH, PA.  
**MAJOR**  
 PUBLIC RELATIONS  
**ORGANIZATION**  
 JOHNSTONE SUPPLY

She has taken what she has learned here and has applied it to her career. She currently finds herself as a marketing assistant for Johnstone Supply, the top cooperative wholesale distributor in the country and a recognized national leader in the HVACR industry.

Other public relations experience include relationships specialist at the Western Pennsylvania Humane Society where she used her skills of writing, planning and communication to assist the needs of the organization as well as a freelance writer for [mainstreethost.com](http://mainstreethost.com) and [HubPages.com](http://HubPages.com).

During her time here, Rempel helped plan and execute the successful Bark for Life fundraising event for the American Cancer Society as well as the second annual Public Relations Week.

**Members participate in Day of Service**

In honor of President Doug Lee's inauguration, Waynesburg University students were asked to participate in the Day of Service Saturday, March 22.

Students, staff, faculty and alumni from all across the country were able to serve together in spirit to support the new president. Service opportunities of all kinds were available to

students to allow them to participate in something that they supported. The Department of Communication arranged for their students to serve alongside the Red Cross handing out information on fire prevention to the community.

"We split up into several groups to hand out the information," said Cassidy Graham, a freshman

in public relations. "Some of the students had the opportunity to meet members from the community as they handed them the informative pamphlets."

Some of the other places students served included: The Salvation Army, the Humane Society, the Corner Cupboard Food Bank, the Greater Waynesburg Christian outreach center and many more.

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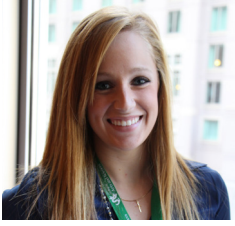
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 Hannah Morris

## FROM THE PRESIDENT'S DESK



President Molly Winters has been a member of PRSSA since her first semester at Waynesburg University. She is highly involved in the field of PR and writes press releases for the Office of University Relations.

Spring has sprung, according to the calendar, but in my opinion this is not how spring should be! Another item on the calendar is our dwindling schools days.

We only have about 30 days left of class. That being said, we have about 100 different activities and events to spread across over our last few weeks.

PR Week is rapidly approaching – only two weeks out! Remember to use this week as an educational opportunity, but also to network. This is such an important part of

the public relations field. If you have not done so already, order business cards and fine-tune your resume to hand out to the professionals at PR Week. These items are essential to have with you.

This is your time to create your personal brand and own it! In the words of Don Egle, APR, “a brand is not a logo, slogan or clever business card. A brand is a promise. Always remember that’s true for personal brands as well.”

*Molly Winters*



Christian artist, Michael W. Smith performs in honor of President Lee's Inauguration

### “Inauguration”

staff to be present, but our PRSSA Chapter members, had hands on experience in the event planning field.

“I thought it would be a good idea to take the opportunity to see firsthand what went into planning and implementing the Inauguration since event planning is something that I am interested in,” said Samantha Peer, sophomore public relations major and member of PRSSA. “I simply handed programs to the students

that came to the gym to watch the Inauguration, but it was nice to see how many students came to watch such a monumental moment in Waynesburg University history. It shows that the students have pride for the institution that they attend, which I think is great.”

Douglas G. Lee was elected by the Board of Trustees as President of Waynesburg University September 2012 and officially took office July 1, 2013.

Peer expresses her thankfulness to experience an event such as this.

“I am really glad that I had the chance to witness the Inauguration of President Lee,” said Peer.

“He genuinely cares for this university, especially the students, so it was nice to see him receive recognition for his commitment to Waynesburg, because he certainly deserves it.”

### “Assembly”

are countless ways our chapter can continue to develop. I would like to begin introducing the mentoring of members, bringing in guest speakers for our meetings and creating committees to coordinate with the executive board. I am excited to implement what I have learned within our chapter so that we can continue to improve together.”

Mitirk also learned something very valuable through the conference.

“One thing I took I from Assembly was that virtually all other chapters have committees for each of their executive board positions. This way, the member on executive board can have a team behind him/her to assist in getting more tasks accomplished. This helps to get other members involved as well as grow closer as a chapter as a whole. I think this will work great within our own chapter and hopefully can be

implemented for the start of the 2014-2015 academic school year.”

National Assembly gave our representatives new ideas to keep improving the chapter. It was a great networking opportunity for not only them, but for our chapter as well. It will be exciting to see how they implement some of the things they have learned and see the chapter grow from this experience.

### “Service”

“It was neat to be a part of something that was much bigger than just me or Waynesburg University,” said Graham. “Alumni from all across the states participated in the event.”

Alumni from as far away from Colorado “jumped” at the chance to serve. “I am so proud to come from a school where the new President’s commitment to Christ

is shown through his commitment to serving others,” said Brittany Walton, alumni of Waynesburg University who lives in Colorado.

“I feel like President Lee really lives out the idea of service,” said Walton.

Mark Fox shared the same thought as he referred President Lee as a, “servant leader who leads us all by his wonderful example,” during the

inauguration service.

President Doug Lee added to the service theme and reminded Waynesburg University why it is so important during his inaugural address.

“It is in our D.N.A and, most importantly, it allows us to serve those around us,” he said.



Photos from President Lee's Inauguration ceremony and Michael W. Smith concert.

## FIRM UPDATE WITH ABBY PITTINARO

Red Brick Communications continues to strive for National Affiliation status. After returning from PRSSA National Assembly in Charleston, South Carolina, I received great feedback and tips from other student-run firm directors.

Red Brick's meetings now consist of account updates and allotted time for each account to work together. Our next event is Relay for Life and the chapter is signed up as well as raising funds. The next step will be to establish our team's theme, fundraiser and day-of walking schedule.

For our newest account, Young Life, we will create a one-page newsletter to send out to donors and potential donors. Red Brick Communications if working very hard to become more established in the community.

## COMING UP

**APRIL 7-11**  
**PR WEEK IV**

**APRIL 14**  
**MINI-RELAY FOR LIFE**

**APRIL 11-12**  
**REGIONAL CONFERENCE**

**OCTOBER 10-14**  
**NATIONAL CONFERENCE**

Please make every effort to attend PR Week IV activities as they enhance your professional development experience.

Also, if you are interested in any of the upcoming events, you may contact either Megan Bayles, Taylor Bombalski or Danielle Schuyler.

As the current Professional Development Coordinators, they will be happy to assist you.

## SCHOLARSHIPS

Annually, PRSSA and the PRSA Foundation offer many individual scholarships to aid in the cost of education.

PRSSA looks at student's academic achievements, diversity, professional ambition and desire to attend national events. PRSSA provides the recognition and funding you've earned. Visit [prssa.org/scholarships](http://prssa.org/scholarships) for more information.

### Upcoming deadlines:

PRSA Diversity Multicultural Scholarship due May 23

Axia Public Relations Scholarship due May 31

## POINTS UPDATE

This past month has been one of great involvement. The leading member with the most points is Brittany Semco. She has attended all PRSSA general body meetings and has been involved with other services.

Semco has worked on the PRSSA newsletter, volunteered at Waynesburg University's Day of Service through the Red Cross SAFE program and worked at WUs Presidential Inauguration.

Accompanying Semco with a large amount of points was Abby Pittinaro. This member has been active within the Red Brick Communication, thus working with clients to represent Waynesburg University.

Pittinaro was also actively contributing her public relations skills to round up members to volunteer at the Day of Service on March 22.

Both of these members have been working hard for our chapter and have both earned well over 40 points! Keep it up!

# PUBLIC RELATIONS WEEK IV

## Why YOU should attend

Factors for getting far with your career is about who you know and what you know.

PRSSA's annual Public Relations Week will be held on April 7 to 11. This week will be filled with exciting speakers, events, and chances to network and learn from professionals in the field.

Networking is important within the field of public relations. When you meet somebody, it can be crucial to make a connection with that person. Just knowing one specific person can open the door to many opportunities to get the perfect internship or job in the future.

Speakers, such as Geri Evans, APR, are willing to visit Waynesburg University to teach students important aspects to apply to our future careers.

The more you observe from the events during PR Week, the more marketable you will be in the competitive job market.

Public Relations Week is one of the most important weeks to the PRSSA chapter at Waynesburg University. During this time, students can participate and get involved with the planning and executing of

events tailored to their interests.

Attending PR Week activities is just as important as getting a job. When a student attends an event, it gives them more chances to expand their knowledge and networks tremendously.

"It is important for students to take advantage of the out of class opportunities to learn and share our understandings," said Danielle Schuyler, junior public relations major. "PR Week is essentially free training for students to see what a professional does on a daily basis."

Schuyler attended all of the events during PR Week 2013 and gained much valuable information during her experience.

Some of the topics that will be covered at PR Week 2014 are social media usage, professional development, and PRSA involvement.

Public Relations Week is a highly valued time for any person who is willing to adapt to a professional work environment.

## Special Events Update, with Kara Bemer

While the continued snowfall makes it difficult to believe that spring is here, April is just around the corner and our special events that we have been planning are quickly approaching.

PR Week and Mini Relay for Life are among the most prioritized events in our chapter. For those who have not attended either of these events yet, it is a time for professional development, networking, fundraising, community relations and countless other opportunities.

The ability to gain all these values is vital to all of our own personal and professional growth. I would like to encourage all of our members to mark their calendars and attend every session during PR Week. You can

even bring a friend, nursing students need to learn how to network and develop themselves too.

Relay for Life is a campus wide event and our chapter has specifically committed to raising \$1,000. We will be coordinating bake sales before the relay to help kick start our funds, but every member should look for support from family and friends.

Each participant who has registered has their own personal link so that they can receive direct sponsors. Cancer has affected almost everyone in some way, so please remember that we are gathering together as a chapter to help fight cancer and impact countless lives.

## Professional Development Coordinator position opened, filled

Professional Development is an area that is stressed greatly in the Waynesburg University Department of Communication.

Therefore, the role of Professional Development Coordinator within the Waynesburg University Chapter of PRSSA is crucial to its success.

The position has been temporarily filled by Sophomore Megan Bayles, Junior Danielle Schuyler, and Junior Taylor Bombalski, who will work together until executive board elections are held at the end of April.

The position opened after Matt Giardina, senior public relations major and professional development coordinator for nearly two years, resigned to focus on his upcoming graduation.

During his time as the Professional Development Coordinator, Giardina helped to plan PR week several years in a row and held a webinar for the chapter about practical ethics in public relations.

Giardina shared insight into what the role of Professional Development Coordinator entails.

"It involves acquiring skills to help you in your future, whether it be by bringing in guest speakers, searching for webinars, researching activities to help your chapter grow or helping students better understand what Public Relations is and what it

means to be professional," said Giardina.

He enjoyed holding the position of Professional Development Coordinator because of the teamwork and improvement it offered him.

"I enjoyed my time as the Professional Development Coordinator," said Giardina. "You improve your chapter while also improving yourself. I also enjoyed working towards a common goal with the chapter such as the Star Chapter award. It generates improvement, both self and group improvement. It also promotes a sense of teamwork which should always be present in a chapter."

Though Giardina helped guide the chapter in its growth, he, too, gained a lot from his time as Professional Development Coordinator.

"I've gained a sense of what my future holds for me and what my expectations are going into the job field," said Giardina. "I learned more about how I should represent myself in different situations. Also, when different guest speakers come in it is like a window into their line of work, so from their time with us I was able to see where I would end up in that line of work and consider if I could see myself doing that."

Not only has holding the position of Professional Development Coordinator helped him during his

time at Waynesburg, but it will also help him when he enters the field of public relations.

"Having held the position of Professional Development Coordinator will most definitely help me when I enter the field of P.R. because Public Relations is a lot about networking and seeking opportunities to better yourself, and as Professional Development Coordinator you are constantly seeking ways to develop yourself, as well as your chapter," said Giardina.

Giardina shared what kinds of traits are necessary for the person in the position.


"Professional Development Coordinators should be determined, open, social, and easy to talk to and to get along with," said Giardina. "You have to be determined because you have to send multiple emails and constantly be on top of your network and your client and your relations with people."

If Giardina could offer any advice to the individual filling the position it would be to be organized.

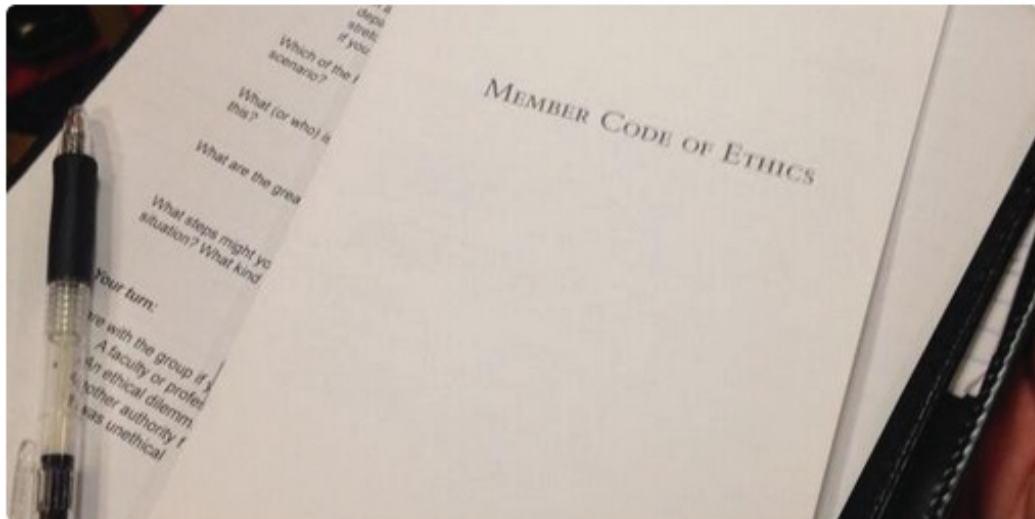
"Do your best to stay on top of your duties," said Giardina. "If the Professional Development Coordinator loses sight of his or her responsibilities then that leaves the possibility that not a lot will get done. Also, be open to the ideas of others. Just because you are the coordinator, doesn't mean it has to be your way all the time."


# IMPORTANT TWEETS FROM ASSEMBLY




Retweeted by Waynesburg PRSSA  
 **Kara Bemer** @karabemer · Mar 14  
"Make an impression. Get out and volunteer, participate, meet people and engage." -Fred Cook #PRSSANA @wuprssa

 **Waynesburg PRSSA** @wuprssa · Mar 14  
"Read it. Know it. Apply it." Photo courtesy of @jscottmitrik #PRSSANA  
[pic.twitter.com/DquQVYJwL0](http://pic.twitter.com/DquQVYJwL0)



Retweeted by Waynesburg PRSSA  
 **emily grabowski** @emilygrabowski · Mar 14  
Leadership skills that often get overlooked:  
1. decision making  
2. courage/foresight  
3. tact  
4. humor/personal characteristics  
#PRSSANA

Retweeted by Waynesburg PRSSA  
 **Kara Bemer** @karabemer · Mar 16  
"Professional growth is never finished. Don't neglect your own growth."  
@johndeveney #PRSSANA @wuprssa

Retweeted by Waynesburg PRSSA  
 **Kelly Davis** @davispr · Mar 16  
As a mentor, be candid and credible: celebrate and praise successes, but also share mistakes and mysteries. @johndeveney #PRSSANA

## National Assembly 2014 Photos



(Left to right) Vice President & Firm Director Abby Pittinaro, delegate at National Assembly; leadership training session

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