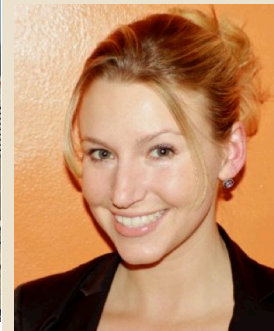


CHARTERED IN 2010, THE WAYNESBURG UNIVERSITY CHAPTER OF THE PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA STRIVES TO PREPARE MEMBERS FOR THEIR FUTURE PROFESSION THROUGH EXPERIENCE, OPPORTUNITY AND ACHIEVEMENT.



ALUMNI SPOTLIGHT
RENEE BAMFORD



LOCATION

WASHINGTON, D.C.

MAJOR

PUBLIC RELATIONS

ORGANIZATION

WHITE HOUSE BLACK MARKET
 IN CHEVY CHASE, MD.

Only after three semesters at Waynesburg University, Renee Bamford graduated with a bachelor's degree in public relations December 2012. In those three short semesters, Bamford made a lasting impression at Waynesburg University as Vice President of the PRSSA chapter, as well as Firm Director of the chapter's student-run firm, now named Red Brick Communications.

She helped build the foundation for Red Brick Communications by developing a portfolio of clients that is still used today and inspiring members to get involved. Post-graduation, Bamford is the store manager at White House Black Market. Some of her responsibilities include managing the store's leadership team and sales associates, recruiting, training and motivating employees, and developing cross-promotional relationships with local businesses.

"The lessons and experiences learned at Waynesburg strengthened my passion for networking, client relations and leadership," said Bamford. "I am living my dreams with a career where I inspire and empower others by making them feel beautiful. Now that's what I call PR!"

POINTS UPDATE

Our members have worked hard all semester. It is easy to see why we were named a Star Chapter!

Special events coordinator, Kara Bemer, leads the chapter with 65 points. Kara's passion for public relations is seen through her commitment and willingness to volunteer at every PRSSA event.

Danielle Schuyler, another active member follows Kara with 55 points.

Abby Wernert, also with 55 points, rounds out the Chapter's top three point-earners. Great job to everyone this semester!

WU PRSSA wins national PRSSA award

After three years of hard work and dedication, the Waynesburg University PRSSA chapter has won the 2013 National PRSSA Star Chapter award!

Past President Samantha McClintock started the process during her time in PRSSA and current President Molly Winters executed the application process perfectly.

The Star Chapter award is given to only a select few chapters around the country each year. It certifies that the chapter and its members are doing the best they can with regards to many aspects. It is truly remarkable that we received such an honor!

To apply, a chapter must meet a minimum of eight of the ten requirements for being a star chapter. We met all ten.

The requirements to apply for the award are as follows: 1) Initiate and complete at least one community service project, 2) strengthen relationship with PRSA sponsor chapter (Pgh), 3) give attention to ethics in at least one chapter meeting, 4) confirm that at least one chapter member applies for an individual National PRSSA scholarship or award, 5) implement at least one national initiative, 6) confirm attendance by at least one chapter member at a national

conference, a national assembly, regional conference, or leadership rally, 7) gain positive attention for your chapter in at least one campus or community publication or other media, 8) extend an invitation to students/faculty from other disciplines to attend at least one chapter meeting, 9) confirm that at least 10 percent of your graduating seniors applied for PRSA Associate Membership.

Please continue striving for excellence in all you do for the chapter and your career! Let's shoot for another year of being a national Star Chapter!

Senior Hope Frick graduates, leaves PRSSA



Hope Frick, a senior public relations major, accomplished what few students across the nation strive to do, graduate early. Frick's Waynesburg University career began when she entered as a second semester freshman transferring from High Point.

Frick was determined to start fresh and finish her degree. She revels on the impact transferring has had on her life.

"Waynesburg University taught me so much over the past three and half years. Without Waynesburg University, I know there is no way I could have achieved so much," said Frick. "This school reminded me that I'm much stronger than I thought and that I can't let the trivial things bring me down."

With her proactive attitude, Frick was quickly voted into Waynesburg University's Public Relations Student Society's executive board as secretary.

Maintaining this position, Frick helps monitor the chapter-wide point system, created a mock PRSSA Bateman competition and assisted in the process of gaining the annual PRSSA Star Chapter award.

Among Frick's list of recent achievements is obtaining a job

near her hometown. She will gracefully exit the role of public relations student, as she becomes social media campaign and in-house marketing coordinator for Tower Marketing, located in Lancaster, Pa.

As Frick's graduate day approaches, she has expressed some final words of wisdom to the underclassmen who will follow in her footsteps.

"Get involved with any club, be active, take every opportunity the department throws at you," said Frick. "It will make you a better person academically in the long run."

We will greatly miss Hope's fun attitude and all the enthusiasm she brings to the chapter. We wish her good luck in all of her future endeavors and thank her for her dedication to PRSSA.

CONTRIBUTING WRITERS

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 Matthew Giardina

Michelle Dunseath
 Kara Bemer
 Abby Wernert
 Jessica Bish
 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. She looks forward to speaking with all new members.

That's all folks! First and foremost I want to congratulate every PRSSA member on the prestigious Star Chapter Award we received. It is an honor to be up in the ranks with some of the largest state schools with chapters five times our size.

It shows our determination and drive towards being one of the best chapters in the nation. Please let this solidify your passion for public relations as you realize how exciting and beneficial Star Chapter is.

Without every single person's help, this would not be possible. We have a lot of exciting things

planned for next semester to make our chapter even better.

I hope that everyone uses this break to relax and enjoy time with family. Take some time to research internship and job opportunities!

Get refreshed and energized so next semester will be even better than the last. Have a wonderfully blessed and safe holiday season!

Molly Winters

MEDIA CORNER

BY PRSSA NATIONAL

- Get deadline reminders and receive the latest industry and organization news by following @PRSSANational on Twitter.
- Connect with people you met at PRSSA events, receive deadline reminders, start conversations about your challenges and get answers from your peers by joining the PRSSA National fan page on Facebook.
- PRSSA's blog, Progressions, is a way for you to talk about professional issues, offer advice for other students and share resources. Contributing increases your social media profile and builds your portfolio.

OPPORTUNITIES

What better time to apply for scholarships than sipping hot chocolate by your Christmas tree?

While you're taking some time off, remember that only 2% of all PRSSA members apply for scholarships!

Anyone who is in need of financial assistance to complete their education in PR can apply for the Gary Yoshimura Scholarship. Applications are due January 27, 2014.

For more information on how to apply and to see the complete list of scholarships and deadlines, visit www.prssa.org/scholarships.

Please note that if you would like to apply, please speak to Professor Krause first.

Keep in mind that in order to reapply for Star Chapter again, we need members to apply for these scholarships.

FIRM UPDATE WITH ABBY PITTINARO

Red Brick Communications would like to thank everyone involved for their hard work and dedication during the Fall 2013 semester.

Many accomplishments were achieved this semester, like a successful fundraiser, a website launch, and the beginning planning stages of an effective new campus campaign. If you are interested in helping with clients and the firm, look for an email at the start of the spring semester.

Again, we thank everyone for his or her commitment. Red Brick Communications wishes everyone a blessed and safe holiday season!

COMING UP

DEC. 8 - DEC. 13
FINALS WEEK

DEC. 13 - JAN. 13
CHRISTMAS BREAK

APRIL 7 - 11
PR WEEK

Interested in writing for Trending Topics?
Contact: Brittany Semco
sem0900@student.waynesburg.edu

Special Events Coordinator Update with Kara Bemer

Christmas is approaching and many people rejoice as it is "the most wonderful time of the year". However, many of us find the hustle and bustle of the holiday's to be not so wonderful.

While we all embark on the journey back home for the holidays, there are some important tips to keep in mind as you are planning your own Christmas party.

First, make sure you are well organized. This is no different than keeping your planner filled with all of your assignments.

Last minute shopping can lead to

desperation and stress, so prepare a list with a set budget that will not break your pocketbook. After all, we are college students, right?

Next, add a fun twist to your Christmas party by setting a theme. For example, many families will have an ugly Christmas sweater contest that garners a good laugh and light competition.

Lastly, follow this general rule of public relations: "expect the unexpected". Keep some small gifts close to reach as you may have an unforeseen guest. If you end up with gifts to spare, donate

them to a local charity for those in need.

Just as Dr. Seuss reminds us "Christmas doesn't come from a store, maybe Christmas perhaps means a little bit more." Christmas is a celebration among family and friends so spread the cheer and joy with everyone. We hope that everyone has a holly jolly Christmas this year.

We look forward to continuing to work together as a successful chapter in the spring.

Members go on communication mission trip to Bonaire

Students within the Department of Communication will be arriving at the Caribbean island of Bonaire this Jan. to help the local station of the Trans World Radio station.

The mission trip, led by Professor Beth Merry and Dr. Chad Sherman, was first held last year by Merry. Merry interned in Bonaire at the Trans World Radio in college and reestablished connection with the Neal family to create the mission trip.

The students who went last year helped the radio by performing tasks divided up into two

categories.

They helped with the actual broadcast with duties such as writing one liners and organizing content. Students also helped with physical maintenance around the radio by painting and tearing things down that were no longer needed.

Sherman, who will be returning this year as one of the leaders, said he had been happy to join last year because he liked the radio's mission of spreading the word of God to people all around the world through the use of broadcasting and also because of he was excited

to go on a mission trip that was just for the department.

"I liked the idea of being one of the first people to go on a Department of Communication only mission trip," said Sherman.

This year, the students will be helping much like they did last year with any tasks the radio may need assistance with. The radio is also looking to use the students to help distinguish the Bonaire station of the Trans World Radio in addition to helping the radio prepare for its 50th anniversary, which will be in 2014.

Operation Christmas Child effort with Bateman Competition

This year, for the first time ever, Waynesburg University's PRSSA chapter is competing in a mock Bateman competition. Hope Frick introduced the University's chapter to the competition, as part of her senior practicum project.

The Bateman competition offers students a chance to plan and implement a comprehensive public relations campaign strategy.

This competition will be an opportunity for students to gain hands on experience in a real world situation. During the

November general body meeting, teams were announced and topics were discussed and voted on. Each team will present before a panel and will be judged on content and presentation. The competition will take place during the University's PR Week which April 7-11, 2014.

Each of these Bateman teams have worked together to package a shoe box for Operation Christmas Child. Operation Christmas Child was started in 1993 with the hopes of bringing gifts to children who have never experienced Christmas.

In the past twenty years, over 100 million shoe boxes have been delivered to children in 130 different countries. Not only do the children receive these gifts, they also learn about the greatest gift of all, Jesus. Waynesburg University as a whole collected over 200 shoe boxes.

These shoe boxes will be shipped to volunteers to be distributed to children in poverty stricken countries. PRSSA is thankful for the opportunity to contribute to this worthy cause.

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