

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
 ABIGAIL WERNERT**



HOMETOWN
 PITTSBURGH, PA.
MAJOR
 PUBLIC RELATIONS
 PRINT JOURNALISM
YEAR
 JUNIOR

Upon deciding to attend Waynesburg University and major in public relations and print journalism, Wernert believes that a job within the fashion or entertainment industry would best fit her skill set.

Wernert enjoys being a member of PRSSA because of the endless opportunities it provides her. She is involved with the student-run firm "Red Brick Communications".

"I think one of the cool things about PRSSA is attending the annual Professional Development days," said Wernert. "It's really interesting to hear from PR professionals about the field that I want to work in. I think the Professional Development days are educational and a good way of getting acquainted with public relations."

Members attend PRSSA National Conference

Our chapter recently sent ten people including Professor Krause and his wife to the PRSSA 2013 National Conference.

The student members that attended were President Molly Winters, Vice President and Firm Director Abby Pittinaro, PR Director Brittany Semco, Treasurer Kyle Oland, Historian and Assistant Firm Director Jordan Mitrik, Special Events Coordinator Kara Bemer, Fundraising Coordinator Mandy Ormsby and Assistant Firm Director Megan Bayles.

The conference took place in Philadelphia, Pa., specifically at both the Loews Hotel and the Marriott Hotel across the street where the PRSA International Conference also took place.

At least one member was at every session the conference provided. Officers attended sessions that would specifically help them in their roles and the chapter overall.

Some of the sessions included "how to successfully pitch to a news reporter" or "how to effectively

target your market" and even "how to find what your passion is in this field."

Members also had the opportunity to experience Philadelphia. "When not participating in sessions, we got to explore Philly and see what it had to offer," said Brittany Semco.

Everyone who went took extensive notes, gained practical knowledge and got to network with other PR professionals. All members were able to get to know each other better as well.

2013 Professional Development Day Recap

Many members of the chapter recently took a trip to Point Park University for the annual PRSA Pittsburgh Professional Development Day. The evening proved to be full of many captivating and educational speakers.

Dinner was served first, along with a keynote presentation Paul Wood, UPMC Vice President and Chief Communications Officer.

Wood spoke about the "ad-wars" that have taken place between UPMC and Highmark and the strategies UPMC used to battle with Highmark.

After dinner, guests could choose one of two panels to attend for session one. One panel lectured on social media measurement and return on investment. The other, which was geared toward college students, discussed job

options within the field or public relations and communications.

The panel was full of advice for students, ranging from look for multiple internships and be realistic about expectations when job searching to do not underestimate the power of social media when it comes to networking and don't be afraid to say yes!

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High School Initiative

A question that has most people pondering is "What exactly is public relations?" Of course, the generic answer of "It is relating to the public" is retorted. Public relations is a very complex field that constantly impacts society.

It is important to educate people interested in communication about public relations as soon as possible, which is why students at Waynesburg University

are gaining a head start in educating high school students about this topic, according to Richard Krause, department of communication chair.

A group of about 14 public relations majors from Waynesburg University will be attending surrounding high schools in November to educate and inform students about the possibilities that communication

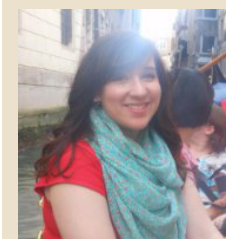
and public relations has to offer.

"The problem to be solved is to educate high school students about public relations and our students at Waynesburg University can execute just that through this opportunity," said Krause.

The college students will have the task of presenting about public relations as a field and study as

[Continue reading on pg. 2](#)

**ALUMNI SPOTLIGHT
 CHELSEA CUMMINS**



LOCATION
 PITTSBURGH, PA.
MAJOR
 PUBLIC RELATIONS
ORGANIZATION
 STEEL CITY IMPROV
 THEATRE & SEARS

Chelsea Cummins graduated from Waynesburg University with a bachelor's degree in public relations in December 2012. Cummins was very involved at Waynesburg serving as Public Relations Director of Waynesburg's PRSSA Chapter, President of Lambda Pi Eta, as well as working for both the office of University Relations and the office of Institutional Advancement.

To date, Cummins finds herself applying her knowledge and skills of public relations to two different companies. Cummins currently is a Cashier Lead at Sears Holding Corporation where she manages more than 25 store cashiers as well as creates and implements activities for all store associates. In addition, she serves as the Director of Public Relations and Marketing for the Steel City Improv Theater where she uses her skills to help grow the company's brand as well as develop standards for social media, media relations and design.

POINTS UPDATE

The semester is already halfway over but PRSSA has been busy!

[Continue to pg. 3 for full story](#)

**CONTRIBUTING
 WRITERS**

BRITTANY SEMCO,
 EDITOR-IN-CHIEF

Molly Winters
 Abby Pittinaro
 Hope Frick
 Kyle Oland
 Jordan Mitrik

Megan Bayles
 Michelle Dunseath
 Kara Bemer
 Abby Wernert

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.

October is swiftly coming to a close, and with that, PRSSA has done a lot of great things this month like Jacket Fest, PRSA Professional Development day, PRSSA National Conference and event planning for the annual Harvest Fest.

October was the month for all PR members to dive right into the heart and soul of public relations. I am proud to announce that we now have 25 dues-paying members with six of them being freshman. The newcomers have really stepped up to the plate and are training to be great leaders.

Be sure to check out the updated

PRSSA corner in the Publications Office in Buhl. There is a lot of worthy PR reading material donated by our own PR alumnae, Vikki Beppler.

"An image is not simply a trademark, a design, a slogan or an easily remembered picture. It is a studiously crafted personality profile of an individual, institution, corporation, product or service." – Daniel Boorstin

Molly Winters

Special Events Coordinator Update with Kara Bemer

Members have recently returned from PRSSA National Conference in Philadelphia, Pa. and there was a great amount of information gathered in addition to many new ideas.

The execution of special events remain an important factor within our chapter in order to keep the campus aware of our presence.

Events are the main promotion of

PRSSA, but also can be utilized as a fundraiser.

Our chapter is looking forward to planning new events that the recent conference has suggested to be successful here at Waynesburg University.

I am currently looking into planning a new winter event that would also run as a fundraiser.

Events such as this will continue

to enhance PRSSA's image as well as increase our funds, which will allow us to go to more professional development events without school aid.

As public relations undergrads we must continue striving to make events better, which will ultimately enhance our education and provide practice the field while still having the luxury of being a student.

Senior PR major Hope Frick plans Mock Bateman Competitions

Every year, PRSSA chapters from across the country compete in the Bateman Competition – a national contest that allows students to research, plan, implement, and evaluate a full public relations campaign.

Teams work throughout the year to create a comprehensive campaign for a chosen client, which is then judged by a panel from the PRSSA

National Board.

"As my senior practicum project, I have planned to bring the Bateman Competition to Waynesburg University's PRSSA chapter" says Frick. Much like the actual national competition, the chapter has been divided into teams who will work together to create a campaign.

The completed campaigns will

be presented to a panel of judges from Waynesburg University as part of the annual Public Relations Week in April 2014. Every member will participate in the competition and will provide all members with great learning opportunities.

Teams and the competition topic will be announced at an upcoming general body meeting, so stay tuned for more information!

Development Day Cont'd

The second session of the evening included a panel on international public relations presented by Bob Oltmanns from OPRGROUP.

"The segment on International PR was very eye-opening. It revealed how other cultures viewed Americans," said Matt Giardina, senior public relations major.

There was also the option of

attending a lecture given by Dr. Stephanie Preston from Sage LLC on whether or not one should consider graduate school after university.

During the panel, Preston mentioned that success should not just be measured by visible means and to always weigh what is most valuable to you, which was advice junior public relations

major Michelle Dunseath listened to carefully.

"My favorite panel was about attending graduate school," said Dunseath. "It is wonderful to know that we are not limited to our education and that we can continue to learn and grow with our knowledge."

Chapter participates in second annual Jacket Fest

Our chapter had the opportunity to help at Jacket Fest Oct. 5, 2013. Jacket Fest encourages alumni of Waynesburg University to take a trip down memory lane. The alumni were able to visit several tables put together by student clubs and organizations.

At the PRSSA table, we offered coloring pages of the school's mascot, the yellow jacket. It was encouraging to see that alumni were interested in hearing about the PRSSA chapter on campus. Four members of PRSSA staffed the table for the duration of the event,

while a few others filtered through to help when their schedule's allowed. Jacket Fest was an enjoyable experience and a good way for the alumni to learn about this chapter.

Initiative Cont'd.

well as provide an understanding of what public relations really is.

"The role of public relations practitioners is to be the face behind the scenes," said Molly Winters, PRSSA president and junior public relations student.

"We [public relations professionals] uphold the reputation of companies and aid in maintaining good communication with the

public."

These students get to give high school attendees a jump start on their connection to the public relations field.

"I did not fully understand what public relations was when I attended high school," said Megan Bayles, sophomore public relations major.

"I want to help others understand public relations and what they can actually do with it."

During the high school visits, the Waynesburg University students will share approximately 30 minutes worth of information about the public relations major, the communication field, and a bit about how Waynesburg University can get them involved.

MEDIA CORNER

BY PRSSA NATIONAL

- Get deadline reminders and receive the latest industry and organization news by following @PRSSANational on Twitter.
- @PRSSANational hosts monthly Twitter chats on issues and skills related to PRSSA members. Learn how to participate in PRSSA's Twitter chats. #PRSSA Twitter Chats will be held at 9 p.m. ET during the fall 2013 semester on the following dates:
 - September 24: Ethics and PRSSA
 - October 1: Growing Your PRSSA/PRSA Relationship
 - October 15: Maximizing Your National Conference Experience
 - November 12: Leading Chapter Growth
 - December 3: Do It the WRITE Way
- 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.

FIRM UPDATE WITH ABBY PITTINARO

After attending the PRSSA National Conference, there are many new practices I would like to apply to our student-run firm, Red Brick Communications. However, after speaking with other firm directors from around the country, I soon learned that our student run firm is right on track for national affiliation status.

Documents such as client hour logs will allow not only for the firm to keep track of the hours of work the students are dedicating to their clients, but also for the client to see the dedication our firm is putting towards them.

It is also essential to start reaching out to other students in different majors such as digital design and accounting to assist us with the management of client accounts and to provide new and fresh ideas. Red Brick Communications hopes to outreach and gain new members by the next spring semester.

COMING UP

NOV. 22-DEC. 2
THANKSGIVING BREAK

DEC. 13- JAN. 13
CHRISTMAS BREAK

APRIL 7-11
PR WEEK

Have a wonderful
Thanksgiving Break!

OPPORTUNITIES

Want to get the most bang for your buck from your \$50 dues?

It's time to check out scholarships made exclusively for PRSSA members only. PRSSA offers several individual scholarships each year that honor a variety of academic and professional achievements.

Many scholarships are specifically tailored to students, for example, those who are multicultural, honors students and those who display strong leadership skills.

However, less than 2% of all national dues-paying members apply for these scholarships! So, what are you waiting for?

Visit <http://www.prssa.org/scholarships> to find the scholarship that is the best fit for you. Before you apply, please speak to Professor Krause for approval.

LETTER FROM THE EDITOR

WITH BRITTANY SEMCO

I would like to thank everyone who has contributed to this newsletter as you have impressed me every time with the level of professionalism in your writing.

I also would like to encourage those members who are not frequent writers for "Trending Topics" to volunteer your time for this. Writing for a newsletter is great practice for writing articles after graduation and double as wonderful portfolio material.

If you are in Understanding Media and need practicum hours, I will count each article as two hours, assuming you perform a face-to-face interview with the person I assign for your contact.

With that, have a wonderful Thanksgiving Break and I look forward to working with you for the December/January issue to be published at our next general body meeting after Christmas.

Here are some professional development websites for you to check out. I love to read them daily and hope you do as well. In my opinion, these are websites every PR professional needs to be familiar with on a daily basis.

Thank You.

- PR Daily
- PRSSA's Progressions Blog
- The New York Times
- The Washington Post
- PRSSA's Biweekly Update
- PRSA Issues & Trends
- Forbes Business
- Mashable

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Interested in writing for Trending Topics?

Contact: Brittany Semco

sem0900@student.waynesburg.edu

HAPPY HALLOWEEN FROM...THE ADDAMS FAMILY



Our PRSSA chapter participated in the Student Activities Board's annual Harvest Festival in Johnson Commons Oct. 31, 2013

This celebration of the autumn season creates a community based activity for students and the local area to attend and support for charity.

Many members were there to help raise money, PRSSA's firm, attended and contributing in the festivities on Halloween.

The different booths attending this event came together to raise money for Project Bundle Up, adjacent to the Salvation Army.

"It is always a great opportunity for our members to help with fundraisers right within the Waynesburg University community," said Kara Bemer, junior public relations major and special events coordinator.

Each year, the Harvest Festival creates an overall theme in order for clubs and organizations to unify Halloween costumes to their individual booths idea. PRSSA members working at the festival dressed up as the cast from the Addams Family.

"We were excited to dress up and sell Sloppy 'Addams' to the community for Project Bundle Up," said Molly Winters, PRSSA president and junior public relations major.

Along with the theme is a costume contest. The booth that wins the most creative and original during the Harvest Fest wins a prize of 50 dollars that benefits the winning organization.

"PRSSA won the money last year and we hope to do the same this year," said Winters.

Points Cont'd.

Our members have been actively involved in the Chapter, attending meetings and volunteering at events like Moore's Hot Dog Fundraiser and Jacketfest.

Junior Danielle Schuyler leads the Chapter with 30 points. An active member, Danielle is always eager to help PRSSA. She volunteered every day during September's

fundraiser with Moore's Hot Dogs.

Tied with Danielle is Special Events Coordinator Kara Bemer, who has also accumulated 30 points throughout the semester. Kara's passion for PRSSA shows through her commitment to planning and assisting Chapter events.

Freshman and Student Senate

Representative Cassidy Graham closes out the top 3-point earners with 25 points. Cassidy showed true leadership skills by stepping up as senate rep and is a great example of the great students we have a part of WUPRSSA!

Be sure to check your email for updates on meetings, events, and other opportunities to earn points!

Photos from the PRSSA National Conference trip



The group at Main Session #1



The Philly backdrop



Inspirational Speaker "FlyGirl"



Megan Bayles asks a question