

TRENDING TOPICS

The official Chapter newsletter of Waynesburg University PRSSA

January 2017



**WAYNESBURG
UNIVERSITY PRSSA
AWARDED "PRSSA
CHAPTER OF THE YEAR"**

**CHAPTER MEMBERS
ATTEND REGIONAL
CONFERENCE**

**+ TIPS TO ACE THE
INTERVIEW**

WAYNESBURG UNIVERSITY
PRSSA Public Relations
Student Society
of America

**DR. F. H. TEAHAN
2015
OUTSTANDING
NEWSLETTER
AWARD**

LETTER FROM THE PRESIDENT

Maura Fenske
Chapter President

A new year is the ideal time for many new and

exciting beginnings, but for public relations students in particular, a new year can provide the perfect time for new connections. With the annual Public Relations Society of America Pittsburgh Renaissance Awards taking place each January, and Public Relations Student Society of America Regional Conferences taking place early in the Spring semester, the new year can provide the perfect setting to learn something — or meet someone — new.

A few tips to take into this new year:

- **Be attentive.**

Whether it is networking with professionals at the PRSA Pittsburgh Renaissance Awards

or connecting at a Regional Conference with members of other PRSSA chapters, our eyes should always be open to what is going on around us. Keep your eyes peeled for people whom you might recognize from another event, then verbalize that connection to them and strike up a conversation. If you do not see anyone you recognize, simply extend a hand and introduce yourself to someone who works for a company you are interested in or attends a school you are familiar with. You will always walk away being glad that you made that connection, even if making it may seem slightly awkward or uncomfortable at first.

- **Be memorable.**

Say or do something that will make an impact. Whether you throw out a fun fact about a movie someone mentions as their favorite (for example, the movie “Super 8 “was filmed in my hometown!) or you mention that you read an article or blog post written by your new connection, do not hold back an interesting tidbit. Additionally, never be afraid to crack an innocuous joke or even poke fun at yourself — in moderation — as a way to be remembered. Exuding self-confidence through a genuine smile is also a surefire way to make sure you are never forgotten.

- **Follow up.**

Do not be afraid to reach out, and never wait more than a few days after meeting a person to do so. Following up with a connection may lead to a new friendship off-campus or possibly even a job or internship opportunity. Plus, following up with someone shows that you have done your research and that you genuinely care about this budding professional relationship. After all, we know that this is what public relations is all about — building and maintaining relationships.

I hope that these tips come in handy for you at your next public relations related event, but I hope that you also take them with you into everyday situations, because you just never know from where your next opportunity is going to come.

All the best,

Maura Fenske

Chapter President

CHAPTER MEMBERS TO EDUCATE HIGH SCHOOL STUDENTS

Taylor Pieper
Fundraising Coordinator

Choosing a college is one of the biggest decisions that you will ever make. It is where you find

yourself, make lifelong friendships and pick what you are going to do for the rest of your life; however, not everyone knows what they want to do, and not every high school has the same opportunities to discover career options.

This semester, the Waynesburg University Public Relations Student Society of America Chapter is restarting and recreating a High School Initiative program that has been in place for three years. The goal is to reach out to local high schools to provide an opportunity for students to learn more about public relations, Waynesburg University and the college experience.

“We are fortunate to have some alumni of local high schools as PRSSA members, providing us with great connections and routes into these schools,” said Maura Fenske, Chapter president. “We are looking forward to getting to know the students at these high schools and helping to inform them of not only what public relations is, but also what a Waynesburg University public relations education looks like.”

The Chapter will start the program Feb. 7, 2017 at Washington High

School, located in Washington, Pa. Members will then travel to Thomas Jefferson High School and Trinity High School by the end of the Spring semester.

“I’m excited to present about two things I love, public relations and the Chapter, at my alma mater,” said Natalie Gloady, Chapter public relations director and Washington High School alumna. “The opportunity to connect with these kids, and hopefully show them all the field has to offer, is amazing.”

The presentation will educate students on different facets of public relations, job opportunities in the communication field, what the college experience is like and why they should attend Waynesburg University. Students in the audience will also be invited to attend the Chapter’s annual PR Week, in order to get a first-hand look at the Department.

“We hope that some of these students end up in the Department of Communication, specifically the public relations major, at Waynesburg University in a year or two,” said Fenske. “I hope that we are even meeting some future leaders of Waynesburg PRSSA, and I know that the teams of current Chapter members going out for these presentations hope for the same.”

OFFICIAL CHAPTER WEBSITE MAKES DEBUT

Olivia Kelley It's been a long time coming.
Historian

At least, it certainly feels that way for Chapter Public Relations Director Natalie Gloady.

The passion, vision and diligence displayed by Gloady made the possibility of the Waynesburg University Public Relations Student Society of America Chapter launching its own website finally turn into a reality. This is just one of many steps forward that the Chapter has taken over the past few months - other advancements include the Waynesburg University PRSSA Instagram account and the Chapter's partnership with PRSA Pittsburgh in a mentorship program. While the launch of the Chapter's website is exciting for all Chapter members, no one is more ecstatic than Gloady.

"I am so excited that our Chapter has an official website," said Gloady. "This has been a goal of mine since I was a freshman, and I am beyond grateful that I had the opportunity to lead the project as a senior."

Adding a website to the Chapter's repertoire proves that Chapter members are more than public relations majors and minors in a student-group. The site displays the strides the Chapter has made, as well as what it wants to accomplish.

"It's important for our Chapter to have a website because we're a professional organization, and that's sort of a standard in the industry now," said Gloady. "It establishes members as young professionals dedicated to their careers."

Gloady believes that having a Chapter website will not only prove to be beneficial for those involved in the Chapter, but for those following the Chapter as well.

"The site allows us to share what we're doing, who we are and what we have accomplished," said Gloady. "I believe the site will provide

numerous opportunities for the Chapter, as well as for individual members."

Chapter President Maura Fenske agrees that the new site will increase the opportunities for engagement with followers of the Chapter and its accomplishments.

"The website will serve as yet another way for us to connect with our audience, and it will definitely be fascinating to watch the website grow and develop," said Fenske.

Currently, the website includes a list of the Chapter's accolades and biographies of Executive Board members, as well as provides access to the Chapter's newsletter, blog, social media accounts and website of Red Brick Communications, the Chapter's student-run communications firm. Though the site has just started up, it already offers numerous resources for fellow public relations students to learn from.

"It's awesome that people can now see all of our accolades in one place," said Gloady. "The site really allows the Chapter to shine, and lets people know how hard our members work to advance themselves, as well as the profession."

Fenske cannot wait to see what opportunities will arise from this extension of the Chapter's online presence for future students involved in Waynesburg University PRSSA.

"The best and most exciting thing is that this isn't just a current Chapter project — it's one that will live on and serve members for years to come," said Fenske.

Check out how students in the Chapter are furthering themselves as public relations professionals at www.wuprssa.com.

MARK YOUR CALENDAR

FEBRUARY

- **Feb. 6-14:** Valentine's Day Fundraiser
- **Feb. 7:** High School Initiative
- **Feb. 9:** Red Brick Communications Meeting
- **Feb. 10:** Brunner Tour
- **Feb. 16:** General Body Meeting
- **Feb. 16:** Red Brick Communications Meeting
- **Feb. 10:** Daniel J Edelman/PRSSA Award and Ruth Edelman/PRSSA Award due

MARCH

- **March 9:** General Body Meeting
- **March 9:** Red Brick Communications Meeting
- **March 16:** Red Brick Communications Meeting
- **March 23:** General Body Meeting
- **March 23:** Red Brick Communications Meeting
- **March 30-April 2:** National Assembly

APRIL

- **March 30-April 9:** National Assembly
- **April 3-6:** Public Relations Week
- **April 9:** Relay for Life

FROM THE FIRM DIRECTOR'S DESK



Cassidy Graham The Spring
VP/Firm Director semester has
sprung!

With only one semester left in this academic year, I am amazed at the amount of time that has seemingly flown by. It seems only yesterday we were freshmen, moving into our dorms and apartments, bracing ourselves for the unknown and ultimately embarking on the journey we were about to experience.

Cassidy Graham is a senior and has been the Waynesburg University PRSSA VP/Firm Director since June 2016. If you are interested in the firm, or have any questions, email Cassidy at gra4684@student.waynesburg.edu

In my eight semesters at Waynesburg University, whether I was a freshman, sophomore, junior or, now, a senior (YIKES), I am always in awe of how fast time passes by. Looking ahead to the next coming months, I am thinking about time; how fast it goes, how much we learn, the experiences we have and

the memories we make in such a brief period of time. In these next three months, I encourage you to make the most out of the time you have left. If you are a freshman with seven semesters left, or a graduating senior with three months, live life to the fullest, get involved with your PRSSA Chapter, firm and most of all, enjoy this time in your life because it goes by way too fast.

In my experience as a Waynesburg University PRSSA Chapter member, our members and I have always been encouraged becoming involved in activities outside of class. We have had

endless opportunities - from completing real life client work for nonprofit organizations with Red Brick Communications, to meeting and networking with professionals in the industry through our parent Chapter, PRSA Pittsburgh. If you want to get involved, there is always time, even if you are a senior and have only a few months left as a PRSSA member, you can still become involved.

Thinking and writing about time has made me think about the line from Jack Dawson in the movie "Titanic."

"I figure life's a gift and I don't intend on wasting it. You don't know what hand you're gonna get dealt next. You learn to take life as it comes at you... to make each day count."

I hope each of you take this advice and learn to live life to its fullest, be happy and do what you can to make a difference. As future professionals in the public relations industry we have the opportunity to change lives and the world. With a little time and a lot of hard work, I believe anything is possible.

Best,

Chapter VP/Firm Director

SERVICE PROJECT COMPLETED BY WAYNESBURG PRSSA MEMBERS

Amanda Troncione Waynesburg
Professional Development Coordinator University's
Public Relations
Student Society of America chapter members gathered Monday, Jan. 30, to write letters to service members through Operation Gratitude.

Operation Gratitude sends care packages to deployed troops, veterans, new recruits and first responders throughout the year. The package includes hand-written letters from adults and children alike, as well as food, entertainment, hygiene products and handmade items. To date, Operation Gratitude has sent 1,757,796 care packages.

Operation Gratitude's mission is "to lift the spirits and meet the evolving needs of the Military and First Responder communities, and provide volunteer opportunities for civilians anywhere in America to express their appreciation to all who serve our nation," according to their website. This mission is precisely why Chapter President Maura Fenske and Public Relations Director Natalie Gloady chose this service project for Chapter members.

"Having a brother who is an active duty soldier and knowing that several of our Chapter members have family and close friends in the military as well, this is really meaningful for us," said Fenske. "I wanted us to show our support for these brave men and women."

Writing these letters allows the Chapter to give back to those who consistently serve, using a skill and talent every public relations student knows very well: writing.

"Maura and I discussed writing letters because we felt it would be good professional development activity for the Chapter," said Gloady.

While this project does tap into the skills and talents of the Chapter, the point of this project was to give back to others, as well as to thank a community for their sacrifice.

"Service is important for the Chapter to participate in because it is part of our mission," said Gloady, referring to the Waynesburg University mission statement. "It also allows us to give back to others since we're so blessed."

Fenske hopes to continue this service project in the coming years and hopes Chapter members found the service project as fulfilling as she has.

"For me, writing these letters to deployed service members, veterans and new recruits was so humbling and rewarding, even cathartic," said Fenske. "I hope that it was for other members as well."

CHAPTER HONORED AT PRSA PITTSBURGH RENAISSANCE AWARDS

Zac Sniadach
Treasurer

The Pittsburgh Chapter of the Public Relations Society of America hosted their annual Renaissance Awards

Dinner Thursday, Jan. 23, 2017. The evening dinner, was held at the Sheraton Hotel in Station Square. The event invited local professionals to join in the celebration of recognizing the best of the best within the industry, as well as promote the benefits of a PRSA membership.

The night is designed to recognize a variety of professional achievements in the public relations industry. Several awards of the night, recognizing both organizational and individual achievements, included Renaissance Hall of Fame; Renaissance Communicator of the Year; Renaissance CEO Communicator of the Year; Not-for-Profit Organization; and the Rising Star Award, which honors a young professional who shows great promise.



Photo courtesy of Cassidy Graham

It was certainly a night to remember as several Waynesburg University students, faculty and alumni were able to witness a momentous achievement for the Chapter; Waynesburg University Public Relations Student Society of America was awarded the PRSA Pittsburgh Renaissance Award for "PRSSA Chapter of the Year." The honor was one of the final accolades given in the night, and is an award that reflects years of hard work from PRSSA members past and present.

"Being named PRSSA Chapter of the Year by PRSA Pittsburgh is such an honor for us," said Maura Fenske, Waynesburg University PRSSA Chapter president. "One of our Chapter's primary goals has always been to build and maintain a solid relationship with PRSA Pittsburgh members, and this proves we have been doing a good job at that."

Aside from the award reflecting Waynesburg PRSSA's work habits and its strong relationship with PRSA Pittsburgh, the award is also a reflection of the Chapter's consistency and dedication to the industry, society and its members.

"Receiving this award was a milestone for our Chapter and it was very rewarding to be recognized for our work," said Cassidy Graham, Chapter vice president and firm director of Red Brick Communications. "This event is important for students to work because we are surrounded by and able to network with Pittsburgh's best public relations professionals. It is an honor to be asked by PRSA Pittsburgh to work the event."

Chapter members also exemplified why the award was so justifiable for Waynesburg, as several members volunteered to work the awards ceremony. The event was an opportunity for members to gain work experience in a variety of areas, such as photography and various other event planning tasks.

"Working the PRSA Pittsburgh Renaissance Awards gives members a better sense of what a public relations career looks like, rather than what we learn in the classroom or even at PRSSA events," said Fenske. "The event also provides countless opportunities for networking with professionals from the region."

PRSSA Chapter of the Year is an impressive milestone for the chapter, however, the standard is now set. The next challenge is consistently holding that title annually, as well as continuing to improve.

★ ★ ★ ★
Star Chapter Status



PRSA Pittsburgh Renaissance Award
"PRSSA Chapter of the Year"

National Affiliation for Red Brick Communications



Two National Gold Key Recipients

2015 Dr. F.H. Teahan Outstanding Newsletter Award



Two National Scholarship Winners

Sweetie Boxes

WAYNESBURG UNIVERSITY
PRSSA Public Relations
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of America

The Waynesburg University Public Relations Student Society of America Chapter will be selling Sweetie Boxes - Valentine's Day themed treats! The boxes will be available Feb. 7 through Feb. 14 from 10 a.m. to 1 p.m., as well as from 4 to 6 p.m., on the first floor of Stover. The treats included cupcakes, candy, brownies, cookies and other various desserts. Each box is customizable, and can be purchased for \$5. For more information, contact Chapter Fundraising Coordinator Taylor Pieper at pie7740@student.waynesburg.edu.

FIVE WAYS TO STANDOUT DURING AN INTERVIEW

Mackenna Drazich Secretary
Many people know the tools needed to go into an interview, but few know how these tools can be fully utilized in order to really ace the interview. Here are some tips and tricks you may find beneficial when preparing for an interview.

1. Attire.

Physical presentation is the first impression you will make; modesty is key. If you are a woman, no cleavage or skirts above the knee. To be safe, go for one level above what you believe to be appropriate professional attire for each position. Be careful with bright colors and anything too flashy. Black is always appropriate!

2. Résumé.

Everyone knows a résumé is an interview staple. Contrary to popular belief, most employers do not care that you are "proficient in Microsoft Office." What they care about are the abilities and experience that will allow you to do *this* job well. Résumés should be altered every time you go for an interview – they are not a one-size-fits-all situation. Add what will apply to the position and nix the irrelevant.

3. Stand Out.

Take a moment to think about all the others fighting for the same position as you. Even if it is only two other people, what makes you stand above them? Write down your strengths in the profession and

really expand them. Focus on what differentiates you from the rest.

4. Have a Portfolio.

As a student, one thing that really pays off is filling the gaps in your schedule with productive, substantive work. From volunteering to holding a leadership position within a club, a portfolio will be able to display your best qualities. Anyone can tell an interviewer why they might be better than someone else, but when you have published work to prove your point, it truly shows how your work ethic exceeds others.

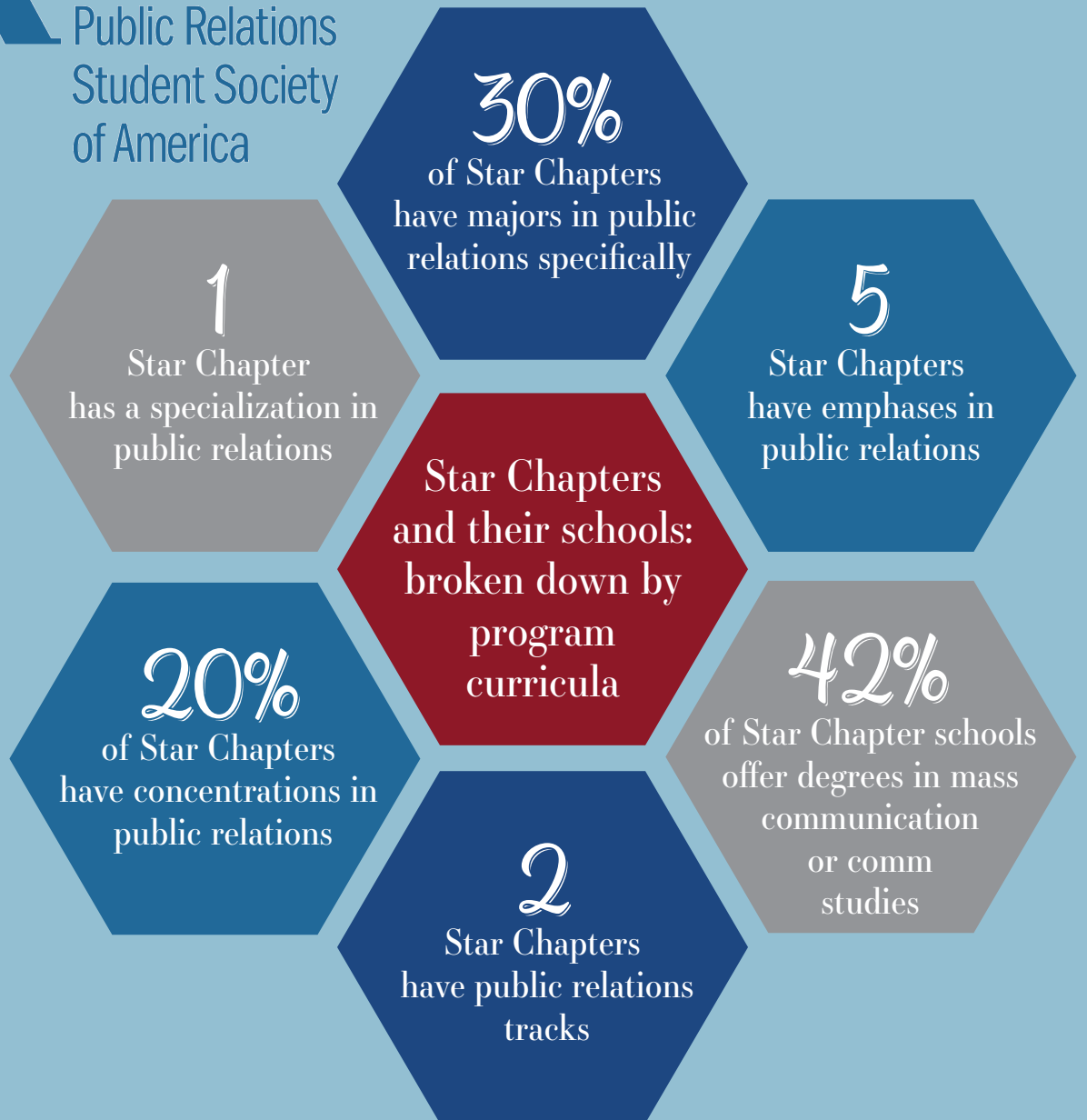
5. Be confident.

Confidence is hard for some to master – but acting confident is just as good as being confident, as long as you sell it! A few ways to act more confident are to practice being interviewed with a friend, or better yet, an acquaintance who will be sure to give you truthful feedback. Always remember to answer questions definitively and with passion. Even if your answer was not exactly what your interviewer wanted to hear, they will value your strong will. Confidence is something that is easily seen, however, be careful to not cross the line: arrogance is easily seen, too.

Interviews can be tricky because you must prove you are worthy of that position, and you only get one chance to do it. These tips and tricks are little details that can make a big difference to place you above the competition.

PRSSA

Public Relations
Student Society
of America



Ever wonder how Waynesburg University's public relations program matches up against that of other schools? Here's a little insight: we are one of a surprisingly few Star Chapter schools that offer a bachelor's degree in public relations specifically. Take a look at some differences in curricula.

Note: data compiled from respective Star Chapter college and university websites

OPPORTUNITIES

PRSSA National Individual Awards

Daniel J. Edelman/
PRSSA Award due
Feb. 27, 2017

Ruth Edelman/PRSSA
Award due Feb. 27,
2017

Blog Writing

Enhance your writing skills and expand your portfolio by writing for the Chapter blog. Contact Public Relations Director, Natalie Glody, for more information.

Red Brick Communications

Become part of the Nationally Affiliated student-run firm and prepare yourself by providing local nonprofit organizations with pro bono public relations work. Contact Vice President and Firm Director, Cassidy Graham, for more information.

PR WEEK RETURNS TO WAYNESBURG

Taylor White

Special Events Coordinator

Waynesburg University Public Relations Student Society of America Chapter strives to give members opportunities to develop as professionals and to learn more about the different facets of public relations. This mission led to the creation of "PR Week," an annual celebration of the public relations industry. With the event's great success, PR Week has turned into an event in which the Chapter takes great pride.

This April, Waynesburg University will host its sixth public relations week; beginning Monday, April 3 and concluding Thursday, April 6.

The theme for PR Week is "Bridging the Gap," as a way to pay homage to the Pittsburgh area, as well as their bridges, and to also show aspiring professionals the importance of working with individuals in other communication-based professions and functions.

Today, public relations works hand-in-hand and depends on other professionals who work in the media to accomplish tasks. Public relations practitioners need to build relationships and bridge the gap with professionals in other mass communication fields in order to efficiently succeed.

The week-long celebration will also recognize the dedication and hard work Waynesburg PRSSA members put into the Chapter and its activities.

PR Week will host alumni, sports information and other panels as a way for students to learn from, ask questions of and network with professionals. In addition, the week will also include a motivational speaker, internship presentations given by four Waynesburg University public relations students and an induction ceremony for

Since being chartered in 2010, the

new Waynesburg PRSSA members.

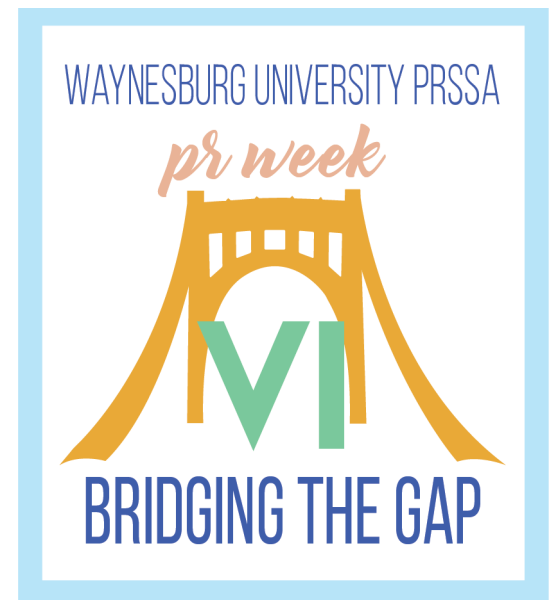
Though PR Week is considered a week-long public relations celebration, the event welcomes all majors who are interested in gaining more knowledge on what public relations is and what PR practitioners do in their everyday jobs.

**"...A FUN
CELEBRATION AND
TIME OF REFLECTION
ON HOW FAR WE
HAVE COME AS A
CHAPTER AND A
PROGRAM."**

Maura Fenske, the president of Waynesburg University PRSSA, hopes that public relations students take advantage of PR Week and utilize the information they learn from the week-long event in their future endeavors.

"PR Week is an awesome opportunity for us as public relations students to learn from professionals who were once in our shoes: bright-eyed and eager to begin a career in the field,"

said Fenske. "The week is also a fun celebration and time of reflection on how far we have come as a Chapter and a program. We are excited to make PR Week 6 our best yet."



Connect With Us!

Contact Natalie Glody by emailing glo7325@student.waynesburg.edu if you would like to write for Trending Topics!

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www.redbrick1849.com



WAYNESBURG PRSSA MEMBERS ATTEND PASSPORT TO PR

Natalie Glady
Public Relations Director

Eight Waynesburg University
Public Relations Student Society
of America Chapter members

packed their bags and headed to State College, Pennsylvania for Pennsylvania State University PRSSA's Regional Conference, Passport to PR. The Feb. 3-4 event provided attendees with professional development sessions, networking opportunities and lifetime memories.

The event was kicked off with a pitch competition, similar to PRSSA National's Day of Competition. The goal of the activity was to create a campaign that would fix various travel and tourism problems in fictional countries. The competition allowed attendees to stretch their creativity and problem-solving skills, as well as connect with members of other chapters.

"I think the pitch competition was beneficial for PRSSA members because, not only did it allow us to think critically about a problem, but it allowed us to interact with students who we do not normally work with or interact with," said Amanda Troncone, Chapter professional development coordinator. "The activity was important because it gives us a chance to expand our personal and professional abilities."

Day two of the event included a keynote address by Christina Cassotis, the CEO of Allegheny County Airport Authority, as well as numerous breakout sessions. The presentations captivated students with topics such as media relations, digital careers and public relations for social good. A few of the highlighted speakers were Rebecca Shapiro of Google, Zach Dugan of Ketchum and Jennifer Bullano of the Pittsburgh Penguins.

"My favorite session from Regional Conference was "The Ultimate GOAL" presented by Jennifer Bullano," said Nicole Tobias, Chapter high school initiative presentation coordinator and local events chair. "I have always loved the Pittsburgh Penguins, and it is my dream to work for them. Hearing Bullano's experiences inspired me even more to pursue a public relations career in the sports industry."

The conference also provided attendees the opportunity to learn proper etiquette with Dining and Business Etiquette Coach, Tammy Miller, as well as have professional headshots taken and have their résumés reviewed.

"ANYTIME WE GET TO GO TO A CONFERENCE AND LEARN FROM SPEAKERS FROM THE FIELD INTO WHICH WE'RE ALL ENTERING, THAT GIVES US AN OBVIOUS ADVANTAGE."

"I think it is important for public relations students to understand how to behave in business situations," said Grace Hutchison, Chapter fundraising chair. "The luncheon gave great tips on how to handle yourself when you might have lunch with your boss. I can definitely see myself using those skills in the future!"

This event provided underclassmen with an opportunity to see the benefits of professional development events – whether they be Regional or National.

"Attending Penn State University's Passport to PR reminded me that, as a public relations major, I have the amazing opportunity to choose from a wide variety of industries for my future job," said Chapter Historian Olivia Kelley. "The possibilities are truly endless."

The programming inspired many Chapter members about potential future professions, as well as what they believe may be their niche.

"I also realized that constantly learning more about the public relations field is so important," said Kelley. "This weekend, I realized that I didn't necessarily have an interest in all of the sessions that I attended, but increasing my knowledge in those areas of public relations taught me more about myself as a public relations student. It helped me think more about what I want and don't want out of my career. It was also a great bonding experience with my fellow Chapter members!"

Waynesburg University PRSSA members are already looking forward to next year's National and Regional Conferences, as well as other professional development opportunities that become available.

"Anytime we get to go to a conference and learn from speakers from the field into which we're all entering, that gives us an obvious advantage," said Maura Fenske, Chapter president. "Along with that, the larger the groups we are able to send to these conferences, the better, because that means we each take away different things which we can bring back and implement into our Chapter."



Photo courtesy of Natalie Johnston

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