

TRENDING TOPICS

The official Chapter newsletter of Waynesburg University PRSSA

January 2018

WAYNESBURG
UNIVERSITY PRSSA
AWARDED "PRSSA
CHAPTER OF THE YEAR"

CHAPTER PRESIDENT
WINS PRESTIGIOUS
SCHOLARSHIP

+ REASONS TO JOIN PRSSA
AFTER GRADUATION

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

How exciting is it that we are kicking off the new year

by winning the PRSA Pittsburgh Chapter of the Year Award, yet again? I was so thrilled when I learned that our Chapter had been granted this recognition for the second year in a row.

I could not be more proud of our Chapter and the moves we continue to make toward greatness. But as we celebrate this enormous accomplishment, this quote—one of my favorites from Oliver Wendell Holmes—has been running through my mind:

“Greatness is not in where we stand but in what direction we are moving. We must sail sometimes with the wind and sometimes against it—but sail we must and not drift,

nor lie at anchor.”

As members of Waynesburg University PRSSA, we are standing in an incredible place right now. But, as Holmes said, “greatness is not in where we stand.” We can’t “drift” and we can’t remain stagnant. We can’t pat ourselves on the back for too long. Of course, we should commemorate and celebrate this achievement, but we shouldn’t let that slow our progress.

If we want to truly be great, we have to continue moving forward: making new strides, conquering new goals and tackling new

challenges head-on.

When Amanda Troncone, Cassidy Graham and I accepted this award on the Chapter’s behalf at the Renaissance Awards, I told the crowd of PRSA Pittsburgh members and supporters that “2017 was perhaps our best year yet as a Chapter.” Not only that, but I went further when I said confidently that our Chapter is “just getting started.” I believe that with all of my heart, and I want all of you to believe it, too.

Because it’s nice to be recognized for a job well done. It’s nice to celebrate a well-deserved recognition. But it is even sweeter to let that recognition motivate you to continue to work toward greatness.

Thank you to each and every one of you. Thank you to Chapter members past and present, who have played a role in the success of our Chapter. I truly cannot stress enough the importance of your dedication and commitment to the Chapter.

And don’t forget: we are just getting started.

Best always, and with gratitude,

Maura Fenske

Chapter President

CHAPTER MEMBERS VOLUNTEER AT RENAISSANCE AWARDS

Gabrielle Coy
Special Events Coordinator

The Renaissance Awards, hosted by the Pittsburgh Chapter of the Public Relations

Society of America, are designed to celebrate the accomplishments of public relations practitioners throughout the region, by awarding organizations for innovative work in the field. This year, attendees were invited to the Heinz History Center Jan. 25, for the annual event. In attendance were six volunteers from the Waynesburg University Public Relations Student Society of America Chapter.

Chapter members were invited to work the event, assisting Jordan Mitrik, Waynesburg University alumnus, former Chapter Vice President/Firm Director and current PRSA Pittsburgh board member, who planned the event.

Vice President/Firm Director Amanda Troncone, Professional Development Coordinator Nicole Tobias, Special Events Coordinator Gabrielle Coy, Secretary Natalie Johnston, Fundraising Coordinator Tanner McKnight and Ty McElice helped with the event set-up, registration, greeting guests, handing out awards and assisting with technology throughout the night.

Volunteering at The Renaissance Awards provided Chapter

members the invaluable opportunity to network with professionals and potential connections to future internships and jobs.

“Attending PRSA events gets you internships and jobs,” said Chapter President Maura Fenske. “I got my summer internship simply through networking. I was seated at the same table as my would-be employer, and the conversation quickly took off and led to an invitation to come to the office for a visit and an interview.”

During the night, the Chapter was awarded Chapter of the Year and Chapter President Maura Fenske was also awarded the Bob O’Gara Student Scholarship award.

While the Chapter has won PRSSA awards in the past, including Star Chapter and the Dr. F.H. Teahan Outstanding Newsletter Award, the Chapter of the Year Award serves as motivation for continued hard work.

“Even though winning PRSSA awards is always an honor and very humbling, winning this PRSA award is a higher level of recognition because we are being recognized by professionals in the field who see the work we have done and are impressed by it, which is very encouraging and should motivate us to continue our hard work,” Fenske said.

CHAPTER HONORED AS 'CHAPTER OF THE YEAR'

Grace Hutchison Historian
Waynesburg University students were beginning to gather their things in preparation for the return of class Friday, Jan. 12, as winter break was drawing to a close.

That day, as her peers packed, Maura Fenske, senior public relations major and president of Waynesburg University Public Relations Student Society of America, received an email from PRSA Pittsburgh notifying her that her Chapter would be the recipient of the Chapter of the Year Award.

This was the Chapter's second consecutive year receiving the award.

"It was really exciting," said Fenske, who immediately alerted Vice President Amanda Troncone. "We really didn't expect to win again after winning last year. This is also only the second time that they've awarded this to a chapter. So to have won it both years absolutely blew us away."

Though it was the Chapter's second time receiving the award, it was the first year that Waynesburg University's Chapter had applied for the scholarship on its own accord. The previous year, alumnus and current PRSA Pittsburgh board member Jordan Mitrik had applied on behalf of the Chapter. This Chapter of the Year award was the first to be earned completely with Fenske as president.

"Last year I had only been President of the Chapter for a semester when we were awarded this, so about half or more of the work that we had done for that award wasn't under my leadership," Fenske said. "But it was still so exciting that we earned the award and that we were able to do it again."

Fenske, sent in the Chapter's application in early December, after compiling all of the Chapter's accomplishments from the calendar year, including fundraisers, community service, university service and maintaining a relationship with PRSA Pittsburgh.

"It's been a lot of work, late nights and questioning yourself, but really rewarding," Fenske said. "To be recognized by professionals who see us as a Chapter that is doing something that is important and that is strengthening our members is a huge honor."



Photo courtesy of Natalie Johnston

Fenske credits her Executive Board and the Chapter's general body members for the accomplishments that led to winning the award.

"We couldn't have won this without all of their work. I just see myself as orchestrating it. I had a hand in everything, but they took what they got and ran with it. I couldn't ask for better leaders," she said.

After accepting the Chapter of the Year Award at the Heinz History Center Jan. 25, Fenske looks forward to the future of her Chapter.

"It's something I hope to celebrate with my executive board and Chapter members for the rest of the semester," Fenske said. "Not only just to celebrate and to stop there, but to not let up just because we've won another award. That should push us and motivate us to strive for even better."

MARK YOUR CALENDAR

February

- Feb. 8:** Internship Panel at 11 a.m.
- Feb. 8:** General Body Meeting at 9 p.m.
- Feb. 22:** Red Brick Communications Meeting at 11 a.m.
- Feb. 15:** Red Brick Communications Meeting at 11 a.m.
- Feb. 22:** General Body Meeting at 9 p.m.

March

- March 1:** Red Brick Communications Meeting at 11 a.m.
- March 8:** Red Brick Communications meeting at 11 a.m.
- March 8:** General Body meeting at 9 p.m.
- March 15:** Red Brick Communications Meeting at 11 a.m.
- March 15:** Executive Board Nominations Meeting
- March 22:** Red Brick Communications Meeting at 11 a.m.
- March 22:** Executive Board Elections
- March 29:** Red Brick Communications Meeting at 11 a.m.

April

- Apr. 5:** Red Brick Communications Meeting at 11 a.m.
- Apr. 5:** General Body Meeting at 9 p.m.
- Apr. 12:** Red Brick Communications Meeting at 11 a.m.
- Apr. 19:** Red Brick Communications Meeting at 11 a.m.
- Apr. 19:** General Body Meeting at 9 p.m.
- Apr. 26:** Red Brick Communications Meeting at 11 a.m.

FROM THE FIRM DIRECTOR'S DESK



Amanda Troncone is a senior and has been the Waynesburg University PRSSA VP/Firm Director since June 2017. If you are interested in the firm, or have any questions, email Amanda at tro5212@student.waynesburg.edu

Amanda Troncone My role as Firm Director is not the only position I hold on our Executive Board. I also act as the Vice President for the Chapter, and fill in when needed.

Most of January was filled with notable achievements for the Chapter, it's members, and alumni. Andrew Cook, the Public Relations Student Society of America National President, visited Waynesburg University and the Chapter. Maura Fenske, the current Chapter President, accepted the Bob O'Gara scholarship from PRSA Pittsburgh. The Chapter was honored with Chapter of the Year Award from PRSA Pittsburgh for the second year in a row. Former Vice President/

Firm Director, Jordan Mitrik, accepted PRSA Member of the Year from PRSA Pittsburgh and numerous awards for his and his team's work with Brunner, Inc. Somewhere along way the Public Relations Week planning committee was formed and, not to mention, we started a brand new semester with new courses and workloads.

I think it is safe to say that January was a whirlwind of a great month, but I have noticed something about our members and myself.

It is super easy to get lost in the to-do lists, AP Style rules and the mountain of dirty coffee cups piling on my desk. I understand the drive to keep going and not stop because we do not have that option, but I call for a moment of silence (Don't worry—just a moment). Once we graduate, we will never be in this environment again and around the same people.

I cannot speak for all of our members, but Waynesburg PRSSA has become a huge part of my identity and my family. They have seen my failures and successes. They have been there for times of laughter and times of tears. They have seen the messy sides of me and, yet, they still amaze me at their eagerness to help, produce work and get the job done, even when I can't.

So, even in the midst of all we've accomplished and the momentum that we have created, take to reflect upon what PRSSA and what Red Brick Communications has provided for you. Just a moment, though, because we all know there is still work to be done.

Chapter VP/Firm Director

PRSSA NATIONAL PRESIDENT VISITS WAYNESBURG CHAPTER

Maura Fenske
Chapter President

Andrew Cook, a December 2017 graduate of Brigham Young University, visited Waynesburg University's campus and

completed a whirlwind tour of the region last month. Cook arrived in Pittsburgh via Greyhound Bus late Wednesday, Jan. 24, and departed in the same manner Friday, Jan. 25. Maura Fenske, Waynesburg University Public Relations Student Society of America Chapter President, and Natalie Gloady, Waynesburg University PRSSA Chapter alumna and National Publications Editor-in-Chief, played hostess for the duration of the visit.

Cook was excited to visit Waynesburg for many reasons.

"Waynesburg has established itself as one of the premiere Chapters in our Society and through my interactions with members at National events, I was really excited to learn from them and their experience as a smaller Chapter," said Cook. "After watching the Chapter's Chapter Development Session at the National Conference in Boston, and through conversations with Professor Richard Krause, I could tell that Waynesburg University PRSSA had something special about it. Making the visit gave me the opportunity to learn from these members and better understand how PRSSA can serve schools of a variety of size."

One of the main items on Cook's agenda for the trip was to attend a combined Waynesburg University PRSSA general body and Red Brick Communications meeting, which took place Thursday at 11 a.m. Chapter business was discussed first, with Fenske and Chapter Vice President and Firm Director Amanda Troncone then turning the meeting over to Cook's leadership.

Having Cook at the meeting provided an opportunity for Fenske and Troncone to evaluate Chapter members from a different perspective.

"Andrew's presence at our meeting was eye-opening because he asked questions that allowed us, as leadership, see our chapter members in a different light," said Troncone. "He asked simple questions that we don't normally think to ask the group as a whole because we know each person individually. Having those insights really helped me to see where our members are going or where they wish to be."

Cook also got to take in the Pittsburgh public relations scene for a night, as he accompanied Waynesburg University PRSSA Chapter members to the PRSA Pittsburgh Renaissance awards. He had many opportunities to network and visit with area professionals and students with whom he has developed relationships over the past few years, and he was also able to celebrate alongside Chapter members as they accepted the PRSSA Chapter of the Year award and Fenske's Bob O'Gara scholarship.

This trip to Waynesburg won't be Cook's last.

"I loved the intimate feel and how everyone seemed to be connected," said Cook. "What a wonderful environment for PRSSA! The buildings are so beautiful and you definitely get a feel for how close of a community exists at Waynesburg just from walking around the campus. I can't wait to visit again."

CHAPTER PRESIDENT AWARDED PRESTIGIOUS SCHOLARSHIP

Teghan Simonton
Public Relations
Director

For Maura Fenske, Chapter president of the Waynesburg University Public Relations Student Society of America, the public relations field is more than a career

choice. It is a passion. This month, Fenske was rewarded for that passion and dedication, in the form of the prestigious Bob O’Gara Scholarship, awarded by PRSA Pittsburgh.

“Winning the O’Gara scholarship is such an honor,” said Fenske. “To be recognized as an outstanding public relations student in a region where the field is so competitive is really humbling. I owe it all to my professors and Chapter members, past and present, who have helped me and motivated me to work hard, stay with it and become the best future professional I can possibly be.”

According to the PRSA Pittsburgh website, the award recognizes students pursuing careers in public relations who demonstrate

“highest academic performance, understanding public relations practices and commitment to the public relations profession, leadership and citizenship.” The scholarship will go toward Fenske’s final semester at

Waynesburg University. Fenske said the application included four personal statement essay questions and two letters of recommendation.

“I actually applied for this award last year and was not granted it, which not only made the applications process that much easier but also makes winning that much sweeter and more rewarding,” she said.

Fenske is elated to receive the honor. She cites her heavy involvement in Waynesburg University PRSSA and her close ties to PRSA Pittsburgh professionals for preparing her for the field.

“Becoming involved in PRSSA and PRSA at the Regional and National levels is vital to strengthening yourself as a student and as a professional,” said Fenske. “Through attending many PRSSA- and PRSA-sponsored events, I have built great personal and professional relationships with members of chapters of both organizations all over the nation. These individuals have served as my mentors and have given me great examples to follow as I start my career in public relations.”

Fenske was formally presented the scholarship at the PRSA Pittsburgh Renaissance Awards Jan. 25. At the event, she was able to not only accept the award, but also represent the Chapter.

“Any recognition that comes from an outside source is always meaningful for our Chapter,” she said. “This award is especially prominent because it comes from PRSA Pittsburgh, a professional organization. Waynesburg is already recognized in this community, which is a testament to the strength of our program, and this award only heightens the reputation of our Chapter and department, as well as the university as a whole.”



Photo courtesy of Natalie Johnston

REASONS TO JOIN PRSA AFTER GRADUATION

Nicole Tobias
Professional Development
Coordinator

Fortunately for public relations students, Public Relations Society of America can serve as an incredible

outlet to help young professionals grow, even after graduation. While joining PRSA may seem like too much of a time commitment in the midst of adjusting to the professional world, paying off student loans and other strenuous occurrences that happen in life, there are various reasons why you should consider joining PRSA after graduation. Here are just a few:

To continue your education.

Learning does not stop once you graduate from college. The world we live in constantly evolves and changes every day. Keeping up with these changes enhances your professionalism and skill set. PRSA offers a plethora of opportunities for you to further your education, such as webinars, conferences, workshops and more.

To gain access to advantageous resources.

Just as PRSSA has their membership benefits, PRSA members also reap several benefits. The Issues & Trends newsletter, Strategies & Tactics newspaper, webinars, MyPRSA and PRSay blogs are some examples of the resources PRSA provides to their members.

To connect with other members.

PRSA provides several opportunities to connect with fellow professionals locally and nationally. Whether at PRSA International Conference (ICON) or at an after-work event hosted by your local Chapter, there is always an opportunity to engage with individuals in your field. Members can also engage digitally through PRSA’s private online community.

To give back.

More than likely, a professional has served as a mentor or an inspiration to you during your time as a student. Now is your time to guide those who look to you for assistance and advice. You can do this by seeing what PRSSA Chapters are in your region and joining a mentorship program if your Chapter has one.

Sweetie Boxes

WAYNESBURG UNIVERSITY
PRSSA Public Relations
Student Society
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. 12 through Feb. 14 from 11 a.m. to 2 p.m. and 5 p.m. to 8 p.m., on the first floor of Stover. The treats include 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 Tanner McKnight at mck1951@student.waynesburg.edu.

CHAPTER TO BRING BACK SWEETIE BOX FUNDRAISER

Chad Walker
Treasurer

The Waynesburg University Public Relations Student Society of America Chapter is starting 2018 off with a

Sweetie Box fundraiser. The boxes will be sold in Stover Feb. 12, 13 and 14.

According to Tanner McKnight, fundraising coordinator, this initiative began last year. The idea was created by former Waynesburg University PRSSA Vice President and Firm Director Cassidy Graham.

"Last year we had candy and baked goods that the patrons could put in the box. Also, with the boxes the patron got to decorate the box however they wanted," said McKnight. "It was a great fundraiser for Valentine's Day week, [and] it was nice to see people participating and giving back to PRSSA."

The boxes will be sold for \$5 to people who want show love to their significant others or friends. According to McKnight, Sweetie Boxes are PRSSA's way of helping others spread positively and love.

"PRSSA is an organization that wants to build relationships with the students on campus," said McKnight. "Building relationships is what public relations is all about, and this

fundraiser gives us a better understanding of what our students enjoy and what they will participate in during the future."

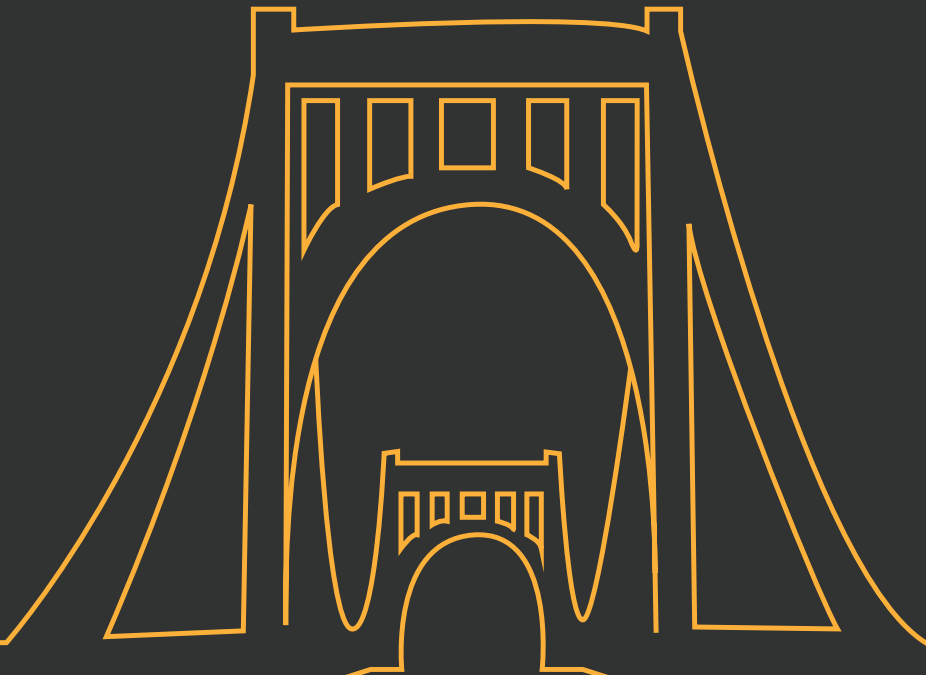
This isn't the only fun idea in PRSSA's fundraising playbook. There will be many more fundraisers coming during Spring 2018 semester.

"Some of the other fundraisers that we will be doing this semester include the cornhole tournament and the Krispy Kreme fundraiser, but there may be a few more with the help of our students and seeing what they like," said McKnight. "These fundraisers are fun and entertaining so our organization hopes for a great turnout."

This is McKnight's first year as Chapter Fundraising Coordinator. He said he is proud of his progress thus far on the Executive Board, and is looking forward to learning more this semester.

"Some of the challenges that I have faced so far is just being inexperienced with this position. But, also generating new ideas for fundraisers," said McKnight. "I hope as time goes on these two things won't be an issue because I will be more experienced."

What makes a Chapter of the Year?



Chosen by members of
PRSA Pittsburgh

Within three hours of driving
distance to Pittsburgh

Vested interest, enthusiasm and
commitment to be a student of PR

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, Teghan Simonton, 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, Amanda Troncone, for more information.

FORUM TEAM PREPARES FOR NEXT ISSUE

Teghan Simonton After a full semester hosting the Public Relations Student Society of America's

national newspaper, FORUM, Waynesburg University PRSSA is delighted with progress thus far. Natalie Gloady, recent alumna of the Chapter and PRSSA National Editor-in-Chief, said her team members have overcome every obstacle to produce exemplary work for the organization.

"I honestly don't see any challenges for our team," said Gloady. "I believe that everyone brings different strengths and skill, and that has allowed us to build diverse, eclectic issues of FORUM. I believe our team works well together and that everyone has definitely contributed to each issue thus far."

PRSSA National's FORUM team includes Chapter President Maura Fenske, who serves as a copy editor, Public Relations Director Teghan Simonton, content & graphics coordinator, Olivia Kelley, editorial assistant, and Sam Chadwick, advertising manager. Gloady said the successful production of FORUM is another accomplishment for the Chapter.

"Being able to host FORUM is just another accolade for the Chapter," she said. "It has allowed the Chapter to increase their national visibility, as well as strengthened its résumé. I also believe the drafting, editing and writing process has impacted how the Chapter produces their own content."

Gloady's team has produced two issues of the thrice-yearly publication, and will produce the final issue of the academic year during the Spring 2018 semester. She is looking forward to creating work just as "diverse, factual and educational as the other issues." After the end of this academic year, Gloady and her team will help prepare the next Editor-in-Chief.

Overall, Gloady is grateful to have gotten the Chapter involved in PRSSA on a national scale.

"Getting involved in PRSSA beyond the



"BEING ABLE TO HOST FORUM IS JUST ANOTHER ACCOLADE FOR THE CHAPTER."

Chapter level is so important to preparing for a job or internship," she said. "By contributing to national publications and getting involved in national initiatives, students genuinely do have the opportunity to enhance their education, broaden their networks and launch their careers."

Even for students outside of her team, Gloady recommends engaging with and contributing to PRSSA's national publications – something Waynesburg University Chapter members frequently do.

"You have the opportunity to build your portfolio with nationally published pieces, connect with professionals across the country, and prepare yourself for a job or internship while writing about topics that interest you most," said Gloady. "I'd definitely call this a win-win."

Connect With Us!

Contact Teghan Simonton by emailing sim6628@student.waynesburg.edu if you would like to write for Trending Topics!

@wuprssa
wuprssa.com
facebook.com/wuprssa
wuprssa.wordpress.com
www.redbrick1849.com



DEPARTMENT OF COMMUNICATION TO HOST INTERN PANEL

Amanda Troncione
VP/Firm Director

Waynesburg University's
Lambda Pi Eta Chapter
is hosting an Internship

Information Panel for the Department of Communication to showcase the importance of internships in an education. Chapter and other Department of Communication members are scheduled to share their experiences Thursday, Feb. 8.

Lambda Pi Eta, the official communication studies honor society, is continuing their tradition of the internship information panel because it has proven to be beneficial for PRSSA and department members to learn more about the internship process in the department and hear from current students about their internship experiences.

"As members of Lambda Pi Eta, it's our job to set an example and help each other succeed in the communication field," said Teghan Simonton, who serves as president of Lambda Pi Eta and Public Relations Director for the Chapter. "With this panel, we have the chance to share our real-world experience with students who are just starting out, helping to guide them to make the best decisions for them. Internship experiences are the first time students really get to go into the world and show what they can do--this panel give us the chance to help them be the best they can."

Not only will Simonton be sharing about her experience this

summer at the Pittsburgh Magazine, but others from different department majors and experiences will be speaking as well. The panel will address topics such as doing an internship during the school year, taking an internship that is not in your major and even completing an internship across the country.

"I hope the panel helps students open their horizons a little, to see that they really have so many options out there," said Simonton. "A lot of people sell themselves short. On this panel, we have students who put themselves out there and really challenged themselves--that's an important standard to uphold."

Waynesburg University Department of Communication students are required to complete an internship in order to graduate. There is also a high value placed on experience outside of the classroom.

"Especially for communication students, real-world experience is the most important thing. Potential employers want to see that you've been tested and you can hold up under pressure. Internships also give us the opportunity not only to prove ourselves, but to learn new skills that the classroom inevitably leaves out," said Simonton. "They give us a more comprehensive education. Plus, they show people in all different markets the kind of quality work that Waynesburg students are capable of."

INTERNSHIP SPOTLIGHT: AUDREY DOMASKY

Tanner McKnight
Fundraising Coordinator

The first time Audrey Domasky was introduced to the Silver Ring Thing, a Christian non-

profit that puts on concerts and discusses different youth-related topics, was in sixth grade, but before her senior year of college, she had the opportunity to see a whole different side of it.

"They challenged me in my career," said Domasky senior public relations student. "But they also challenged me in work related topics and in my faith."

The program is mainly geared towards middle and high school students. During Domasky's time as an intern for the Silver Ring Thing in summer 2017, she found herself directly contributing to the programming process.

Domasky said her supervisors helped her grow more in the public relations field and in her faith with the duties she was assigned. Some of the duties included creating content for the tour teams—promoting the upcoming tour and with social media posts and other materials.

Also, during her time at the Silver Ring Thing, Domasky wrote

a grant proposal to help the organization receive funding for more projects. Domasky said the process was very involved, as before writing the grant, she also had to research potential donors and other grants that could be applied for.

Domasky also helped with development by attending a conference in Michigan to build connections with pregnancy centers to help build partnerships and spending a lot of time making social media posts for the merchandise sold at the concerts.

Domasky's favorite aspect of the internship experience was the overall atmosphere. One of her favorite memories included 'Motivation Monday' which included her supervisor asking questions, or having a quote or a bible verse presented to her and her coworkers. She also described a time when her supervisor brought in a piñata to celebrate the hard work they had done.

After completing her summer internship at Silver Ring Thing, Domasky is excited to see what the future holds. She knows her passion lies with Christian ministry, and she is looking forward to utilizing her public relations education to pursue that calling.

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