

TRENDING TOPICS

The official Chapter newsletter of Waynesburg University PRSSA

March 2018



**CHAPTER LEADERS
ATTEND NATIONAL
ASSEMBLY**

**CHAPTER ALUMNA
WINS NATIONAL
AWARD**

**+ TIPS TO IMPROVE YOUR
WRITING SKILLS**

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

Is it just me or is spring break every year

just a tease of summer? How unfair that we have to come back and finish out the busiest part of the academic year after a week of fun in the sun!

Still, we must finish strong, no matter how much we would rather just give up and drop out—like many of us not-so-jokingly joke about doing. I'd like to share three of the best ways I have found to beat that infamous spring semester burnout:

Prioritize.

At the beginning of each day, write a to-do list. First write down the tasks that you absolutely must complete that day, such as an assignment due in class the following morning. Next, write down the tasks that would

be best accomplished today, but that are not absolutely detrimental if saved for a different day. Finally, write down the smaller, less crucial things that you should do within the next two or three days should you have time to complete them.

Try not to procrastinate.

Easier said than done — trust me, I know. If you put off big assign-

ments or tasks until the last minute, you are not only jeopardizing your grade, but you are also putting far too much pressure on yourself. Just because you work best under pressure doesn't mean that you should wait to start your end-of-semester project a day before it's due. The stress isn't worth it. Instead, plan ahead and break up your assignments into smaller, more easily digestible chunks that you can accomplish in the days leading up to the due date. That way, you won't feel as though the deadline is closing in on you; or if you do, you know that you already have much of the assignment finished.

Take time for yourself and go outside.

Spring semester is, personally, my favorite. On many days, the sun peeks out and brightens campus, which entices students to leave their dorms and spend time outside. Don't hesitate to join them. Even eating your lunch at a picnic table or taking a phone call outside is a great way to break up your day and breathe some new life into your daily routine.

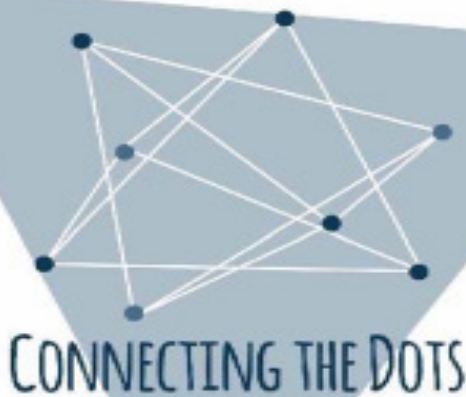
Good luck beating the burnout. I know you can do it.

Best always,

Maura Fenske

Chapter President

PUBLIC RELATIONS WEEK



APRIL 12 AT 11 A.M.

BUHL 416



West Virginia University
REED COLLEGE OF MEDIA

CHAPTER LEADERS ATTEND NATIONAL ASSEMBLY

Grace Hutchison As Maura Fenske, Chapter president of Historian Waynesburg University Public Relations Student Society of America, attended her third National Assembly event during spring break as a non-voting delegate, she felt “reflective.”

“The whole time in the back of my mind I was thinking to savor it,” Fenske said.

Fenske, who has attended a total of six national PRSSA events, travelled to Miami, with Vice President and Firm Director Amanda Troncone for National Assembly March 8-11.

Assembly featured two keynote speeches, a public relations-campaign creation competition and the formal voting process to elect new National Committee members and approve changes to national bylaws. According to Fenske, the event was busy, yet productive.

“It was overwhelming but such a great time,” she said. National Assembly included opportunities for chapter leadership to attend training as well as network with one another. Fenske uses these networking opportunities with fellow students to ask specific questions, tailored to each chapter.

“I always say that I have learned more from other chapter leaders than professionals,” Fenske said. “It’s not that the professionals aren’t wonderful, it’s just different. Chapter development really comes from learning from the successes and failures of other chapters.”



Photo courtesy of Maura Fenske



Photo courtesy of Maura Fenske

She speaks to other chapters, both giving and requesting advice for engaging members, recruitment and fundraising. “It’s a great way for us to bounce ideas off of each other, and we all have our own tactics and activities that work in our chapters,” Fenske said.

In addition to the networking opportunities, Fenske said the National Assembly programming was stellar.

The opening night keynote speaker, Tina Elmowitz, spoke of her “public relations story,” according to Fenske, which included vast experience in a variety of organizations within the Miami area.

“It was a great opening night message to get things kicked off,” Fenske said. “It’s always inspiring to hear from people who have been in the field for so long and are still so passionate about it and they turn it around and give some of their experience to us as students.”

The annual National Assembly voting meeting, which was held March 10, had a new update with electronic voting technology, provided by Ohio Northern University.

The new technology allowed the delegates to push a button to vote for a candidate instead of counting the hand-written votes of 350 delegates for each position. Though the system had technical difficulties early in the day, the issues were resolved.

“The electronic system sped up the process and will continue to as the process gets tweaked and the bugs get worked out,” Fenske said.

As Fenske left her final national event and said goodbye to the friends she made through her involvement, she reflected upon how they have “sparked [her] passion for the field”.

“National Conferences and Assemblies have been a wonderful learning opportunity for me to grow,” Fenske said.

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 Around a year ago, I was elected to the position of Vice President and Firm Director for our Chapter. I remember feeling so excited and nervous for the upcoming year. Now that we are coming to the close of that year, that excitement has transformed into awe.

This Chapter and its members continually surprise me. The amount of work and enthusiasm that members bring to Waynesburg University Public Relations Student Society of America and to the firm is inspiring. I am impressed that there is a clear vision for this Chapter and the newly elected leadership reflect that vision.

Anyone in any leadership position understands that as you learn more about the people you are leading and about yourself, the more perspective you gain. Last year, I came into this position with many ideas goals, but the reality is that you must take care of your people first. The goals are always achieved and the to-do always gets done, so long as the people around you are thriving.

My perspective, after leading the firm, travelling to National Conference, presenting a Chapter Development Session, representing the Chapter at National Assembly, planning PR Week and the countless other daily responsibilities that I complete, has shifted from being eager to being proud.

I am so proud of everyone who has stepped in the past year to change the Chapter for the better. I am very proud for the work that Maura Fenske, our president, has achieved, and I am proud to call Waynesburg PRSSA my home Chapter.

Somewhere along the way, my journey through PRSSA no longer became about me. It became about everyone around me and what we were doing together.

Each year, the Chapter comes to this crossroads, where we have to decide the direction that we are to go. I hope this year at this crossroad, we continue our uphill climb. The Chapter has had our fair share of accomplishments, but there are always many aspects of our Chapter that can be improved, and I am so excited to see what the new leadership achieves.

A handwritten signature in cursive that reads "Amanda R. Troncone".

Chapter VP/Firm Director

WAYNESBURG PRSSA ELECTS NEW EXECUTIVE BOARD

Amanda Troncone It is that time of year again: when VP/Firm Director Waynesburg University Public Relation Student Society of America elects their new executive board. This year's election showcased that the vision and mission of the Chapter is as strong as ever. Almost every candidate spoke of the importance of recruitment and the continuation of our star Chapter tradition of excellence.

The Executive Board for the 2018-2019 school year is as follows:

- President: Nicole Tobias
- Vice President and Firm Director: Gabrielle Coy
- Public Relations Director: Teghan Simonton
- Treasurer: Chad Walker
- Historian: Grace Hutchinson
- Special Events Coordinator: Natalie Johnston
- Professional Development Coordinator: Ty McEliece
- Fundraising Coordinator: Tanner McKnight

Most of the elected leadership currently serve on the 2017-2018 Executive Board, and those leadership experiences will serve as helpful for upcoming year.

"It seems like there is only a large Executive Board turnover about every two to three years, so we are headed into one of those off-

years where the board is staying mostly the same, except for the addition of Ty McEliece and the departures of Amanda and me," said Maura Fenske, current Chapter President. "I really think this will help our Executive Board, since they are a young group and have already served together for one year. I know that those who were elected will do a great job in the year to come."

Nicole Tobias, current professional development coordinator, ran for the position of Chapter president with goals to achieve Star Chapter Award, host another Regional Conference, recruit new members and reestablish committees. She said Chapter needs will always be addressed first, and her ultimate goal is to see the Chapter succeed.

"I know there will be challenges I will face, especially when I first begin and am doing almost everything for the first time, but I am looking forward to learning and growing in this position," said Tobias. "I absolutely have to credit my current and former Chapter members for seeing something in me that I could not and motivating me to work hard for my aspirations."

The secretary position for the 2018-2019 is still open. For more information, contact Maura Fenske, at fen7280@student.waynesburg.edu.

PRSSA MEMBERS ASSIST UNIVERSITY CHARTER DAY EVENT

Maura Fenske
Chapter President

Waynesburg University celebrated Charter Day Tuesday, March 20, with its annual convocation in Roberts Chapel. The day marked the 149th anniversary of the charter of the university, which led to its founding.

Each year, students from the Department of Communication, specifically those within the public relations program or those taking public relations courses, are enlisted to help with the execution of the event. Charter Day is perhaps Waynesburg's most significant and best loved annual celebration, making it the ideal special event for public relations students and members of the Waynesburg University Public Relations Student Society of America Chapter to not only observe, but actually facilitate.

Waynesburg University event planner Mary Fox said that public relations students serve as the primary type of student volunteer for Charter Day.

"Public relations and Department of Communication students are required to take classes that have a special event focus," said Fox. "This provides my staff with students that understand the varied needs of an event like Charter Day."

Chapter Professional Development Coordinator and public relations sophomore Nicole Tobias worked Charter Day this year, making it the second year she participated in the event.

"Charter Day is a great way for public relations students to network and interact with alumni and guests who come back



to celebrate as well as other students and staff on campus they may not see too often," said Tobias. "The event is also a chance for students to take a moment and reflect on the university's growth from 1849 to now."

Charter Day is just one of many opportunities to gain hands-on experience that the Chapter provides its members each year. Not only does this experience help develop members as professionals, but it simultaneously provides the university with the volunteers they need for this celebration.

"Our office can provide real world experience in taking part in what goes on behind the scenes in event planning, putting the event into motion, and evaluating the successes and, hopefully not often, failures of the event," said Fox. "I welcome feedback from student volunteers. I value how they view our event execution."

MARK YOUR CALENDAR

April

- Apr. 5:** Red Brick Communications Meeting at 11 a.m.
- Apr. 5:** General Body Meeting at 9 p.m.
- Apr. 9-13:** PR Week
- 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.

May

- May 4:** Semester ends
- May 6:** Baccalaureate Service at 11 a.m.
- May 6:** 167th Commencement at 2 p.m.

CHAPTER TO PRACTICE CORPORATE SOCIAL RESPONSIBILITY

Teghan Simonton Approaching graduation in April 2017, Public Relations Director
Waynesburg University alumna Natalie Gloady thought her journey with the Public Relations Student Society of America was, sadly, coming to an end.

Then she was approached with an opportunity to join PRSSA National Committee, and everything changed.

Gloady, who was formerly Wayneburg University PRSSA's Public Relations Director, took on the role of PRSSA National Editor in Chief. She was charged with putting together a FORUM editing team and subcommittee to manage PRSSA's official blog, Progressions, and the national newspaper, FORUM. This she did, in addition to being enrolled in Wayneburg University's MBA program and working full-time at MINE, a small agency.

This month, Gloady was recognized for her tireless hours of work, when she was named the recipient of the Elaine Averick Award for National Committee member of the year.

"It's incredible," said Gloady. "Receiving this honor is the icing on top of a phenomenal, life-changing year. This honor, in a sense, further solidified that I made the right choice in bidding for the Editor in Chief position a year ago."

Gloady received the award in early March at PRSSA National Assembly, in Miami, Florida. For her, the award was the result of a year of hard work. Reflection on her time on National Committee, Gloady is grateful for the experiences more than anything.

"I'd have to say that I have two favorite pieces of my time on National Committee," she said. "The first is the relationships. Having the opportunity to build such great relationships with the

other members of the National Committee and the members of the Society has been incredible. Being able to hear their stories and watch them grow has helped me grow, and knowing that I may have been a stepping stone in their professional careers is rewarding. The second would be seeing the Society grow. PRSSA has hit so many 'firsts' this year and knowing that I had a hand in many of these projects makes me so proud."

Gloady said PRSSA is more than just an organization to her, and she is honored to have been able to serve.

"PRSSA means so much to me," she said. "It's family, friends and laughter. It is personal, credible and provides opportunities. PRSSA has not only broadened my network, enhanced my education and launched my career, it has given me some of my closest friends. It has helped develop me into the person that I am today."

Gloady also cited her parent chapter, Wayneburg University PRSSA, for shaping her and preparing her for success on National Committee.

"Without the support and opportunities presented to me by the Chapter," she said. "I would have never had the confidence to take on a role this large, as well as serve the Society for as long as I have. I am so grateful for the past five years and cannot wait to see where PRSSA National and Wayneburg University PRSSA grow in the future."

After Gloady completes her time on National Committee, she plans to join a chapter of the Public Relations Society of America. She wants to become involved in the New Pros Section and the Champions for PRSSA, and she is also planning to earn her Accreditation in Public Relations.

TIPS TO IMPROVE YOUR WRITING SKILLS

Teghan Simonton During the semester, we spend a lot of Public Relations Director time writing - essays, blogs, articles, reflections and more. Often, though, we complete these assignments passively, without putting much thought or care into them.

Despite this tendency, it is increasingly important for public relations majors--and all professionals in the communication realm--to bolster their writing skills. In fact, numerous guide books and how-to tips have been published in recent years to help developing writers along. Here are some quick tips to improve your writing, one step at a time.

Read.

You've heard it before. The first and most important step to improving your writing is to read. Consume everything you can, especially pieces written for your desired field. This will help you become fa-

miliar with AP Style and tone. Reading good writing will also inspire your own creativity and make you more willing to practice.

Walk away.

For the purposes of efficiency, we often try to complete entire projects in one sitting, even if it means staring at a screen for an hour. This method is misguided though, because you will often make errors and leave out key information. Write your initial ideas and then walk away for awhile. Your piece will be even better if you come back to it with fresh eyes.

Practice.

It is easy enough to practice during the semester or during work hours, but real progress occurs when you are given the freedom to experiment. Write for your own enjoyment to gain more practice. In the end, it will help your business ventures.

Marketing Tips for St. Patrick's Day

Make it Green

Dying food the color green has become a great gimmick for celebrating St. Patrick's Day. Krispy Kream colored their signature glazed doughnuts green for the holiday.

Themed items

Offer exclusive items during the holiday. Have specialty food/drinks that only run during the holiday. For example: McDonald's limited-edition Shamrock Shake.

Using a new Hashtag to Celebrate

Create customer interaction with a new hashtag to show their participation in the holiday event/contest. Jameson tells customers to "simply submit a photo of you and your mates cheers'ing your Jameson, and use the hashtag #CheersYourJameson and tag your location."

#clover, #green, #Ireland, #Irish, #KissMeImIrish, #leprechaun, #parade, #shamrock, #stpattys and #stpatrickspatrade

Add some Trivia

Add some fun trivia about the history of the holiday. Oxford English Dictionary online set up a quiz for St. Patrick's Day.

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.

CHAPTER VP RUNS FOR NATIONAL COMMITTEE

Teghan Simonton | Waynesburg University
Public Relations | Public Relations Student
Director | Society of America is

constantly striving to expand its reach and influence, and was even represented in the 2018 National Committee elections. Amanda Troncone, Chapter vice president and firm director, ran for the position of Vice President of Career Services.

Troncone said she chose to run for the position because she saw a need: after noticing the PRSSA Internship Center was lacking, she decided she wanted to help. She filled out an application, in which she was asked to reflect upon her experiences as a PRSSA member and show her Chapter involvement. She wrote a platform and essay to describe her leadership style and submitted a letter of recommendation. Then, on the Saturday of National Assembly, she presented a five-minute speech.

Troncone said the application process challenged her both professionally and personally.

“The biggest challenge is that there is a long wait period between when the application is turned in and National Assembly,” said Troncone. “In that time, I particularly faced challenges and opportunities that had me question my decision, simply because I felt like I was not good enough.”

In the end, Troncone was not named Vice President of Career Services, but she feels more confident and prepared for the professional world given the experience.

“The most rewarding part followed that challenge, because in that process, I really learned to value myself and trust in my experiences,” she said. “Even though I didn’t get the position, I know that I did my best and I truly believe in the society.”

This is Troncone’s second year applying for a National Committee position – a process she hopes many Chapter members will undergo in the future.

“I definitely encourage Chapter members to consider this process,” she said. “I had the privilege of running two years in a row and that experience has allowed me to grow in ways that I didn’t even realize were possible. That growth isn’t always something one sees as it is happening, but once outside the election and looking back, it is evident.”

Reflecting on lessons learned, Troncone said she is grateful for the experience of running and being involved with PRSSA on a larger level.

“I learned more about myself and my strengths and weaknesses,” she said. “I learned the value of preparation. I learned that positions and leadership roles shouldn’t define you, but that you should still try. If you truly care about PRSSA and the direction that it is heading, running is a sign of respect.”

Indeed, as Troncone prepares to graduate this December, she can’t imagine her experience at Waynesburg University without PRSSA. But one thing that running for National Committee has taught her: the society reaches far beyond her home Chapter.

“In both of the times that I have run, my mindset has changed and I have been able to see the bigger picture of PRSSA more easily,” she said. “It is not just about Waynesburg’s Chapter. We aren’t the only chapter. It is about the 10,000 other students who are thriving as much as we are.”



Connect With Us!

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

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www.redbrick1849.com



CHAPTER ALUMNA WINS NATIONAL AWARD

Gabrielle Coy
Special Events Coordinator

Waynesburg University's
Public Relations Student
Society of America Chapter

will host its seventh annual Public Relations Week from April 9 to 13. The event will feature professional development activities and speakers from varying public relations backgrounds.

But along with these events, the Chapter will be participating in a corporate social responsibility initiative during the week, partnering with local organizations to create a closet for Greene County community members to find professional clothes.

Specifically, the Chapter will be donating gently used professional clothing items to the Greene County Career Link Dress for Success Program and Catholic Charities to address the need in Greene County, according to Chapter Vice President Amanda Troncone.

"I've always said that it is important to give back to a community who is constantly giving to us, but I think this particular initiative is important," said Troncone. "Some people do not have access to professional dress and unfortunately, cannot always afford it. We have the resources and network to do something like that."

When creating the CSR initiative, the Chapter looked to create

a program that would align with Waynesburg University's mission, as well as the purpose of the Chapter.

"We tried to choose an initiative that was within our mission as a PRSSA Chapter and assisted the county in a meaningful way," Troncone said. "The idea came up during a brainstorming session and it stuck because we are a pre-professional organization helping students prepare for a career, and by providing these clothes to the community, we are equipping them to do the same."

Donations will be accepted from April 3 to 13 on the fourth floor of the Buhl Humanities Building. At each PR week session, there will be a place for clothing to be collected. Another collection box will also be placed in a common area on the floor starting April 3.

The initiative is not only targeted at helping the community but is also designed to develop the Chapter's skills at creating a successful CSR event – an important part of planning special events.

"It is important that PRSSA conduct a CSR event because it speaks not only to Waynesburg University's mission, but to the public relations profession as well," Troncone said. "We continually work with clients who are hosting CSR events and promoting similar events, so it only seems natural to add this programming the PR week programming."

WAYNESBURG PRSSA JOINS FIGHT AGAINST CANCER

Nicole Tobias
Professional Development
Coordinator

Waynesburg University will
host its 11th annual Relay for
Life Sunday, April 15. Various
organizations and teams on

campus will gather in the university's Johnson Commons to participate in the event.

Waynesburg University Public Relations Student Society of America will be participating in Relay for Life, once again, by having a table and participating in various activities throughout the day. These activities will include the Mr. Relay, Road to Recovery competition, the lipsync battle and the luminaria ceremony to celebrate those who have battled cancer.

This year's theme for Relay for Life will be "One Wish, Two Wish, I Wish, You Wish for a Cure."

"To participate in this theme, teams had the opportunity to choose a Dr. Seuss book, and base their table, activity and fundraiser on that book," said Gabrielle Coy, Special Events Coordinator for the Chapter. "Our table, activity, and fundraiser will be based on the book 'Horton Hatches the

Egg.'"

Last year, Waynesburg University PRSSA sold bottled water during the event and was successful in fundraising. For this year's fundraiser, Coy hopes to incorporate the theme into the Chapter's fundraiser.

"We haven't nailed down the details for the day-of fundraiser yet, but I would like to stick within the theme of 'Horton Hatches the Egg,' and possibly incorporate parts of that story into what we sell," she said.

The Chapter's fundraising goal is \$200, Coy is aiming for an even greater number.

"Our success in fundraising is dependent on a few things, like the weather, the overall turnout and the contributions of our Chapter members," said Coy. "Overall, we've been successful, but I would like to see us, and the event as a whole, raise more money for the American Cancer Society and the causes it supports."

For more information about Relay for Life, please contact Gabrielle Coy at coy7702@student.waynesburg.edu.

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of America