

TRENDING TOPICS

The official Chapter newsletter of Waynesburg University PRSSA

October 2020



All masked up and ready to go!

Meet the New Executive Board! **WUPRSSA Merchandise**
for sale

WU PRSSA Celebrates September as Ethics Month

WAYNESBURG UNIVERSITY
PRSSA Public Relations
Student Society
of America

**Summer Internship
Spotlights!**

Countdown to ICON 2020

A LETTER FROM THE PRESIDENT



Adrian Barnhart

Chapter President

When I attended my first Waynesburg University PRSSA meeting the Spring of my freshman year, I never imagined I would be a future president. If you had asked me at the start of last school year even, I would still not have imagined this. However, plans change, everything happens for a reason and I have to trust that I was voted into this role for a good purpose.

Last year, our Chapter had many accomplishments. We earned another Star Chapter Award; we won our fourth consecutive PRSSA Chapter of the Year at PRSA Pittsburgh's Renaissance Awards as well as an Award of Merit for the COM 3:1 campaign. Last year's Chapter president, Nicole Tobias, was recognized as the Bob O' Gara scholarship winner.

Those accomplishments alone are a lot to live up to without considering the impact of COVID-19.

Going into this year, I knew the greatest challenge would be moving our Chapter and its activities online. I excessively worried about the adaptation, however, my fellow executive board members have made it much easier by consistently showing up with strong ideas, motivational enthusiasm and fresh perspectives.

Our meetings have been moved solely online and are running smoothly. We are collaborating with other organizations for online fundraising. We are hosting virtual events to build upon our members' professional development. We are inventing and testing new ways to recruit potential members. Overall, we are becoming better communicators and continuing to raise the bar for Waynesburg University PRSSA.

Most of our Chapter consists of newer members who have only been with us for one year or less. Continuing with this year, I want to take our Chapter back to its core. I want us to revisit our founding and understand the Society better as a whole. There are a lot of components to PRSSA and with it confusion; I want to bring our Chapter back to full certainty and confidence. I want each of our members to be able to answer the question, "What is PRSSA?" By doing so, I hope we will be able to set an example for future leaders of the Waynesburg University PRSSA Chapter.

Amongst all the excitement and chaos this year will bring, I am most looking forward to helping members of our Chapter, new and current, find a connection between their fields, public relations and PRSSA. I appreciate all the hard work that has been put in thus far, but we've only just begun!

Sincerely,

Adrian Barnhart

Adrian Barnhart is a senior business management major with a public relations minor. Outside of PRSSA, Adrian is also involved with the University's Mad Anthony Yearbook, Peer Leaders, and Sting swing, the University's west coast swing dancing club.

Meet the *NEW* Executive Board!



Adrian Barnhart
President



Deanna Nagel
Vice President/ Firm Director



Emma Herrle
Public Relations Director



Madison Strunk
Executive Administrator



Jacob Nicholas
Treasurer



Emmalie Hardacre
Chapter Development Director

Mark your CALENDAR

October

Oct. 1: General Body Meeting
Oct. 4-18: WUPRSSA merchandise
available for purchase
Oct. 26-29 : Virtual International
Conference

November

Nov. 9-13: Virtual PR Week!
WU Day of Giving

FROM THE FIRM DIRECTOR'S DESK



Deanna Nagel

Chapter Vice President/Firm Director of Red Brick Communications

I came to Waynesburg University as a sophomore transfer not knowing anyone. I only knew my roommate and that my major would be public relations. Fast-forward to the present, and I am now a senior public relations major with many friends. I have Red Brick Communications and the Chapter to thank for that. This will be my third year involved with the firm and Chapter, and each year I have gained more experience and met many new people. My goals for Red Brick this year reflect everything that I have found to be helpful along with the mission statement of Waynesburg University.

Learning

One of my goals for this year is to help the firm members get the most out of their time in the firm. Red Brick is a great learning opportunity and gives members a sense of what it is like to work for a firm and have a client. Firm members have a chance to showcase their abilities to real clients who can give them feedback. My goal is for each member to have a few pieces of work to put into their portfolio by the end of the year. Many students come into the firm or Chapter not knowing much about pro bono work or non-profit public relations. This is a great learning experience for newcomers or students that are looking for their perfect major. Just like any other academic club, there is always extra work to be done or an extra hand to be needed in a project and that is where the real experience comes in. Each firm member will learn how important creating these mutually beneficial relationships really can be and how they may be helpful down the road.

Service

Red Brick serves the non-profit organizations of Greene County. This year we have extended our services to more clients meaning we will be able to do more or newer projects. We pride ourselves on the pro bono work that we do; we hope that this enforces our members with the Waynesburg University mission statement of faith, learning and service. We are planning one to two service projects this year to help the community of Waynesburg, like cleaning up of the Unity Trail or helping those in need throughout the community. My goal is for new members to leave this year knowing they served the community. After spending time in Greene County, it is hard not to fall in love with the people and the businesses here. That is why I am excited for this year to start.

Overall, I have a great belief that Red Brick is going to have a memorable year. I hope each member learns new skills, has new experiences and build mutually beneficial relationships that will allow them to excel outside of the classroom. I am extremely excited to see the work that will be produced this year and what each new member is bringing to the table.

Sincerely,

Deanna Nagel

Deanna Nagel is a senior public relations major. When she is not working on schoolwork, you can find Deanna at the golf course, riding her horses, or hanging out with friends.

September Celebrates Programming Transformed Ethics Month into a New Event *by Adrian Barnhart, Chapter president*

Within the Public Relations Student Society of America, each public relations practitioner is held to the highest ethical standards. To ensure Chapters continue their education on ethics, PRSSA has determined September as Ethics Month. During Ethics Month, Chapters are encouraged to lead teachings, programs and discussions that promote ethical practices.

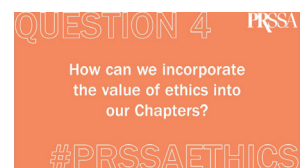
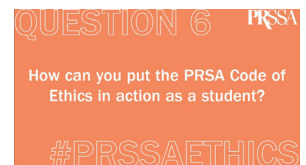
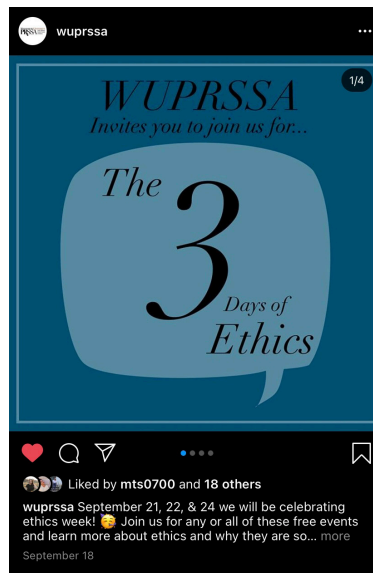
This Ethics Month, Chapter Development Director Emma Hardacre held a program of activities that the Waynesburg University PRSSA Chapter turned into an event, The Three Days of Ethics. The Three Days of Ethics were held Monday, September 21, Tuesday, September 22, and Thursday, September 24.

Monday evening kicked off our three days of events. Hardacre created a socially distanced “Watch and Learn” evening in which Chapter members and students in public relations courses will be invited to a viewing of the film, “Thank you for Smoking”. After the movie, Hardacre lead a discussion on the ethics of characters, their actions and how they relate to our roles of ethical practitioners.

Referencing a PRSA Ethics Quiz, Hardacre also created a virtual Kahoot! Game for Tuesday evening. Students were able to log in on their devices and play along from their own spaces. The top three winners of the evening will received goody bags stuffed with candy.

Hardacre also worked with Faculty Advisor Richard Krause to develop a lecture on ethical research. In coordination with the Department of Communication’s Public Relations Research course, students of the class and Waynesburg University PRSSA Chapter were offered the opportunity to learn more on how to ethically conduct research on Thursday.

In public relations, the ethical principle makes sure practitioners are fair, give credit where credit is due and know what is right and wrong. Ethics are essential to the Waynesburg University PRSSA Chapter as part of the mission of preparing members for a successful career. Hardacre’s programming has raised the bar for emphasizing ethics within the Chapter.



“I would like to see our Chapter members gain more knowledge in ethics,” said Hardacre, “and how they can relate to real life experiences as well as putting the book knowledge to use with practical application through the activities I have planned for Ethics Month.”

Internship Spotlight

by Deanna Nagel

Nagel gains valuable internship experience despite challenges presented by COVID-19

This past year was full of unknowns for me as well as many of my fellow classmates. I was fortunate enough to be offered an internship with Nemaocolin Woodlands in their pet care and wildlife sector this fall.

Due to COVID-19, I had to meet with my bosses virtually to outline my goals and objectives for this fall and winter season. As much as I loved being able to speak to people and come up with ideas, it still did not feel the same as if we were to have met in-person. Jennifer McDaniel and Mary Frank were generous enough to give me the opportunity to do public relations work for the pet care and wildlife sector of Nemaocolin Woodlands Resort which is located in Fayette County, just a short drive from Waynesburg's campus. They explained to me that their social media has little to no activity and almost no client or follower engagement. For now, I am working remotely to enhance the content of all 4 social media platforms, encourage client and follower engagement as well as boost the number of followers and likes on each platform.

Working for a resort with such a prestigious name means that everything the clients or followers see will reflect on us. One of the first things we talked about changing was the Nemaocolin Woodlands website. It is bland and old with too much text and not enough information. In the coming weeks, I will be working with Nemaocolin's marketing department and IT to revamp the website and it will give me practice on web copy as well as designing a website. Along with the website, I have been writing and drafting policies for new clients, visitors, events, and activities that are offered in this sector of the resort. I have been enjoying brainstorming with new and interesting people who have already helped me so much.

Hopefully soon, we will be able to hold in-person events at the resort. After brainstorming with my bosses and other members of the marketing and public relations team at the resort, we all have agreed to try and hold an event showcasing our pet care and wildlife sector. I am working on a policy to present to the board on how we would hold the event, advertise, and make sure the event will run smoothly.

I am excited to continue my internship with Nemaocolin Woodlands and I hope to continue to learn and practice my skills more and more. I feel that this internship will help me down the road and has already given me so much of a real perspective of what the day in the life of a public relations practitioner is like.

NEW MEMBER SPOTLIGHTS



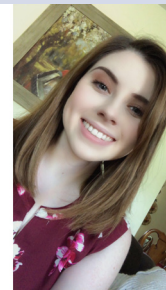
Ivy Allen

Junior Advertising &
Public Relations Major

Hometown: Demotte, Indiana

As well as being a member of PRSSA, Ivy serves as the advertising co-director for The Yellow Jacket. She is also a member of Waynesburg University's cross country and track/field teams.

At home, Ivy enjoys playing card games with her family. She also enjoys reading books and going fishing.



Paige Livingston

Junior Communications
Major

Hometown: Washington,
Pennsylvania

Paige transferred to Waynesburg University from Indiana University of Pennsylvania last year. She would like to give a shout-out to Dr. Sherman for helping her get acquainted her first year. She loves Star Wars, reading, video games and a good TV show.

Paige admits she can be a bit shy at first but is quick to come out of her shell! Once she graduates, she hopes to take a job working in social media or event planning.

Internship Spotlight *Emma Hardacre*



“ I loved every minute of working with FYI this summer and can't wait to see what I can do with them in the future.”

Over the summer I was hired as FYI's public relations intern, and I was able to help within each of these programs. Some of the big projects that I worked on included organizing a virtual Zoom meet and greet with FYI's Board members and their program leaders. This was a successful night in which thirty people attended the Zoom meeting.

I also helped FYI set up for their annual yard sale, helped work with their youth program and made goodie bags for the graduating seniors that we handed out at our local high school and I was able to work on their staff summer retreat. My job was to create a theme, ice breaker games and plan the date and time. Lastly, I received a position on the committee to help with their fall fundraising dinner, Harvesting Hope.

Hardacre Contributes her Event Planning Skills at Summer Internship

This summer I was able to take an internship with Family and Youth Initiative. They are a non-profit organization that work on saving children ages pre-born to teenagers. They have five programs within their organization which include The Parenting Network, The Defy Program, Real Life Teen Choice, GED and a community garden. All of these programs pursue an over-arching goal to educate and support families and their members of all ages.



Our Mission & Vision

At Family & Youth Initiatives we are dedicated to "Empowering Families and Providing Hope". We commit ourselves to rescuing children from the pre-born to teens as we engage, equip, and encourage those we encounter through our multiple programs.





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Session Highlights:

Still Sizzling: How Brands Don't Simply Survive, but Thrive Through Difficult Times

Diversity in the Workplace: Why Is the PR Industry Still 83% White?

Building Partnerships To Fight Misinformation and Disinformation

Integrated Analytics: Connecting Communications and PR Activities to Business Impact

Creating a Future That Works: Trends and Best Practices in Employee Engagement

What Every PR Pro Needs To Know About SEO

AI, Technology and Sophisticated Media Analytics. How They Work and What Should You Use?

Keynote Speakers:

Nina Jankowicz: Author and Disinformation Expert

Carolynn Johnson: Chief Executive Officer of DiversityInc Media LLC

Jon Meacham: Presidential historian and Pulitzer Prize-winning author

Lata Nott: Freedom Forum Fellow for the First Amendment

Laurie Garrett: Pulitzer Prize-winning Science Journalist and Author

PRSA Public Relations Society of America

Internship Spotlight *Jacob Nicholas*

Chapter treasurer, **Jacob Nicholas,** interns with *“the biggest company you’ve never heard of.”*

Amidst the strife and struggles of the COVID-19 pandemic, I was blessed to have a marketing internship with a company called TE Connectivity. While I was originally anticipating commuting an hour to work every day, I ended up doing my entire internship remotely.

TE Connectivity is a \$14 billion-dollar company that is largely involved in engineering micro-sensors, connectors, and devices for clients such as Amazon, Google, Alibaba, BMW and many more. They also employ well over 80,000 employees. Many people at TE like to say it is “the biggest company you’ve never heard of.” Due to its size, TE is organized into various segments and business units. The business unit I worked in was called Data & Devices, which mainly focused on creating products for tech giants like Google.

Right from the start of my internship I was thrown into the fire. In my first two days I was bombarded with 10 hours of Microsoft Teams meetings. I got to meet all the members of the Data & Devices marketing team, including our team members living in Shanghai. The one thing that struck me from the beginning was how kind and understanding the people at TE were. Despite all of us working remotely in the middle of a pandemic, everyone was so supportive throughout my internship. Over the next few weeks, I became more involved and better oriented to the company – which took a bit longer than originally expected.

During my internship I had two main projects. The first was to migrate our business unit’s internal SharePoint site. Migrating the Data & Devices site was a four-stage process which included Assessment, Site Implementation, Site Launch, and Site Maintenance. Overall, I conducted a voice of customer process to understand what the D&D employees need on their site, constructed the new site, populated the site with content, created internal communications to promote the new site and hosted two 20-minute training sessions for employees to learn how to access the site.

The second was to launch a video series of 1-minute product promotional videos called “Minute to Pitch It”. The video production process included three stages: pre-production, production and post-production – fairly straightforward. To begin, I met with a product manager and explained the desired content for the video. The product manager would then shoot the video himself and send it to me. I then forwarded it to a member of our creative team, who put the final touches on the video.



Jacob receives a welcome package from TE Connectivity for joining their team.

Overall, my experience was incredible. My manager pushed me to do my best work, and I couldn’t be more thankful. My colleagues were always there for me during all my projects, and they even tuned in to listen to my final presentation at the end of the summer. I got to meet a lot of great people and I was pushed to learn so much more about marketing and communications than I expected to going in. Upon completing my internship this summer, I gratefully accepted an offer to return to TE Connectivity as an Integrated Marketing intern for the summer of 2021. I am looking forward to the opportunity and I am excited to pick up working where I left off.

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