

TRENDING TOPICS

The official Chapter newsletter of Waynesburg University PRSSA

November 2020



All masked up and ready to go!

PR Week Virtually Revived

Service Initiative:
WU PRSSA Hits the Trails

**Pieces of Advice
from
Professionals**

New Members Inducted at
State of the Chapter Address

Introducing Bridging Pittsburgh PRSSA

BeeGraphix is Back!

WAYNESBURG UNIVERSITY
PRSSA
Public Relations
Student Society
of America

**WU Day of Giving:
PRSSA Helps Raise Funds**

WU PRSSA has Tik Tok!



A LETTER FROM THE PRESIDENT

Adrian Barnhart

Chapter President

While 2020 seems to have had more bad times than good, there are still plenty of reasons to give thanks this holiday season.

Personally, I'm thankful for how much our Chapter has been able to accomplish despite many obstacles. We welcomed three new dues-paying members this semester and are continuing recruiting efforts for the Spring. We coordinated with other organizations within the Department of Communication to create a virtual fundraiser. We participated in an on-campus service project. We executed our first virtual PR Week. Of course, there's still more to do.

I've been thankful for our members' passion on growing the Chapter and am excited to see ideas coming to life as early as the Spring term. Through revamping practices and planning new events, we are discovering ways to be more resourceful and establishing a greater understanding of public relations.

Perhaps most impressive, I'm thankful that our students were able to stay at the Waynesburg University campus the entire semester as scheduled. Looking toward 2021, we will be holding our breath to see if we can do it again.

Reflecting on 2020, it is easy to look at the negativity and limitations, but there is also room to reflect on incredible developments and growth. As with our Chapter, I hope everyone is able to reflect on how they have grown despite the challenges 2020 had to offer.

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 our 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

WAYNESBURG UNIVERSITY
PRSSA Public Relations
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of America

An **8-STAR** Chapter!



2013



2014



2015



2016



2017



2018



2019



2020

PR Week 2020:

The Puzzle Pieces of PR



Virtually Revived for the fall of 2020 Semester

By Emma Herrle, Chapter public relations director

With the threat of COVID-19 bringing life to an abrupt halt last March, plans to host its annual PR Week were put on the back burner by Waynesburg University's Chapter of PRSSA. All of the materials and planning that had been underway were archived to hopefully be revived at the first chance to host an event like this, pandemic willing.

The fall of 2020 semester brought many challenges, however, the Chapter made it a priority to solve this puzzle and find a way to host PR Week. PR Week is valued annually for its professional development and networking opportunities. Speakers who had planned to join us in the spring responded positively to the proposition of returning this fall to speak to students. Chapter President Adrian Barnhart and several other members of the executive board collaborated to organize and facilitate this event that had been awaiting revival.

Throughout the second week of November, PR Week was celebrated. A total of five speakers from the field joined the Chapter virtually to bring the students professional tips and advice. Speakers included Jesse Serra of Dick's Sporting Goods, Nick Paradise of Kennywood Park, Robin Rectanwald of WordWrite, Deanna Tomaselli of The Motherhood and Nate Regotti of the Pennsylvania House of Representatives. These speakers presented on topics such as personal branding, countering crisis, the art of storytelling, agency work and government public relations.

The intent of this year's theme, "The Puzzle Pieces of PR," was to inform students on the many pieces and facets within the public relations world. With a plethora of areas to choose from when entering the field, students were able to hear from a variety of perspectives which either tailored to or led them toward a direction they wish to pursue. Though the event was online, Chapter members valued this opportunity to attend and hear from real-world professionals.

LIVE TWEETS FROM THE EVENT

@wuprssa

Pieces OF ADVICE

From our PR Week Speakers



Waynesburg PRSSA
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"We're all kind of walking, living, breathing brands ourselves. It's more than just expressing yourself in the workplace; it's knowing what you have to offer." - Jesse Serra, Personal Branding in a Virtual World.
[#prweek2020](#)



Waynesburg PRSSA
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"Communicators and leaders must be able to differentiate between ISSUES and CRISES, and prevent the former from becoming the latter." - Nick Paradise on Crisis Management.



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"When it comes to building relationships it starts with sharing stories." - Robin Rectenwald [@Recker47](#) of [@WordWritePR](#) on The Art of Storytelling
[#prweek](#) [#professionaldevelopment](#) [#prssa](#)



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Tips from Deanna Tomaselli on "Agency PR" 🌱☀️

- Be vocal and willing to work
- Anticipate the needs of your team
- Develop a great time management system
- Find a mentor
- Have a positive attitude 😊
- NETWORK!

[#prweek](#) [#professionaldevelopment](#) [#prssa](#)



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"You have to run campaigns for your district, not your party," Nate Regotti on communicating between government officials and the public.
[#prweek](#) [#professionaldevelopment](#) [#prssa](#)



Waynesburg PRSSA
@wuprssa

"You can not let others define you. You have to define yourself," Nate Regotti on messaging with government PR.
[#prweek](#) [#professionaldevelopment](#) [#prssa](#)

WU PRSSA Hits the Trails:

Our October Service Initiative: Unity Train Maintenance.

by Deanna Nagel, Chapter vice president and firm director



This semester Red Brick Communications and Waynesburg PRSSA Chapter members teamed up with the Bonner Scholars to help them fix up the Unity Trail. The Unity Trail is a walking and hiking trail that is located behind the campus. Red Brick and the PRSSA Chapter must fulfill a service initiative to be eligible for awards like Chapter of the Year, Star Chapter, and National Affiliation.

COVID-19 caused some restrictions in choosing a service initiative this year. We were lucky enough to have The Unity Trail and Bonner Scholars who were willing to allow us to volunteer to help clean and fix the trail up for anyone who wants to use it. Members were able to join us and other Bonner Scholars for a few hours while we cleared two new trails, helped cut trees and shrubs down and marked the trails.



"Being able to combine my Bonner Scholarship, a passion of serving, and my major, public relations, at the Unity Trail was awesome. I was able to serve but also get to spend time with friends in the Chapter. The Unity Trail is one service site that not many people know about, but it is a great place to get away from stress and just be able to get into nature and let go for a little while," Emma Hardacre, junior PRSSA Chapter and Red Brick member as well as a Bonner Scholar, said.



Each member of the firm and chapter that attended enjoyed their time there and want to come back to volunteer again. We plan to help again in the spring of 2021 if we are able to, and we would like to volunteer more than once. I want to thank all of the Red Brick Firm members who tended to the Unity Trail and volunteered their time to help make the trail easier to use and more beautiful than it was. We hope more students and even residents take the time to enjoy this beautiful trail.

Introducing **Bridging PRSSA Pittsburgh**



By Adrian Barnhart, Chapter president

Inspired by Grand Valley State University, PRSSA Chapters in the Pittsburgh area have banded together to create Bridging PRSSA Pittsburgh.

The purpose of the network is right in the name. By joining forces, PRSSA Chapters in the Pittsburgh area will be able to learn from each other, expand their network and share their experiences.

The network makeup currently includes PRSSA Chapters from Duquesne University, Point Park University and Waynesburg University.

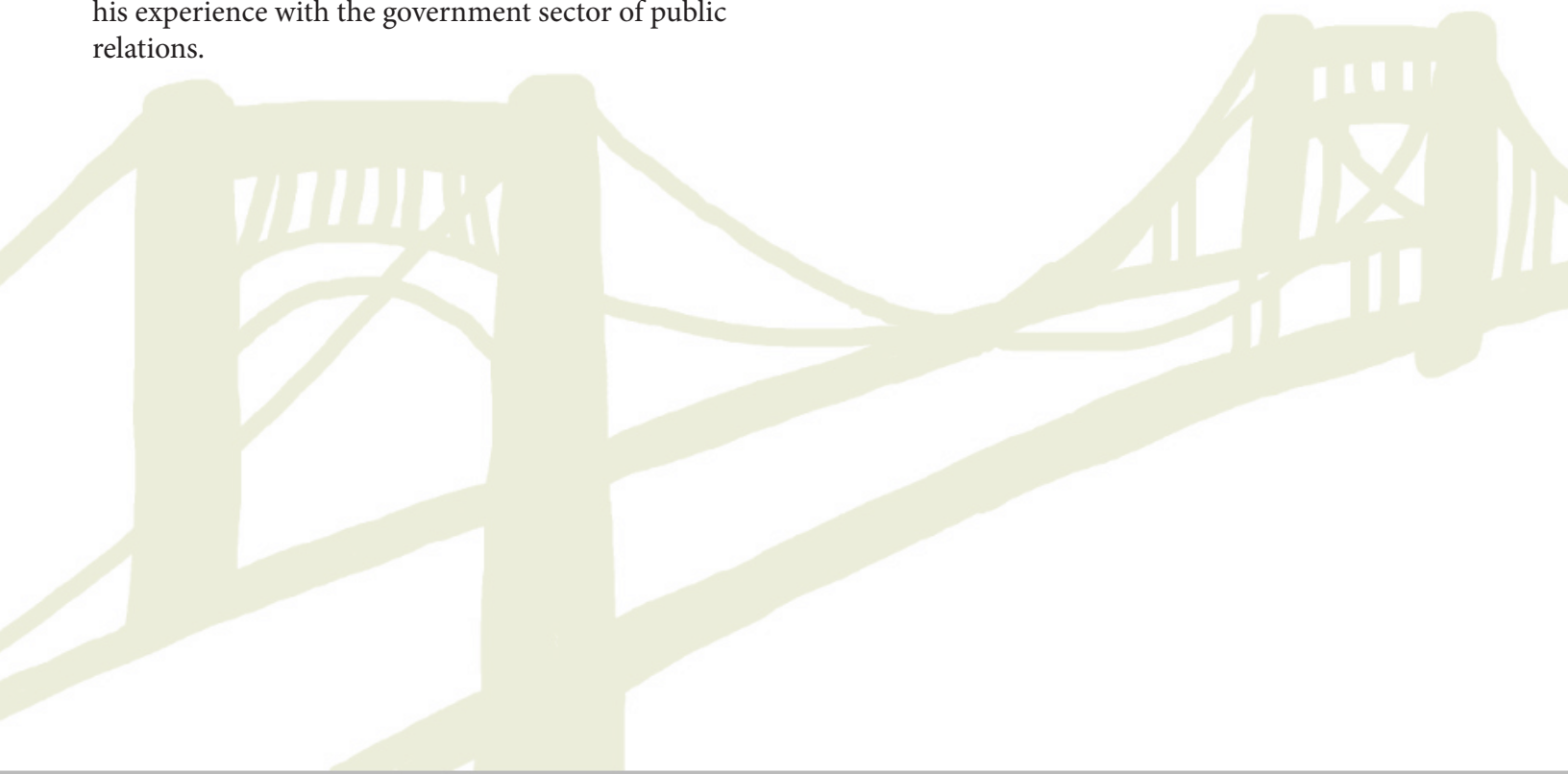
To fulfill its goal of sharing resources, each Chapter of Bridging PRSSA Pittsburgh is tasked with hosting one event during the academic year.

Waynesburg University PRSSA shared their final PR Week session as the first Bridging PRSSA Pittsburgh event. Students from three Chapters heard from Waynesburg University alumnus Nate Regotti on his experience with the government sector of public relations.

For Waynesburg University PRSSA being physically distanced from Pittsburgh, this is an excellent opportunity to have another connection to the public relations industry in Pittsburgh.

Bridging PRSSA Pittsburgh provides another opportunity for participating students to fulfill the PRSSA mission. By meeting students from different universities, they are expanding their network. Event attendance enhances their education. The Chapters' collaboration builds upon the teamwork skills needed to launch their careers.

Bridging PRSSA Pittsburgh is looking forward to more events and opportunities in the 2021 spring semester.



PRSSA Hosts Virtual Induction Night

The end of the semester calls for a time of celebration and reflection.

By Emma Herrle, Chapter public relations director

With the Corona Virus continuing to pose threats, Waynesburg University's Chapter of PRSSA opted for a safer alternative to a much looked forward to event, the state of the Chapter address and new member induction night. Despite a semester full of restrictions and regulations, the Chapter came together via Microstoft Teams on the evening of November 17 to celebrate all they had accomplished over the past year. Chapter President Adrian Barnhart proudly honored and thanked each of her Chapter members and read from a list of achievements accumulated by the Chapter. These included attaining an eighth consecutive status as a Star Chapter of PRSSA, a fourth consecutive status as Chapter of the Year for the Pittsburgh region and the honoring of 2020 graduate, Nicole Tobias, with the Bob O'Gara Scholarship from PRSA Pittsburgh. Though COVID continues to creep around the corners, WU PRSSA continues to build upon its hefty resume.

The fall 2020 semester has been an unusual one to say the least. However, the motivation and dedication of the Chapter members has propelled the Chapter forward. Under the faithful leadership of President Barnhart, members were motivated and encouraged to, despite COVID hardships, keep the Chapter steadily progressing forward.

The Chapter welcomed new members aboard on the evening of November 17. Within the year of 2020, four new members have been acquired; junior advertising major, Ivy Allen, junior communication major, Paige Livingston, sophomore electronic media major, Gwyneth Napier and freshman public relations major, Juan Figuera-Ortiz.

The Chapter is looking forward to another successful year together, full of further opportunities and achievements.

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**Juan
Figueroa-
Ortiz**

Freshman Public Relations Major

Hometown: Puerto Rico

I have an affinity for discovering and experiencing all types of music from different genres, countries and eras. I would describe myself as a people person, being able to see people for who they are and not whom they pretend to be. I also have been told that my Joan Rivers-inspired sense of humor is not for everyone but does who get it always get a kick out of it.

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**Gwyneth
Napier**

Sophomore public relations and electronic media with a minor in political science

Hometown: Pullman, WV

I enjoy running, I am on the cross country and track team at Waynesburg. When I'm not running you can find me either reading a book or in the radio station

Congratulations!

Update on the BeeGraphix Store:

By Madison Strunk, Chapter executive administrator



At the beginning of the semester, PRSSA decided to host a fundraiser for the Department of Communication. We wanted merch. Everybody loves a good sweatshirt or t-shirt but so many people in the department didn't have any to sport and support our organizations. This desire led to the BeeGraphix store.

"It's allowing us to really develop the culture in the department," Professor Richard Krause, chair of the Department of Communication said. "There are a number of students, especially the freshman and sophomores, that don't have a department shirt, so we're getting back to that and I think that's a really important thing."

Student leaders from each of the organizations met multiple times to decide on designs, colors and items that each wanted to sell in the shop. For every item sold, the organization would receive six dollars. PRSSA received the funds from both the department items and the PRSSA items because they spearheaded this project.

For it being the first time the department was doing something like this, the numbers show that it was a strong first shop opening. After the store was opened in October, our shop received a total of 188 items purchased.

The Department of Communication plans on making this fundraiser an annual occurrence, where students and alumni can purchase different items for the organizations that they worked with. Products may change but the goal is to make each organization recognizable across Waynesburg University's campus.

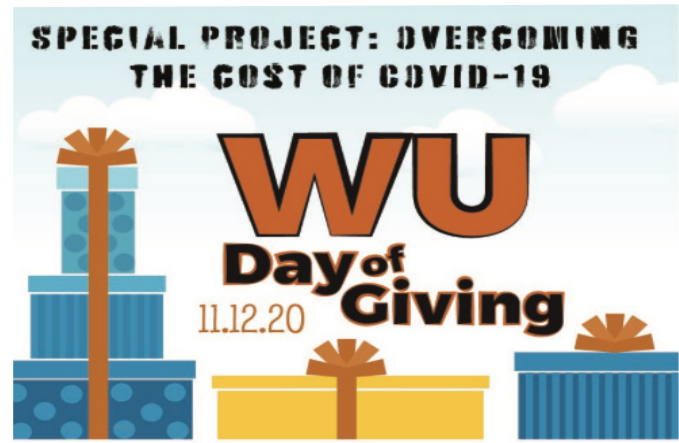
"It is my intent to make this a regular fall occurrence," Krause said. "That the department will have a merchandise sale through October and into early November. Hopefully we don't have to have it delivered so early that we're going home."

"We will certainly look at ways to diversify our product line. It won't be the same items," Krause said. "Students and faculty are already wearing their items and many alumni have asked for the shop to be re-opened, so we did just that. This time, the shop will stay open through November 29th and hopefully, we can raise some more money until we do it all again next fall."

"It [BeeGraphix] would be a fundraiser for the department but more importantly I think this project was significant because it's helping us to restore department culture that's been lost through the pandemic," Krause said.

PRSSA Helps Raise Funding from the Department of Communication

By Jacob Nicholas, Chapter treasurer



Each year, Waynesburg University holds its annual Day of Giving event. Day of Giving encourages alumni, faculty, staff and even students to donate to Waynesburg University and its academic departments and athletic programs. Traditionally, there are two separate competitions amongst academic departments and athletic programs to see who can raise the most money. In prior years, the goal was for each department or program to generate donations from as many donors as possible, receiving points based on the size of a donation. Throughout Day of Giving there would be a constant eye kept on the DOG Dashboard to see which department or program was in the lead. Unlike prior years, the goal this year is to raise money for the Fund for Waynesburg.

The Fund for Waynesburg is to help offset the costs that Waynesburg University has incurred as a result of abiding by the regulations and mandates imposed because of COVID-19. Some of these costs have been visible and tangibly felt on campus for students this year. Waynesburg University has provided at least two masks to every student living on campus this semester. There has also been an increase in the need for staff members to effectively sanitize various locations on-campus. This year, there is a way to indicate your favorite department or program so that a portion of your donation to the Fund for Waynesburg goes to that department.

This year, WUPRSSA was responsible for leading the fundraising operations for the Waynesburg University Department of Communication. Madison Strunk, WU PRSSA executive administrator, and Emma Herrle, WUPRSSA public relations director, were both involved with creating promotional stickers that were given to anyone who donated over \$10 to the Department of Communication.



Chapter President Adrian Barnhart encourages students to donate on the fourth floor of Buhl Hall.

WU PRSSA also set up a table on the fourth floor of Buhl Hall to encourage students and faculty to donate to the Department of Communication. Multiple members of WU PRSSA operated the table throughout November 12, the Day of Giving. While the goal this year was more so directed to raise money for Waynesburg as a whole, it was still a good opportunity to raise a few extra bucks for the Department of Communication.



**2020 WU
Day of Giving
Sticker**

**Connect with us
on social media!**



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**Waynesburg University Public relations
Student Society of American**



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@wuprssa

PRSSA turns to TikTok as a Platform for Publicity

By Emma Hardacre, Chapter development director

Did you know that Tik Tok was created from two apps, Musical.ly and Douyin? In 2017 the app was launched in the United States where it merged with Musical.ly and became the Tik Tok we all know and love!

Flash forward to fall of 2020, the world is mid-pandemic and Waynesburg University's Chapter of PRSSA is looking to stay connected to current and prospective students in a fun new way. Waynesburg's Chapter is keeping up with the times by adding Tik Tok to their social media presence. This semester, Emma Herrle, the Chapter's public relations director, who oversees the Chapter's social media platforms, created a Tik Tok account for the Chapter. She thought it would be a good idea to add this new platform to reach the prospective students and have some fun with promoting the Chapter.

With the help of Chapter member, Paige Livingston, they have created a few videos for the Tik Tok account. Paige is the mastermind behind all the content that is created. She comes up with the video concepts and ideas and gets help from other PRSSA chapter members to be the actors in the videos. If you want to follow WUPRSSA on Twitter, Instagram or Tik Tok look them up @wuprssa.

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