

imPRessions

A monthly MSU PRSSA newsletter

December 2008

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Coming up this month

December 1: Holiday Party with AA and AAF
December 2: General Meeting
December 4: Ingham Regional Medical Center
Poinsettia Sale Volunteering
December 5: Ingham Regional Medical Center
Poinsettia Sale Volunteering

All general meetings are held at 7 p.m. in
147 CAS.



President's Letter



Greetings members!

I can't believe how fast this semester flew by! Between eight general meetings, a national conference, workshops, agency clients and professional development, this semester has been one of the busiest our Chapter has seen. I'm having a blast serving this organization and I can't thank you enough for your continued dedication and liveliness.

Looking ahead to the future, we are planning our general meetings next semester to have some really cool activities. Each general meeting will cover a public relations tactic, such as crisis communication or strategic writing. We are also working with our advisors, Kelly, Russ and Jen, to make sure that we have top-notch speakers at each meeting. Stay tuned to our Web site for details as they become finalized.

PR Links will also take place next semester. In case you are new to PRSSA, PR Links is our annual career event that includes a career fair and alumni reception. Courtney Sipperley, our Alumni Relations Director, has been working hard with her team to finalize the details of this event. Last year was the first time this event occurred, and 18 companies and more than 90 students attended this event. This year, the committee is looking to expand this event. We already have companies confirmed – so get ready to get jobs or internships!

Also, congratulations to Jessica Metzler for being selected as Member of the Month. Jessica has been extremely active with the Breaking Point team as well as the EESF client team. Keep up the great work!

I'm excited for next semester, and I hope you will keep the momentum up. Enjoy the holiday and the time off.

Sincerely,

Nick Lucido

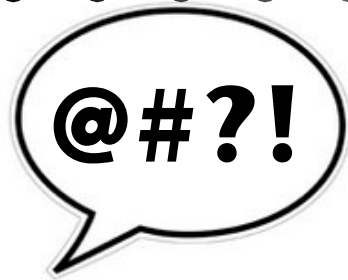
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Telemarketing: The Longest Four-Letter Word You'll Ever Know

By Nate Erickson

Imagine having a conversation every 20 minutes with somebody you've never met before. Then imagine you've got to find something in common to hold their attention long enough to say what you need to say without losing their interest. Easy enough, right? Now imagine you have to finish by asking this person for money. Then imagine having to do that four hours a night, four nights a week and twice on week-ends.

That's what I do; I'm a telemarketer. But let's not use that word. Manson family members get a better reaction. In terms of social structure, that puts me ahead of Idi Amin but just behind the guy who invented Spyware. Instead, I prefer the term, "developer." Sounds better already. For people going into communications, working in development is an

excellent way to sharpen those important skills. You'll find yourself connecting with people from all over the country, and best of all – you're getting paid to do it.

In my personal experience, working for the university has been rewarding both personally as well as professionally. I not only get the feeling that I'm helping out the university I love, but I'm also seeing the effect I have in the areas that I help out, whether that's funding for intramural sports, concerts, or raising support for massive projects like a new art museum or building renovation. The people I've worked alongside have all been great too; we're all more than willing to help each other out, because we know that anything that helps the university helps us out as well. After only a short time, I had become the top caller in my job and that is in no small part to all of the people who were willing to lend a helpful word of advice or take the time to critique me when I needed it. That led to higher confidence, which

led to better calls, which led to raises, and the cycle continues. On the professional side, I've even been offered jobs out of college from people who work in my field and some others who were just genuinely glad to help out a fellow Spartan on the edge of graduation.

I say with no shame that working as a telemarketer (it's that word again) is the best job I've ever had. In a short time, I've managed to sharpen valuable skills in problem-solving as well as communicating that will pay dividends long into my career. Most importantly, I believe that to do something great is to do something that outlasts you, and I believe I've done that. Not only am I helping out the university I love, but I'm ensuring that the great opportunities that I've been given will be around long after I'm gone, and you can call that whatever you want. Just don't call it after 9 pm, because that would be illegal.

By Katy Homanick

Greetings from the Blogosphere

Friday, November 14, 2008

How eventful was today! To all those who were able to attend the CMPRSA Conference at the Kellogg Hotel & CC I hope you got as much out of it as I did. For those who were not able to make it I would like to post a recap of some key points from our gracious speakers.

To kick off our early morning, we had the talented Shannon Paul give a great presentation about how "Social media is putting the P, back in PR"

A question was asked to her about whether or not you can be over saturating yourself in all of the social media outlets out there?

Her response was "As a PR professional it is important to have a presence on all social media networks. We are in the information trade, we need

to create that presence." I agree 100% with her answer - just as long as you are not posting non-sense and acting as a credible source, the more sites the better!

She also touched on some great subscription services which I had never encountered before: Radian 6 Crimson Hexagon.

Finally her last piece of advice for us was to be "Searchable and Sharable!" - If you're going to be online, be online! This is probably one of the most important tips we could take away from her presentation. With all the social media sites out there it is so easy to join and then never participate! Pick a site and dedicate some time to it. You don't need to join 20 sites all at once, you'll never get the full purpose out of them.

Check it out:

To see the slides from Shannon Paul's presentation visit:

www.slideshare.net/shannonpaul/cmprsa-presentation

To see what else Shannon Paul has to say about social media, visit her blog at:

<http://veryofficialblog.com>

To read more of Katy's blog posts visit:

www.katyhomanick.blogspot.com

9 Ways to Avoid Pulling

an All-Nighter

Original article "11 Solid Ways to Improve Your Time Management Skills" by Tim Bridge Edited by Julia Wendzinski

With finals week upon us many of you are probably finding yourself scrambling to find time to study and trying to bust out the last pages of a paper while knocking back one after the other of your choice of caffeinated beverage. Before spring semester begins, take a few minutes to check out these tips on how to improve your time management skills and maybe save yourself a few minutes of shuteye come the next round of exams. More than that, applying these skills to your everyday life will increase your productivity, eliminate procrastination as well as give you more time to simply relax.

1. **Make Lists:** Write as much down as you can. If you don't carry a planner or notebook already, start. A simple To Do List is often a huge help to anyone, but a twist on this is the 3 Lists of 3 Method. Your goal is to avoid a list that reaches outrageous length and is overwhelming to even look at.

2. **Make Use of Down Time:** Using walking, driving, showering, or otherwise "dead" times to plan. Think about what your goals are for that day or the next. Which goals are most important? *Prioritization is the key.*

3. **Reward Yourself:** Whenever you accomplish something, especially the important things, make sure to take the time to reward yourself.

4. **Concentrate on One Thing:** The human mind works more efficiently when it is focused. As you probably know, multitasking is actually a disadvantage to productivity. Focus on one thing and get it done. Take care not to bleed tasks into each other. At times, multitasking may seem like a more efficient route, but it is probably not.

5. **Avoid Procrastination at All Costs:** When trying to be more productive and trying to save time, procrastination should be avoided like nothing else. It is the ultimate productivity-killer.

6. **Set Personal Deadlines:** Nobody likes deadlines. They cause stress, aggravation, worry and more stress. A guaranteed way to alleviate some of this stress is to set your own earlier deadlines. Be realistic but demanding of yourself.

7. **Delegate Responsibilities:** It is not uncommon for people to take on more than they can handle. The overestimation of one's abilities, though not necessarily a bad thing, can often result in stress and more work for an individual. To avoid this unnecessary stress, do not feel bad about delegating tasks.

8. **Work in a Team:** This tip works hand-in-hand with tip # 7. Although giving up responsibilities is a scary thought for some, it is an invaluable method to increase the average team productivity of all involved. Make sure the team goals are clear and make sure everyone knows who is responsible for given tasks. Make sure all lines of communication are always open. A clogged or blocked line will have the opposite effect on productivity. Give tasks to those who are best suited for them and things will get done faster.

9. **Be Careful to Avoid Burnout:** Burnout occurs when your body and mind can no longer keep up with the tasks you demand of them. Don't try to force yourself to do the impossible. Delegate time for important tasks, but always be sure to leave time for relaxation and reflection. Review your recent accomplishments and make sure you feel good. Review and reflection is one of the best ways to gain confidence and higher confidence means more productivity.

An individual skilled in time-management stands to gain much more from everyday life than the next guy. Try employing these tips in your everyday life and watch the productivity grow.

More tips for life can be found at www.dumbblittleman.com

Upcoming National PRSSA Scholarships

Gary Yoshimura Scholarship

Deadline: Friday, January 30, 2009
Award: \$2,400 for continued study in public relations

This scholarship is open to all PRSSA members who demonstrate a financial need for the pursuit of higher education in the public relations field. Applicants must have a minimum 3.0 GPA.

Multicultural Affairs Scholarship

Deadline: Friday, April 17, 2009
Award: \$1,500

This scholarship program was established in 1989 by PRSA's Multicultural Affairs Committee, to assist and recognize young men and women for outstanding academic achievement and commitment to the practice of public relations. Applicants must have attained junior status by the time the scholarship will be used and have a minimum 3.0 GPA. Membership in PRSSA is preferred but not required.

PRSA/PRSSA Internship Program

Deadline: Friday, April 17, 2009
Award: Internship

The PRSA Public Relations Department and PRSSA offers a twelve-week-long internship at National Headquarters. The students will work closely with the Directors of Public Relations and Education on several projects, which will provide training to multi-task and sharpen their internal/external communication skills. Candidates should be PRSSA members in good standing and have a minimum 3.0 GPA. Juniors and seniors are preferred.

For more information on National PRSSA scholarships, please visit <http://www.prssa.org/resources/MemberAwards.asp>. Also, if you have any questions, feel free to contact Nick Lucido (nicklucido@gmail.com).

When I Grow Up...

As told to Courtney Sipperley

A recent grad, Jennie Ecclestone is a coordinator for the Program Operations division within corporate communications at General Motors Corp. Jennie is also a past president and member of MSU PRSSA, having been president during the 2007-2008 academic year.

Q. Describe your current position at General Motors.

A. In my current position at General Motors Corp., I am a Coordinator for the Program Operations division within corporate communications. I am responsible for planning and executing corporate communications events and responding to various “hiccups” that come with event planning. Before this role, I worked as an intern at Chevrolet Communications focusing on media relations and product marketing communications.

Q. Describe your experiences after graduation. How was the transition from college life to the “real world”?

A. I think I am still going through the transition; it is definitely not a short process. Having the chance to already be familiar with the company that I would work for post-graduation really helped me because I knew more of what to expect. But it was a still completely different position than before, so it certainly gave me a new set of rules to learn and play by.

I think the hardest part has been unrelated to work, it’s very easy to get into the 8-5 work week, what is the most different and difficult is how much more effort it takes to be social. I, and I’m sure others in my position would agree, that being involved on a campus as large as MSU you have endless opportunities to see your friends and classmates.

Looking back I definitely took that for granted because you don’t just run into people or have the freedom to get together as often in the “real world”. I’m definitely getting used to this too though and its just another part of re-managing your post-undergrad life.

Q. What do you like most about working at GM?

A. What I like most about working at GM are the people. Everyday, I am surrounded by top communications professionals and not only are they extremely creative and intelligent but they are some of the kindest people I have ever met. I have never felt stupid asking a question or unwilling to offer my opinion even in the most intimidating situations because everyone is on an equal playing ground and treated respectfully.

Q. What has the biggest challenge you have faced thus far in your career field?

A. The credit crisis and downturn of the American auto industry have been extremely challenging. It’s very frustrating for so many Americans to not realize the impact of losing such a vital part of the nation’s economy and to continue to have to fight old battles regarding our reluctance to evolve and respond to current buying trends.

On a more personal note, those of you that knew me during my PRSSA days, knew that I was not one for details or planning in advance. Well, being in event planning I have certainly had to change my ways and that was a challenge for me as well. I am now a list-maker, I think ahead of how to solve issues that might arise and I am even detail-oriented now.

Q. How did PRSSA help you prepare for the future?

A. PRSSA helped me get my internship at GM and then my job. Don’t let



your professors hear this, but I learned so much more from the hands-on experience I received immersing myself in PRSSA activities than I ever did in the classroom. PRSSA also taught me about teamwork, leadership and how to work and interact with peers in the same field. I owe all of my professional success to my time with PRSSA and could not be happier with the time I devoted to the organization during my undergrad years.

Q. Any other thoughts?

A. GO GREEN! GO WHITE! GO PRSSA!

But seriously, take advantage of everything that MSU has to offer and just being in college. My best memories are from my years there and I hope everyone can have such a great experience. And if you ever need any professional advice or tips do not hesitate to contact me.

If you wish to contact Jennie Ecclestone or ever have any questions, feel free to reach her at:

jennie.ecclestone@gmail.com

AP Style Tip

Incorrect: AM, PM, A.M., P.M., am, pm

Correct: a.m., p.m.

Recognize that 8 p.m. tonight is redundant. Instead, write 8 tonight or 8 p.m. today. Better still, 8 p.m. Monday.

In a Nutshell

Notes from National Conference: Internal Communications

By Christina Capoferi

Limited Brands- home to Victoria's Secret, Bath & Body Works and four other well-established companies- gave a highly interactive, straight from their experience presentation about internal communications. Before this session, internal communications sounded like something a 65 year-old woman would be doing after her career in an agency fizzled, but it's not! It's a field in which the company's morale and future is held in the hands of their internal communication team.

The theme that the internal communications professionals at Victoria's Secret have been basing their work on is **innovation**. Definition: something cutting edge, the goal is the results, effective. They focus on innovation hoping for an end result that all associates feel a part of the brand.

They said the main purpose of an internal communications team is to always let employees know what their role is, even during a huge position shift and

ensure that the employees are excited to come to work. The material coming from the team should be authentic. Employees know if you are being fake! They closed with a few tips on getting the job you want:

- Tailor your coverletter to the company you are writing it to
- Be uncertain of what you are doing in the future
- Find experiences in unlikely places
- Know your audience

If you are interested in internal communications, you can contact the speakers from this presentation.

Christy Tostevin
ctostevin@limitedbrands.com

Christa Sackett
csackett@limitedbrands.com

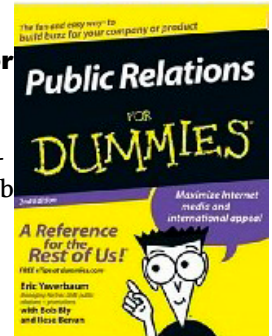
Stress Awareness: Breaking Point



PRSSA members Evan Davies and Jessica Metzler, along with members from the Advantage, a student organization that focuses on making the best of the college experience, discuss how stress, anxiety and/or depression has effected their lives.

Public Relations for Dummies, 2nd Edition

By Eric Yaverbawn with Bob Bly and Ilise Benum



Jumping into a new career field can be overwhelming, especially when it is a fast paced and constantly changing field like public relations. If you ever find yourself in a crunch or need a fresh perspective, consider keeping *Public Relations for Dummies, 2nd Edition* close at hand. Organized and written simply, *Public Relations for Dummies* helps readers to discover how to:

- Create a successful PR strategy
- Grab attention and create "buzz" with press releases, interviews and events
- Cultivate and manage good media relations
- Get print, TV, radio and Internet coverage
- Manage a PR crisis

Public Relations for Dummies uses case studies as examples along with the authors' own experiences. Throughout the book there are also great tips, warnings, reminders, "win-win" for best practices and even tricks and twists you might not find in regular public relations texts. From how to write a press release to 10 reasons why a business needs PR, *Public Relations for Dummies* has it all and is a great tool for practitioners of all ages and experience.

Member of the Month

November

Congrats to our November Member of the Month:

Jessica Meztler!

Jessica was an outstanding part of the Breaking Point team this November, helping to make the event a great success. A communication and public relations major from Troy, Mich., Jessica is interested in working in the non-profit sector of public relations. Helping others has always been a part of Jessica's life and she hopes it always will be!



Keep up the great work Jessica!

Fall 2008 Executive Board Members

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Bateman Advisor: Amber Shinn

For E-board member contact information, check out the "Contact Us" tab at msuprssa.org.

Notes from National Conference: Living Legends

By Jenni Lewis

Meet the living legends of public relations. Steve Harris, vice president, Global Communication, General Motors; John Felton, APR, Fellow PRSA, founder of the Institute for Public Relations; Thomas Hogg, Fellow PRSA, retired President/CEO, Hill and Knowlton; and Dr. Debra Miller, APR, Fellow PRSA, senior director, Marketing Communications, Clark Atlanta University. This session gave us a look at where the legends think public relations is going and where it has been. Here is just some of the advice attendees walked away with after attending this very informative session.

Interview and Job Search Advice:

- Do your homework and know something about the company before interviewing...before sending your resume in
- Tell the truth and be modest about some of your experiences
- Cover letter is the most important piece of your resume
- The fewer "I's" in the cover letter the better
- In the interview, make genuine comments such as, "I admire what your company is doing for the community".
- When interviewing, start with sentences like "I have used your products for years...and because of your creed, I want to work for you."

General career advice:

- Understand business, globalization and diversity as well as communications.
- Knowing innovative tools (i.e. social media) and learning to use them constitutes where PR is going.
- *Always* tell the truth, then prove it.
- Look to work for organizations that are willing to embrace change.
- *Always* be responsible for what you do!
- Know how to think it all the way through, understand human behavior, be open to lifelong learning, keep up with technology, develop social interactive skills.
- Surround yourself with good talent
- Find people to compliment your talent
- Have an eye for people who are smarter, more talented on things
- Give it your all and be fearless; you can influence the world one individual at a time

You've heard from the experts now, so you have no reason not to succeed in this field. You know what the most senior leadership in agency, corporate and even education are looking for as well as where they see our field going, so take this advice and be the best you can be.

The PRSSA E-Board would like to wish you all a very fun and safe holiday break!
See you next year!

