

imPRessions

A monthly MSU PRSSA newsletter

September 2008

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Coming up this month

- Sept. 2: General Meeting
- Sept. 16: General meeting
- Sept. 22: National Conference
registration deadline.
- Sept. 30: General Meeting

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

President's Letter

Nick Lucido

On behalf of the executive board, I would like to welcome you to the first PRSSA General Meeting of the semester! We have an exciting year planned ahead and I am looking forward to working with you.

Our executive board has been hard at work during the summer on some pretty big projects. With the skills and expertise of our Webmaster, Angela Minicuci, we redesigned our Chapter Web site (msuprssa.org) and included more features than ever before. Our Agency Director, Courtney Curran, has been preparing for the launch of our student-run firm, Hubbell Communications, later in the month. Additionally, our entire team has set high goals for themselves and each other as we prepare for the upcoming year.

One thing that I want you all to remember is while we are working hard on these projects to assist in your professional development, you will only learn and grow through participation in our agency, workshops and development seminars. In between all of these professional events, we like to have a good time, too.

I can't stress how important it is to get active right off the bat. Those members who do take advantage of what our organization has to offer walk out of college with a job offer at one of the top corporations or agencies in the world.

If you ever have any ideas, questions or thoughts, we're here to listen and help. Our contact information is located inside this newsletter and at our Web site, msuprssa.org. Let's get this year started!

Cheers,

Nick Lucido

Stay Connected

Visit our website: www.msuprssa.org

E-Mail us: prssa@msu.edu

Follow us on Twitter: MSUPRSSA

Join our Facebook group: PRSSA... it's a mouthful!



Meet the Executive Board

President: Nick Lucido

Nick is the Chapter President of MSU PRSSA. He is a junior studying advertising with a public relations specialization and public administration. He currently works for The State News as a Senior Account Executive and Assistant Advertising Manager in the advertising department. Nick has also held internships at several local agencies.

Vice President: Christina Capoferi

A junior majoring in journalism with a public relations specialization, Christina is PRSSA's vice president. She is a resident mentor, living in West Circle. She is currently interning at the Wharton Center. Previously, she has interned at Compassion Pregnancy Center. Christina is leaning toward some sort of entertainment communications in the future.

Agency Director: Courtney Curran

Agency Director Courtney Curran has been an active member of PRSSA since her freshman year. Courtney is a junior from Dearborn, Mich. and is majoring in communication and specializing in public relations. She looks forward to developing our chapter's agency, Hubbell Connections.

Public Relations Director: Jenni Lewis

Jenni is determined to keep MSU's PRSSA chapter at the top of the charts and get recognized for it. She has interned at the Detroit Free Press, Martin Waymire Advocacy Communications, John Bailey and Associated (Troy and Lansing), and is currently the Chevy Communications intern for General Motors.

Secretary: Aubrey Zimmerman

This year's PRSSA Secretary is Aubrey Zimmerman. She is a junior studying advertising and specializing in public relations. Aubrey is beginning her third year of work at the Breslin Center as an Usher Staff Director and enjoys working within the field of sports and entertainment. After graduation, Aubrey plans to live in New York City and work within the public relations field as a publicist or in promotions.

Finance/Fundraising Chair: Tony Willis

A senior communication major minoring in sociology, Tony Willis is a manager and event supervisor at Melting Moments in East Lansing. As the Financial and Fundraising Chair, his duties are to keep track of our money, balancing the accounts and paying for the bills. Tony is also responsible for hosting a fundraiser at least once a month, to raise money for PRSSA.

Publication Director: Julia Wendzinski

Julia is a sophomore majoring in advertising and specializing in public relations. As Publication Director she is responsible for creating and putting together the monthly issue of imPRessions as well as keeping up on national PRSSA news. Julia currently works in the public relations office at the MSU College of Music.

Alumni Relations Chair: Courtney Sipperly

Courtney is a junior majoring in advertising and public relations. Her position on the PRSSA Executive Board is the Alumni Relations Director. In this position Courtney is in charge of planning PR Links, PRSSA's networking and career fair event. Along with this she is responsible for maintaining and expanding our chapter's alumni database.

Bateman Chair: Monica Fineis

Monica is a senior majoring in advertising and public relations. In addition to being the Bateman Case Study Director, she currently works at a public relations firm called Martin Waymire Advocacy Communications in downtown Lansing. Monica's goal for this year is for her team to place top three in this year's Bateman competition!

Webmaster: Angela Minicuci

Angela is a junior majoring in communications with a specialization in public relations. She works at the Kresge Art Museum and is this year's PRSSA Webmaster. Angela hopes to one day work in public relations with non-profit organizations. She is a great source for computer help and MSU in general.

Sophomore Chair: Kristine Kendall

Kristine is a sophomore majoring in communication and specializing in public relations. She joined PRSSA in the beginning of her freshman year and immediately started working on a committee for the Detroit Conference Bid. Kristine has done individual public relations for organizations such as the Multiple Sclerosis Foundation and has interned for two TV stations.

Associate E-board Member: Whitney Geller

Whitney is a senior majoring in communication and specializing in public relations. In her position, she works on a variety of projects, from finding new campaigns to assisting in starting the firm. This past summer Whitney lived in Beijing, China where she was a PR intern for a European fashion company. This December she will graduate and plans to move back overseas to begin her professional career in public relations.

PRofessional Jennifer Holton PRSSA Professional Advisor

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Where do you work and what do you do?

I am the Public Information Officer for the Michigan Department of Agriculture (MDA). What do I do? My daily responsibilities include developing communications strategy for the department, media relations, crisis communications, etc. In addition, there is event planning, new media marketing, and everything in between.

How did you get into PR?

I had actually planned on a career in broadcast journalism, but while taking my pre-requisite journalism classes a professor suggested I take some PR specialization classes as he felt like I “had a real knack for PR.” And, the rest as they say, is history. It’s a decision I have never regretted.

Since entering the professional field, what’s the most important thing you’ve learned (that a text book could never teach you)?

Sometimes in the PR profession, you are someone’s handler (e.g. carrier of their stuff) or a box hauler, or doing whatever needs to be done to make sure the event goes off without a hitch. It’s not all glamour and seeing your name in the press.

Any words of advice to college students interested in PR?

Professor Fitzhenry would say, “PR is not a career for people who like people; it’s one of high ethics, professionalism, and dedication to a belief. People who like people sell Tupperware.” So, my advice is:

- Do what you say you are going to do.
- Go above and beyond what is expected.
- Never say, “It isn’t MY job!”
- Don’t expect from others what you aren’t willing to do yourself.
- No one owes you anything, work hard and you will reap the rewards.

Jennifer is an accredited public relations (APR) practitioner and has been the professional advisor for MSU PRSSA for the past four years. If you wish to contact her or ever have any questions, feel free to E-mail her at:

holtonj@michigan.gov

Need to beef up your resume and portfolio? Join Bateman!

The Bateman Case Study Competition is a national competition that every PRSSA chapter in the U.S. with a team competes in. The Bateman Team must plan and run a local campaign for a national client, meeting their objectives; we even get a budget!

Bateman 2009

Our client this year is the Consumer’s Banking Association’s college bound awareness program called “Hit the books running...the more you know, the less you’ll owe!” Our job is to create awareness for this program and raise awareness to middle school, high school students, and parents about the importance of college and preparing financially.

Amber Shinn was the Communication’s Director for the Governor Granholm campaign!

I’ll be interviewing applicants and choosing four people for the team. We’ll be guided by our professional adviser, noted Lansing PR professional, Amber Shinn! You don’t have to have experience but you do have to be a paid PRSSA member. After I choose my team we’ll have regular meetings and begin planning right away. The implementation month is February, so all campaign related activities and events will happen during that month. We have a budget of \$300 dollars (from PRSSA), and an in-kind donation budget of \$1000.

Look forward to a winning team!

Monica Fineis, Bateman Campaign Director
fineismo@gmail.com

2008 National Conference



Detroit, MI - October 24 - 28

National Conference is in Detroit this year!

Registration dues are \$275 and you must register by **Monday, September 22**. It is running from October 24-28 and is an invaluable opportunity for you to network with PRSSA members from across the country as well as professionals. Register today by going to prssa.org, clicking on the icon shown above, then clicking on "Register".

The Perks of Being a Paid Member

Being a paid member has many benefits that come with it. Dues for the year are \$70 and those perks include...



- National networking opportunities with public relations students and professionals.
- The option of applying to be on the MSU Bateman team.
- National events with PRSSA such as the National Assembly and the National Conference which will be held in Detroit this year.
- Job and internship positions offered only to paid members.
- After graduating from MSU, your membership with PRSSA allows you the opportunity to become a PRSA Associate Member for only \$60 compared to the regular dues of \$225.
- Each PRSSA Chapter has a parent PRSA Chapter which opens opportunities for you to be invited to professional meetings and luncheons where you can learn from and network with professionals.

New this year! Our website, msuprssa.org, has a Jobs and Internships page that only paid members will have access to. If you are a paid member, you will be able to use your MSU Netid and password to view the page.

Fall 2008 Executive Board Members

President: Nick Lucido
Vice President: Christina Capoferi
Agency Director: Courtney Curran
Public Relations Director: Jenni Lewis
Secretary: Aubrey Zimmerman
Finance/Fundraising Chair: Tony Willis
Publication Director: Julia Wendzinski
Alumni Relations Chair: Courtney Sipperley
Bateman Chair: Monica Fineis
Webmaster: Angela Minicuci
Sophomore Chair: Kristine Kendall
Associate E-board Member: Whitney Geller

Faculty Advisor: Karina Garcia-Ruano
Professional Advisor: Jen Holton
Bateman Advisor: Amber Shinn

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

Had a great internship this summer? Learning something interesting in class?
Tell us about it!

Writing an article for *imPRessions* is a great way to get published and have some material for your portfolio. If you're interested or have any questions, feel free to contact Publication Director Julia Wendzinski at wendzins@msu.edu or talk to her after a meeting.