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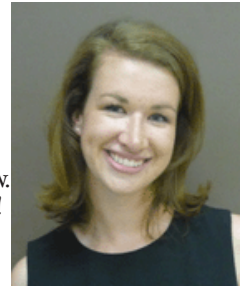
A monthly MSU PRSSA newsletter

April 2010

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President's Letter



With anything successful in life, there's an amazing team of people behind it. The same goes for MSU PRSSA. Whether you saw them speaking at meetings, or just read their e-mails, these following people are some of the hardest working, most inspirational people I know. From the bottom of my heart, thank you for all you've done this year!

Baci- Bateman, itself, is a daunting task. Then add dance team, internships, class and the rest of your activities to it, and it's impossible for anyone else but not you! Your ability to multi-task is something I strive to do one day. Without your calm attitude and determination, our Bateman team wouldn't have been as amazing as it was!

Julia- Your work ethic and professional drive as a key asset to building the organization this year. I know without a doubt, I'm leaving our Chapter to someone who will take it to heights it's never been before. And I can't wait to watch from the sidelines.

Katie- Your ability to forward think and push outside the box gave a fresh breath to our Chapter this year. With this year as a warm-up for innovation, you will take Hubbell Connections to the next level, and continue the professionalism and purpose in which the firm was created.

Kylie- You are a perfect testimony to adaptation. After taking the position over in December, you transitioned flawlessly. With next year as a blank canvas for you, I can't wait to periodically check our website and see what you've done with it!

Nick- Although your official title is Intern, you're really much more than that. Your wisdom and knowledge of PRSSA and public relations is invaluable. You have the passion to constantly grow professionally and pass that passion on to our Chapter leaders too.

Seniors:

Zimm- Your dedication and constant innovation to your new position was an essential asset to the success and growth of our Chapter. You were the definition of a self-less team member: always helping out everyone else. And your comedic relief was just what was needed to get through the three hour E-board meetings.

Curran- I have never met someone with so much ambition to work against the odds to make something happen. You have left your mark on MSU PRSSA for years to come. Your success in running Hubbell Connections this year will give next year and years after a solid base to build from. I can't wait to see what it's like in five years!

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Stay Connected

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E-mail us: prssa@msu.edu

Follow us on Twitter: @MSUPRSSA

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

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Siekirk- Raising money is hard to do. It's even harder to do in a recession. Even through your countless road blocks with fundraisers, you coordinated some successful events that only helped PRSSA's bank account and image. Congrats on such a successful year!

Sipp- Regardless of what you have going on after PRSSA or what you did before you got there, you are always smiling and ready to go! I can't even imagine what it is like to balance work full-time, finish your senior year, be involved in PRSSA and Hubbell Connections and have time for everything else, while keeping it together. Here's to only working next year!

Hackett- Even though your plate is extremely full, no one would have ever thought that while you're at PRSSA. Your knack for event planning and managing, as well as your intensity while finishing a project, resulted in one main thing: extreme growth of alumni relations this year!

Goulet- Humor is needed in every situation, especially PRSSA! On top of the strides you made with your new position, you always gave important insight. Your suggestions kept brainstorming sessions or discussions on track or propelled them in the right direction (in attempts to avoid really long meetings!).

Advisers:

Kelly- Thank you for the past two years of your two (or so) Tuesday nights you've dedicated to furthering our organization. We wouldn't be where we are today without your constant support, ideas and suggestions. Even though you won't be an adviser after this year, you'll have a special place in our PRSSA heart.

Russ- Your enthusiasm for MSU and PRSSA is contagious! Your e-mails, whether they be checking up on a project or forwarding useful information, have given us the resources needed to continue to grow.

Ari- We hope you're not scared off from coming back for your second year of advising! Thank you for replying to endless e-mails and DMs at odd hours to help us out. We love knowing that you'll always be there to answer our questions even outside of regular business hours.

MSU PRSSA can not run without members. Thank you for all your dedication and time invested in our Chapter this year. Without you, everything the E-board does would be for nothing. As I've said before, this organization is the ticket to a solid PR future. I can't wait to see where this Chapter goes these next few years.

I'll be watching from a far, and rooting you on. Thanks for such an amazing year. I couldn't have asked for a better one!

Most fondly yours,

Christina

AP Style Tip

Breaking news in the world of AP Style!

As announced on Twitter last week, AP Stylebook will be making a major change. One that caused a pretty significant stir in the journalism/PR world. The tweet reads:

@apstylebook: Responding to reader input, we are changing **Web site** to **website**. This appears on Stylebook Online today and in the 2010 book next month.

So commit that one to memory!

PR Advice from the *Windy City*

By Katie Heck

On April 8th a group of ten dedicated PRSSA members headed to Chicago for three PR tours and a networking opportunity. The members visited Hill & Knowlton, Google and MS&L. Each location had a lot to offer to the aspiring PR professionals in attendance. Each company had multiple professionals speak to the group and give advice about things that they wish they would have learned when they were still in school or things they had learned post-graduation.

1. Before going into an interview, over prepare. Know the company's website inside and out and even details about the different clients they serve.
2. Practice public speaking before graduating. Take a public speaking class or find an opportunity to speak in front of a crowd.

3. Post-graduate internships can be a great opportunity to get a job with a company. Even if the company doesn't hire you, they could help in the job search.

4. In an agency, results are very important to the client. Even in an internship, work hard so you can show your boss what you have done.

5. Networking is essential to having a successful career. Knowing people can help land your first internship or job.

6. Make a set of goals to help keep yourself accountable. Share this list with your manager to get their advice about achieving these goals so that you will feel more obligated to follow through with them.

7. Don't just be a 'member' within an organization, but get involved and have something to show for it. Find a way to hold a leadership position.

8. Practice writing skills. If you don't have many samples, write a pseudo-press release about an event happening around the area.

9. Follow the media and stay up to date on what is happening around the world. If you are looking for a job in a specific area, be sure to know what is going on locally.

10. When interviewing for a job, know your obstacles and what you will do to overcome them.

Staying Busy During Summer Break

By Aubrey Zimmerman

While the sun is shining and the temperature is rising, don't pass up opportunities to stay active as a pre-professional. Summer poses decisions for students, none of which does anything but make us better, well-rounded people and the chance to enhance our resumes. The options are endless; nearly every job can create opportunity within the PR industry.

The best way to gain experience is through an internship. While some are unpaid and the summer is typically our time to make extra money, the experience from an internship is priceless. Daily duties, such as media monitoring and pitching, cannot be taught in class. These skills are only available through on-the-job training.

Another way to remain active in PR is through volunteer work. Many non-profit agencies look for help with

fundraising events or office work. If you're at home for the summer, volunteer your time to a non-profit and create your own position. If a company doesn't already employ a public relations specialist, your expertise would be invaluable to the organization.

Many students choose to take summer courses in order to get ahead or catch up on credits. While doing so, find something that will keep you up-to-date with current issues and trends in the PR industry. If you don't have time for a job or internship, freelance and write. Beef up your portfolio and write for local organizations or clubs that could use some skilled writing. If you think copy on a Web site can be updated, draft a new piece and propose it to the director.

Summer always goes quickly and if you find yourself not participating in

any of those professional development activities, you can blog about your summer experiences. Blogging allows you to expand writing skills and build your pre-professional abilities. Remember to update regularly and keep your writing professional. Anything you can do to set you apart from the person sitting next to you and will help you land your first career move.

Diversity Digest

By Patrick Goulet

With the final weeks of my college career coming to a swift and bittersweet closure, I would like to share something I have learned over my three year stint as a Spartan. We all have heard professionals say “It’s all about relationships, building them and keeping them strong.” I can’t agree more with the previous statement, but I do believe it is time for an amendment. Expand the context which the professional uses, to include others that don’t fit the mold as either reporters or clients. Why wait until you start your job/internship search to start developing these contacts?

In order to build these relationships, one needs to teach themselves ways to relate to all types of people. The only way to do that is to be a well-rounded person yourself. Academics are important, but not the only piece of the job search map. Simply stated, be personable just have a conversation. Find ways to relate to the person you’re speaking with in an interview.

It may sound silly but you never know what effect a pleasant conversation or gesture might have on someone. And when I say someone, I am including friends, roommates, teachers, other employees, etc. These people will help bring opportunities to you throughout your life. You never know who your roommate’s girlfriend’s uncle is. He might just be your foot in the door to your dream job. Being a friendly person that people can relate too can open doors to opportunities that you might not have thought about before.

One quote sums up nicely the point I am trying to convey. This was told to me by an employee at Leo Burnett, after I asked him what they looked for in potential job hires. “I want to hire someone that I can work in a room with for 12 straight hours and still like them enough to have a drink with after.”

My experience here at MSU has prepared me for the professional world on and off the clock. Of all the experiences this university has provided me. I feel none were as important as the relationships I have created with so many different styles of people. Without them, I am afraid I would have never learned as much about myself as I have.

Reviewed by Natalie Poston

In a Nutshell

Never Eat Alone: And Other Secrets to Success, One Relationship at a Time

By Keith Ferrazzi

In his New York Times bestseller, Keith Ferrazzi looks back over his life and shares the steps he took to achieve such startling success. He was the son of a steelworker and cleaning lady born in Pennsylvania who made his way to Yale, Harvard Business School and many executive positions. His secret, like many networking pros, is relationships. It is no surprise that relationships are the foundation of successful PR careers, but Ferrazzi has truly mastered the art of connecting with those around him. He has met and done business with some of the most powerful people in the world and makes the process sound possible for anyone to master. In “Never Eat Alone” he shares pertinent advice in an easy to read antidotal style.

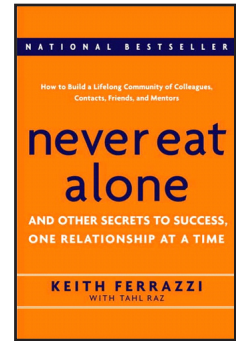
Ferrazzi first learned the value of relationships while he was caddying at a local country club for Mrs. Pohland, whose husband owned the big lumberyard in town and knew many influential people in the area. He quickly became the best caddy at the club and Mrs. Pohland took notice. In appreciation of his efforts she introduced him to everyone she knew that could help him. Ferrazzi learned, “When you help others, they often help you. . . Because of those days, and specifically that lesson, I came to realize that success in any field, but especially in business, is about working with people, not against them.” His observations are helpful to any professional because they apply to many fields, not just business or PR.

Ferrazzi thinks that traditional “networking” is seen as cold and selfish, he prefers to be seen as a “connector” who takes the time to make friends with those around him. He is careful to distinguish true connecting from

being just a networking jerk, who “is a hyper-Rolodex-builder and card-counter.” Ferrazzi admits, with refreshing honesty, that in his youth he was blinded by ambition and made many mistakes. “Never Eat Alone” is compelling because he takes a personal and truthful look at his path to success

He shares skills you will need to become an effective connector which include: doing your homework, taking names, sharing you passions, follow up or fail, mastering small talk, building you brand, ping-pong—all the time, never eating alone, and finding mentors and then mentees. Throughout the book Ferrazzi has placed Connector’s Hall of Fame Profiles which highlight successful connectors like Bill Clinton, Paul Revere and even the Dali Lama. He also details how to make the most out of conferences by strategically planning your moves.

I would definitely recommend this book. It can inspire and help anyone from students and young professionals to C-Suite executives. It provides a new way to look at relationships and connecting with others that can transcend age or profession. He offers strategies and tactics that be applied to conferences, meetings, cold calls, or introductions. Never Eat Alone offers a unique approach to connecting with care and compassion. I dare to say the business world would be a much better and nicer place if everyone was required read this book.



When I Grow Up...

As told to Melissa Hackett



Liz Catalano

Liz Catalano works as a Communications Coordinator at Platts, the energy information arm of the McGraw-Hill Companies. Based in New York City, Liz contributes to the planning, development and implementation of the Platts' global internal and external communications programs, fulfilling responsibilities in media relations, publicity, employee and other stakeholder communications. She began at Platts in June 2009 as a Communications Intern before becoming a full-time member of department in 2010.

Liz found her passion for public relations and fast-paced, big city life early in her career during her public relations internship in 2008 at the Chicago Convention & Tourism Bureau. Forever a Spartan, she holds an honors bachelor's degree in communications with a specialization in interpersonal communications and public relations from Michigan State University. As an undergraduate, Liz was an active in the MSU PRSSA chapter in which she served as a proud member the 2009 Bateman Team which snagged a second-place national finish – the highest in the school's history.

Q. Please explain your current position.

A. I'm currently the Communications Coordinator at Platts, the energy information arm of The McGraw-Hill Companies working in New York City. I began as a Communications Intern in summer 2009 where I learned about all things energy, from oil to nuclear reactors. Working in an organization comprised of more than 200 reporters and editors, this internship really put my writing skills to the test and helped me to better understand the world of journalism. After my summer internship, I stayed on and worked extensively in internal communications and media relations, and this spring, I was appointed as Communications Coordinator. In my new role a few of my responsibilities include: compiling and writing weekly media reports, writing and pitching news releases and media alerts, coordinating media attendance at conferences and events, writing and publishing the weekly internal Platts eNewsletter as well as planning and launching the new Platts Intranet.

Q. How did your experiences at MSU and in PRSSA help to prepare you for your career?

A. My course work at Michigan State and membership with PRSSA were wonderful foundations to start my career in communications and public relations. Whether it was tweaking my

last draft of a press release for ADV 325, coding data as a research assistant, networking at PR Links or rehearsing our Bateman presentation at 2 a.m., I believe that taking full advantage of all the opportunities available to me at MSU and through PRSSA really helped me get my career off on the right foot.

Q. What advice do you have for members looking for internships or jobs?

A. I'm jealous of those who still have some time left at MSU! Make sure you are seeking all opportunities available to you. Attend the career fairs, talk to your peers, don't lose your connections with alumni and apply for internships that seem at all interesting to you – at this point in your career, you never know what will pique your interest and will be your niche. If you're a graduating senior, don't be discouraged with current job market. Take an internship after graduation, you never know, it could turn into something full time!

Q. What advice do you have for members hoping to move to the New York City area?

A. I had never been to New York City before I moved here, and it is definitely a different world! My advice for those of you who want to move out east to the Big Apple is simply, be fearless. It wasn't an easy transition, but,

with a lot of courage and a little elbow grease, moving half-way across the country taught me a lot about myself and helped me to put my career goals into perspective.

Q. What do you know now that you wish you would have known in college?

A. I wish I would have reminded myself every now and then to just relax. Above attending all your classes and meetings, working your part-time jobs and internships – remember to HAVE FUN! Take advantage of all that MSU has to offer to you as a student, and have no regrets.



PRofessional PRofile

Dawn McKenzie, APR

Dawn McKenzie is an MSU alumna who currently works at the Chicago office of MS&L. Before coming to MS&L McKenzie worked for General Motors in both Detroit and Los Angeles. She is an active member of PRSA Chicago.

Q. Please give us a brief bio including where you went to school and previous jobs leading up to where you are today.

A. I joined MS&L Chicago as senior account supervisor after an eight year career with General Motors in Detroit and Los Angeles. At GM, I managed a number of public relations campaigns to manage corporate reputation as well as improve consumer and media awareness, opinion and consideration of the company's brands and products. I also led a number of highly-visible product launches, including the GMC Yukon sport-utility vehicles and Sierra full-size pickups. While earning my degree at Michigan State, I completed five internships with the East Lansing Film Festival, Publicom Inc., Volkswagen of America (2) and General Motors.

My current responsibilities include leading the development and implementation of strategic communications planning for the Kellogg School of Management, DeVry University, Chamberlain College of Nursing and Easton-Bell Sports/Riddell. (I would love to add Michigan State University to this list soon)!

I earned a Master of Arts degree in public relations and organizational communication from Wayne State University and a Bachelor of Arts degree in communication from Michigan State University. I serve on PRSA Chicago's board of directors and have been a federally licensed

commercial hot air balloon pilot for more than ten years.

Q. What has the transition from corporate PR to agency PR been like?

A. The two environments are very different, but I would say that agency life is even more fast-paced and unpredictable. I enjoy the innovative culture the agency world offers.

Q. What keeps you working in the PR industry?

A. I love public relations. I'm so thankful I discovered what I believe is one of the best careers out there. It is a very fun, creative and constantly evolving field that provides opportunities in a wide variety of specialty areas. I enjoy being at the forefront of news and trends, and taking an idea from concept to implementation and securing great results for my clients.

Q. What is your favorite part about working for MS&L?

A. The people.

Q. Since entering the professional field, what's the most important thing you've learned? (That a textbook could never teach you)

A. It is important to stay on your toes and challenge yourself to never stop learning. The networking, extracurricular involvement and professional development shouldn't stop when you graduate. You will become a better professional, develop many resources and get introduced to all kinds of op-

portunities as a result.

Q. Any words of advice to college students interested in PR?

A. Public relations is a fantastic field to pursue. Get as much experience as possible while you're in school. Look for jobs that can dual as internships and learning opportunities, get involved in the student-run PR agency, take a leadership position with PRSSA and volunteer for or create a public relations position for an organization or campus activity that interests you. Keep a portfolio to demonstrate your experience and bring it with you when you interview. There are many ways to obtain hands-on experience, improve your writing and increase your credentials to help you secure internships and ultimately that first full-time position once you graduate. Employers want to see that you have initiative, leverage opportunities and have writing skills and PR experience that will allow you to hit the ground running on day one. Get involved with your local PRSA chapter when you graduate.

If you have any questions for Dawn you can contact her via e-mail - dawn.mckenzie@msslworldwide.com or on Twitter - @dawnmckenzie.

You can also learn more about the MS&L Chicago office by following their blog, msslworldwide.com/chicagoblog

To our fearless leader...

It's no secret that it takes a certain person to be a leader in MSU PRSSA. Our organization requires days, nights and weekends to make things happen. When it comes to leading the leaders, it takes some pretty exceptional personality traits. We have an exceptional leader in Christina Capoferi as our president, and here are some of the reasons why we are all lucky to be working with her.

Strength—Christina might not be a body builder, but if you measured the strength of her attitude and will, she would be stronger than Arnold Schwarzenegger. Christina manages crises with ease and is always offering a calm and relaxing perspective on any situation. It's nice to have when this often happens, especially when we have to reserve a room in CAS.

Humility—Even though she can give out witty comments like it's her job, she can take a joke, too. This speaks to her leadership style. More than her wicked sense of humor is her willingness to pitch in on anything. She's a leader who practices what she speaks, and her past experiences have helped our executive board and organization as a whole grow and learn.

Balance—Christina wears a lot of hats. She's a student. She's an intern. She's a leader. Oh, and she's planning a wedding, too. Christina balances all of these with ease, and even better, she still makes it a priority to help out whenever she can.

While we're sad to see you go, we know you're on to bigger and better things. Your leadership has benefitted this organization in not only improving current programs, but providing a solid foundation for the future. On behalf of the students who benefit from your leadership, we would like to thank you for taking us to the next level.

Thanks, Christina!



The E-board would like to wish you all a safe and fun summer and congratulations to all the graduating seniors. As for everyone else, see you in the fall!

