

imPRessions

A monthly MSU PRSSA newsletter

February 2009

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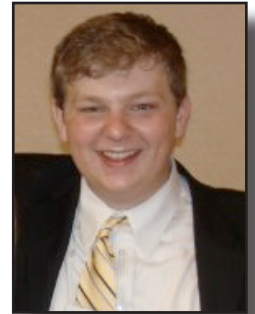
Coming up this month

- February 3: General Meeting
- February 13: PR Links- Career Fair 3 p.m.
- February 13: PR Links- Reception 5:30 p.m.
- February 17: General Meeting
- February 22: Breslin Clean-up
- February 26: Noodles & Co. Fundraiser 5 p.m.
- February 28: CMU and FSU Regional Activity
8 a.m.-5 p.m.

All general meetings are held at 7 p.m. in
115 International Center.



President's Letter



Greetings members,

Welcome to another action-packed month of professional development and learning opportunities.

This month's issue of *imPRessions* includes several articles with tips on how to prepare for career fairs, such as PR Links, and internships in general. I encourage you all to consider these tips, use our Chapter's resources, as well as take advantage of MSU Career Services and all they have to offer. As a way to connect the present with the future, PR Links will have companies looking to hire us. Make sure you mark Friday, February 13 on your calendar.

As an organization containing people of different races, backgrounds, majors, interests and goals, PRSSA supports and promotes diversity in the profession. However, our Chapter is always looking to improve. With that idea in mind, Jenni Lewis has created a diversity sub-committee to explore and share programming and information to diversify our Chapter. Contact her if you would like to join.

As I mentioned last month, make sure to broaden your network by attending regional events. The registration is still open for the CMU/FSU Regional Activity and information for this is on our Web site. Also, National PRSSA is always looking for members to assist the National Committee on various initiatives, including establishing more Chapters and writing for Forum, the national publication. Talk to me if you would like to take your membership to the next level.

I'm looking forward to seeing you all at our general meetings and PR Links!

Sincerely,

Nick Lucido

Stay Connected

Visit our Web site: www.msuprssa.org

E-mail us: prssa@msu.edu

Follow us on Twitter: MSUPRSSA

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

Greetings from the Blogosphere

Intern Etiquette

Christina Capoferi and I had coffee with some of the leadership from our PRSSA Chapter at MSU, including our professional advisors. Russ White from MSU University Relations, Kelly Rossman-McKinney of the Rossman Group and Jennifer Holton of the Michigan Department of Agriculture all gave their input on how we can make our students more prepared. The three of them all come from very different backgrounds in the public relations industry and we had a great discussion. We also talked about one major thing students need work on: office etiquette.

I got some feedback from our advisors and Twitter, and I put together this list of things student workers in an office need to be more aware of:

- You're an intern; act like one. Bring a pen and pad of paper wherever you go, ask a ton of questions, offer to help all the time and always have a good attitude.
- Know how to interact with your co-workers. Talk with and get to know everyone in the office. If you work for a company with multiple offices, go work at the other offices. That's how I landed my gig at the NAIAS.
- It's OK if your boss or anyone else asks you to get coffee. If they are in the boardroom and ask you to get coffee, consider it your access pass to the board room. Getting coffee for a superior is not a demeaning thing and no one is above it.
- Moreover, you are not above doing anything in the office. Sometimes, you have to move the boxes, deliver notes and other not so glamorous things. Get over it.
- Don't be afraid to answer questions or make suggestions. Think it through before, though.
- Answering the phones isn't below you, either! I believe that every phone call is practice for the "real thing" - as a PR intern, I would make a lot of calls to the media and my phone experience helped a lot.
- Don't justify going on Facebook for hours at a time as "social media practice." That said, try to stay as "billable" as possible.
- Even though you're an intern, don't be afraid to ask for/take on more responsibilities.
- Respect your co-workers. Don't put the phone on speakerphone if you work in a cube and try not to have loud conversations on a break around co-workers who are working.
- Don't drink Diet Cokes that aren't yours. But you should bring in leftover cake and other communal things to

share. Hey, who doesn't love a treat?

- Especially with public relations internships, know and understand social media. You will be working with baby boomers and generation x'ers that don't know how to use it but expect you to. Take on a social media project and be able to take ownership of it.
- Always have something to do. If you aren't assigned a project, ask. If you still can't find something, don't be afraid to start your own project. Clean out the supply closet, create a company newsletter... anything to add your worth to the company.
- As a college student, you probably live a crazy and wacky lifestyle, but never bring that to the office. Your co-workers probably won't appreciate it.
- After your internship, go back to the office once in a while and stay in touch.
- Finally, you should never be "too busy" to help someone in the office. Refer to my "why I don't say busy" post. Yuck, I hate that word.

Check out more of Nick's blog posts, including why "busy" is a four-letter word, at:

nicklucido.wordpress.com

EMU Student Development Conference



PR ApPRentice teams from Wayne State University, Eastern Michigan University and Michigan State University together after all of the presentations.



After the PR ApPRentice presentations, everyone enjoyed lunch with keynote speaker Kim Skeltis, APR, followed by an internship fair.

Professional Profile

John Bailey

As told to Julia Wendzinski

John Bailey is Chairman of John Bailey & Associates Inc., Public Relations, a public relations firm with offices in Troy, Mich. and Lansing, Mich. Representatives from both offices will be attending PR Links on February 13.



Q. How did you get started in the public relations industry?

A. My advisor at Wayne State University told me I had to have a major. I did not know why but I said, “public relations.” It was a lucky and correct decision.

Q. What do you do in your current position at JB&A?

A. As Chairman of JB&A I have several very important jobs:

1. To network well to position the company for new business opportunities.
2. To maintain control of the financial strength of the company.
3. To network with our top clients to ensure we are doing a great job for them.
4. To work with the management team to lend my experience when needed.
5. To help promote public relations and ethical business practices to any audience that will listen.

Q. What is your favorite part of your job?

A. Helping clients achieve their goals and working with young professionals to help them become the best they can be.

Q. What is your least favorite part of your job?

A. Trying to get some business owners to understand how significant public relations is and how it can help them achieve their goals. And those business man/women that want to bend the ethics rules.

Q. Since entering the professional field, what is the most important thing you have learned?

A. That we have a limited number of chances to do things right, so do things right the first time. Always speak up but find a polite way of doing so.

Q. What qualities and skills do you believe are most important for students hoping to enter the public relations industry to have?

A. All professionals need to be able to write well. They also need to understand business and business strategy. They must also have respect for everyone and they must be willing to work harder and smarter every day.

Q. Any other thoughts or words of advice?

A. Never give up. You can accomplish what you set out to accomplish, you must keep working toward reaching those goals.

If you have any questions for John feel free to contact him at:

jbailey@baileypr.com

To learn more about JB&A’s offices, clients and more, visit:

baileypr.com

Hubbell Connections Debuts Agency Logo

Agency Director Courtney Curran is happy to announce the debut the official logo for Hubbell Connections, MSU PRSSA’s student-run firm. The logo, designed by advertising senior and PRSSA member Nate Erickson, was inspired by the widely recognized symbols for Wi-Fi and RSS feeds.



The new logo will now be incorporated with everything put out by Hubbell Connections to help gain association with the agency and the logo.

To get involved with the agency visit msuprssa.org, click on the “Student Firm” tab and download the application.

Working for Hubbell Connections will give you the opportunity to work with clients such as the American Red Cross, Saginaw Youth First and MSU Government Affairs. The agency is receiving a steady stream of new clients so apply today!



Who's Coming

MSU PRSSA and APRR are pleased to invite you to attend PR Links, a career fair and networking event. PR Links will take place on Friday, February 13 at the Kellogg Center. Cost of entry is free for paid PRSSA members and \$5 for all others. The career fair will take place from 3 - 5:30 p.m. A reception that will be open to students and professionals will be held afterwards at 5:30 p.m. Search "PR Links" on Facebook to find the event page.

The following companies will be in attendance:

Old Town Commercial Association
iloveoldtown.org

The Rossman Group
rossmangroup.com

Jackson National Life
jackson.com

Sircon Corporation
sircon.com

Weber Shandwick
webershandwick.com

John Bailey & Associates (Troy and Lansing offices)
baileypr.com

Detroit Symphony Orchestra
detroitssymphony.com

Michigan State Police
michigan.gov/msp

PRIME Research
prime-research.com

Marking Operations at Ingham
irmc.org

and more to come!

What NOT

to WEAR By Lia Simcina

While college students often look to celebrities for the newest and hottest fashion trends, it's not very practical to rely on Britney Spears or David Beckham for ideas when it comes to professional attire. The blogger Intern-Queen (internqueen.wordpress.com), gives advice on internship topics from how to dress for an interview to what to expect on your first day. Here are a few key tips to keep in mind when dressing for the job you want.



Guys

If you can't see it, that's a good thing.

- If you decide to wear a white buttoned down or collared shirt, you **MUST** wear a grey undershirt with it. The "wife beater/tank top" under your white shirt will show through and make you look more like Joe Dirt than a professional.

It's the little things that count.

- Know how to tie your tie, and it should be the right length. Having a tie can't hurt, but not having one if expected could. Always wear a suit jacket.
- Get out that iron. A wrinkled shirt shows a lack of sophistication. If Mom normally does it for you, try Febreze Wrinkle Releaser.
- Your socks should be dark and blend in. Absolutely **NO** white socks. You are not MJ. Shine your shoes, too!

Essentially, until you score that job or internship and have the opportunity to understand how those at the office typically dress, play it safe. Above all, wear something that you are comfortable and confident in. If you are fidgeting with your clothes your discomfort will show!



Girls

Interviews are not the place to experiment with fashion.

- Pairing a bright colored top with a black suit is fine, but don't go overboard. Be simple, but not too trendy. Don't come decked out.
- Jewelry should be simple; have only one accessory that stands out. If you have piercings other than one in each ear, take those out to avoid looking unprofessional. Also, make sure to wear very little makeup. This is not a night club.

Be polished.

- Trim your nails. The last thing you want to do is have your snaggle nail scratch someone during a handshake. Chipped nails are not an option; paint your nails a neutral color or go without.

Keep it classy.

- This is not a cleavage show. Remember: nothing too low, too tight, or too short. Buy a pair of "interview heels" that won't see the bar or a night out on the town. Go with a smaller heel and nothing with a platform.



By Lia Simcina

With career fairs and the job search for summer employment just around the corner, it's important to remember that the professional world is not college town. We may not study for each and every exam, but for job interviews we need to come prepared. In addition to researching the company and its clients, here are some tips to remember when prepping for the big day:

DO smile. If you're excited about a company, show it. Remember that these recruiters see hundreds if not thousands of resumes. If you're lucky enough to get an interview, don't waste their time.

DON'T forget business cards. Along with a resume, you should have a business card. At the least include your

name, e-mail, phone number and the college you are attending. You can also include a position you hold in an organization such as "PRSSA Member."

DO listen. Listen carefully to what the interviewer is asking. If you're not sure, repeat the question you thought they said and the interviewer will refine the question if necessary.

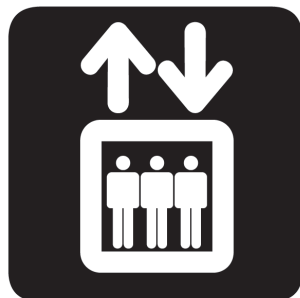
DON'T chomp. Fresh breath is important but veto gum and large mints. Listerine strips work best. A food-in-the-teeth check-up never hurts either.

DO have an elevator speech planned. Be able to describe yourself, what you have to offer the company and why they should hire you in 30 seconds or less. This is especially important if you meet someone unexpectedly, are at a

career fair or have already landed an interview; you want to be memorable.

DON'T act like you own the place. While it's important to be confident, there is a thin line between confidence and arrogance. Always be gracious and you remember to thank the interviewer for taking time to meet with you before the interview begins.

DO shower. Regardless of how "fresh" you think you look, it's always important to bathe and comb your hair before meeting an employer. Don't go overboard on cologne or perfume. You never know if the interviewer may have a fragrance allergy or simply a bad experience with someone wearing that scent.



Keys to a Perfect Elevator Speech

An elevator speech is essentially a 30-second speech that describes yourself, what you do and what you have to offer a recruiter. In an elevator speech be sure to include:

- Your first and last name
- Current relevant job positions
- Year in school
- An objective statement of what you're looking for, such as a full-time job or internship position
- Major
- Something that makes you memorable
- Any positions you hold within an organization

When I Grow Up...

As told to Courtney Sipperley

Q. Please describe your position at Nereus.

A. Nereus is a 12-person full service marketing communications and public relations firm with expertise in the high-tech sectors. I primarily represent the USB Implementers Forum (you're probably all too familiar with USB ports) and the Digital Living Network Alliance (Do you have a PS3? That's a DLNA certified product). As an account coordinator, I work with account executives and my direct manager to make sure our clients' needs are fulfilled. My duties range from pitching events to media/blogger/analyst contacts to monitoring media coverage to developing deliverables.

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

A. The transition from college life to professional life was relatively gradual and smooth for me. Having four internships under my belt before graduating and being actively involved in organizations such as PRSSA prepared me for jumpstarting my career. I highly recommend gaining whatever experience you can before you graduate. You won't regret it.

My experience after walking across the stage in my green gown and being handed my diploma has been unique. I knew that I was going to be moving across the country to Portland, Ore. late in the summer. I worked two summer jobs to save up money before the move and became a Craigslist addict as I applied for positions in Portland that appeared to be fitting for someone who wasn't completely sure what she wanted to do.

One option I considered was interning rather than jumping into a full-time position. Because I was moving across the country, I felt

that an internship was an opportunity to get a feel for a company without having to commit past the endpoint. I came across Nereus while searching for public relations firms in Portland and decided to apply for the internship program.

Within two weeks of living in Portland, I was offered an internship position with Nereus and gladly accepted. I have since been offered and accepted an account coordinator position. My hours are 8-5 and generally, those are the hours I work. As we have clients around the globe, I occasionally have early or late meetings and around big events, such as the Consumer Electronics Show, I tend to work some later evenings. Overall, I have felt prepared for my first entry level position.

Q. What do you like most about working in your specialty?

A. The reason I enjoy working in public relations is that I feel it is a field that is constantly changing. I have a lot to contribute, and I also have a lot to learn. New media has changed the industry so much in recent years. I can only imagine what the future will bring.

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

A. About halfway through my internship, I was told that my colleagues were thrilled with my performance; however, it was not likely that they would be able to make me a full-time offer. I was told that my employer was willing to extend my internship. I understood that the internship did not guarantee a job offer at the end of the program. I was honest and mentioned that I strongly preferred a full-time job (as having benefits was extremely important to me); however, I told my coworkers I was willing to extend my internship if that is what it took to stay with the company. A few weeks later, I was offered the full-time position. Some factors are out of our hands, so take control of what you can.



Mary
Slonske

Q. How did being a member of PRSSA benefit you from a working standpoint?

A. PRSSA has greatly benefited me as it helped me gain insight into various aspects of the industry. I currently work on nonprofit client accounts, which is something I learned I was interested in after hearing from nonprofit company employees at PRSSA meetings and on a PRSSA Detroit firm tour.

Additionally, employers are impressed when they see PRSSA on your resume. The president of my company served on the board of directors of PRSA- Portland Metro Chapter. As someone who moved across the country, being involved in a national association was helpful during the application process.

Being involved in the association makes it that much more valuable on your resume. I was never on the e-board; however, I was involved in developing the PRSSA newsletter and helping to plan PR Links. Those types of activities are excellent talking points in interviews.

Q. Any other thoughts?

A. You may not know what you want to do right now, and that is ok. Learn as much as you can in school so that you are prepared for whatever career path you end up on. Do not let the economy bring you down too much. If you are qualified and persistent, you will find a job in the public relations field.

If you have any questions for Mary feel free to contact her at:

slonskem@gmail.com

or follow her on Twitter: @M_A_R_Y

Notes from

National Conference: Agency vs. Corporate

By Julia Wendzinski

In PRSSA there is a lot of focus put on working and interning for public relations agencies and not much attention brought to working corporate. Lori Billingsley, director of multicultural communications at The Coca-Cola Company, has over 20 years experience in public relations in both the agency and corporate setting. At the 2008 National Conference she shared some of her insight of the advantages and disadvantages of working agency and corporate.

Agency Advantages

- Especially when transitioning from student to professional, working agency is great because you have the opportunity to work on a variety of accounts
- Develop ability to multi-task and shift direction quickly
- Creative environment and a great place to look for your next job
- Good way to learn about government contracts and how they work

Agency Disadvantages

- Time must be billable and trackable
- Work long hours
- Risk being pigeon-holed into a specific function

Corporate Advantages

- Acquire a depth of knowledge in one particular area
- Develop strategic thinking
- A better opportunity for relocation at different corporate headquarters
- Good benefits and compensation

Corporate Disadvantages

- Very relationship driven
- Politics of getting things done, a lot of procedures to follow and approvals that need to be made
- There are always rumors of restructuring and reorganizing the company

AP Style Tip

Applying AP Style to your resume

*Note, rules may be different in other forms of media writing.

1. When referring to states, only use the two-letter zip code abbreviation when the state precedes a zip code. In all other cases, use the AP Style abbreviation.

Example: Mich., not MI

2. In general, spell out numbers under 10 (one, seven, nine). Use numerals (10, 25, 109) for 10 and above.

3. When talking numbers write "more than" not "over."

Example: Launched a campaign that engaged more than 100 students.

4. Do not use parentheses for the area code in your phone number
Correct: 888-123-4567

5. E-mail, not email.

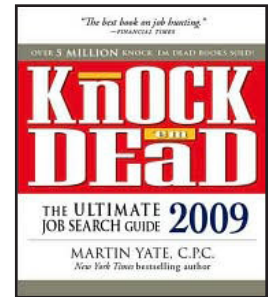
6. You can use abbreviations for the following months: Jan., Feb., Aug., Oct., Sept., Nov., Dec.

Reviewed by Courtney Siekirk

In a Nutshell

Knock 'em Dead: The Ultimate Job Search Guide 2009

By Martin Yate, C.P.C.



The recent economic downturn has caused many of us to develop a growing sense of uneasiness and anxiety, especially as students searching for internships and full-time positions after graduation. We are preparing ourselves to enter an extremely competitive job market, and knowing how to stand out among other applicants is a necessity. *Knock 'em Dead: The Ultimate Job Search Guide 2009*, is an excellent resource to learn how to give yourself an advantage in today's job market.

Martin Yate goes into detail about everything from writing a winning resume and cover letter, to standing out in an interview. The book contains examples of tough interview questions and explains why these particular questions are popular. Tips are also included to structure your own tailored response.

Examples of questions include:

- "What is your greatest strength?"
- "Can we check your references?"
- "What is the last book you read (or movie you saw)? How did it affect you?"
- "Rate yourself on a scale of one to ten."

Preparing for a job interview can be very intimidating, especially if it is your first experience with a professional interview. Spending time to prepare and familiarize yourself with what to expect will settle the butterflies down and allow you to jump into the interview with confidence. *Knock 'em Dead* is an outstanding resource to help lead you down the path towards the internship or job of your dreams.

Member of the Month

January

Congrats to our January Member of the Month:

Lindsay Bacigalupo!

Lindsay has been incredibly involved in PRSSA and was selected for the position as account supervisor for Hubbell Connection's client, Youth First Project. A sophomore from Bay City, Mich., Lindsay is also a part of the 2009 Bateman Competition team. The communication major plans on specializing in public relations and would like to go into entertainment promotions.



Keep up the great work Lindsay!

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 Director: Courtney Sipperley
Bateman Chair: Monica Fineis
Webmaster: Angela Minicuci
Sophomore Chair: Kristine Kendall

Academic Advisor: Russ White
Professional Advisor: Jen Holton
Professional Advisor: Kelly Rossman-McKinney
Bateman Advisor: Amber Shinn

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

MentorMatch-up

By Julia Wendzinski

As you've probably heard, having a professional mentor as a student is an excellent way to learn from others, create lasting relationships and network. But how are you supposed to go about getting a mentor? And once you do find one, what comes next?

Bateman Director Monica Fineis was matched up with Merri Jo Bales, director of strategic development at Consumer's Energy, through the mentoring program offered by MSU College of Communication Arts & Sciences. Intern Developer Paul Jaques runs this program, which connects qualified students that are at least of junior standing with a professional in the student's area of study.

Fineis says, "the mentorship is what you make of it. Merri Jo and I have a very casual mentor relationship. We usually meet once a month for dinner and I come prepared with topics I want to discuss. Usually it involves asking for advice on my latest project. I highly recommend any college student to take advantage of a mentoring program."

Another service that students can take advantage of is an online mentor program offered through the blog The Creative Career. Visit thecreativecareer.com/mentors, enter some personal information and select your fields of interest. There is the option to rank what kind of connection you would like made such as your mentor being located in your city or most closely matches your interests.

The advantage of this service is that you can tailor your interests to fit a specific description. Chapter President Nick Lucido requested a mentor interested in professional development and who has a high level of involvement within professional associations. He was matched with Shonali Burke, ABC, an independent public relations consultant based in Washington D.C. One of PRWeek's 2007 "Top 40 Under 40" PR pros, Burke and Lucido have set up phone calls to chat and according to Lucido, "her perspective on things really allowed me to focus my internship search for the summer."

Public Relations Director Jenni Lewis has two mentors through Creative Career. Lewis first requested a new professional that has taken a similar career path as her and was matched with Brian Camen who works for Thunderbird School of Global Management in Arizona. Lewis and Camen communication through E-mail, Facebook and Twitter. Lewis later requested a local mentor and was paired with Shannon Rolley who works for Old Towne Commercial Association. Lewis talks with her mentors about viable options for jobs and has them critique her resume. Both of her mentors work in areas that she has no experience in, so she considers her match-ups as eye-opening relationships.

Started up a blog? Working on an interesting project at your internship? Tell us about it!

Writing an article for *imPReSSions* is a great way to get published and have some material for your portfolio. Articles can be up to 400 words and the deadline for the March issue is **Saturday, February 28**. 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. Don't have any ideas for an article but still interested in writing? No problem, Julia can help you brainstorm and give you topics to write about.