

imPRessions

September 2011

A monthly MSU PRSSA newsletter

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Fall Semester Meeting Dates....

September 27
October 11
October 25
November 8
November 22
December 6

President's Letter

Hi all!

I hope everyone has been having a great first few weeks of classes. I am beyond excited for what PRSSA has in store this year. My name is Kristen Selasky and I will be serving as the Chapter President this year. I am a senior Communications major specializing in PR. Just a little background on me, I have had three internships over the past two years. Obtaining each position was made possible by my experiences in PRSSA. Taking advantage of all that PRSSA has to offer will undoubtedly help in your pre-professional career and as you transition into a professional. There will be many opportunities to build your resume, enhance your portfolio and learn more about the Public Relations industry.



I encourage you to become involved in some way and guarantee that it will be beneficial for you at some point in your future. This year, we will have speakers throughout various areas of the industry to give you a better insight into what it means to be a Public Relations practitioner. You will find that PR is not just one thing; it is advertising, it is marketing, it is communications, it is journalism and even more all rolled into one. Please use me as well as the rest of the Executive Board as aids. I am more than willing to answer questions about PR or help in any way that I can with landing that dream internship/job.

It is great seeing you all here today, and I look forward to continue seeing you throughout the year!

Best,

Kristen Selasky

Stay Connected

Visit our website: msuprssa.org

Email us: spartanprssa@gmail.com

 @MSUPRSSA

 Michigan State University PRSSA

PRSSA
Public Relations
Student Society
of America

When I Grow Up...

As told to hannah NOWICKI



Camille Dagorn
Communications Director
Capital Area Michigan Works!

Camille Dagorn is the Communications Director at Capital Area Michigan Works! She graduated from Michigan State University in May 2011 with a major in Interdisciplinary Humanities from the College of Arts and Letters. Her degree was comprised of three cognates including Communications, English and Women's Studies.

Please explain your position at Capital Area Michigan Works!

As a Communications Director, I manage all communications plans for our non-profit councils. I implement marketing strategies and also take on public relations responsibilities as well. I am fully involved with all forms of communication, particularly writing. I also assist in various aspects of event planning.

What is the best part of your job?

The best part of my job is being able to gain so much experience. It's important to be a student of your profession and that is definitely what I am at this point in my career.

The worst?

My least favorite tasks are those that involve mundane details such as going through old newspapers for media clips. I am a creative person so, naturally, I would rather be involved with the more exciting, idea-driven processes.

What has been the biggest challenge you have faced thus far in

your career field?

My biggest challenge has been taking on the role of the communications director. Our former Chief Communications Officer resigned so I had no choice but to step up into a much more advanced role with significant responsibilities. Coming right out of college, that's a big step, but I welcomed the challenge because I knew tackling that would make me a better professional.

What would you say is the biggest difference in your life now that you are working in the "real world?"

The biggest difference is my mind-set now that I am no longer in college. Within just a few short months I have found myself growing into the type of person and professional that I want to be. I have always been very driven but now that I have gained knowledge in my industry, I have tools to accomplish a lot more than I thought I would when I was still in college.

What do you look for in students that you are interviewing for internship positions?

When I interview a student I look for

individuals who are very driven. Of course I look for a certain level of experience as it pertains to communications but that is not as important to me as a person's willingness to learn and advance their career. I think creativity, coachability and self-motivation are key ingredients in a successful intern.

What is the best advice you can give to students in PRSSA?

You are always capable of achieving much more than you think you are, so set your limits high. When it comes to your career, interning is crucial no matter where you are interning or what you are doing, if you are learning you are gaining experience. Always stay hungry for success.

MSU PRSSA Mentor Program: get involved

by becky CUNNINGHAM

The MSU PRSSA Mentor Program aims to provide members with a valuable connection in the public relations industry. Each semester, paid members will be paired with a PR professional based on their professional interests and goals.

Why is the program worthwhile? Mentorships between PRSSA members and industry professionals create an environment for learning more about the profession, building networking skills and getting a glimpse of PR outside of the classroom. New PRSSA members are able to rely on a professional resource to offer college advice and help determine which sector of PR is right for them. Returning and graduating PRSSA members can utilize the mentorship to begin networking, find help in the job search process and more.

Mentor relationships will be based on members' interests in specific types of PR, companies, etc. The frequency of member-professional communication is up to the mentee and professional and will be determined after matching.

Please talk to Becky Cunningham (cunni237@msu.edu) if you are interested or have any questions.

Meet the 2011 Executive Board



Becky Cunningham
VP of Alumni Relations
Year: Senior
Major: Communication



Kylie O'Brien
VP of Public Relations
Year: Senior
Major: Journalism



Hannah Nowicki
VP of Member Services
Year: Sophomore
Major: Communication



Kristen Selasky
President
Year: Senior
Major: Communication



Caitlin Cox
VP of Chapter Development
Year: Senior
Major: Communication



Jeannette Conklin
VP of Professional Development
Year: Junior
Major: Communication



Katie Heck
Director of Hubbell Connections
Year: Senior
Major: Communication



Nick Bognar
VP of Recruitment
Year: Junior
Major: Communication



Lauren Mehringer
Bateman Director
Year: Senior
Major: Advertising



Lisa Thompson
VP of Programming
Year: Senior
Major: Communication

Getting started with a PR specialization

by caitlin COX

Other than coming to PRSSA meetings, it's important to further your understanding of Public Relations through the Department of Communication Arts & Science's Public Relations Specialization Program.

The PR specialization is not just exclusive to Communication majors, so it's essential to check with your advisor to see if you qualify.

Qualifications for the specialization require being sophomore status or higher, taking a few prerequisite courses within the Communication College and obtaining an overall 3.0 grade point average.

Once a student is qualified for the Public Relations Specialization they will take a number of courses that will prepare them for any field of PR they wish to pursue.

The PR specialization strengthens a student's skills in: AP style writing, editing, event planning, research methods, public relations strategies, connecting with society and working with the media.

After specialization completion, students will have a general knowledge in how to conduct PR for career options including: crisis management, press agency, media relations, consumer relations, financial relations, public affairs, public information, development, community relations and special event planning.

For more information concerning the Public Relations Specialization, please speak with your advisor or the several Eboard members that would be happy to help!

Upcoming Speakers

We are always looking for fantastic speakers to come to our meetings to speak to our members. If you know any that would be a wonderful speaker please contact Lisa Thompson at lisathompson032@gmail.com or visit her after the meetings.

Firm Tours: making connections

by lisa THOMPSON

As many of the new members do not know, one of the great things about joining PRSSA is the chance to go on firm tours to Lansing, Detroit and Chicago. Firm Tours include the chance to tour and sit down with about 3-4 different Public Relations firms. It is a great way to make connections, learn more about different fields of Public Relations to go into and also to meet more people in our organization. Honestly, I never attended any firm tours my freshman year and after attending my first one I started to attend them all. I made great connections and it was so helpful when looking for internships and learning about the field. Please take advantage of these wonderful opportunities that will be happening this year. You could land an internship with one of these firms as well. Our first firm tours will take place in Lansing on Friday, October 21. Please see Lisa Thompson (lisathompson032@gmail.com) for more information on them or if you have any questions.



2011 PRSSA Advisors

Anne Readett

Anne Readett, APR, is CMPRSA past president and one of two professional advisors for the MSU PRSSA chapter. Anne is the Communications Section chief for the Michigan Office of Highway Safety Planning, responsible for the Click it or Ticket and Drunk Driving: Over the Limit. Under Arrest. advertising and earned media campaigns. She holds bachelor's and master's degrees in journalism from CMU and MSU respectively.

Robert Kolt

Robert Kolt is the faculty advisor for PRSSA this year. Kolt has been an instructor at MSU for the past 18 years and teaches ADV 325 Public Relations Techniques: Writing and Ethics, a class required for a PR Specialization. Kolt has been a member of PRSA for many years, and earned his graduate degree in Communication from MSU. Robert Kolt is also a practicing public relations professional and has worked as the President and CEO of Kolt Communications, Inc., in Okemos for the past 20 years. The firm provides a variety of communication counseling services to both public and private sector clients in Michigan. Kolt Communications, Inc., has been recognized over the years with numerous awards for outstanding communications work, and today the firm provides counsel to a prestigious list of clients.

Additional advisors include:

Russ White
Rachel Warner
Deb Muchmore

Gain experience with a unique opportunity

by katie HECK

Are you new to public relations? Are you looking for public relations experience to set you apart from your peers? How about a leadership opportunity? Hubbell Connections is Michigan State University's only student-run public relations agency and is a branch of Public Relations Student Society of America. Hubbell Connections can offer you experience, writing samples, leadership and much more. You do not have to be an experienced public relations student to apply for a position in the agency. One of our goals is to give students the chance to build their resume and portfolio so they are more marketable for future internship positions.

If you are interested in being part of the Hubbell Connections team, there are two positions that you can apply for. If you are looking for a leadership position and think you have the skills to manage a team of three or four students, you should apply for an Account Executive position. Account Executives work directly with the client, organize team meetings, delegate tasks to the Account Associates and implement the communication plan. Account Executives all meet with the agency directors biweekly to discuss client news, brainstorm new ideas and to ensure the team is on track with the timeline. The next available position is for Account Associate. Their duties are to write news releases, newsletter articles, assist in planning of events and brainstorming. Most teams meet biweekly to assign tasks.

Please e-mail hubbellconnections@gmail.com for more information and to receive an application.



Developing through PRSSA

by jeannette CONKLIN

Being a member of PRSSA allows access to our chapter's monthly professional development sessions.

These meetings provide an opportunity to build and sharpen skill sets important to PR students and young professionals. Whether you are trying to land your first internship or transitioning from college to the "real world," these sessions provide something for everyone.

In previous years, professional development has covered topics such as portfolio building, blogging and Adobe InDesign. This month's professional development session will be a cover letters and resume workshop – helpful at every level.

You will learn various techniques and emerging trends in addition to other pertinent information.

“ It was not until completing my internship this past summer that I realized the amount of valuable knowledge I had received from PRSSA's professional development seminars. ”
-Erica Swoich

Not only will professional development sharpen your skills, it can also help build relationships with your peers and network with professionals. The sessions are opportunities to learn vital skills and ask questions on topics not necessarily learned in classes.

Utilizing professional development is an excellent way to grow as a student while becoming further involved in PRSSA (and earn Hubbell points!).

I hope to see you September 29 to work on resumes! Feel free to contact me with any questions at

Bateman:

Childhood Obesity

MSU Bateman is a nationally recognized public relations campaign competition.

- Nationally competitive with about 50 other PRSSA chapters
- Judging process: PR professionals will judge our 10-page analysis
- You will plan and implement a real public relations campaign
- You will volunteer your time (Sept – March) to a great cause
- You will have the final book to show future employers
- You will sharpen your skills: writing, advertising, graphic design, web design, social media, event planning, public relations, etc.
- Employers, professors and past Bateman members agree that this experience is just as valuable as an internship.

Seeking 3-4 new members for the team!

Email Lauren Mehringer at lauren.r.mehringer@gmail.com

