

PR Success



Hugh M. Culbertson PRSSA
Ohio University
Chapter Newsletter
Fall, 2013 Edition

#ScrippsPRSSAtoPhiladelphia: taking away more than business cards from 2013's PRSSA National Conference

By Sarah Rachul

I had been planning to go to PRSSA National Conference since I heard about our chapter's experience in San Francisco last year.

I spent months editing my resume, creating a personal website and agonizing over business card designs. However, when the week of National Conference arrived, I realized that although my "toolbox" was full, I wasn't sure if I could make everything work together cohesively. So many questions crept into my mind throughout the entirety of the conference. It

was stressful, intimidating and exhilarating. But, was it worth it? Absolutely.

When we arrived at PRSSANC, there was hardly enough time to breathe before sessions began. I carefully chose my sessions based on which topics would help me most in my career. Of all the lessons I learned that weekend, two had the greatest impact on my overall experience.

Jason Mollica presented the "CEO of You: Creating your personal brand" session about the importance of having a unique and personable professional presence. He



Scripps PRSSA members at National Conference from left to right: Jess Carnprobst, Marisa Fiore, Theresa Ianni, Nicole Spears and Sarah Rachul.

stressed that you should always be open and transparent about your brand. If people don't think that your brand truly represents you, you will appear deceitful. Mollica closed with a quote: "A personal brand takes years to build and seconds to destroy."

My other favorite session generated pages of notes and so many laughs: Dr. Joe Trahan's,

"Spice Up Your Presentation Skills." I can say without a doubt that this man is the best public speaker I have ever had the pleasure of meeting.

Trahan taught that if you don't believe in what you're speaking about, you will fail. That might seem obvious, but it's surprising how many

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ImPRessions receives impressive makeover

By Ashleigh Mavros

For PRSSA's student-run firm, ImPRessions, this past year has been a whirlwind of positive change. With a major re-branding and restructuring, ImPRessions has positioned itself as a more standardized, effective firm.

The firm's restructuring stems from the 2012-2013 administration that saw a hole in the organizational structure and took advantage of the opportunity. In the past, ImPRessions consisted of three administrative positions who were assisted by an internal account. However, communication between



Ohio University's student-run PR firm's new logo.

the internal account and administration was stretched too thin.

This year, the internal account has been eliminated and four director's positions have been added; finance, creative, communication and human resources.

"The board is helpful to maximize the brand and keep the firm in a good place,"

said Dan Mulvey, CEO of ImPRessions. "It was much more beneficial to have four people the administration can work with to keep everything running smoothly."

As the decision was being made to restructure, the administration believed a re-branding was needed. The new logo still incorporates the blue branding, but makes for a more

minimal, professional look for the firm. Creative Director Taylor Carney was the brains behind the new logo.

"We are a professional organization so we wanted our logo to reflect that," said Carney. "We came up with a new, very clean look."

In addition, the firm also revamped their clientele and the student application process.

Last year ImPRessions served 18 clients with more than 200 members. The realization eventually came that with so many clients, it was difficult to properly manage them all, especially if they did

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Small town students, big city dreams: PR in rural Ohio

By Lindsey Zimmerman

The phrase "public relations," to an industry outsider, might evoke images of a glamorous whirlwind of a career à la Samantha Jones from *Sex and the City*. As a result, the fast-paced world of public relations is often associated with big city life.

While the depictions of the PR industry on the hit HBO sitcom aren't always accurate, it's not uncommon for young, aspiring PR professionals to dream of someday working in a towering skyscraper smack dab

in the middle of Downtown, Metropolitan.

I consider myself to be one of the many PR students who hopes to experience the big-city career lifestyle. I hail from Westerville, Ohio, and my goal is to someday have a fashion PR job in Chicago. For now, though, I'm here in Athens: a cozy little Appalachian community of 45,000, half of which are OHIO students.

Although I'm absolutely in love with Athens and consider it my second home, it's not exactly a sprawling urban jungle. But, it is home to one of



Ohio University is located in the beautiful and historic Athens, Ohio, and proudly educates 23,000 undergraduate students.

the leading journalism and PR programs in the country: the storied E.W. Scripps School of Journalism.

So, how is it that a school located in a relatively rural

community can help prepare students for a job in a much more urban environment? The way I see it, it's all about how

RURAL OHIO, PAGE 4

Scripps PRSSA members bond with mentoring program

By Mira Kuhar

Joining PRSSA yields more benefits than just professional connections, specialized tips you don't learn in the classroom and great experiences to add to your resume.

As the Hugh M. Culbertson Chapter of PRSSA, our mission is to offer members beneficial relationships with public relations practitioners and peers that facilitate the learning, acquiring and development of professional skills. Helping members make positive connections and long-time friendships with one another is something that Scripps PRSSA holds as a top priority.

Throughout the year, our chapter holds a variety of events to help bring members together. The executive board, more specifically the VP of Member Relations, sees that this happens, primarily with the Mentor/Mentee program.

The Mentor/Mentee program is designed to bring newer members together with older ones, giving the less-experienced participants a guide that can be beneficial in helping them throughout the year. This person also becomes a friend who is there to answer any questions that may come up about Scripps, PR or just life in general.

This is also a positive experience for the mentor

because it provides them with leadership experience and a new friend.

According to Ben Clos, VP of Member Relations, 30 members signed up to be mentors and 60 signed up to be mentees this year. Ben stressed the benefits of the program to future success in college and after graduation.

"It is so important to connect with juniors and seniors your first year," Ben said. "Those are the people who will be the best connections when you graduate."

When you sign up to be a part of the Mentor/Mentee program, you have the liberty of choosing if you want to be a mentor or a mentee. That can be



Mira Kuhar (right) with her mentor, Ashleigh Mavros (left).

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PRSSA meets PRSA at Leadership Rally in Columbus

By Ben Clos

There is no better way to begin the year than learning about leadership with PR professionals. On September 5, Scripps PRSSA members made their way to Ohio's big city, Columbus, for the PRSA/PRSSA Leadership Rally at Fahlgren Mortine Public Relations.

In attendance were Ohio Dominican University, Ohio State University, Otterbein University, Ohio University – of



Juniors Ben Clos, Kaija Nealon, Briagenn Adams, Melaina Lewis, Marisa Dockum and Cidnye Weimer at the PRSA/PRSSA Leadership Rally at Fahlgren Mortine Public Relations.

course – and a few others.

After enjoying an early dinner, we broke into groups to mingle with students from other

schools, and so the professionals from PRSA could rotate between the different groups. Each group of professionals

had various topics to discuss with students, including how to gain attendance at PRSSA meetings, how to communicate with PRSA professionals, how to create good connections between an executive board and chapter members and how to improve PRSSA meetings.

To name a few, Heather Bartman and Erin Pope of Fahlgren Mortine, Jenn Cartmire of Kegler Brown Hill and Ritter and Rebecca Odell of

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Marisa Dockum's business cards include her picture, Twitter handle, phone number, email and Ohio University affiliations.

Personal Branding 101: The keys to discovering and creating your brand

By Marisa Dockum

What is all this talk about personal branding? With the rise of social media and the capability to be instantly connected, personal branding has become quite the hot commodity among young PR professionals. Personal branding is just like product branding, only tailored to us as individual people with unique talents and personalities.

Take a look at Oreo, Nike or Apple. Oreo, Nike and Apple are all established brands that hold true to the promises they promote to their customers. Oreo, branded as milk's favorite cookie, promises deliciousness and comfort. Nike, branded as the world's leading active living gear, promises quality and results. Apple, branded as an innovative, user-

friendly technology company, promises improvement and modernization. So, what do you represent and promise as a pre-professional?

Discovering your personal brand begins with finding your promise, passion and skills. Your brand is three things: a promise, a perception and relatable to all publics. When your self-perception matches that of those around you, you have found your personal brand.

Think about who you are as a person. You can try listing your qualities and traits, or you can have a good friend name three words that describe you. Then think about what you enjoy doing. Do you get a rush when creating social media content? Are you one of those overly involved people? Decipher

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PR in rural Ohio

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you apply yourself.

One of my favorite things about Scripps is that it offers countless opportunities for professional networking and hands-on experience. It's the latter of these two that really puts the quiet, rural location of Scripps at an advantage. Our location in humble Appalachia makes it easy to gain hands-on PR experience working with local clients, as evidenced by the success of ImPReSSions. PR students attending universities in larger cities might have more trouble when it comes to actually doing work in their field for real clients.

At ImPReSSions, we not only put together entire PR campaigns for our clients, but we also maintain constant contact with them. In many cases, we can meet with them in person any day of the week. A

student-run firm in a busy city environment probably won't have the same luck. Doing PR in a small community like Athens does wonders when it comes to communicating with clients, which is a good way to ease us students into this crucial industry function.

Athens is a great starting point for a young PR professional because it offers hands-on experience that would be hard to come by in a big city. This can put PR students at OHIO at a huge advantage after graduation, when it comes to getting a job in the real world.

The cozy, rural location of our school is surprisingly helpful in gaining the valuable skills and experience that are so important in today's job market. The unique environment of Ohio University's PR program offers an experience in professionalism unmatched by any other school in the country.



Bobcats leave their hearts in Athens, Ohio.

PRSSANC, Philadelphia

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people forget. Trahan stressed the importance of being a storyteller, a title every PR professional should be familiar with. Speeches shouldn't be memorized, and you should clearly and succinctly be able to explain your message to any audience.

Although each day at the conference was jam-packed, we were left with free evenings in Philadelphia. The options for entertainment were endless, and with more than 1,000 attendees, so were opportunities to make new friends. I visited the Rocky steps at midnight to see one of the most gorgeous city views I could have imagined, and I ate an amazing meal at a tiny restaurant I walked into on a

whim. Yes, waking up early after staying out late with new friends can lead to tired mornings, but it's nothing a hot cup of coffee can't fix.

It's essential to remember that the conference does not end when you go home. That handful of business cards I collected sat dauntingly on my desk for a few days until I realized that looking at them wouldn't do me any good. I made it a priority to send almost all of my professional contacts an email within three days of the conference ending.

All in all, I wouldn't trade my experience at the PRSSA National Conference for the world. I'm already counting down until next year's conference – about 280 days, in case you were wondering.



Erin Golden
@erinngolden

I think both my phone and I need to sleep for about 5 days now.

#PRSSANC

10/28/13, 3:28 PM from Philadelphia, PA



FOUNDATION
FOR INNOVATION
PRSSA 2013 National Conference
Philadelphia | October 25-29

IMPRESSIONS

Build a brand. Shape your future.

PRSSA's ImPRessions: re-branded, restructured

IMPRESSIONS, PAGE 2

not fit the firm's goals. This year ImPRessions is serving 12 clients. Two of the most recent client additions were made to better align with the firm's goals.

Athens clothing retailer Kismet was picked as an addition to the Express account to make a fashion-powered duo.

The Young Adult Prevention Initiative (YAPI) was also recently added and will focus on prescription drug abuse in Lancaster, Ohio. Both of these account additions provide new and exciting opportunities for our members' involvement.

"The firm needs clients that have structural goals but allow ample room for creativity in strategic planning," said Mulvey. "The newest client, YAPI, is a great illustration of this idea and why we decided to add them."

This year, members had to submit an essay section in addition to the application because there were a limited number of spots. Interested candidates were selected based on experience, year, interests and whether or not

they had been previously active in the organization. In the past, ImPRessions took in an unlimited amount of members, but now the firm is more selective in order to produce increased quality involvement and work.

"We have seen ImPRessions come together and become a more united organization – fewer people has meant for more responsibilities for everyone involved," said Kate McFadden, Human Resources Director.

Adding the Board of Directors and minimizing the size of the firm has positioned ImPRessions more closely with similar PRSSA student-run firms. The future of ImPRessions is very bright; the re-branded and restructured transition year is off to a successful start, and Mulvey predicts quality work for quality clients.

"In five years, I want to see a very standardized firm where everyone is knowledgeable of who to turn to in order to get the help to succeed," said Mulvey. "The firm is definitely on the way with our new rebranding and restructuring."

PRSSA Mentor Program

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a tough decision because while you may feel experienced compared to some, there's always more to be learned.

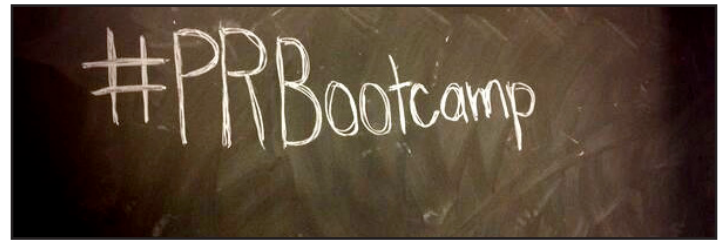
Marisa Fiore, a sophomore strategic communications major, explained that she had a fantastic mentor her freshman year and how that inspired her to become a mentor this year.

"Cidnye Weimer was my mentor last year," Fiore said. "She was such a great mentor and really encouraged me to be one this year, plus I figured I didn't need another mentor because I can still go to her for anything I need."

Having a group of people that you know well personally and professionally

is very rare. It's such a blessing to have Scripps PRSSA to provide this kind of environment for its chapter members through things like the mentoring program. "These people will be some of the best friends you make in your life," Ben added. "We are all in the same major and think alike and have similar personalities."

Joining PRSSA and connecting with fellow chapter members can change your life. Studying PR teaches you to have a unique bond with the public, and also with the people around you. Friends now, coworkers later, the PRSSA relationships formed during college are endless.



PR Boot Camp thrives again

By Ali Cupelli

At the beginning of 2013's fall semester, Ohio University's Scripps PRSSA began the second annual PR Boot Camp for all OHIO students. PR Boot Camp provides information that isn't usually taught until junior year in college, and is very beneficial for freshmen and sophomore students who are looking to kick-start their professional careers.

PR Boot Camp lasts four weeks and each week is dedicated to a specific topic relevant to the many faucets of public relations.

During the first week of PR Boot Camp, PRSSA executive board members, Marissa McDaid, Ben Clos and Melaina Lewis, opened the session with media relations. McDaid, Clos and Lewis gave a demonstration about how to use Cision, and its role in the creation of media lists and press releases.

The following week, Dan Mulvey, Briagenn Adams and Kerry Tuttle taught the AP style and news writing session. They explained that public relations

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Discovering and creating your personal brand

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all your personal aspects, and condense that into one simple brand.

When you have discovered your personal brand, package that brand using a business card, resume, portfolio, blog, LinkedIn profile, Twitter profile and email address. Each component should be consistent and use the same font, color, layout and tone.

Your name and brand

should immediately pop throughout each outlet; invest in quality business cards that display a professional picture and contact information; spice up your resume by using your brand colors and personal logo; assemble all of your work into a portfolio.

Showing is better than telling, and a portfolio is the perfect outlet to show what you know. Blog about things you care about. Industry trends that excite you, and anything

that contributes to your brand package are great blogging topics.

A blog creates an online space where interested employers and networkers can learn about you; leverage your LinkedIn to embellish on all your hands-on experience and give details you can't fit into your resume. Utilize it to make connections with interesting companies and professionals; show off your personality and humor with Twitter. These

simple, small changes can make a huge difference.

Many say PR is a marathon, not a sprint. The same holds true for personal branding. You cannot establish a brand overnight, it takes time to discover, create and maintain your promise.

You are the CEO of your brand. You control what content you publish, you convey your voice and you carry out your promise. A personal brand is a promise that only you can keep.

Second annual PR Boot Camp proves successful yet again

PR BOOT CAMP, PAGE 6

specialists need to be well-versed in AP Style, just like journalists.

To conclude the night, Haylee Pearl from Ohio University's student-run newspaper, *The Post*, talked about the inverted pyramid and correct ways to write a headline. Pearl explained that the inverted pyramid doesn't just apply to news stories. When a public relations expert is drafting a press release or a pitch, the inverted pyramid must be used to be professional, brief and direct.

During PR Boot Camp's third session, social media was the hot topic of the night. With the ever-increasing role of technology in today's world, social media is challenging PR professionals to think in new, integrated ways.

When measuring and tracking social media, it is

essential to consider impressions, engagement and conversion. When maintaining a brand through social media, the key is to find interesting, relevant content. Also, the voice and tone of your social media posts matter exponentially, and help to define brand personality.

The last PR Boot Camp discussion centered around the importance of personal branding. In the 21st century, public relations students and professionals alike are creating personal brands through the Internet. Whether it's via Facebook, Twitter or a personal website, you must choose and control how the world views you.

Always think before you post; be consistent, showcase a flattering photo, have an appealing personal description and a powerful background. Make a great first electronic



Scripps PRSSA members fill Ellis Hall for PR Boot Camp.

impression.

Personal branding doesn't stop at an online presence or a fancy resume. It continues after you've landed the job interview. Always leave a portfolio that defines your unique experiences. Also, follow up! Thank interviewers for their time and keep the communication flowing.

PR Boot Camp gives students the opportunity to learn before they even step into a classroom. The program is

free for PRSSA dues-paying members and is an excellent way to meet and network with fellow PR students.

Upon finishing PR Boot Camp, each participant received a certificate of completion and a virtual copy of the entire program. Those certificates, as well as the skills learned during each session, are to be taken away from PR Boot Camp and treasured throughout each student's PR career.

PRSA/PRSSA Leadership Rally in Columbus, Ohio

LEADERSHIP RALLY, PAGE 3

Big Red Rooster participated in the Leadership Rally, offering business cards to help the PRSSA students stay in touch. The night was an opportunity to make professional acquaintances and form long-lasting relationships.

Local PRSA/PRSSA events and opportunities can be very affordable for students, or even free. The purpose of

the programs is to learn and to network. One of the most important things that a student in PRSSA can do is network with professionals, and PRSSA makes it so easy! Networking opportunities are placed right in our hands, which makes it almost impossible not to benefit from your PRSSA membership.

Being in Ohio, and especially the Athens area, it can sometimes feel like there is

nothing for PR professionals in this state. However, that's not true. The professionals I met over the summer have lived all over the country including N.Y.C., L.A. and Chicago, and directed me to connections in those cities. PRSA professionals in Columbus and other areas of Ohio can make national opportunities available to any aspiring PR student.

To meet a person who

is willing to help with your professional journey is invaluable.

While the PR industry is an ever-growing field, the competition remains steadfastly fierce. By taking advantage of PRSA connections, going to mixers and attending conferences, you might just meet a person who can have a large impact on your life now, and in the distant future.

Social Affairs Committee plans Pumpkin Carving and Thanksgiving dinner

By Kaija Nealon

Annual traditions like Pumpkin Carving with Ad Club and Thanksgiving Dinner hold a special place in the hearts and busy calendars of Scripps PRSSA members.

These holiday events are coordinated for members to connect with each other and fellow Scripps students in a warm, festive atmosphere.

Networking within our chapter and the journalism school is just as important as with alumni and professionals, so we strive not only to keep these traditions, but to ensure that our members make the most of them.

The Scripps PRSSA Social Affairs committee meets every Sunday to plan upcoming events such as Pumpkin Carving and Thanksgiving Dinner. Their contributions of ideas, plans

and executions are vital to make sure that each event is unique, enjoyable and beneficial for our chapter members.

Pumpkin Carving with Ad Club gives Scripps PRSSA a chance to mingle with other journalism students, while promoting friendly rivalry between the two accomplished student organizations. This year, we painted plastic pumpkins, played corn hole, sipped hot chocolate, munched on freshly-popped popcorn, and enjoyed our fellow strategic communication majors' company.

With plenty of food fanatics in our well-rounded PRSSA chapter, Thanksgiving Dinner is always a favorite event. As is tradition, President Nicole Spears cooked the turkey, and other members signed up in advance to bring other essential dishes.



PRSSA's and Ad Club's painted pumpkins were on display in Scripps Hall next to the famous bust of E.W. Scripps.

In the past, Scripps PRSSA has welcomed OHIO staff such as Hugh M. Culbertson, Professor Farkas, Dr. Stewart and Dr. Martin. The evening is always filled with stimulating conversation and is a great opportunity for everyone to come together, contribute to our chapter and network with both our members and Scripps

professors.

Without the Social Affairs committee, these events would not be possible. The event planning skills that members of the Social Affairs Committee gain give them a head start in the real PR world, while simultaneously fostering camaraderie within our ever-growing chapter.

PR SUCCESS, Fall 2013

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