

PRSSA-UD MEETING MINUTES

October 6, 2014

Gore 320, 5:00 p.m

Executive Members Present

Natalie Hines

Nicole Sullivan

Laura Hepp

Keri Betters

Sydney Scheiner

Allison Lane

Katherine Bartell

Allie Kory

Katerina Vitas

Betsey Coulbourn

Topics of Discussion

1. Other campus opportunities
 - a. Apply to be a 2015 Orientation Leader
2. Dues are due today!
 - b. Allow for opportunities like skill slams, field trips, Facebook Member Forum, business cards/T-shirts
 - c. PRSA Event Opportunities, Internships Database, Scholarships, & PRSA Job Center
3. National Tip of the Week
 - a. PRSSA National Committee is group of 15 students and professionals that manage PRSSA and serve as a resource to members and Chapters
 - b. Oversee 300+ Chapters nationwide
4. National Conference 2014
 - a. Skill intensive conference with a variety of leadership workshops
 - b. Networking opportunity
5. Points system
 - a. (Check email)
6. Fall field trip to iHeartMedia
 - a. November 3rd
7. Jim DeLorenzo
 - a. Started his own firm in Philly
 - b. Sports and public relations
 - c. Sports Information: public relations branch of the athletic department
 - d. His career→ prominently writing
 - i. “Pushed” into direction of sports PR from coach at high school
 - ii. Assistant Football manager at Villanova- Through years at college he became further involved in all sports coverage at the school

- e. After 11 years wanted to go more corporate and see what other opportunities were available for him
- f. Became exposed to media in national tennis tour
- g. One of the first to send out a public release via email
- h. His success in all of his positions
 - i. Worked with people like Martha Stewart and companies like American Express with the company he worked for US Interactive promoting media through technology
- i. He then started his own P.R. firm broadening his focus to a variety of companies and different sports businesses
 - i. In sports world you need to take responsibility under your own name and/or your companies name that you are representing
 - ii. Must be aware of **public part** of public relations
- j. "You are only as good as your last good deed"
 - i. Must preserve image but apologizing, admitting you made a mistake and disappointed
- k. Smart phones make all of us journalists
 - i. Everyone needs to be prepared with message points-- Jim does this through media coaching with the coaches and athletes he works with
- l. Ways to get involved in PR
 - i. Volunteer for events, always somebody that is needed!
 - ii. He volunteered at World Series in Philly

Upcoming events:

- a. National Conference October 10-14
- b. Next General Meeting: October 20 5 p.m., Gore 320

Meeting Ended: 5:51 p.m.