

## PRSSA-UD MEETING MINUTES

October 8th, 2012,  
Kirkbride 206 – 5:00 PM

### Executive Members Present

Chelsey Rodowicz  
Sarah Vlach  
Mollie Berner  
Elynsey Price  
Bobby Schrader  
Carolyn Beatty  
Jamie Lawlor  
Sara Penchina  
Natalie Hines

### Attendees

48

**PR Fact of the Week:** “Why all PR professionals should work as servers, according to PR Daily:

1. You'll learn to prioritize
2. You'll learn to deal with negativity.
3. You'll learn to think on your feet.
4. You'll learn how to anticipate needs.
5. You'll learn to see all sides of the customer experience.

### Topics of Discussion:

**Ethics:** September was Ethics Month for PRSA and PRSSA

- “Are PR pros in other countries bound by the same ethical standards? Is **globalization** changing this?”
  - A) “Our ethical code covers basic core values...no matter where you work”.
  - B) Ethical standards vary across different cultures; be cognizant of each culture's views and values, and tailor your own values to make sure they align with these views.
- As students, how do we handle questionable ethical situations in our chapter?  
**Transparency:** If you feel that something you are asked to do is unethical or against your standards, you need to speak up and come up with an alternate solution.
- Consult with you advisor, ad also speak with your executive board. They're full of knowledge and great resources! **#PRSSA**
- **Mistakes/Misspeaking to the Public: What Can You Do?**
  - A) You can't predict the crisis, but you can predict your need to act quickly and responsibly.
  - B) Act promptly to correct erroneous communications for which the member is responsible.  
ALWAYS take responsibility for your actions.

How do guidelines, such as the **PRSA Code of Ethics**, change the workplace?

- Guidelines such as the Code of Ethics foster clear communication of expectations for all employees

### Upcoming Events and Information

1. Exclusive Internship With Hunter PR: email [chelseyr@udel.edu](mailto:chelseyr@udel.edu) with your resume and cover letter, attn. Melissa Kuhn by Friday, October 26.
2. Professional Development: Mentor/Mentee Program: email [emprice@udel.edu](mailto:emprice@udel.edu) if interested in joining!
  - Skill Slam this Thursday, October 11<sup>th</sup>! Speaking with Lauren Rosenbaum, the PR Director for PRSA National, who will be speaking to us about **LinkedIn**, Thurs. October 11 at 7 p.m. in Gore 306 (should be brief!)

3. **Field Trip to Philadelphia:** ABC-6 News Station! Also a possible tour of Vault Communications Agency
  - Only open to paying members
  - Cost covers the entire trip
  - Either first or last week in November
  - Limited to 10-15 people so definitely plan to sign up!
  - Email Jamie Lawlor [jlawlor@udel.edu](mailto:jlawlor@udel.edu) if you have any questions!
4. **Night With the Pros—Thursday, November 15<sup>th</sup> from 7-9 p.m., Trabant 209/211**
5. **Blue Hen Marketing Club's Meet the Marketers, Friday, October 12, 1-4 p.m. in the Lerner Atrium**
6. Chapter Twitter Chat to be announced
7. Dues:
  - \$60 for full year membership
  - Collecting dues today
  - Due date: October 15<sup>th</sup>- email Natalie at [nhines@udel.edu](mailto:nhines@udel.edu)
8. **Business Cards**
  - Please email Sara Penchina if you are interested at [penchina@udel.edu](mailto:penchina@udel.edu)
9. **PRSSA-UD Blog and Newsletter:** Write for our blog and build your portfolio! Email Bobby Schrader at [bschraid@udel.edu](mailto:bschraid@udel.edu)!

**Speaker:** Welcome Diane Cipriani, Special Events Coordinator for the Leukemia and Lymphoma Society

**Background:**

- Graduated from UD
- Majored in Political Science and Spanish
- Minored in journalism

**Responsibilities for LLS and Description of The Organization as a Whole**

- Organizes “Man of The Year” and “Woman of the Year”, where individuals are nominated based on the amount of money they are able to raise for blood cancer research.--  
<http://www.mwoy.org/>
- LLS-Delaware Chapter: They are a local chapter of the larger organization LLS (home base is in White Plains, NY) <http://www.lls.org/>
- The PR that is done in her office is more about what is occurring at a local level
- As a smaller chapter, LLS only has 3 professional staff and the rest is part time staff. When fundraising and planning events, they rely a lot on their interns.
- “Light The Night” campaign— a Walk that raises money and brings help and hope to people battling blood cancers. <http://www.lightthenight.org/>
- Interns have a huge part in community outreach
- Stresses the importance of **internships**

**Importance of Networking:** “The connections that you make are going to be critical wherever you go; that’s where your references and resume-building will come from. I encourage you to take advantage of those opportunities”

**Questions and Answers:**

**How did you get into Non-Profit PR?**

- Made the decision to do nonprofit management because she was interested in advocacy, and opted to be working on the ground at a more local level and have the opportunity to use her writing experience
- **Writing is a critical skill set** that is one of the most important things you can put on your resume
- Having a writing background has set her apart

#### **How much impact do you think Social Media has on Non-Profit?**

- She believes it has a HUGE impact
- You wouldn't believe the number of volunteers that participate via social media, who are middle-aged or older, and may not appear to be involved with social media but are.
- When you work for an organization competing for people's attention, social media plays a vital role in getting that attention.

#### **Internship Experience**

- Interned with Philadelphia Family Courts
- That internship made her rethink whether or not she wanted to go to Law School
- "Sometimes you may hate the internship, and sometimes it's phenomenal, but either way it's the internship that's going to show you the way you want to go"
- She also worked with the American Heart Association, and having a chance to be in a small and interconnected environment helped her realize the importance of establishing connections.

#### **Best Advice?**

- Look for National Office jobs—that's where you'll get the actual position that's titled "Public Relations", unless you are a small non-profit that is based in a particular area.
- To get a PR job, you would probably want to be in the "home office" or larger national center, or you'd want to be in an organization that has the income that can provide a PR person, otherwise you'd be "just an intern"
- The community services building, in Wilmington— many nonprofit organizations located here- <http://www.csbcorp.org/>

#### **Do You See Yourself with LLS in the next 5-10 years?**

- "I enjoy what I'm doing now and I like the experience that I am getting but I can frankly see myself doing something else"
- More interested in advocacy
- Given the state of the job market, it's great to "get in" to some place and job as a starting point, and it helps you build your resume if you decide to later work somewhere else.

#### **Additional Advice**

- Come up with a "**brag book**"— essentially your resume, your portfolio, samples of your writing, references, collection of emails and written acknowledgment of your work, and basically a compilation of your "kudos". Save that praise and it will be very valuable to you
- Continually update your resume, and keep a list of skills you learn!
- When you're interviewing, you need to be using **buzz words** that the organization wants you to use.

**Meeting End – 5:45 p.m.**