

PRSSA-UD MEETING MINUTES

OCTOBER 10, 2011

Kirkbride 206, 5:30 PM

Executive Members Present

Abby Stollar
Jaclyn Allen
Janie Sikes
Jessica Kamens
Elynsey Price
Lindsey Starr
Chelsey Rodowicz
Sarah Vlach

Attendees

50

Topic of Discussion: Dues, Kudos and more!

1. Dues are **\$60** (\$50 to PRSSA National, \$10 to our Chapter)
 - MUST be handed in by **Friday, October 14**
 - Collection in Trabant this Wed., Thurs., and Fri.
 - Questions or concerns? Talk with Lindsey (lstarr@udel.edu)
2. Kudos to Charlotte Strazdus
 - Great job on your PRSSA blog post!
3. Member Moment – Mollie Berner & Jamie Lawlor about PRSA Delaware
 - Attended PRSA Delaware meeting and had a great experience!
 - Got to sit at a table full of all different professionals and did networking activities
 - Good for networking and got some business cards!
 - Mollie got a contact from a Political Staff Reporter for the News Journal and he offered her to shadow him during a day on the job
4. PRSSA Benefits
 - Exclusive access to PRSA Delaware Job Center
 - Scholarships from PRSA National and our Chapter to national & regional events
 - Monthly scholarships to PRSA Delaware meetings
 - Multiple networking opportunities with local and national PR professionals
 - Portfolio pieces (for PRSSA National publications, blog, and strategic planning events)

Guest Speaker: Welcome Jessica Lawlor!

1. Introducing Jessica Lawlor
 - Graduated from Temple University in 2010
 - Has a degree in Strategic and Organizational Communication
 - Communication Coordinator for Cancer Treatment Centers of America
2. Background
 - Involved in PRSSA and Temple's student-run PR firm
 - "Being involved in PRSSA was one of the best things I did as a student!"
3. Internships
 - LevLane Advertising & Public Relations; learned she didn't want to do agency PR
 - American Cancer Society; found her passion for healthcare and working with cancer patients
 - Young adult author Kristin Walker
4. A Little About Jessica
 - Maintains a book review and writing blog
 - She would like to be an author and have her own PR business working with authors one day

- Freelance writer for brazencareerist.com
 - Involved in PPRA and PRSA
5. Cancer Treatment Centers of America
 - National network of cancer hospitals located in PA, IL, OK, AZ & soon to be GA
 - Whole person approach to cancer: mind, body & spirit
 - Have patients work with massage therapists, spiritual leaders, psychologists, medical doctors, etc.
 - Completely empowering to work at a cancer hospital and not depressing at all!
 6. Responsibility at Cancer Treatment Centers of America
 - As the communications coordinator, Jessica is responsible for:
 - Monthly employee magazine
 - Weekly hospital newsletter
 - Implementing an internal communications plan
 - Educating employees and those that work within CTCA
 - CEO communications
 - Speechwriting (events, groundbreaking for hospital opening in Georgia, holiday parties, etc.)
 - Interviewing patients and physicians for potential media opportunities
 7. The 3 *best things* about healthcare PR
 - Getting to know patients and sharing their inspiring stories with the public
 - In Your Words Wednesday – have patients share stories for 2 hours
 - Working with all kinds of people: doctors, nurses, executives
 - Every day is completely different!
 8. The 3 *biggest challenges* in healthcare PR
 - Media relations: that fine, fine line
 - Ex: the passing of Steve Jobs from pancreatic cancer
 - Internal communications challenges
 - Hospitals are really busy!
 - Must find out best way to communicate to each audience
 - An ever-changing industry
 9. **Top 5 ways to set yourself apart as a student!**
 - Get involved and be a leader
 - Show off your social media savvy
 - Grow your network through informational interviews
 - Study abroad (Jessica went to Rome for a summer!)
 - Volunteer or do freelance work
 10. Application Process for Job
 - Started in March of senior year
 - Looked online, used indeed.com and simplyhired.com
 - CTCA came up in job searches
 - Applied to several jobs and heard back a month later
 - Interviewed by 3 different people at CTCA
 - Then had to submit a writing sample and a few days after graduation heard she got the job
 - Got job in a very traditional way
 - She has worked there for 2 years and loves it!
 11. Questions? Connect Online:
 - Jessicalawlor@ugmail.com
 - <http://jessicalawlor.com>
 - <http://twitter.com/jesslaw>

Upcoming Events

1. General Meeting: Monday, October 24 at 5:30 p.m. in Kirkbride 20
2. Twitter Chat Social: Tuesday, October 25 at 5:30 p.m.

Meeting End – 6:20 p.m.