

PRSSA-UD MEETING MINUTES

October 22nd, 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: 33

PR Fact of the Week: "4 Simple Ways to Get More Mileage Out of Your Press Release"

1. Write Your Release with Search in Mind
2. Include Search-Optimized Images with Your Release
3. Boost Press Release Engagement with Video
4. Use Social Media to Amplify Your News

Topics of Discussion:

Kathy Hu, Career Ambassador for Career Services, discusses how you can take advantage of Career Services:

- To check out her blog for Career Services at udel.edu/cap/
- PRSSA has taught her a lot and she is grateful for the opportunities she's received through PRSSA.
- Check out www.udel.edu/csc/careermap to help begin to plan ahead for a career
- Learn to utilize resources through Career Services:
 - 1) Identify and schedule an appointment with your career advisor
 - 2) Find internships, full-time career opportunities and volunteer jobs
 - 3) Apply for jobs
 - 4) Review calendar of events
 - 5) Register for info sessions and workshops

National Conference

- President, Chelsey Rodowicz, and Public Relations Director, Bobby Schrader, were lucky enough to attend the PRSSA National Conference in San Francisco!
- There, they were able to attend incredible workshops and professional development sessions, social media sessions.
- Fantastic outlet to begin networking
- Next year, the National Conference is in Philadelphia, close to UD! PRSSA-UD is hoping to help Drexel plan the event and send attendees.
- National Conference is an amazing opportunity if you have the chance to attend!

Upcoming Events and Information

1. Exclusive Internship With Hunter PR: email chelseyr@udel.edu with your resume and cover letter, attn. Melissa Kuhn by this Friday, October 26.
2. Chapter Twitter Chat, Wednesday, October 24, 9:00 p.m. – Topic: Social Media: Official Hashtag: #UDPRchat
3. Field Trip to Philly (6ABC and Vault Communications) – Thursday, November 29

- Limited to 10-15 people so definitely sign up by **This Wednesday, October 24th by 8:00 pm!** Open to paying members.
- Email Jamie Lawlor jlawlor@udel.edu if you have any questions!

4. **Night With the Pros—Thursday, November 15th from 7-9 p.m., Trabant 209/211**

5. **Business Cards**

- Please email Sara Penchina if you are interested at penchina@udel.edu

Fill out the form here:

<https://docs.google.com/a/udel.edu/spreadsheets/viewform?formkey=dC1KcEd5Zk0wT0hXeURIVDVaR1QyX3c6MQ#gid=0>

6. **Mentor/Mentee Program:** If you signed up for a mentor, you will be notified of who your mentor is by the end of this week!
7. **PRSSA-UD Blog and Newsletter:** Write for our blog and build your portfolio! Email Bobby Schrader at bschraid@udel.edu!

Speaker: Welcome Dave Skocik, President of PR Delaware LLC

Importance of Selling Your Credibility:

- You don't need a degree to have a business card
- Include a head shot, your information, and your aspiration
- The first thing a PR person sells is himself/herself.
- Be willing to be there for others, by offering to help and asking what you can do for them.
- Sell your credibility; make yourself known.
- Hands On- In terms of Social Media
- "Face-On"- In terms of Meeting People

How To Make Yourself Stand Out

- You've got to make yourself known: how?
- Looking for someone who has had many internships in different areas: this shows that you are familiar with communications
- Compile a portfolio
- Be careful about **proofreading** your resume and portfolio
- Have someone else look at your resume to double check for mistakes
- Have as much experience in your resume that sets you apart

Additional Pointers

- Be aware of habits involving texting: texting frequently signals that you are not paying attention to something important
- Take advantage of these "special four years", when you have the opportunity to get to know people
- During an internship, be sure not to just do what is asked of you, but approach staff members and "**pick their brains**"- ask questions, take notes, send emails, and stay in touch.
- Have a **30 second "elevator speech"**; a brief, prepared message about yourself, why you're interested in
- If you communicate, you will better yourself no matter what you end up doing
- When you get things out, don't wait until the last minute.
- Engage particularly in communication: in grammar and spelling, and focus on
- "Get out there, get involved, impress people"

- We all make mistakes once in a while, but it is embarrassing when you are a professional and you make a mistake because you didn't take the time to proof read it.
- You want to practice when you speak, to enunciate and articulate what you are saying more clearly.
- Get involved in different organizations and make connections

Questions and Answers:

What do you do at PR Delaware?

- Semi-retired one person operation who does consulting

What's the best way to get better at writing?

Practice: make yourself write! Gather writing clips.

What Are the Most Important Materials to be included in a portfolio?

- Should be relevant to the job you are applying for
- Tailor the resume to each specific application and job
- Be able to apply your skills to what it is that employers are looking for
- Make sure when including writing samples that everything is proof read

Remember to “Be yourself, because everybody else is taken”

- Work on your own unique approach
- Develop your own style (speaking style, handshake, etc.)

Meeting End –5:45 p.m