

PRSSA-UD MEETING MINUTES

OCTOBER 24, 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

45

Topic of Discussion: UDance, National Conference & More!

1. About UDance 2012
 - Largest student run philanthropy on campus!
 - 12 hour dance marathon on Sunday, March 11th
 - Raise money for Andrew McDonough B+ Foundation
 - Raised \$275,000 last year
 - This year aiming for **\$500,000!**
 - Joe Mashek, 2012 Off-Campus PR chair
 - We're making press kit and media release **next Monday at 4 p.m. in Gore 320**
 - E-mail Sarah Vlach at svlach@udel.edu if you are interested in helping!
2. National Conference Presentation
 - Abby, Elynsey, Sarah and Jess had the chance to attend the conference!
 - Made presentation on rebranding our chapter
 - Picture with Grace Leong, our national advisor who owns Hunter PR in NYC
3. Mentor-Mentee Program Update
 - Jess Kamens (jaykay@udel.edu) will be sending out follow up e-mail so can pair you up with proper mentor
 - All contracts should be in by now
 - Should have mentor-mentees matched up in 2-3 weeks
4. Night With the Pros – Thursday, November 10 at 7:00 p.m.
 - 4 or 5 professionals come and give us overview of a day in their life
 - Tips for resumes/job/interviews
 - Have opportunity to ask them questions
 - Social hour - can speak with them individually
 - PR pros from Ezanga, Government PR and Aloysius, Butler & Clark
5. Washington D.C. Field Trip – Thursday, November 17
 - Going to Ketchum PR agency
 - Leave here around 6:30 a.m.; get to Ketchum by 9 a.m.
 - Meeting with Senator Carper's Communications Director
 - Taking tour of Capitol building
 - Leaving D.C. around 4 p.m.
 - Small cost of \$10 - driving down and taking Metro
6. Chapter Updates
 - Fundraiser for semester: Blue Hen Bundles
 - Feel free to e-mail Lindsey Starr at lstarr@udel.edu if interested in joining Fundraising Committee
 - If want to buy Blue Hen Bundle it is \$3.00
 - Business cards for paying members!

7. Hunter PR Internship for Winter 2012
 - Last year was the first year it was offered
 - Grace Leong is currently the owner
 - Brands such as Jello, Tobasco, alcohol & spirit accounts, 3M, etc.
 - Get 500 applications for summer internship program and take ONLY 4!
 - Offering 5-week winter internship for one PRSSA member
 - Last year, Operations Director Kayley Conti had internship!
 - Will be sending out more details soon
8. Kudos to member Natalie Hines!

Guest Speaker: Welcome Brittany Harmon

1. Introducing Brittany Harmon
 - 2010 UD alumnae
 - Very involved at UD
 - PR Director for UDress magazine
 - Interned at Aloysius, Butler & Clark while here
 - Serves as Account Coordinator for Vault Communications, located right outside of Philly
2. Meet Brittany
 - English Major, Class of 20120
 - Concentration in Professional Writing; Journalism minor
 - Activities: PRSSA, UDress Magazine, The Review, SGA, Student Media Council, The Revision, Blue Hen Marketing Club, UD Club Softball
 - PR Intern at AB&C
 - Only had one internship before going getting a job with Vault
3. Vault Communications
 - At Vault since September 2010
 - Personal clients include Verizon FiOs, Rita's Italian Ice, The Kelly Rooney Foundation, Save 2nd Base, Robertson's Flowers, Alouette & Chavrie, Theatre Horizon, Vault's Agency PR
 - Started as a temp to perm meaning intern first and then they decided to hire her after one internship period
4. My Responsibilities
 - Manage client social media outlets
 - Develop press materials, pitch crafting
 - Pitch national/local media outlets
 - Execute client events, product releases, etc.
 - Maintain day-to-day client relations
 - Design ad materials, creative supplement materials
 - Monitor industry-related news
 - Website development & management
 - Campaign planning, FY plan development
 - And much more!
5. Media Relations Placements
 - Had placements in Philadelphia Inquirer, NY Times, 6abc, CBS 3 Health Watch, Philadelphia Wedding, Philadelphia Style and much more in first year!
 - NBC Save 2nd Base with Kathy Gandolfo – first media placement
6. Advice Corner
 - Network! Network! Network!
 - Get involved in school
 - Learn social media! Every company needs help with this!
 - Internships, monitor industry news, writing skills
 - Portfolio development
 - "No Fear Approach"

Meeting End – 6:30 p.m.