

# PRSSA-UD MEETING MINUTES

November 5th, 2012  
Kirkbride 206 – 5:00 PM

## Executive Members Present

Chelsey Rodowicz  
Sarah Vlach  
Elynsey Price  
Bobby Schrader  
Carolyn Beatty  
Sara Penchina

## Attendees: 10

- Follow @PRSSA\_UD
- Use #UDCOMMPR
- “Like” us on Facebook
- Live tweet during our meetings!

**PR Fact of the Week:** In the aftermath of this past week’s devastating hurricane, certain companies poorly executed PR:

### Poorly executed Hurricane Sandy PR

- American Apparel “Sandy Sale”
- Urban Outfitters - “This storm blows (but you know what doesn’t?) free shipping on all orders!”
- Gap – “All impacted by Sandy, stay safe. We’ll be doing lots of Gap.com shopping today. How about you?”
- Many people were affected by the hurricane and found this offensive.

**Lesson:** Tailor & sensitize messages for audience

## Topics of Discussion:

### Upcoming Events and Information

1. **Field Trip to Philly** (6ABC and Vault Communications) – Thursday, November 29
  - Email Jamie Lawlor [jlawlor@udel.edu](mailto:jlawlor@udel.edu) if you have any questions!
2. **Night With the Pros—Thursday, November 15<sup>th</sup> from 7-9 p.m., Trabant 209/211**
3. **Business Cards**
  - Please email Sara Penchina if you are interested at [penchina@udel.edu](mailto:penchina@udel.edu)

Fill out the form here:

<https://docs.google.com/a/udel.edu/spreadsheet/viewform?formkey=dC1KcEd5Zk0wT0hXeURIVDVar1QyX3c6MQ#gid=0>

- Please sign up for business cards if you are interested by this Wednesday, November 7<sup>th</sup>, at 8:00 pm.
4. **Mentor/Mentee Program:** If you signed up for a mentor, they have emailed you and are planning on meeting with you this week or next week if you have not already met with them. **Please respond to their emails** and let them know when you are available!
  5. **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 Andrea Boyle Tippet, National Media Relations Coordinator of the University of Delaware's Office of Communications and Marketing.

- She handles national and international media relations
- She administers UD Experts websites

She has a bachelor's degree from UD, and a master's degree from Northwestern.

Her main piece is media liaison, and she represents the university.

1. **Outreach**- to cover things important to the University and any proactive PR
2. **Incoming**- more passive reaction things, where reporters contact her and ask to speak to faculty members regarding information that may have been in the news. She makes sure that the situation and interaction with the media is as positive as it can be.
3. **Project Management**- Things such as developing a "Parent Page", a landing page with all of the resources for the University. Ultimately she is tasked with corralling information, getting feedback, and developing the projects from that point.
4. **Video**- she puts together many videos on various things such as managing the University's YouTube account and channel. If the University needs a well-produced video, she works with media services to conceive the idea, edit the piece, runs casting sessions, and then helps to collaborate and produce it.
5. **Marketing Functions**- In terms of corporate partnerships (such as JP Morgan & Chase and Pepsi Co.) she has served as the marketing liaison between our University and these companies.

### Questions and Answers:

#### What is your favorite part of your job?

"I get to be on the inside of many events; I act as a reporter and get presses. I get to be behind the line and get involved behind the scenes and do not have to act as a spectator".

"Here at the University I always get to be in the know and get to see what's happening."

#### What Advice Could You Give Us as Young Professionals?

Of many pieces of advice:

- To go about getting a job, you are on the right path by being a part of PRSSA and by using Twitter/tweeting professionally.
- Follow the top PR companies and organizations on Twitter and tailor your following to the specific type of PR you are interested in working in.
- In terms of your personal education, definitely read blogs and listen to podcasts, to help **learn about the industry and inform yourself because having that familiarity is especially important.**
- Especially with social media, there are many rules and those rules can be easily broken when people are not aware of them (i.e. by tweeting unprofessional things such as American Apparel and Urban Outfitters did as mentioned in our PR Fact of the week")

#### Additional Advice

- You'll get ahead by knowing what works, what to do, and knowing what you don't know.
- **Not being a robot** in PR is important in this industry. Many press releases are standard and basically useless because they are standard and boring.
- But if you **speak up** and add value by suggesting a twist on something basic that you feel will help gather more attention.
- Following what people have done for a long time does not work anymore. **Be willing to try things and be willing to voice that you may have an idea that is different** from what everyone else at the table has said.

### What Advice Could You Offer For Interns?

- Students and interns are often hesitant to talk to full time employees in an organization. Do not be afraid, as an intern, to voice an idea or ask a question!
- You have to figure out your own personal **line between being able to speak up and say something, and being pushy**. In general, the ideas of interns are always welcome, because you have a different perspective of others who are older than you are.

### How Did You Transition from Being a Reporter to Working in Higher Education PR?

- I went to journalism school, but started to see negative things that bothered me about the industry and also saw many people losing their jobs, and for many reasons, I decided to make the switch.
- The transition was difficult.
- I had to go from questioning everything, to realizing that **in the PR world you stress the positives and minimize the negatives**. And I had to realize that not everyone wanted to hear my opinion all of the time.
- My background in journalism was beneficial, and **I would highly suggest an internship in journalism or taking journalism classes if interested in PR** because it helps you get a leg up because it helps to determine what makes a good story, when not to call people, how to reach out to people, etc.

“In PR, you have to realize that what you put in is what you will get out of it.”

**Meeting End –5:45 p.m.**