

PRSSA-UD MEETING MINUTES

November 19th, 2012
Kirkbride 206 – 5:00 PM

Executive Members Present

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

Attendees: 13

- Follow @PRSSA_UD
- Use #UDCOMMMPR
- “Like” us on Facebook
- Live tweet during our meetings!
- BE SURE TO CHECK OUT **PRSSA-UD SOCIAL MEDIA**, BECAUSE THAT IS THE MOST IMPORTANT RESOURCE TO STAY UPDATED OVER THE WINTER!

PR Fact of the Week:

How to make sure people are listening to you on social media:

- Make it count
- Don't overdo it
- Listen to your audience
- Analyze your results

Topics of Discussion:

Events and Information

1. Our “**Night With The Pros**” event was a huge success and we could not be more proud! Thank you everyone who was involved in the event, or attended. A special thanks to **Jamie Lawlor** for coordinating the event, and to our three speakers, Anna Cramer, Nancy D’Argenio, and Karen Galanaugh for their insight!

*View Jamie's Storify link here for a recap of tweets throughout the night: <http://storify.com/JamieLee716/night-with-the-pros>

2. **Field Trip to Philly** (6ABC and Vault Communications) – Thursday, November 29, leaves at 9:00 a.m. and returns to campus around 6:30 p.m.
 - Email Jamie Lawlor jlawlor@udel.edu if you have any questions!
3. **Resume and Cover Letter Skill Slam—Monday, November 26th**, Gore 318, 5:30-6:30 p.m. – We will be learning how to perfect our resumes and cover letters, which is a vital tool for success! Be sure to head over to the skill slam, especially because PR resumes are different than standard resumes and you won't want to miss out on how to perfect YOURS!
4. **Business Cards**—This is a final reminder to email penchina@udel.edu by **10:00 pm tonight** with the information needed for business cards. This includes your name, address, phone number, and email address. Those will be ordered as soon as possible

and we will let you know when they are ready! Expect to see those at our last meeting of the semester on **December 3rd**.

5. Internship Database For Paying Members:

www.prssa.org/internships/

- **Click on “registering” under PRSSA members**
 - **Register with your information and Chapter code**
 - **Chelsey will be emailing paying members with the chapter code they need to access the internship database.**
6. **Mentor/Mentee Program:** Those of you in the program should continue to touch base with your mentor, and don't hesitate to ask them any questions you may have!
7. **PRSSA-UD Blog and Newsletter:** Write for our blog and build your portfolio! Email Bobby Schrader at bschraid@udel.edu!

Looking towards next semester:

- National Conference Committee- Next Year the National Conference will be held in Philadelphia, and will be hosted by Drexel. We are lucky to be so close to this location and will begin planning
- End of the semester survey- we will be sending out a survey to our members about our organization in terms of speakers and events we've held, and will be asking what you really liked this semester, or what you feel we could improve on. Be on the look out for that soon!
- Suggestions? Email us! chelseyr@udel.edu

Speaker: Welcome **James Allen**. James is a political strategist who specializes in strategic communications, media relations, message development and issue advocacy.

- Most recently, he successfully managed the statewide campaign of Congressman John Carney, Democrat of Delaware, who won re-election with almost two-thirds of the vote.
- He was responsible for all aspects of the campaign, including communications and media strategy, fundraising, budget, debate preparation, and field operations. Previously, Allen served as director of communications for Congressman Carney on Capitol Hill.

James became extremely interested in public affairs during his time in college. When he worked on the Obama campaign, he knew politics was the realm he wanted to work in.

'The Three P's' Important in Political PR

Policy

Politics

Press

He went on to work as congressman Carney's communications director in 2010.

The skills that you need no matter what field of PR you go into:

- Writing
- People Skills
- You must be 120 percent aware of what is happening in your field (i.e. research everything you need to know about that specific field!)
- Being able to be aware of different cultures and current news—read the newspaper!
- **Think of yourself as a brand** in a business and when you're out networking it's not about handing out business cards, but instead having a good conversation with someone at an event and establishing and maintaining a relationship with that person.
- Ask this person to coffee or lunch, and set aside one day a month to keep in touch with those connections you've made.

- Think of it as creating friendships.
- Remember to be in this process for the right reasons such as curiosity and interest as opposed to just, “I want a job”

In regards to internships:

- It comes down to what you make of it
- The internship may be very structured or not at all, but you have to be proactive and have a positive attitude going into it.

Questions and Answers:

How did you go about applying and getting an internship at a global agency like Weber Shandwick?

- “I knew I had to lay the groundwork for getting a job following senior year by earning a great internship between my junior and senior year, and I applied to as many major agencies in New York as possible. I had also already interned with Senator Clinton in New York and that experience provided an excellent background.
- If you are a junior, it’s especially important to look for that standout internship the summer going into your senior year.

Do You Find That It’s Difficult to Work in Government If You have Your Own Political Opinions?

- You have to find someone who you respect, and who you align with on most major issues. You’re working for them so you have to first make sure you respect them and then put any minor difference aside.

What Would You Say is Your Favorite and Least Favorite Thing Working For an Agency (both global and private)?

- My favorite thing is working with a large depth and breadth of clients, and with people all over the world.
- At the same time, there’s such a difference between working for Microsoft or a Startup, as opposed to a boutique agency because the atmosphere of a boutique agency is much more personal, so I enjoy that aspect as well.

Did You Experience A Different Media Culture In London Versus New York or DC?

- The London tabloids are ruthless, yes, but I cannot really speak to that.
- As an intern, you will be pitching and working on press releases
- What I found was, really take the time to find out who your top twenty targets are and send them a note exclusively to them, and follow up with them about what you specifically asked in the press release.

Advice:

- Always **know what the terms of your interviews are**, and make sure you understand when to explain if something is off the record, or if information may be “attributed” to someone but they do not want to be mentioned as a source.
- **Ask lots of questions:** it’s a sign that you are curious and that you want to know what you’re doing, and an indicator that you’re going to do the project in the way your boss wants it to be done.
- The best advice I got as a young person coming out of school was: **“you want to be the person that when someone gives you a project, they don’t ever have to think about that project again because they know it’s in good hands”.**

- **“Check, double check, and check again”.**
- You can never be too careful because if you make a mistake, you can quickly develop a reputation.

What Goes Into Running A Political Campaign?

There are three major components:

- 1) **Fundraising:** it can be challenging and not many people like it, but you have to budget and cultivate your donors and figure out how much money you'll need to raise.
- 2) **Figuring Out How Many Votes You Can Get**
- 3) **Communications:** What is our brand? Who is our boss? How will we go about communicating that?

Social media skills are important but social media is often linked to Facebook and Twitter. While that's important,

Listing Digital Media as a skill is even more important.

- Learning how to use digital media, such as understanding how to create graphics, use Photoshop, website development, video editing, etc. and having those digital technology skills are very important.

There is a group called **code academy** that teaches the basics of coding.

It's important to be fluent in coding because, in the 21st century, the internet rules the world.

It's also good to familiarize yourself with marketing and advertising, because that is becoming an increasingly important aspect of PR.

Youtube.com/johncarneydelaware- check out this channel to access the radio ad that James worked on.

Meeting End –5:45 p.m.