

# PRSSA-UD MEETING MINUTES

February 25, 2013  
Gore 217– 5:30 PM

## Executive Members Present

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

## Attendees: 24

- Follow @PRSSA\_UD
- Use #UDCOMMPR
- “Like” us on Facebook
- Live tweet during our meetings!
- BE SURE TO CHECK OUT **PRSSA-UD SOCIAL MEDIA**

## Topics of Discussion:

### PR Fact of the Week: Twitter Accounts to Follow

- ☞ [@Mashable](#): If you want to follow trends in social media, you have to follow Mashable.
- ☞ [@PRNews](#): You didn't expect us to leave out our own handle, did you? You can count on us to share PR tips, trends and PR slants on news stories on a daily basis.
- ☞ [@prnewswire](#): Like its main Web site, PRNewswire's Twitter feed delivers news and communications-related links to its 62,000-plus followers
- ☞ [@prsa](#): Every communicator should be following the world's largest organization for PR professionals.
- ☞ [@publicityguru](#): Bill Stoller's Free Publicity Newsletter and publicityinsider.com provides communicators with his “secrets” to creating successful publicity for businesses.
- ☞ [@socialmedia411](#): Want PR-related info? This handle provides an aggregate of links from a variety of sources to keep communicators up to speed with what's going on in the industry.

### Member Moment: What is your dream job or internship?

- ☞ Sydney Scheiner, Freshman Comm. Interest Major
- ☞ **Dream Job/Internship**: My dream job And/or internship would be at NBC to somehow work with Saturday night live. I am a huge fan and working behind the scenes would be a dream come true.
- ☞ **Bio**: Sydney Scheiner is from Old Bridge, New Jersey. She is a freshman Communications Interest major pursuing a degree in Mass Communications with a minor in advertising. In addition to being a blog writer for PRSSA, she is the fundraising chair and and active volunteer for Lori's Hands.

## Upcoming Events and Information

### Spring Career Fair

- ☞ **Wednesday, February 27, 2013**
- ☞ **12:00-3:00 p.m. Bob Carpenter Center**
- ☞ **Sample companies include:**

- ☞ **Target**
- ☞ **News America Marketing**
- ☞ **Macy's**
- ☞ **Delmarva Broadcasting**
- ☞ **Frito-Lay**
- ☞ **\*\*Every company needs strategic communication! \*\***

### **Career Fair Tips**

- **DO** bring a few copies of your resume to hand out but don't be offended if recruiters do not take it
- **DO** have an "elevator speech" ready
- **DO** have a 30 second speech ready to give an explanation of your major focus and what you are looking for
- **DO** ask questions
- **DO** ask for a business card if they have one-- networking is key!
- **DO** dress appropriately
- **DO** use your time wisely!

### **Drexel PRSSA Mixer!**

- Friday, March 8, 2013
- Sign ups tonight

### **How Else Can You Get Involved?**

#### **Internship Database For Paying Members:**

**[www.prssa.org/internships/](http://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.

**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!

**PRSSA-UD Blog and Newsletter:** Write for our blog and build your portfolio! Email Bobby Schrader at [bschraid@udel.edu](mailto:bschraid@udel.edu)!

#### **Other Reminders:**

**Scholarships:** In the next month, we will also be posting various scholarships that are available to PRSSA members with all of the requirements and deadlines you need to know in order to apply. Did you know that only 2% of members nationwide apply? That is a very slim percentage, so definitely take advantage of these opportunities to apply!

**Internship Opportunity:** PR internship at GillespieHall, a PR firm in Hockessin, DE (please see details below):

#### **PR Internship at GillespieHall**

An award-winning marketing and public relations firm in Hockessin, DE, has an exciting opportunity for a college student majoring in communications, public relations or a similar field. Apply to be a PR intern. Must have strong writing skills. Get hands-on experience in writing and distributing press releases, e-newsletters and narratives. To apply, email **[Amanda@GillespieHall.com](mailto:Amanda@GillespieHall.com)**.

#### **Looking towards this 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 to work with the PRSSA-Drexel Chapter in the spring! Please consider helping out.

- Sign-ups will be going out!
- Please email Mollie [mberner@udel.edu](mailto:mberner@udel.edu) if you are interested in helping out!
- **Suggestions?** Email us! [chelseyr@udel.edu](mailto:chelseyr@udel.edu)

### **Future Events**

- **Philanthropy A Cappella Event!** We will send out more details. We are looking for members to be part of a committee to help plan and publicize this event!
- Please email Natalie at [nhines@udel.edu](mailto:nhines@udel.edu) if you are interested in helping out.

**Speaker:** Welcome **Sara Brennan**, Public Relations Associate at Gillespiehall, a social media, public relations, and marketing firm in Hockessin, DE. She is responsible for traditional media for the firm and Communication graduate from La Salle University.

- Sara focused on how you transition from an intern to an associate position (what you don't learn in college)!

### **Transitioning**

- Questions will never stop! Even as an associate, when given projects to work on
- Realize that you never stop learning, which is important as an associate.
- Keep a list, as an intern, and a full time employee. This means that you can go to your own personal list when you need to manage your clients and need information.

### **Tips**

- Try to stay ahead of your projects! Working on things ahead of time will help tremendously when something unexpected comes up.
- Your ideas and your writing will be subjected to a lot of criticism; when that happens, you need to learn from the criticism you've been given, and that is how you learn to grow.
- Edit your work before you submit it! See where you are constantly making the same mistakes, and figure out *how* you can improve those changes, instead of just blindly changing them.
- Mistakes *will* happen! To the best of your ability, learn from those mistakes, and then don't let them occur again.
- However, sometimes clients can become angry, but you have to remain professional and respond politely (and apologize!).
- **Self Management** is one of the most important qualities you can possess if you are interested in PR. Know what your deadlines are! Know what is ahead of you, and what tasks you must complete to prepare for your client.
- Keep track of your tasks and your work in order to make sure you conquer all of them. Learn to prioritize your tasks, and
- Time management- work quickly and effectively. When you are working quickly, you need to take a step back and check over your work.

### **Writing Skills**

- Writing skills are the most important asset in a potential PR employee
- Keep writing! Practicing your writing will be extremely helpful in your work
- Keep an AP Style book at your desk
- Don't be afraid to research grammatical lessons
- Realize who your audience is: different clients have different needs and different voices. Know who you're writing for!

### **Background**

- After studying communication at LaSalle University, I worked with public relations and communications management.

- I worked with a few non-profits
- I worked in promotions marketing and did not enjoy the work I was doing
- Then after graduation, I worked at a nonprofit for two years
- I enjoy being creative, and writing, and working with design projects, etc.

#### **What Did You Not Like About Non-Profits?**

- Company culture- if you don't get a good 'vibe' from the work environment and the people you will be working with.
- Non-profits generally work on small budgets; they tend to over extend their employees, and that is what they are about, and I did not enjoy that atmosphere.

#### **Could You See Yourself at a Larger Agency?**

- I have worked in the larger company feel, but prefer smaller companies because I feel like I can be myself, I like the flexibility,
- The advantage of working for a bigger company is that you are given a specific core of functionality.
- The perk of working at a small company is that everyone contributes and we work so closely as a team, and you earn self-esteem.

#### **Are There Distinct Skills That You Would Look for in an Intern?**

- Cover Letter/Email: that is your first impression!
- Say "public relations" as opposed to "PR"; don't use slang!
- Initiative/Drive: look your superiors in the eyes and ask questions and ask for projects
- Writing Skills!

\*The core of public relations is the story you tell; it's no different than law. Who can tell the best story?

**Meeting End –6:30 p.m.**