

PRSSA-UD MEETING MINUTES

March 11, 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: 9

- 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: Writing the Perfect Tweet

- ☞ Think Like Your Readers
- ☞ Use Consistent Excellence To Stand Out From The Crowd
- ☞ Sell The Headline
- ☞ Use Correct Punctuation
- ☞ Accept Nothing Less Than Flawless Grammar And Perfect Spelling

Upcoming Events and Information

- 1. Upcoming Skill Slam on March 18th!**
- 2. Next General Meeting April 8, 5:30 p.m.**

3. Elections!

- Applications will be sent via email
- One-year term (June-June)
- Must speak to e-board member whose position you would like
- Due Wednesday, April 3, 2013
- Interviews will be held Sunday, April 14, mid-day

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

Other Reminders:

Scholarships: Be on the lookout for 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**.

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 if you are interested in helping out!
- **Suggestions?** Email us! 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 if you are interested in helping out.

Social Media Activity

How do you tweet from a professional standpoint?

- We practiced by creating a professional tweet for the office of Alumni Relations trying to persuade alumni to attend Alumni Weekend in June
- We tried to target current students and alumni in the tweet
- Created a hashtag to use
- The winning tweet will be featured on the official Alumni Relations Twitter account and our PRSSA-UD account!

Ethics Activity

We had a chance to work in small groups to discuss situations of ethical dilemmas in the workplace! Each group had a chance to share their thoughts on what they would do in a particular situation where ethical behavior was concerned.

Meeting End: 6:30 pm