

# PRSSA-UD MEETING MINUTES

APRIL 2, 2011

Kirkbride 206 – 5:30 PM

## Executive Members Present

Abigail Stollar  
Jaclyn Allen  
Elynsey Price  
Lindsey Starr  
Chelsey Rodowicz  
Sarah Vlach  
Jessica Kamens  
Janie Sikes

## Attendees

20

## Topic of Discussion: Upcoming Events

1. Elections – Positions
  - President
  - Vice President of Professional Development
  - Vice President of External Affairs
  - Program Director
  - Public Relations Director
  - Meetings Directors
  - Operations Director
  - Finance Director
2. Elections – Process
  - Applications due to Pearson Hall 250 by Friday, April 6 at 4:00 p.m.
  - All candidates will be contacted by Tuesday, April 10 regarding their interview status
  - Interviews: Sunday, April 15, beginning at 2:00 p.m.
  - New Executive Board announced Monday, April 16
  - Join us for the Elections Social immediately after today's meeting
3. Professor Bartoo
  - Bartoo's Ad Agency from Comm313 class
  - Visit <http://useed.edu.edu/projects/6> and share!
  - Client: Eff.Y.Bee
  - Share the link!
  - UD is the first school doing this!
4. Networking Skill Slam
  - Learn how to meet professionals, hand off your business card, follow up & more!
  - Tuesday, April 10 at 6:30 p.m. at Deer Park
5. PRSSA Challenge
  - Thursday, April 26 at 7:00 p.m.
  - Don't need any experience in strategic planning to do this
6. Spring Networking Event
  - Monday, April 30<sup>th</sup> at 6:30 p.m. to 8:00 p.m.
  - Looking for a job? Internship? It's not too late to meet with top regional professionals and talk with them about future opportunities!
7. Agency Tour Field Trip
  - Tierney Communications in Philadelphia
  - Tuesday, May 1<sup>st</sup> at 2:00 p.m.
  - 10 to 15 people to come

**Speaker:** Welcome Jeff O'Connor

1. Assistant Director of Broadcasting & Media Relations at Wilmington Blue Rocks
  - Background in broadcasting
  - Started at Rowan University and got involved with radio station there
  - Wanted to be on the air and get involved with sports
  - Wanted to do play-by-play at radio station
  - Had the chance to do baseball by end of sophomore year in college
  - Did a sports talk for 2 hours every Saturday
  - Won 200 national and local awards (radio station from school)
  - Jeff won several awards
  - Did not have many internships; only one going into Spring semester of Senior year at WIP in Philadelphia
  - There from January to April and offered a part time job two to three days a week
  - Started at bottom and worked way up
2. More Background
  - Masters in PR at Rowan
  - Learned media relations is more important than broadcasting!
  - Started doing sports writing for Patch.com
  - Applied for 2011 baseball season
  - Got a call from St. Paul and got the job
  - Underestimated the work
  - Work very long days and do all aspects of PR, media, broadcasting
  - Did sales and promotions to pulling tarp
3. Networking
  - Got offered a job by someone he knew from Rowan that was in baseball for 8 or 9 years
  - Now 24 years old
  - Waiting for baseball season to start
  - Currently writing spring training recaps or articles on events or promotional items, newsletters, updates, etc.
  - Best advice: Reach out! Worst thing that can happen is that they don't answer your email, but at least you tried!
  - Take any internship possible, whether its what you want to do or not (behind the scenes or in front)
  - Just get your foot in your door!
  - Anything you can put on your resume cant hurt
  - Exhaust all options!

**Meeting End – 6:30 p.m.**