

# PRSSA-UD MEETING MINUTES

April 22nd, 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

## **New Executive Board :**

Chelsey Rodowicz – Immediate Past President  
Jamie Lawlor – President  
Mollie Berner – VP of Professional Development  
Laura Hepp – VP of External Affairs  
Natalie Hines – PR Director  
Keri Betters – Program Director  
Joey Silver – Meetings Director  
Betsey Coulbourn – Operations Director

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Live tweet during our meetings!

BE SURE TO CHECK OUT **PRSSA-UD SOCIAL MEDIA**

## **Topics of Discussion:**

### **PR Fact of the Week:**

Twitter mistakes to avoid:

- Tweeting in bursts
- Not making room for retweets
- Tweets that aren't catchy
- Not retweeting others
- Protecting your tweets
- Not following others
- Vague tweets
- Using @ instead of .@
- Think first and tweet later

### **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.

**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:

### National Conference:

- ☞ October 25-29
- ☞ Registration: \$300
- ☞ Room: \$179 + taxes/night

### Official Point System:

- ☞ Attending a general meeting – 1 point
- ☞ Attending an outside event – 2-3 points (at planner's discretion)
- ☞ Being active on a committee – 2 points
- ☞ Bringing a new friend to a meeting – 1 point
- ☞ Signing up for an event and backing out – lose 2-3 points (at planner's discretion)

So make sure to attend as many events and meetings as you can so that you can have points to go towards prizes and other incentives!

### Upcoming Events

- **PRSSA Challenge** (with Temple and Drexel)
- We will be holding our annual **PRSSA Challenge this Wednesday, April 24<sup>th</sup>, at 6 p.m. in Gore 114.**
  
- **Philanthropy A Cappella Event!**
- We are hosting our first ever **A Cappella fundraiser!** It will be held on **May 6th, 2013, from 6-8p.m.** The location will be announced. The event will feature performances by UD A Cappella groups such as Vocal Point, the MelUDees and the Golden Blues.
- Please email Natalie Hines at [nhines@udel.edu](mailto:nhines@udel.edu).
- Please email Chelsey Rodowicz at [chelseyr@udel.edu](mailto:chelseyr@udel.edu) if you are interested in singing for PRSSA's A Cappella group!
  
- **Networking/Resume "Speed Dating" Event with PRSA Professionals**
- On **Wednesday, May 1st** we will be having a Networking/Resume Speed Dating event with PRSA professionals. The location is to be determined at the moment (most likely Catherine Rooney's), but it will take place at **7:00 p.m.**
- The beginning portion of the event would include quick resume reviews, (similar to speed dating, but with resumes) and the middle/end portion of the event would include general networking between students and professionals. This is a terrific opportunity and we hope to see all of you there!
- See email for sign up

### Other Information and Opportunities:

- **PRSA Associate Membership**
- Associate membership \$60
- Contact [emprice@udel.edu](mailto:emprice@udel.edu) with any questions

Tonight's Interactive Activities: Crisis Communication and Press Releases! Here is an overview of what we talked about:

### **Top Things to Know About Crisis Situations:**

- ☞ Short-term effects
- ☞ Communicate immediately, don't hide
- ☞ Saying "no comment" = "we're guilty"
- ☞ Make it about the victims
- ☞ Get it all out

### Press Release Activity

- ☞ **Why do you send a press release?**
  - ☞ To get media to cover your event prior to it, during it, or after it.
  - ☞ Announce a new hiring, etc.
  - ☞ Only promote events/news you want the media to cover
  - ☞ Not every event is newsworthy and not everyone will understand that
- ☞ **What is newsworthy?**
- ☞ **Newsworthiness:**
  - ☞ *Timeliness*: new information or upcoming event
  - ☞ *Impact*: will readers/viewers care
  - ☞ *Uniqueness*: not another golf tournament
  - ☞ *Controversy*: media loves controversy/conflict
  - ☞ *Proximity*: unless it's a state-wide event, people in Sussex County don't care about a peach festival in Middletown
  - ☞ *Celebrity*: sure-seller

### Creating A Press Release:

- ☞ **Lead Paragraph:** List location. Needs to grasp the reader's attention and should be straightforward, most important information first. Covers who, what, where, when and why
- ☞ **Text:** Main body of press release where message should fully develop.
- ☞ **Quote:** At minimum a quote from your organization. Ideally, one from someone significantly involved. Make it a unique quote.
- ☞ **###** Signals an official end to the release.
- ☞ **For more information:** List the name, title, email, and telephone of the spokesperson for the organization.
- ☞ **Other important information:** Ex.: Media should contact \_\_\_\_\_ to obtain special parking privileges.
- ☞ **Boilerplate:** Your organization's boiler plate, including website URL.

Meeting End –6:30 p.m.