

## PRSSA-UD MEETING MINUTES

September 24, 2012  
Kirkbride 206 – 5:00 PM

### Executive Members Present

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

### Attendees

81

**Member Moment:** Gabrielle Wamboldt shared her experience as an intern at Rubenstein PR, and the incredible connections she has made as a result, as well as the importance of staying involved with PRSSA for help developing yourself professionally!

### Topics of Discussion: Upcoming Events and Information

1. Exclusive Internship With Hunter PR: email [chelseyr@udel.edu](mailto:chelseyr@udel.edu) with your resume and cover letter, attn. Melissa Kuhn by Friday, October 26.
2. Professional Development: Mentor/Mentee Program: email [emprice@udel.edu](mailto:emprice@udel.edu) if interested in joining!
  - Skill Slam October 11<sup>th</sup>!
3. Dues:
  - \$60 for full year membership
  - Collecting dues today, or Thursday September 27 in Trabant from 12:30-2:00 pm
  - Due date: October 15<sup>th</sup>- email Natalie at [nhines@udel.edu](mailto:nhines@udel.edu)
4. Burson-Marsteller Internship:
  - Email Caitlin McCusker for more information, [Caitlin.McCusker@bm.com](mailto:Caitlin.McCusker@bm.com)
5. PRSSA-UD Blog and Newsletter: Write for our blog and build your portfolio! Email Bobby Schrader at [bschraid@udel.edu](mailto:bschraid@udel.edu)!

**Speaker:** Welcome Rebecca Timms, Public Relations Coordinator for the Philadelphia Seventy Sixers

- 3rd season with the Philadelphia Seventy Sixers
- Graduated from Rowan University in 2010
- Major in Public Relations and Minor in Journalism
- Recruited as a public relations major at Rowan
- Attended a PRSSA Regional Conference as a high school senior and knew she was at home in PRSSA.
- Helped plan a National Conference
- Eventually won title of National President of PRSSA;
- Tip: Take advantage of knowing your national committee!
- Internship Advice: “Life has a way of being ironic sometimes”. Didn’t know she wanted to get involved with sports PR. Her internship with the Philadelphia Flyers helped her to realize that she loved sports and sports teams in general because of how mobile they are. When spontaneous opportunities come up, sports teams are able to jump into action and make something cool happen for the fans.

- “It doesn’t matter how long it takes to figure out what you want to do, as long as you take the time you have and work hard at it”.

### **Questions and Answers:**

#### **Daily responsibilities as PR coordinator**

- In her sector of PR, a typical day consists of media availability with the coach and some of the players, they pull relevant stories about the team for coverage, and notifies the broadcast to work in a relevant interview, and working on details for game night.
- The publicity side of what she does relates more heavily to PR and Marketing. She handles live events, sets up segments with major broadcasting networks, etc.
- Her father suggested the field of public relations to her, and she followed up on his advice.
- Teamworkonline.com- database for sports internships and job opportunities.

#### **Importance of cultivating good relationships with the media**

- Gathering contacts and establishing a “road map”
- Be diligent about setting up interviews, meetings, etc.
- She decides what topics need coverage and provides a well-versed speaker on the subject, and good quality “product”.

#### **How to find jobs**

Rebecca found her sports PR internship/job through [www.teamworkonline.com](http://www.teamworkonline.com) -- check it out if you're interested in sports and live event jobs

#### **Look for an internship**

- Having one doesn't really get you there – try multiple internships in different areas

#### **Importance of PRSSA**

- PRSSA gives you opportunity to get leadership experience, work in teams and find the best way you work
- Get involved!

#### **Most important skill in PR**

- WRITING – expected in PR
- In sports PR specifically – ability to roll with the punches

**Meeting End – 6:30 p.m.**