

**PRSSA-UD MEETING MINUTES**  
SEPTEMBER 26, 2011  
Kirkbride 206, 5:30 PM

**Executive Members Present**

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

**Attendees**

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**Topic of Discussion:** Dues & how to get involved!

1. Dues are \$60 (Abby)
  - \$50 goes to Nationals and \$10 to our Chapter
  - Collected today through **October 14<sup>th</sup>**
  - Collecting dues in Trabant on:
    - Wednesday, Oct 12 – 12:30 to 2:30 pm
    - Thursday, Oct 13 – 1:45 to 2:30 pm
    - Friday, Oct 15 – 12:15 to 1:15 pm
  - Also collecting at next general meeting on **October 10<sup>th</sup>**
  - Questions? E-mail Lindsey Starr, Finance Director, at [lstarr@udel.edu](mailto:lstarr@udel.edu)
2. Why join PRSSA-UD? (Abby)
  - Mentor-Mentee Program
    - Get connected with a local professional to help you with your resume, search for internships or get information about the PR field!
  - Networking events
    - Night With The Pros, biweekly meetings, PRSA Delaware events
  - Skill development opportunities
    - Skill Slams, Communication Committee
  - Local internship opportunities
  - Exclusive internship at Hunter Public Relations during winter 2012
    - 5 week paid internship in NYC!
3. Kudos! Thank you for your hard work! (Chelsey)
  - Congratulations Kelley Bregenzer
  - Congratulations Mollie Berner
4. Get Involved! (Abby)
  - Skill Slam: Twitter 101
    - Featuring PRSSA National Vice President of Public Relations: Lauren K. Gray
    - Sign up on Google Doc., limited to 30 individuals
  - Mentor-Mentee
    - E-mail Jess Kamens ASAP if interested: [jaykay@udel.edu](mailto:jaykay@udel.edu)
  - Communications Committee
    - Contact Elynsey Price: [emprice@udel.edu](mailto:emprice@udel.edu)

**Guest Speaker:** Welcome Cristin McGrath!

1. Introducing Cristin McGrath
  - 2010 Temple University graduate
  - Was Communications Specialist at Philadelphia Eagles

- Now Account Manager at Vault Communications
  - Has worked at Sony, VH1 and Eagles
  - Recently named as NBC Philadelphia's "The 20": recognized as a leader in the social media world
2. Vault Communications
    - Vault trying to get into Philly market/compete with Cashman
    - Working with an event called Behind the Headlines that just started
      - Speakers from Phillies, Eagles, PIFA, etc.
    - Many PR groups from around the area came to hear about all the big headlines such as the football lockout, first PIFA festival, etc.
  3. Clients at Vault
    - Verizon Fios (including commercials with Eagles players)
    - Nonprofit (Kelly Ann Dolan memorial fund)
    - Virgin Atlantic
    - AMR Resorts
  4. Internships
    - 4 unpaid internships throughout college
    - VH1, Sony, and the Eagles, all corporate PR
    - Vault is agency PR!
    - Important to "count your hours meticulously!" in agency PR
    - For the Eagles: applied in a pool of 300 applicants and interviewed with 4 people before getting internship
      - 2 months into internship got promoted to Communications Specialist of the Philadelphia Eagles
  5. Communications Specialist at Philadelphia Eagles
    - In public sports field, everything revolves around winning!
    - At Eagles worked in *public affairs*, dealt a lot with government relations
    - Don't have to pitch much, people beg for stories on Vick or DeSean Jackson
    - Had meetings with Mayor Nutter
  6. Sony & VH1 Internships
    - Worked a couple of red carpets in NYC
    - Hip Hop Honors, honoring Def Jam Records
      - Walked Ashanti down the red carpet
    - Constant action going on at red carpets
    - Have to get celebrities to right reporters and interviews
    - *For the Love of Ray J 2* premiered while she worked at VH1
      - Got to meet Ray J and work with him
  7. Internship in London at events management firm
    - Best decision ever! went for 3 months – definitely study abroad!
    - Opened the door for VH1 which led to Sony which then led to the Eagles
    - The earlier you get started, the better!
    - Go somewhere with a different language
    - London has a HUGE PR presence!
    - Their economy is doing better than ours so they have many jobs available
  8. About Twitter
    - Unlock your account so professionals can find you and see what your tweeting about
    - Be professional about your tweets
    - Put interests, graduation year and the school you go to
    - Retweet the tweets of PR agencies you want to work for
    - Her current boss at Vault, found her on Twitter
    - Lock your Twitter account that is just for fun, with your friends and don't use your full name
    - It's okay to have two Twitter accounts just be careful of which one you use for what and how you market yourself!
  9. How did you get your internships?

- First internship was provided by studying abroad in London
    - Set up through Temple University
    - Every internship interview, they have asked if she worked abroad! It is important to show you are diverse and can work in other places
  - VH1 internship: don't think anything is out of your reach
    - Promote yourself and create a brand for yourself!
    - Branded herself as "Fresh Faced Graduate"
    - Changed Twitter handle, created a blog just about working through jobs and trying to find the right one
    - Find your strengths and play on them
    - Keep up with social media!
  - Always keep an eye out for internships!
10. Blog from college
- Documented her daily life through this blog
  - Kept it anonymous, and wrote whenever something embarrassing or ridiculous happened
  - Got very popular in Temple community with 3000 views a month
  - Possibly writing a book!
11. What to put on a resume
- Include any internships or jobs
  - If you don't have a lot of internship/job experience, include professional Twitter and Facebook handles, relevant classes, extracurricular activities, etc.
12. Is graduate school necessary?
- It's worth it, just have to find the time and right job that allows you time
  - Will push you \$10,000 higher in salary to get your MBA
  - Most PR people wait a few years after college to go
  - Considering getting her masters in Communications Management (M.S.) or Business Management

### **Upcoming Events**

- Skill Slam: Thursday, October 6 at 7:00 pm in Gore 204
- General Meeting: Monday, October 10 at 5:30 p.m. featuring Jessica Lawlor in Kirkbride 206

**Meeting End:** 6:30 pm