



Hugh M. Culbertson
Chapter
Ohio University
Chapter Newsletter
Fall 2012 Edition

PRSUCCESS

PRSSA
Public Relations
Student Society
of America

PRSSA concludes 2012 with accomplishments

BY: MARISA DOCKUM

It has been a semester of success for the Hugh M. Culbertson Chapter of PRSSA. From bringing home two prestigious awards from the 2012 PRSSA National Conference, Best Campaign for Student-Run Firms and a Teahan Award for Best PRSA / PRSSA Relationship, as well as, being selected to host a Regional Conference. The efforts of past and present members are paying off. Last year's members devoted countless hours elaborating on their work for national awards.

"Last year, we started talking about Teahans long before we started actually working on them. We made sure to document everything, from the increase we

had in membership to how many people attended our winter Social Media Summit," former PRSSA President Heather Farr said. "We knew as a chapter that we had a very

as a model chapter."

After a lengthy application process, Scripps PRSSA has been selected to host a 2013 Regional Conference for the first time in many years. Planning for the Regional Conference has been a combination of stress and excitement.

"I am delighted to say that I think this conference will not only be extremely beneficial for our members, but an amazing learning experience for our executive board. I can't wait for everyone to join Scripps PRSSA and go 'Beyond the Basics' when learning about public relations," said current



*Some members of the PRSSA executive board accepted a Teahan award earlier this year at National Conference
(Photo credit: Marisa Dockum)*

strong program and a lot of success for which we could be recognized, but having the statistics to back up our entries really helped."

This past October, seven Scripps PRSSA members journeyed to San Francisco to attend the national conference and eagerly accepted the awards. Farr explained how excited she was for the achievements, but not at all surprised, "our chapter has been flourishing for the past four years and I'm so happy to see us continue to be recognized

PRSSA President Allison Jordan.

This year our executive board has added various exciting programs to further develop our members into young professionals. Nicole Spears, VP of Member Relations, added a "Tips and Tricks" forum to facilitate questions and provide advice from our members for our members. In addition to adding more programs, the chapter has worked extremely hard to obtain freelance

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Navigating through the PR world: PR jargon

BY: THERESA IANNI

EOD, UVM, SEO. Pitch, boiler plate, In-House. These are all words and abbreviations relevant to the public relations industry. But, what do these phrases mean? As a young professional or intern, these words and phrases will be commonly used in the work place. For some, search engines like Google will be the easiest way to access the definitions. For now, a simple cheat sheet will help you understand typical PR Jargon. Check out this simple cheat sheet to help you decode all the jargon.

EOD:

A supervisor may ask for a media list, press release, or blog post to be written by E.O.D., which simply means to have it done by the end of the day.

UVM:

This means unique visitors monthly and determines the amount of visitors who view a website per month. UVM is measured by the IP addresses that a site receives.

Boiler Plate:

The boiler plate is most commonly found at the end of a press release and is a short description of the company or organization related to the information written on the press release.

These are just a few of the many words that may surprise an intern. Don't forget to refer back to this list before you start your next internship, and always feel comfortable asking questions to clarify what these words and phrases mean. Understanding PR Jargon is one click or question away.

In-House Public Relations:

In-House Public Relations is PR that is done by a company internally. Rather than using an agency, the company will provide all the public relations practices for themselves.

For Immediate Release:

This is often seen at the top of a press release, and indicates that the press release information can be distributed right away.

E-Cals:

Also known as editorial calendars. E-Cals are used to organize when content is being published across different media outlets like blog, Twitter, and Facebook pages.

B2B / B2C:

Business to Business/Business to Consumer.

Integrated Marketing Mix:

This is the combination of all types of marketing such as mass marketing and direct. Marketing, PR and advertising are all integrating.

ROI:

Return on investment. ROI determines how efficient the investment was to the company.

Press Kit:

This is also known as a media kit. The press kit is a packet of prepared information about a company that can be sent to the media. This document usually contains: a background of the company, a fact sheet, past coverage, images, and a press release.

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work for the Scripps Innovation Challenge project.

"I couldn't be more proud of our chapter this year. We were very fortunate to have had the best mentors in the form of last year's 2011-2012 executive board," Jordan said.

She continues to explain that the current executive board is filled with extremely passionate and dedicated students, and without them our chapter would not be able to provide these helpful programs on top of weekly meetings and networking trips.

"Awards or no awards, the fact that our chapter can make students so passionate about, excited for and prepared for their future career makes it a unique and noteworthy organization," Farr said. The success of our chapter has impressed many and hasn't gone unrecognized.

A huge thank you and congratulations is in order to all Scripps PRSSA members.

Integrated Communications: the future of PR

BY: NICOLE GERMANO

The advent of fall semester has brought many changes to Ohio University, and the E.W. Scripps School of Journalism is no exception. With the 2012-2013 academic year comes a new curriculum to the journalism school.

Among these changes is the creation of the strategic communication sequence. The merging of the advertising and public relations majors to create this new track mirrors industry-wide trends, including that of Integrated Marketing Communications (IMC).

According to the American Marketing Association, IMC is "a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service or organization are relevant to that person and consistent over time."

IMC blurs the lines across traditionally distinct fields including marketing, advertising, public relations and digital approaches. It provides a holistic approach to communicating, synchronizing messages and the means by which they are shared.

"It's the tying of all these different tactics and strategies across mediums to make them work together," said Nate Riggs, a social media strategist at the Karcher Group and popular social business strategy blogger.

According to Aaron Brown, Vice President of Communication at Fahlgren Mortine, IMC manifests in two ways – in approach and in execution.

"It's going in without a bias toward a certain communication channel or type," said Brown of the approach. In execution, integrated campaigns generate a combination of gained, earned and paid

media.

IMC has become a driving force in the field because of the insights it helps generate, explained Riggs.

"It's about the data," he said. "You really start to get to that precious insight."

Data allows communicators to determine if their messages reach target audiences, helping communicators to improve their messages and strategy. Brands then increase their ability to communicate one-on-one with audience members.

"Mass communication almost doesn't exist anymore," said Brown. "The ability to market around the media and communicate one-to-one is so much greater."

To become more comfortable working with data, Riggs encouraged all students to blog. He added that blogging unites all aspects of social strategy and demonstrates your skills to potential employers.

"If you read job descriptions, they're very integrated. You're going to have to be prepared in all of the related areas," said Ohio University senior Heather Bartman who is studying strategic communications and earning a minor in business.

Bartman advised students studying in the strategic communication sequence to take at least one marketing class. Note the differences among the different fields and participate in organizations such as ImPReessions that provide hands-on experience.

Brown also suggested that the role of the media would continue to transform and to drive changes in the communications industry. For current students, he advised that the best way to prepare for this evolving landscape is to look for integrated communications in action.

"Look at every new technology and

think about how it's going to impact communication," he said. "Start to see this in action. Understand what it means. Those who understand stand to be the most successful."

**CHECK OUT
PRSSA'S INSTAGRAM
AND PINTEREST
ACCOUNTS
@SCRIPPSRSSA**



PRSSA rich in tradition

BY: ALLISON McDONALD

Public relations can be a cutthroat world, the pace is fast and the competition is high. A PR professional must always be on their "A game" and ready for the unexpected. In an intensely competitive industry, it's hard to find those on whom you can count on. The Public Relations Student Society of America has established an organization that overcomes the odds and created a series of traditions to allow PR students to come together as one.

Our PRSSA chapter at Ohio University has excelled at bringing these motivated, strong individuals together. Although the industry is still tough in the real world, our chapter has formed a sense of family.

PRSSA traditions, such as pumpkin carving, our Thanksgiving dinner and our annual networking trip, are the adhesive that keeps our family together.

"The PRSSA traditions are a defining component of the organization. They allow our members to bond and they provide a sense of family as well as lifelong friendships," senior and VP of External Relations Liz Krizner states.

"Getting together outside of our regular

meetings, whether at Thanksgiving dinner or pumpkin carving, is just so much fun and I look forward to it every year!"

While PRSSA is a great opportunity to meet students who share the same determination and passion as you do, it's also a great opportunity to get together and enjoy great food!

Thanksgiving dinner seems to be a favorite among members.

"My favorite tradition has to be Thanksgiving dinner. The chapter really comes together and everyone pitches in to provide an amazing meal for us all to share. Let's be real--who doesn't love food?" said Krizner.

Sophomore Ben Clos said, "One of my favorite traditions is the Thanksgiving dinner. It makes us really feel like one family and is a good time to put down the Blackberrys and laptops and just come together."

PRSSA's traditions are not only about having a good time, but providing valuable insight into the world of public relations you can't find in your classes.

Clos said, "PRSSA has been a great experience for me. Since freshman year I have had experiences that let me learn things I will not learn in the classroom

for at least another year. I meet with professionals from different areas of the industry on a weekly basis, have been given opportunities to do things like mock press conferences, write press releases and so forth, and was able to go to Chicago last year and connect with professionals from large agencies."

Another tradition PRSSA looks forward to every year is the annual networking trip. This trip provides important information about the "real world" and allows us to spend time together. It allows PRSSA members to experience a world they dream of being in one day and create memories on the way. With the end of the school year rapidly approaching and agendas filled to their max capacity, it's easy to forget to take time to relax and enjoy the time here at Ohio University. What better way to do this than to spend time with fellow PRSSA members!

PRSSA is one part of our experiences here that will stay in our hearts forever. These traditions are what make this an outstanding organization. Without it PRSSA members would all agree they'd be pretty lost when their time is up at OU.



PRSSA members meet to discuss and celebrate outside the classroom. Thanksgiving is a favorite holiday in Scripps PRSSA.



Scripps students travel the globe

BY: NICOLE PELLECHIA

Scripps students have many requirements to fulfill before graduating. With specializations, general requirements and mandatory internships, it is sometimes difficult for these students to find any room in their schedules for something new and different. Lucky for them, journalism students have multiple opportunities to study abroad in another country and still complete the course work they need.

According to the Ohio University Go Abroad website, there are several rotating Journalism programs offered yearly, in which students are given the opportunity to fulfill particular journalism requirements while abroad. Junior PR major Kaitlynn Grady took part in this program this past summer and traveled to London, England for a three week program to cover the 2012 Olympic games. While in London, Grady, along with 15 fellow colleagues, were required to take Sports Journalism, which counts as a journalism elective. Through this course, she wrote articles covering the games, fans and many other aspects of the

Olympics. Luckily, the students were also given the opportunity to travel around London and see its many landmarks.

"We were there for work, but we definitely got to experience the London culture as well," Grady said.

These rotating programs are only

"Even if you don't speak the language it's an awesome opportunity," said Mavros.

offered in one specific country each time. If students are interested in visiting a different country, they can use this opportunity to take general courses, or to take classes assisting in their specialization. Junior student Ashleigh Mavros made the decision to study abroad in Merida, Mexico to fulfill her specialization in Spanish. While in

Mexico, Mavros traveled with a group of 40, and stayed with a host family for an entire quarter. She and her roommate attended class four days a week at the local school, where she took all Spanish classes. Along with completing the majority of her specialization requirements, Mavros enjoyed having a lot of free time and exploring the city.

For anyone interested in studying abroad, the application process at Ohio University usually takes about a year. It requires a written application, an essay depicting why you are interested in the program and a formal interview. Some programs also require an informational class on what to expect when you arrive abroad.

"Even if you don't speak the language, it's an awesome opportunity," Mavros said.

For more information on study abroad programs, please visit www.ohio.edu/educationabroad.

@ScrippsPRSSA

@AllisonJordan_

Loved hearing everyone's questions tonight at @scrippsprssa! Please feel free to reach out if you have any more question during your search!

@nhgermano

I hate missing @ScrippsPRSSA meetings. Lucky for me, we have some fabulous live-tweeters, so I can stay up to date. #ScrippsPRSSA

@BenClos1

Something that sets @ScrippsPRSSA kids apart, we cut to the chase and know what we want to learn, not just, "whatever you have available"

@AWatercutter

Amazing student internship panel with @ScrippsPRSSA so excited to get started on my hunt!

@allison_evans

Informational interviews are a great way to get the conversation started with a potential employer.
#ScrippsPRSSA

@Theresa_Ianni

Big thanks to the Career and Leadership Development Center for the presentation at #ScrippsPRSSA. Feeling good about myself!

ImPRessions

Spotlight: Backdrop Magazine

BY: BEN CLOS

The Backdrop Magazine account started the year off with a bang. The account began planning the first magazine launch party through tableling outside Baker, creating posters and managing Backdrop's social media accounts.

During the account's weekly meetings, the members participated in press release, Photoshop and video editing workshops. The skills the account associates gained through practicing those various skills assisted them when executing tasks for the magazine.

One of the main focuses for the account was launch parties. The members would start planning for the events to celebrate the launch of each new edition. The team began fundraising to support their many events throughout the year.

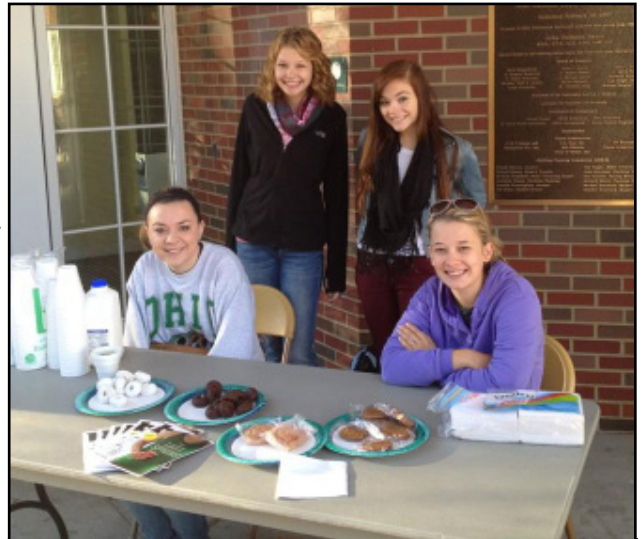
One of the succesful events for the

account was "Breakfast with Backdrop." The account organized a table outside of Baker and asked for a donation inexchange breakfast food The event raised a large amount of money for the account.

This semester, the most prominent event planned by the account was the campus wide food drive, "OUnited, We've Got Your Back." The account targeted every organization on campus to work together as one university and have one large food drive instead of several smaller food drives. The campaign's reach goal was to make a difference in an impoverished community.

To assist the campaign, Backdrop launched a social media campaign through Twitter. The social media accounts produced many tweets about the #OUnited food drive during the campaign. The associates were given the opportunity to work on press releases and create a research video about poverty and food insecurity in the Athens area.

This was the first year the account planned the food drive, and it is still to be determined if it will become an annual event. The Backdrop account is fortunate to have eight associates. Having eight associates allows the team to divide responsibilities and



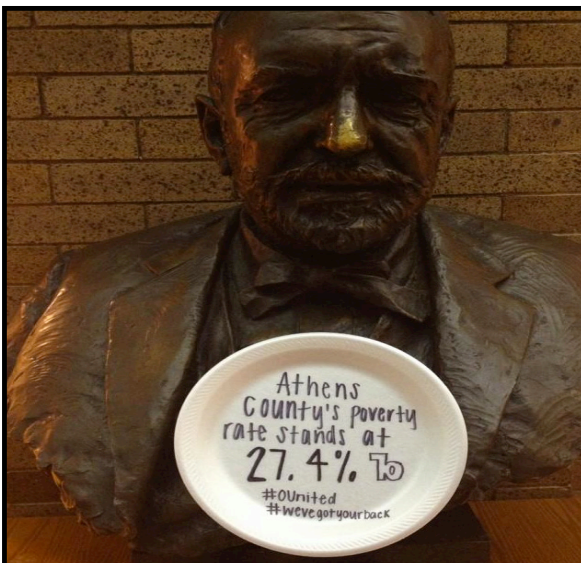
Backdrop account members held a breakfast fundraiser during fall semester.

(Photo Credit: Ben Clos)

tasks around with busy classes and work schedules.

Account associate, Kaley Langenderfer, a sophomore studying Public Relations said, "I love being part of the Backdrop account because we strive to create nuanced PR for our client. We are all about thinking outside the box and testing out unconventional ideas. Our team inspires creativity and passion for public relations. We discuss and learn traditional PR while exploring new ideas. This account has been a great experience this far."

The Backdrop Magazine account continues to plan events next semester will separate the magazine from others on campus. The account aims to plan more release parties, and other events by using social media and other sources to make their client stand out and have a lasting presence on Ohio University's campus.



Scripps statue supports the #OUnited canned food drive organized by Backdrop Magazine ImPRessions account.

(Photo Credit: Ben Clos)

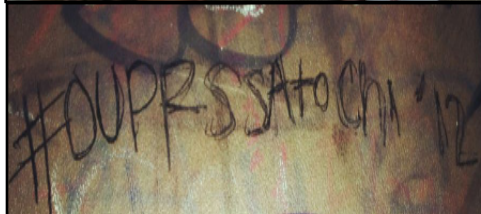
Top 10 things I love about Scripps PRSSA

BY: LIZ KRIZNER

I have been a member of PRSSA since the beginning of my junior year and fell in love with the organization immediately. If you are a member already, I know you can vouch for me here and if you aren't, well join PRSSA and see for yourself. Here are my own personal reasons for why I eat, sleep and breathe PRSSA, in no particular order, as these would be next to impossible to rank:

1. Everybody is super close! I have met nearly all of my friends through PRSSA. It is so amazing to share friendships with people who are just as passionate as you are about the incredible world of PR.
2. We are first and foremost, a team. When work needs to be done, like fundraising for our Chicago networking trip, everyone really comes together. This past year we raised nearly \$1,000!
3. Two words: Dan Farkas. Dan is incredibly knowledgeable and a great person to know. I am so glad and fortunate that he is returning as our advisor this year!
4. All the information we learn from professionals at our weekly meetings is incredibly helpful. The professionals we bring in are very resourceful and great inspirations.
5. Piggybacking off of that last one... networking, networking and oh yeah, networking. I cannot begin to tell you the number of business cards I have from PRSSA meetings and mixers. Many of these professionals currently live in and / or work in Columbus. This is so great for those of us who cannot bear to part with the Buckeye State! I will certainly be in contact with many of these professionals when I embark on my job search this winter.
6. There are so many ways to get involved! From the mentor/mentee program, to editing and writing for our award-winning newsletter PR Success, to the Social Affairs Committee, PRSSA really allows you to branch away from the weekly meetings and create work you can use to

*The PRSSA family celebrated their achievements during spring quarter.
(Photo Credit: Liz Krizner)*



*PRSSA members visited Ogilvy in Chicago while on a networking trip.
(Photo Credit: Melaina Lewis)*

build your portfolio!

7. There is more to PRSSA than our weekly meetings and networking events. Don't get me wrong, this is 99.9999 percent of the organization and very important. But, we also know how to have fun! We hold an annual Thanksgiving dinner, carve pumpkins for Halloween and go out to dinner after most of the weekly meetings, which are all great bonding experiences!
8. Being a dues-paying member—dues are \$70—you get access to the internship database and discounts on certain PRSA events. While I do post job and internship opportunities on the website, the database provides many more! Plus, if you pay dues, you get first dibs when registering for trips or networking events. For example, if there are only 50 slots available and you are a dues-paying member, you would get to attend before someone who does not pay dues.
9. Our networking trips! This past March, we traveled to Chicago and it was amazing. I am a huge fan of the Windy City naturally, so being there surrounded by PR was a great and valuable experience. Getting to see the ins and outs of a real-life PR agency and speak with the professionals who work there is an experience you will never forget!
10. Our exec board! We are all smart, hard-working, determined, outgoing, friendly and upbeat people and I know we will do an amazing job. Although, let's be honest, 2011-2012's exec board left us with some pretty big shoes to fill.

California Dreamin': Utilizing your PRSSA Network

BY: SIENNA TOMKO

I have a dream of moving to California after graduation. And let me tell you, that is easier said than done.

In the past three years, I have utilized every networking opportunity available to me through PRSSA, ImPRessions, the E.W. Scripps School of Journalism and Ohio University. Yet, even with the endless stack of business cards I've acquired, my professional network fails to extend beyond Ohio and its surrounding states.

Determined to connect with professionals in California, I planned a personal networking trip to San Diego this past summer. I sent out emails, joined in on Twitter chats and even made some phone calls. I was determined to do whatever it took to get public relations professionals in San Diego to know my name.

One thing seemed to hold true—the PRSSA network is endless. PRSA professionals from across the country are eager and willing to help PRSSA students. Do not be afraid to reach out to a

professional at any level. My initial contact with each professional included my PRSSA dues-paying member status prominently, as I highlighted it in my email subject lines and incorporated it in my direct messages (DMs).



Not sure who to reach out to? PRSA chapters across the country enroll dedicated and talented individuals that are committed to the growth of public relations. Utilize these resources. Seek out individuals on the PRSA Chapter Executive Board in the city or state in which you are interested in working.

For example, I was fortunate enough to meet with Tricia Whittemore, San Diego / Imperial County PRSA President

and Porter Novelli Account Manager. Tricia is actively involved in the San Diego chapter, splitting her time between the presidency, sponsorship chair and community partnership chair, while also dedicating the past seven years to Porter Novelli. Her love for agency PR was reflected in each of her responses, and her inputs were extremely beneficial to my future career outlook.

My five-day trip was a success. I coordinated one-on-one networking lunches with a variety of professionals in both agency and corporate industries. I spent over an hour with each professional asking questions and gaining insights on their current positions. Not only did I leave my resume and business card, I provided each with a take-away portfolio. Plus, when I wasn't networking, I was touring the beautiful city of San Diego. Needless to say, I left my heart in California.

No matter where you want to go, dream big. Utilize your dues-paying member status to your advantage. Be willing to step outside your comfort zone. And, most of all, don't be afraid to go beyond your city limits.

PR Success

EDITOR-IN-CHIEF:
MELAINA LEWIS

ADVISER:
DAN FARKAS

PRESIDENT:
ALLISON JORDAN

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Chapter
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CONTRIBUTING EDITORS:
ALLISON EVANS
MARISSA MCDAID
NICOLE SPEARS
SIENNA TOMKO



CONTRIBUTING WRITERS:

NICOLE GERMANO
BEN CLOS
ALLISON McDONALD
THERESA IANNI
SIENNA TOMKO
MARISA DOCKUM
NICOLE PELLECHIA
LIZ KRIZNER