

# PR SUCCESS

CLASS GATEWAY

Religion morally and knowledge

being necessary to good government  
and the happiness of mankind  
schools and the means of education

# SPRING 2015



# SCRIPPS PRSSA



# ACKNOWLEDGEMENTS

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# A DELEGATE'S TAKE ON NATIONAL ASSEMBLY

BY: GARY BRIDGENS



*Newly elected PRSSA National Executive Board in Portland, OR.*

Each year, the Hugh M. Culbertson Chapter of PRSSA selects one member to represent Ohio University as a delegate to the PRSSA National Assembly. Having attended National Assembly as a freshman, I knew the opportunity to go was one I could not pass up. Prior to making the decision to apply to go, I found myself thinking forward, pensive of the not-so-distant future. I had to ask myself – in what leadership role would I be spending my last year as a college student and PRSSA member? Plenty of time was spent drawing up pros and cons lists and conferring with friends, but heavy deliberation convinced me to follow my heart and I applied to run for the PRSSA National Committee.

The assembly, which takes place in

a different city annually, consists of a day-of-competition, leadership training breakout sessions, a keynote address and a National Assembly meeting. At the meeting, delegates convene to review the organization's bylaws and elect the incoming national leadership. The process was intensive and relatively daunting, but in retrospect, absolutely worth it. When all was said and done, I was fortunate enough to have been elected the 2015-2016 PRSSA National Vice President of Chapter Development.

For me, the opportunity to serve in one of PRSSA's highest offices is an honor, and in many ways, the fulfillment of a dream. As a man who credits almost all of his leadership knowledge to this organization, being able to serve it in this capacity is humbling and awe-inspiring.

Here are four of the most valuable leadership tips I've learned to follow throughout my four-year PRSSA journey:

Achieving the thing you want the most is not going to be easy and you will not do it alone. Without a strong network of people to uplift you, you're a leader without followers. They say, "it's lonely at the top" and I can't begin to understand how that's true. A strong network of supporters is a catalyst for all successful professionals. Establish trusting relationships with mentors, friends and mentees and let them help you grow. Don't be afraid to ask for help.

If you want to be a leader, first master the concept of servant leadership. In most leadership circumstances, the people working underneath you determine your success. Being able to understand, trust (there's that word again) and help your colleagues grow is crucial to the success of any organization or mission. Be willing to make sacrifices for the people who work for you. Be a source of reference and inspiration and empower the people around you daily.

Meet them where they are. This is one of my favorite sayings and it becomes more and more relevant in my life as I grow older. Many times, workplace conflict is the result of miscommunication. Think about the person you're misunderstanding

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# #SCRIPPSRSSA2CHI

**BY: MARISA FIORE**

Chicago is the home of deep-dish pizza, Wrigley Field, Cloud Gate (known as The Bean), Navy Pier and the Willis tower, but most importantly it is home to one of the biggest public relations markets in the United States.

On Friday, March 27, Scripps PRSSA took a road trip to Chicago, Illinois for our annual spring networking trip. The 23 members that chose to attend this year were split into two groups. The first group visited Zeno Group, Zócalo Group and Groupon, while the second group visited Walker Sands, FCB Advertising and Comcast Sports Network. At the end of the day everyone came together to visit McDonalds.

As a member of the first group, my first stop was Zeno Group in the Aon building. Zeno is the sister company of Edelman but is separate from them and even compete with them for business. The Chicago office is their largest office, with over 75 employees. To start off, Scripps PRSSA members learned about their company's culture and Zeno's saying, "fearless but not reckless." Afterward we watched a presentation on the focus areas of their Chicago office: corporate affairs, consumer, healthcare, tech and their largest area, digital engagement. Scripps PRSSA members enjoyed hearing about "Beehive" for real time content marketing and about some of their campaigns and clients they work with.

After Zeno Group, group one headed down a few floors to Zócalo Group, who was also located in the Aon building. Zócalo is a word-of-mouth, social and digital marketing agency that is a freestanding division of Ketchum and Omnicom. Scripps PRSSA members engaged with Zócalo employees in conversations about the way algorithms for search engine optimization and Facebook are changing as well as the heated debate about native advertising. The entire group was intrigued by their past clients and the way they use social listening and influencer marketing as successful marketing tactics.

With two agencies down, Scripps PRSSA members were excited for a lunch break and to head over to Groupon's headquarters to learn about corporate public relations. First, we took a tour of the incredibly fun Groupon office space. From tiki bars to ponds of candy to Fat Heads for each employee, you could tell Groupon was a fun place for its employees to work. Groupon's communications team is dynamic and always looking to use humor to bring out Groupon's online personality. Nick Halliwell, Groupon's public relations manager, said that the biggest difference between working in an agency and in corporate is that in corporate you feel more invested in the company. At Groupon, the communications team works in media relations, B2B, B2C, as well as internal communications.



The Groupon team always has their ear to the ground looking out for the next opportunity. Scripps PRSSA members also learned the importance of learning how a business works and how to read corporate fact sheets and timelines.

With three visits down, we only had one more to go, McDonalds. Once both groups had arrived, we started off our visit with a tour of McDonald's brand new office that is so new, that no one works there yet. Here we learned what is happening on the digital side of the McDonalds communication division. We learned about their latest campaigns and what they are doing to improve the McDonalds image globally. Everyone enjoyed meeting Paul Matson, an Ohio University alum and past president of Scripps PRSSA.

With all of our visits completed, everyone headed over to the Hard Rock Café for a dinner to network a little bit more with professionals. While there, everyone enjoyed an impromptu performance by a high school show choir while networking with professionals.



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as your target audience. If you can't get them to come directly to where you are, you have to go meet them where they are so you can better understand their point of view; it's just the way it has to be. Being able to communicate effectively, fairly and patiently is one of the most essential leadership traits.

Practice humility and be a sponge. Let's be honest, no one knows it all. No matter how successful you are, you should always spend your time finding ways to learn from the people around. The best leaders establish mutually beneficial relationships with their



team members. Learn to say "okay, let's discuss that more" rather than "no, I don't think that will work." Often times, the best ideas are the product of free-flowing discussion.

Gary Bridgens is the current Scripps PRSSA Vice President of Finance and assumes his role as the PRSSA National Vice President of Chapter Development on June 1, 2015. Gary studies strategic communication and political science in the E.W. Scripps School of Journalism at Ohio University.

# SHARPEN YOUR SKILLS OVER THE SUMMER

**BY: ELISE MILLS**

## **Update your Seelio**

With all of the work you have put into your blogs, articles and tweets this school year, you should have them for the world (and future employers) to see. Updating your online portfolio is something that we all forget to do during the school year with the craziness of tests, papers and PRSSA. Take a couple minutes to make sure all time spent on your work is reflected into your portfolio.

## **Email a speaker from the past semester**

Remember when you asked a dumb question to the speaker at a meeting? Yeah, no one else does either. Maybe

you had to leave the meeting early or you were mentally writing your history paper, but you didn't contact the speaker you liked. Odds are you follow them on Twitter, so tweet at them, email them, send them a hand-written note, etc. Use whatever form of communication you prefer that furthers your connections with others in the industry.

## **Blog, blog, blog**

Every blog posted helps you further understand your voice and writing style. Knowing your style will help realize your strengths and weaknesses as a writer. By blogging you are able to play upon your strengths and work on your weaknesses. Blogging helped me realize I love relating PR tips to current TV shows/ trends, and that I need more

work on staying in one verb tense.

## **Write a letter to the Editor**

Keep those writing skills sharp! A letter to the Editor is the perfect way to voice your thoughts/opinions and learn something in the process. Try for the New York Times or write to your local paper. Regardless of the paper, your writing skills will improve.

## **Create and implement your own campaign**

You don't need a summer internship or an imPRessions account to have a social media campaign. Pick a summer event (your brother's baseball game, mom's book club, Indy 500, etc.) and tweet about it! Create a hashtag; take photos, and live tweet. You'll be a PRO by the time that Welcome Weekend rolls around! Plus, who doesn't love a good live tweeting of Dad v. Lawnmower?

# MEET THE 2015-2016 EXECUTIVE BOARD

## JESS CARNPROBST, SENIOR PRESIDENT



Majors/Minors/Certificates:  
Strategic Communication Major,  
Marketing Minor and Global  
Leadership Certificate

Hometown: Pittsburgh, PA

Fun Fact: "I'm traveling to  
Southeast Asia this May!"

## ELISE MILLS, JUNIOR VP of PUBLIC RELATIONS



Majors/Minors/Certificates:  
Strategic Communication major

Hometown: Cincinnati, OH

Fun Fact: "My family and I com-  
municate through Spongebob  
quotes."

## MEGAN NEWTON, SENIOR VICE PRESIDENT



Majors/Minors/Certificates:  
Strategic Communication major,  
Dual specialization in anthro-  
pology and music business

Hometown: Aurora, OH

Fun Fact: "I successfully snuck  
into a Jonas Brothers backstage  
meet and greet"

## SAM MILLER, SOPHOMORE VP of MEMBER RELATIONS

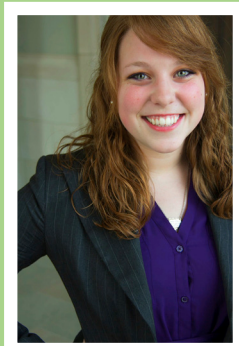


Majors/Minors/Certificates:  
Strategic Communication major

Hometown: Somerset, OH

Fun Fact: "I'm such a klutz and  
have broken my right arm twice  
in the same spot. Oops!"

## GENTRY BENNET, JUNIOR VP of EXTERNAL RELATIONS

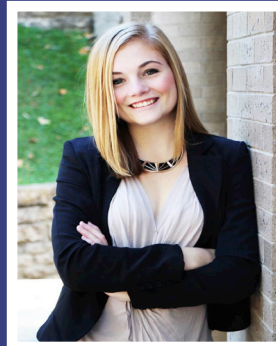


Majors/Minors/Certificates:  
Communication Major, Marketing  
Minor, Social Media Certificate

Hometown: Centerville, Ohio

Fun Fact: "Number one on my  
bucket list is visiting a State Park in  
every state and every National Park!"

## MIRA KUCHAR, SENIOR VP of FINANCE



Majors/Minors/Certificates:  
Strategic communication major,  
business minor, social media  
certificate

Hometown: Medina, OH

Fun Fact: "I was the first baby  
born in the Akron General Hos-  
pital in 1994!"

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## MORGAN BRENNER, JUNIOR

### VP of SOCIAL AFFAIRS



Majors/Minors/Certificates:  
Strategic Communication major

Hometown: Avon, OH

Fun Fact: "I can cook an egg in 7 different ways"

## SARAH RACHUL, SENIOR

### DIRECTOR OF IMPRESSIONS



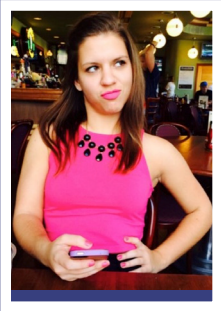
Majors/Minors/Certificates:  
Strategic Communications with  
a double specialization in sports  
management and visual commu-  
nications

Hometown: Westlake, OH

Fun Fact: "I can name every  
attraction in Walt Disney World  
and give you in depth  
descriptions"

## ERICA STONEHILL, JUNIOR

### VP of SOCIAL MEDIA



Majors/Minors/Certificates:  
Strat Comm major, specializa-  
tion in marketing & music  
industry and music production  
Hometown: Lima, OH

Fun Fact: "I finished with the  
best time from my team at the  
first cross country meet of my  
sophomore year because I cut  
the course by a mile and a half."

## KELSEY MILLER, SENIOR

### ASST. DIRECTOR OF IMPRESSIONS



Majors/Minors/Certificates: Strat  
Comm major, marketing minor  
and social media certificate

Hometown: Marion, OH

Fun Fact: "I am a Seinfeld special-  
ist on the side."

## KAYLEE POWERS, JUNIOR

### VP of VISUAL COMMUNICATION



Majors/Minors/Certificates: Stra-  
tegic Communication and Inter-  
active Media double major with a  
Global Health Certificate

Hometown: Galion, Ohio

Fun Fact: "I've been drinking cof-  
fee regularly since I was around 9  
years old (which is probably why  
I'm so short!)"

## AUSTIN AMBROSE, JUNIOR

### ASST. DIRECTOR OF IMPRESSIONS



Majors/Minors/Certificates:  
Journalism major, English and  
World Religion minors

Hometown: Burton, OH

Fun Fact: "I cannot connect my  
three middle fingers on my right  
hand. I'm also right handed but  
left footed."



# PRSSA and AD CLUB COOK UP A SOCIAL

BY: MEGAN NEWTON

For many years, Scripps PRSSA and OU Ad Association have been the two main representatives of Strategic Communication in the E.W. Scripps School of Journalism. Each fall, the two organizations come together for the annual pumpkin carving tradition, which continues to be a favorite event for both organizations and their members.

Ohio University is a school built on 211 years of tradition. It is something Bobcats take very seriously and strive to continue. The same goes for members of the two communications organizations. However, it is always fun to create new traditions in hopes of those who follow after us will continue.

Normally, each Spring, the two will suit up in sweatbands and Scripps spirit jerseys for a friendly game of Kickball, but this year we decided to spice things up. On Wednesday, April 15, 2015 the two organizations



got together for a cookout social. It was a great night of bonding and celebration of the year's successes.

The event was held at 60 Mill, home of Scripps PRSSA members Briagenn Adams and Marisa Dockum, as well as Ad Club President Sara Malone. Food included hamburgers, hot dogs, buffalo chicken dip (a Scripps PRSSA favorite), potato and macaroni salads, chips, and cookies. It was a smorgasbord of food, fun and Strat-Comm love.

As VP of Social Affairs, I was really proud to see this event come together. Coordinating with Ad Club's social chair Whitney was great. With the world of marketing communications become so intergrated, I hope PRSSA and Ad Club have many more socials and events to bring members closer together, not just for fun but for professional connections for the future, too.

## E-BOARD GRADUATES





# END OF THE YEAR BANQUET

BY: DEMARI MUFF

The end of the year is a time to reflect on all the wonderful events that have happened, all the new friends you have made, the amazing experiences you have had and how much you have grown. The Scripps PRSSA banquet was a beautiful way to cap off a great year of public relations and success. Members gathered to celebrate their accomplishments and reflect on the great year they had, along with sending off this year's extraordinary class of seniors and future PR professionals. A special thanks goes to Megan Newton for putting this amazing banquet together.

This year has been a great year for Scripps PRSSA. We currently have 115 dues paying members. In October, we sent eight members to PRSSANC. We presented a chapter development session at PRSSA National Conference and won the Star Chapter Award this year as well. In December, we brought CEO of Golin, Fred Cook, to campus along with many other fabulous guest speakers throughout first semester. In February, we hosted a Social Media Summit that had more than 50 attendees. Another great accomplishment of ours comes from Gary Bridgens and Sam Miller with the creation of the historian committee, which put together an alumni database and sorted through all our old documents. Two members from our executive board served on the PRSSA National Ethics and Diversity subcommittee. Finally, Gary Bridgens was elected to serve as the VP of Chapter Development on PRSSA National Committee, a big accomplishment as we have not had a member of our chapter serve on national committee since 2009. Members of the organization won prestigious awards as well. Melaina Lewis won the Ron Culp Scholarship for Mentorship, and Cidnye Weimer won the PRSSA National Conference Grant.

To start off the banquet, faculty advisor Dan Farkas gave an inspirational speech that encouraged everyone



to think about how we will live and how we will give after graduation. Dan expressed how important it is to put down your phone and truly enjoy all Athens and Ohio University have to offer. Building on this theme, Dan also encouraged members to think of a person that has helped them and think of the value in that gesture. Dan left us with three excellent ways to give, and the first was to contribute back to PRSSA by providing members with exclusive opportunities to grow and hear from professionals already working in the field. The next way to give was to give thanks. It is always important to give thanks to the people who have helped you along the way they have done a lot for you. The third way was to give to each other, meaning that it is important to help out the individuals in PRSSA now and in the future.

Following Dan Farkas' speech there was an emotional slide show put together by Megan Newton recapping the incredible year that all of the members had and all the marvelous events that happened throughout the semester. After the presentation superlatives were then announced: Most Meetings Attended, Outstanding Freshman, Sophomore, Junior, and Senior, Best dressed, Most Helpful, Class Clown, Most Professional, Best Mentor/Mentee Relationship, Next Olivia Pope, and finally Mr. and Mrs. PRSSA. After

superlatives were presented, members joined together to take pictures and to capture moments and to create memories that will last a lifetime.

Although the last meeting can be sad, it's best not to think of it as the last meeting. Rather, think of it as the end of chapter in a large book filled with memories and great experiences with great friendships, and many more chapters to be written in the future. In all, the banquet was a great showcase of the accomplishments and the growth of the organization along with getting together with great friends one last time to wrap up the year.

We would like to congratulate all the graduating seniors: Briagenn Pi Adams, Melissa Clark, Lindsey Zimmerman,



*Seniors pose for a group photo at their final PRSSA banquet.*

Ben Clos, Erin Golden, Melaina Lewis, Allison Evans, Kerry Tuttle, Kathleen Marincic, Lucy Cikra, Annie Beard, Cidnye Weimer, Marisa Dockum, Kelly Hayes, and Allison Rumsas. Best of luck on your future careers, you will all do amazing things and you have left a lasting impact on this organization. We are all grateful for your contributions this year!

## GRADUATION

