

PR Success



Hugh M. Culbertson PRSSA
Ohio University
Chapter Newsletter
Spring, 2014 Edition

How to prepare for your summer internship

By Cidnye Weimer

As summer quickly approaches, students are in a wild frenzy trying to get ready for their summer internships. What should I wear? How do I get there? Should I pack a lunch or buy? While you may think you are alone, these are the same questions running through everybody's mind. But not to fear, with a few weeks left until most start dates, here is a complete guide to preparing for a summer internship:

Do your homework before you start. You don't want to walk in on the first day not knowing anything. Stay up to date on what your company is currently working on by creating Google Alerts, get a vibe for the company

culture and know your facts. This will help you out tremendously.

Practice getting there. It may seem silly but the last thing you want to do is show up late on your first day because you weren't confident in the travel route. Time the drive, check the public transportation schedules and actually go on a test run just to make sure you have it down. You can even stop by the office to say hi and meet people before you start.

Update your wardrobe. Although leggings and a sweatshirt might cut it in the classroom, they won't work at an internship. Research the company and see what kinds of clothes they are wearing. If you are at a more corporate location the dress might be more business professional, while at an agency it



During her internship with Red Frog Events, Cidnye helped to coordinate the first Firefly Music Festival.

might be more casual. Regardless, it never hurts to buy a few more pieces to add to your professional wardrobe. Dress to impress!

Make friends with the other interns. Find out the names of the other interns. Maybe your internship creates an intern Facebook group or maybe you are included in the same email chain. Get to know these people and become friends with them. It helps to walk in on your first day knowing that you are all in the same boat and can help each other out.

Research the surrounding area. If your internship is in a location you are unfamiliar with, do your research. What

restaurants are around? Is there an ATM nearby? Where can you get coffee? These are important questions to answer, especially if you plan on eating lunch out or getting coffee every morning.

Get your sleep back on track. As we finish the school year it can be said that staying up until 3 a.m. is fairly common, especially during finals week. Unfortunately, that is not a good sleeping habit to have for a summer internship. In the days leading up to your first day, practice going to bed at

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Welcome, 2014-2015 Executive Board!



The mission of the Hugh M. Culbertson Chapter of PRSSA is to offer members beneficial relationships with public relations practitioners and peers that facilitate the learning, acquiring and development of professional skills.

Fun facts about the new Executive Board:

President: Cidnye Weimer – “I was an extra in the movie *Divergent*!”

Vice President: Ben Clos – “I knit!”

VP of External Relations: Kelsey Miller – “I was hypnotized once.”

VP of Finance: Gary Bridgens – “I was once on four continents in one day of travel!”

VP of Member Relations: Jess Carnprobst – “I’m obsessed with cheese.”

VP of Public Relations: Mira Kuhar – “I was the first baby born in the Akron General Hospital in 1994.”

VP of External Relations: Briagenn Adams – “I have three tattoos and I’m getting at least three more.”

VP of Social Affairs: Megan Newton – “I love dogs more than I love people.”

VP of Social Media: Stephanie Gort – “I’m obsessed with owls! They’re the most majestic creatures.”

Director of ImPReSSIONs: Melaina Lewis – “I won a world championship in dance in Italy when I was 16.”

Assistant Senior Director: Kerry Tuttle – “I have an unhealthy obsession with pizza.”

Assistant Junior Director: Sarah Rachul – “I love Disney more than probably anyone you know.”



Bobcats and Buckeyes meet at PRSSA PaRtners Conference

By Jess Carnprobst

On Saturday, April 12, Scripps PRSSA members made their way to the PRSSA PaRtners Conference at The Ohio State University. The group was small but mighty and ready to take on the day, with a coffee in hand of course.

As Scripps PRSSA found their seats around tables and began to mingle with the other PRSSA chapters, the keynote speaker, Dan Guitteau, prepared for his presentation on the future of public relations. Guitteau is the executive director/executive vice president at Gollin Harris and graduated from The Ohio State University. He spoke about Gollin Harris’s innovative G4 model, which divides employees by skill instead of rankings or projects. Guitteau also discussed Gollin Harris’s system that encompasses the definition of real time marketing: The Bridge. While keeping the presentation fun and filling the room with laughs, Guitteau left everyone with advice to stay up to date and embrace change.

The first two breakout sessions discussed trends in news and media with Walker Evans and Ben Marrison, and brand journalism with Lisa

Arledge-Powell. Marrison, editor at the Columbus Dispatch, and Evans, founder of Columbus Underground, shared their tips on how to successfully have a journalist cover your story. It’s important to explain to the journalist why they should want your story, not why they need it. It’s also a good idea to build relationships, because journalists are more likely to write an article if someone they know pitches it to them. Meanwhile, Arledge-Powell, president of MediaSource, discussed brand journalism, which applies the skills, approach and mindset of journalism to corporate content. The best way to brand journalize is to focus on the audience, find a voice, be credible, keep it simple, think visually and un-brand your content.

In the next two breakout sessions, Julie Russo-Exner, senior vice president at Fahlgren Mortine and a fellow Bobcat, talked about navigating the unknown waters of international PR, while Suzanne Fanning, president of Word of Mouth Marketing Association, discussed word-of-mouth marketing and the power of the spoken word. Russo-Exner talked about the

cultural differences between many different countries, and strongly encouraged students to research these differences before traveling for business. She believes that anyone with openness, passion and curiosity is a great fit for International PR. Fanning explained that word of mouth marketing is the most powerful because people trust the opinions of people they know. It’s not just

about counting likes, it’s about true engagement; your brand identity is how consumers perceive it.

Next on the list was lunch, so that members could re-charge their brains and cell phones. As we ate, National Committee members Heather Harder and Chris Bonelli shared updates as

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Sophomores Kelsey Miller, Jess Carnprobst and Marisa Fiore at OSU’s Regional Conference.

OSU hosts Regional Conference

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well as finance and scholarship opportunities.

After lunch, Victoria Trapp, global transition manager at Nike, spoke about the future of public relations. She explained what her position entails, which is creating a smooth transition between any changes that Nike may face. Having a transition manager can cut down on a lot of stress and confusion. She reminded us that if we know where we're going, there is no fear of the unknown.

The last sessions were made up of two panels on PR and Entrepreneurship: "What it Takes to Start Your Own Firm" with MJ Clark, Stephanie Krol and Allison Lehman, and "Unexpected PResences: Underneath the PR Umbrella" with Carlo LoParo, Lindsay Bowe and Heather Baxter. In the entrepreneurship panel, all three speakers agreed that it takes a highly motivated individual to create their own firm. Although there are many challenges along the way, such as financing, the biggest issue seems to be that people don't have the motivation and drive

to put in the extra work to make their firm a success. Once again, we learned that it's all about relationships. Be kind to those you meet because they may be able to help in the future.

Next, in the unexpected PResences panel, each panelist mentioned that passion is very important and will help you get where you are meant to be in life. They also stressed the importance of being able to actually talk to people. This is a skill that will always be necessary, no matter how many social media platforms there may be. Stay genuine and always strive to leave a lasting impression.

Perhaps the best aspect of all of these conferences is the feeling we get when we return home. Everyone is energized with new goals and plans devised in their heads. Students feel inspired, and often have new professionals to look up to as role models and mentors. Lastly, chapters come home and bond over their experiences together, bringing them another step closer. That, in my opinion, is the best reason why one should choose to attend a PRSSA conference.



The Scripps PRSSA winning 2014 team at McCracken Fields.

Kickball victory for PRSSA: Public Relations vs. Advertising

By Megan Newton

Scripps PRSSA challenged Ohio University's Advertising Club to an annual game of kickball on Wednesday, April 16, 2014. Due to the established rivalry between the two Strategic Communication student organizations, what was intended to be a friendly game quickly took a turn into an intensely heated competition.

Dressed in Scripps Spirit Jerseys and sweatbands, both teams meant business, and both knew what was on the line.

The PRSSA versus Ad Club kickball game has been going on for years. It is a tradition so ingrained in Scripps history that it brings out the competitive spirit in everyone. Spite and trash talk filled the air before the first pitch was even thrown out.

As the teams dismissed from their huddles, PRSSA Vice President of Member Relations, Ben Clos, took to the pitcher's mound. One by one, players stepped up to the plate to kick. And one by one, they struck

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Give Ad Club a follow at @OUAdAssociation



Summer Bloggin', have you a blast

By Kelly Hayes

It's summer, the sun is shining, people are hitting the pool and you have more free time than ever. If you have an internship, you're waking up at 6 a.m. and downing cups of coffee, but it's still nice because the weather is amazing. OK, sometimes it's a little too hot and humid, but that's what happens during the summer

Summer break is one of the best times to blog. Why? Because you don't have the daily stress you normally do during fall or spring semester. Even if you are taking summer classes, you still feel like there's more time than you have during the

regular school year.

Use the summer months to blog your heart out. I started my own blog at the beginning of last summer, and being able to write about my travels and my internship made me feel accomplished. You can either sit at home and do nothing, or you can blog. For those of you interning, it's a great opportunity to talk about your internship (within the lines of your confidentiality agreement).

Blogging in the summer is also great if you're traveling. These types of blogs tend to be read the most because we all have a little bit of wanderlust. Even if you're just taking a trip



There's no time like the warm summer to start blogging! Photo credit: rogerpielkejr.blogspot.com

to see your grandparents, blog about it – it'll be challenging to make the most basic parts of your summer interesting, but I'm sure you can do it! You can find blogging inspiration from anywhere, and I mean

anywhere. I once wrote a post with my inspiration as the board game Life. Yes, the board game.

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Scripps PRSSA conquers Ad Club in annual kickball game

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out.

When it came PRSSA's turn to test their luck at kicking, junior Gary Bridgens definitely shined. In a female-dominated organization, it was great to have some manpower on the team.

Before long, the game was tied up. With bragging rights and Courtside Pizza on the line, things got serious. It all came down to one final point, and Ad Club senior, Colin Pacelli, threw out the last pitch. In a close call, Scripps PRSSA came out victorious! After a few years, the championship title is finally back where it belongs.

Scoring the winning run was PRSSA sophomore, Jess



As two of the best Strategic Communication organizations on campus, PRSSA and Ad Club have always had a friendly rivalry. #GoPRSSA!

Carnprobst.

"I had so much fun playing in the annual Scripps PRSSA v. Ad Club kickball game! It was so cool to see us all really work

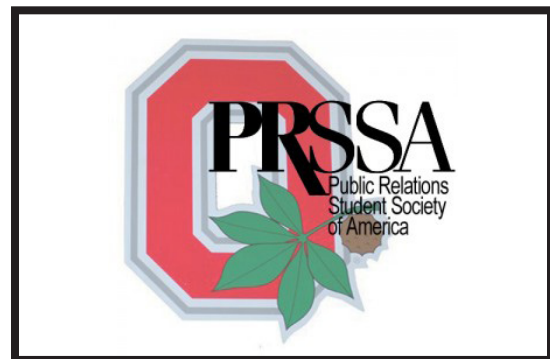
together and bond as a team. Everyone was so into the game that you would have thought we were playing for the Olympic gold. Win or lose, I think

everyone had a great time, but it was an extra plus that we won! Oh, and I'm just a little bit excited that I had the winning run. Ok, I'm a lot excited," said Carnprobst.

It was Scripps PRSSA President Nicole Spears' last kickball game.

"Seeing PRSSA finally win kickball made my year. I always have so much fun, but this group had more energy and laughs than ever. We couldn't have done it without MVP Gary Bridgens and Coach Kaija Nealon," Spears said.

Kickball is a tradition that will continue between the two organizations. But despite the rivalry, we are all Scripps kids, and we represent Strategic Communications pretty well.



Thank you for the wonderful experience, OSU PRSSA!

Where passion meets personal branding: Disney Princesses for the win

By Sarah Rachul

There is one word that has a 100 percent success rate on making me smile. This one word has been with me all my life, been responsible for some of my best memories and was the first word I thought of when creating my personal brand. That word is Disney. It's no secret that Disney is known for creating magic out of nothing and finding the extraordinary in the ordinary. That is why I chose to incorporate this wonderful word into my own personal brand.

When people hear the word Disney they think of a few mice, a duck, a talking dog and some animated movies. However, they don't recognize all that Disney has to offer. The lessons from the movies, parks and characters are invaluable

messages that can be applied in almost any situation. Considering that I like to think of myself as a Disney Princess (hey, a girl can dream!), it would make sense that I relate to some of Disney's most iconic princesses. Here's what the Princesses have taught me:

Snow White and the Seven Dwarfs: In my opinion, the only thing you can learn from Snow White is to not eat food from strangers. The seven dwarfs are the real role models in this story. Clearly the dwarfs are wealthy – they own a jewel mine that seems to have a never-ending supply of huge gems. However, they still work everyday, live in a modest cottage in the woods, and leave the key to the safe with Dopey. From these facts we can deduce that money is not

what's important to the dwarfs. Instead, they place value in a hard day's work. So, make like the dwarfs and take pride in your work! Work hard, not for the money, but rather because you love your job and want to succeed.

Ariel: Ariel, like most teenage girls, overlooked the fine print when it came to finding true love. I guess she didn't realize that losing your voice would make communication a lot harder. However, her lack of communication skills provide a lesson to the rest of us. Actions truly can speak louder than words! If it wasn't for the evil sea witch stealing the show, Ariel was well on her way to attaining her prince's love. So keep in mind that what you say isn't always as important as what you do.

Jasmine: Jasmine had the life of a true princess. She lived in a castle surrounded by luxury and had a doting father who provided her with everything her heart desired. Everything, that is, except freedom. Her gilded castle became a prison and her only wish was to escape its walls and explore outside of her comfort zone. Once she did, she met her true love, foiled an evil plot and proved her strength of spirit. That is an important lesson to apply to your work life. There are times when the answer cannot always be found in your comfort zone. Sometimes you'll need to push outside the box to discover the creative and innovative solutions you need in the world

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Maariyah . Snow White . Aurora . Cinderella . Tiana . Belle . Rapunzel
Jasmine . Mulan . Pocahontas . Ariel

Get the most out of your summer internship

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a decent time and waking up around the time you would for your internship. This will help your sleeping patterns get back on track and you will be much happier when your first day rolls around.

Smile and have fun. As scary as it may seem to have an

internship and get real world experience, it is also an exciting time. Remember to smile and have fun and experience your internship to the fullest extent. You will survive your first day, and although there may be a few bumps in the road, it will all be okay as long as you smile and remember to have fun.



Cidnye was all smiles as a Red Frog intern with her new friend, Emily.



Disney Princesses of PR

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of PR.

Pocahontas: In her movie, Pocahontas proved that a princess doesn't always need a prince to rely on. She showed that there are times when you'll have to depend on only yourself to get the job done. Pocahontas exemplifies the traits of courage, independence and confidence, all of which are important in the world of PR. You have to learn to stand on your own two feet and not always need others to boost your confidence. There are going to be times when you have to stand up for what you believe in – do it like Pocahontas.

Belle: The lesson that most take away from Belle is to never judge a book by its cover. While

this is an important message, I think there is one better: put others before yourself. The whole reason Belle ended up trapped in the castle to begin with was because she begged the Beast to take her as a prisoner instead of her father. This kind of selfless act is exactly why Belle should be looked up to as a princess. Your co-workers are your teammates and when you're selfless with them, it will be noticed and rewarded in the future. Try putting others first and you'll find it makes for a much happier work environment.

And finally here is a lesson from an almost Disney Princess: Never stop looking for magic in your life: it can lead to some amazing adventures.

How to blog your heart out this summer

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For all of you graduating seniors, blogging is perfect for you right now. If you don't have an internship or job yet, you can still keep your skills fresh by blogging. Then when your interview finally comes, you can say you've spent your time blogging about x, y and z.

The summertime is the

best time to blog because we have the time. Even if we are busy with an internship or job, we still have the time to take a half an hour to blog our hearts out. There's also something about blogging in the summer

that just makes it more fun. Personally, it makes me feel awesome because I have this blog that people are actually reading.

Grab your laptop and blog on the beach, the couch,

at your internship/job or at the park. Find your daily dose of inspiration and try to blog at least three times a week, I dare you! Let's see if you can complete the challenge. My personal goal is four times a week, but I should be doing that already... well I guess I'll start once finals are over and summer begins!

**Have an amazing summer,
Scripps PRSSA!**

ImPReSSIONS Spotlight: The Athens County Humane Society

By Kaylee Powers

On April 4, the Athens County Humane Society ImPReSSIONS client account conducted the second annual Woof & Wine event for 180 people. This Moms Weekend event included a wine tasting of five different wines paired with thirty pounds of three different cheeses! The cheese, along with two hundred wine glasses, was donated entirely by Kroger.

After learning about the

wine they were sipping, guests were able to enjoy the music of two campus a cappella ensembles: the women's group Tempo Tantrums and The Singing Men of Ohio. The live entertainment was a hit, according to Twitter and many appreciative mumbles. Meanwhile at the tables, guests crafted souvenir wine charms to take home along with their wine glasses from the event

The ACHS group also held silent auctions, with baskets



The ACHS is a nonprofit organization that encourages the spay and neuter of pets, promotes education on proper animal care and finds a home for pets.

either donated by moms of the account associates or containing gift cards and items donated by local businesses; Athens County Humane Society merchandise was sold as well. If attendees did not get the top bid on a basket, they still had the chance to win a door prize, one of which went to our own recently graduated ImPReSSIONS alum Ashleigh Mavros!

The many months of preparation, the shreds of

tissue paper from hand-crafted decorations and the dedication of the account associates were all very worth it, as the event raised money that went directly to the Athens County Humane Society.

Look forward to next year's event on Moms Weekend, and if the exclamations heard around the room of "Oh we HAVE to come back to this next year!" are any indication, tickets are sure to sell out fast!



ACHS Account Executive Logan Trautman at the Woof and Wine Event.



Scripps PRSSA takes on the Queen City: Charlotte, NC

By Mira Kuhar

Each year, Scripps PRSSA plans a fun and unique out-of-state networking trip to give our members the opportunity to explore the PR industry in a variety of different cities. This year, the chapter voted to take their thirst for knowledge and love of travel to the beautiful city of Charlotte, N.C.

On Thursday, March 20, thirteen eager Scripps kids made the six-hour journey down south. We stayed for three nights and four days in the Hilton Charlotte Center City hotel right in the heart of the bustling city. Around our hotel were many different office buildings, a variety of great restaurants and countless places to shop. The atmosphere alone was enough to get us excited for the great day of networking that was to come.

Friday in its entirety was spent traveling throughout the Charlotte area visiting a wide variety of different PR companies. Members that were not able attend were able to follow our adventure on twitter with the hashtag, #ScrippsPRSSAtoCharlotte.

Our first stop on the day's agenda was Taylor Strategy. Their main focus is working with brands and companies that in the sports and entertainment field. One unique detail about Taylor is that they choose to work with only 15 client partners. After the restructure of their company about ten years ago, they decided to serve fewer clients than they had been in order to deliver the best work possible. Taylor's internship

program runs year round, and is an exceptional way to gain experience in research, media relations, and social media marketing.



Networking trips are a great way to bond with fellow PRSSA members!

The next company visit of the day was with FleishmanHillard. The Charlotte office of this worldwide communications firm may have been small, but that doesn't mean that they have been doing small things. FleishmanHillard Charlotte is known for their exceptional work in social analytics and focus on the digital side of public relations. From blogger relations, to website analytics, to social media, they use the data they collect through these different outlets to form their company strategy. It was great to have the opportunity to talk to knowledgeable professionals about this up-and-coming field of work.

Our fourth and final visit of the day was with Spark Strategic Ideas. This agency instantly felt comfortable because of the small, homey feel of the office and the family atmosphere between the employees. Scripps

PRSSA gathered around the living room-style meeting area and listened to the CEO talk about how their company got started and the types of clients they work with. We also got the incredible opportunity to talk with a few recently graduated employees that gave us a fresh perspective on what it's truly like in the real world after you graduate college. Spark is a small agency, sporting a team of ten hard-working employees. They gave us an intriguing outlook on the benefits of choosing to work at a small agency post-graduation as opposed to a larger sized agency. We had a very beneficial Q&A session with the employees as well that left us all feeling motivated and inspired.

When it comes to networking, Scripps PRSSA means business. Scoping out the public relations industry in a variety of cities is important to aspiring PR pros because it can provide great on insight on where you may want to apply for jobs as graduation grows near. In addition, these types of trips are a great way to network with your chapter. Making friends in your PRSSA chapter is a brilliant way to ensure you have connections in your professional field for the future. Networking is an important skill that PR professions need to possess, and opportunities such as this are a great way to hone these skills and make them second nature. Charlotte was a beneficial experience for all of the members that chose to attend, and we're excited to see where our next networking trip takes us!

2013-2014 finishes with End-of-Year Banquet

By Kelsey Miller

The time has come to celebrate friends, memories, laughs and accomplishments of our 2013-2014 Scripps PRSSA Chapter, a rewarding but ever-so bittersweet occasion: Monday, April 21 was Scripps PRSSA's annual End-of-the-Year Banquet.

Among the food served was Megan Newton's popular buffalo chicken dip, Ben Clos's Manwich pasta, Theresa Ianni's

mixed salad and, of course, queso dip – a Scripps PRSSA staple at all events.

A slideshow of pictures highlighted just a few of the great times shared during the 2013-2014 school year. The presentation, done by Allison Evans, didn't leave an eye dry as everyone reminisced about National Conference, the Mentor Program, the Two Cans for Toucans social, the Charlotte, NC networking trip and much more.

When everyone was



Outstanding Freshman: Kaylee Powers
Outstanding Sophomore: Jess Carnprobst

Outstanding Junior: Marisa Dockum

Outstanding Senior: Theresa Ianni

Mr. PRSSA: Ben Clos

Ms. PRSSA: Nicole Spears

PRSSA Clown: Kelsey Miller

Most likely to never leave Athens: Dan Mulvey

Best Dressed: Kaija Nealon

Best Mentor/Mentee relationship: Nicole Spears, Allison Evans, Colin Madigan and Natalie Estes

Social Media Queen: Cidnye Weimer – OF COURSE!

Goodbye, PRSSA seniors! We love you so much!

finished with the tissues, VP of Social Affairs Kaija Nealon and President Nicole Spears presented this year's superlatives to recognize a few of our chapter's members.

Scripps PRSSA is more than just a professional organization to the students at Ohio University; it is a family. Life-long friendships are made

and passions are cultivated. Members encourage their peers to break boundaries and be the best PR practitioners that they can possibly be. Even after they graduate, the Bobcat connection remains strong. As Kaija would say, HAGS Scripps PRSSA! (That's "Have A Great Summer" in case you were wondering!)

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