

PR Success



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

Farewell, Scripps 111: PRSSA relocates to Alden Library

By Mira Kuhar

Scripps PRSSA has traditionally held its meetings in Scripps Hall. There's no better location to have one of the Scripps College of Communication's largest and most active student organizations meet every week. However, this semester that's changed. Due to a class being held in Scripps 111 at 6 p.m. on Mondays, Scripps PRSSA's attested meeting room and time, the organization was forced to find a new place to hold weekly meetings.

Hearing that news was disheartening to many. There's no better feeling than walking through the doors of Scripps on a Monday evening, knowing

you're going to see friends, listen to some great speakers and learn something new about the public relations industry.

When the announcement was made at the end of the previous semester, everyone was shocked: Where else could PRSSA meet?

The location for a new room was a mystery for a while. Scripps PRSSA President Nicole Spears mentioned the hunt for a new place was rough, but it gave PRSSA a chance to grow in ways it may not have otherwise.

"I was disappointed to see Scripps 111 already booked," Spears said. "It's an environment both our members and guest speakers, particularly alumni,



Alden Library is integral to Ohio University's campus, and is conveniently located right next to Scripps Hall.

have grown accustomed to."

It's no secret that Scripps 111 is ingrained into the popular image of OHIO's Scripps PRSSA.

Although the news of the inevitable switch undeniably hit home, it actually brought a plethora of benefits to the PRSSA chapter. Spears explained that she wanted to find an environment that was conducive to the PRSSA atmosphere and that was a little out of the ordinary. In the end, Nicole chose Alden Library's Friends of the Library room.

"Meeting in Alden Library

is new for many of us and so far it's been great," Spears said. "I love seeing how it's changed the social layout of our meetings already."

Members can learn a life lesson from this situation: Never let an inconvenience bring an organization down, even if it means the end of a tradition. When it comes down to it, Scripps PRSSA is a versatile body of students, and despite the sad parting with Scripps 111 this semester, the group welcomes Alden 319 with open arms as the new meeting home.

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PRSSA National Assembly – What is it? Should you go?

By Marisa Dockum

On April 4, 2013, I woke up bright and early, sat on my suitcase to squish a weekend's worth of professional attire into a standard carry-on bag and drove to the Columbus airport to fly to Albuquerque, New Mexico. That weekend, I was to represent Scripps PRSSA at the 2013 PRSSA National Assembly. I had high hopes to meet great people who shared my passion for public relations, and to learn about the qualified candidates running for National Committee.

PRSSA's National Assembly is an event where PRSSA Chapters all over the country send an official delegate to act as their voices. Students and professionals gather to make significant, long-term decisions about the future of the Society, elect a

new National Committee and review the bylaws. Attendees also get the opportunity to indulge in leadership training sessions while networking with their peers.

According to current PRSSA President Brian Price, "National Assembly provides a unique training ground where the attendees can develop their leadership qualities, learn more about the various PRSSA national benefits, and can impact members and shape the future of the Society by electing national leaders," Price said. "This happens in an environment that facilitates cross-

Chapter and cross-country, peer-to-peer beneficial relationship building in an energetic, creative atmosphere."

Voting for a new National Committee is a lengthy, yet rewarding process. Candidates

**Fun
Energetic
Unique
Creative
Charismatic
Impressive
Inspiring**



Marisa Dockum attended last year's National Assembly in Albuquerque, NM. She said the event was beneficial and substantiated her relationship with PRSSA.

from all over the United States deliver impressive and charismatic speeches, while thinking on their feet for the following 15-minute Q&A session. In 2013, this activity took nine hours. However, the hours flew by because the audience was so stunned by the impressive resumes and skills of each candidate, and there was no better feeling than celebrating the new National Committee after the election.

This year's event will be held in Charleston, South Carolina and junior Cidnye Weimer will represent Scripps PRSSA as our Chapter Delegate.

"I wanted to attend the National Assembly because voting on National Committee is a very important process for the future of the Society and I'm a sucker for meeting more PRSSA people. I want to give

back to Scripps PRSSA and represent the Chapter that has helped me become the person I am today," Weimer said.

One of the major lessons I learned while at the 2013 National Assembly is that PRSSA is much bigger than the average member realizes. PRSSA is not just our school Chapter, but rather an entire Society with over 11,000 students and 300 Chapters. As a National Delegate, you will be inspired by those around you and you will be proud to be involved in such an organization. Most importantly, you will walk away from National Assembly with an army of new PR friendships and connections that will be invaluable to your future success. As a past delegate, I strongly encourage all members to attend a PRSSA National Assembly in the future.



First "PR Career Week" becomes a new tradition

By Lindsey Zimmerman

The Scripps School at Ohio University has always been respected for both its journalism and strategic communications programs. This year, Scripps PRSSA decided to take its stellar reputation to the next level by planning an innovative event unlike anything the school has ever seen before. The drive to bring newer, even better programming to the students of Scripps inspired plans for the first PR Career Week.

Almost every student on the Athens campus heard about the university-wide Career and Internship Fair, hosted by OHIO's Career and Leadership Development Center. This event attracts students from all fields of study and companies from a diverse array of industries. In contrast, the events of PR Career Week (which ran Feb. 24-27) were strategically tailored to suit

the unique professional needs of communications students. Throughout the week, attendees gained valuable advice about the professional world, the future of the communications industry and the seemingly endless hunt for jobs and internships.

The official planning stages for PR Career Week began after winter break. To make the process more simple, the entire team was divided into subcommittees. Each separate subcommittee was assigned a different day of the week and was in charge of planning the event for that day. The project itself was a huge undertaking, but the division of responsibility made it considerably more manageable for each subcommittee to focus on one task at a time, rather than frantically trying to plan events for four consecutive days.

The week kicked off on Monday evening with

the "PRogress Your Career" professional panel. Panelists represented all different facets of the public relations industry, from corporate to agency. This event gave students a valuable networking opportunity to gain personal insights from real professionals about the industry and proved that some lessons are best learned through personal interaction and networking rather than in a classroom.

Tuesday was the "Virtual Personal Branding Day," but that first word didn't stop the social butterflies of Scripps PRSSA. Laptops in hand, participants met in the Rollins Room at Alden Library Tuesday evening to take part in a Twitter chat about personal branding. PR superstar Matt Prince hosted the chat.

Things got competitive on Wednesday for the Day-of Competition. Working in groups

of five, teams devised PR plans for sponsor client Fluff Bakery and pitched their end results. At stake was a \$75 gift certificate to Rickshaw Thai, Fluff's sister restaurant. The team, "Jamaican Me Crazy" won first prize for best overall campaign, and "PR Pups" won second for most creative campaign.

Thursday concluded the week with an awards luncheon, where the winners of the Day-of Competition were announced. Thursday also featured valuable professional development sessions, in which PACE employers and CLDC representatives reviewed students' resumes and LinkedIn profiles. Information about various internships and other opportunities was also available for interested students to take

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Networking: The DOs and definitely DON'Ts

- | | |
|-------------------------------|--|
| 1. Do dress to impress | 6. Don't be late |
| 2. Don't wear sky-high heels | 7. Do send follow-up emails |
| 3. Do eat a healthy breakfast | 8. Don't overstay your welcome |
| 4. Don't forget your manners | 9. Do prepare an elevator pitch |
| 5. Do your research | 10. Don't be distracted during presentations |

Scripps PRSSA networks in Ohio's capital city

By Jess Carnprobst

From the moment it was announced, Scripps PRSSA had high expectations for the networking trip to Columbus. On January 31, 40 members made the drive to Columbus dressed to impress, with portfolios and business cards in hand.

The networking trip started strong at MediaSource, an integrated agency that specializes in health care PR. MediaSource tweeted earlier in the week with pictures to show that they were ready for Scripps PRSSA, and they exceeded our expectations by talking about brand journalism. Brand journalism was a new topic to many students, and prompted questions and tweets throughout the visit. Brand journalism utilizes journalistic techniques to tell a story created for a specific target audience. The best way to brand journalize is to un-brand your content. It's OK to briefly mention the client, but leave the bulk of information to the client's product instead.



Be it Chicago, NYC or Columbus, Ohio – Scripps PRSSA knows how to network!

For the next stop, students broke into two groups. Half the Scripps PRSSA students visited Geben Communication and the other half went to Nationwide Corporate Communications. The students who went to Geben Communication fell in love with the collaborative work environment and enjoyed Heather Whaling's story about Geben's humble beginnings. The cozy environment, impressive projects and friendly employees left students feeling motivated and slightly star-struck. The rest of the Scripps PRSSA students were pleased with their time

at Nationwide Corporate Communications. After so many agencies, Nationwide provided a unique perspective into the corporate PR industry.

After a much needed lunch break, Scripps PRSSA attendees regrouped at Fahlgren Mortine. Everyone received a tour of the office then split into different Q & A sessions. Each of the employees in these sessions provided insight on daily agency activities and told us to always be present, poised and participatory.

Time management is key at an agency, especially

because your to-do list can change in a matter of seconds. Fahlgren Mortine has a "work hard, play hard" work culture. They know when it's time to get down to business, but they also enjoy having fun and laughing with co-workers. Whether it is heading down to the bar in their office or participating in pancake-throwing breakfasts, Fahlgren Mortine has created a desirable work culture that is contagiously fun.

The last office tour of the day was with SBC Advertising.

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How to stay productive during spring break

By Morgan Borer

Ah, spring break! That time when college students can enjoy a temporary hiatus from grueling schoolwork, exams and the annoying roommate with a boyfriend. Depending on how you're spending spring break, you might flock to some southern resort with smooth sand and crystal-clear beaches. Or maybe you're staying in your grandparent's condo in Florida, complete with private swimming pools and tennis courts. Perhaps you're cruising to the Bahamas with a group of your best friends. Or, if you're like me, you'll be staying in the Midwest for the week.

While this reality is initially upsetting, there are plenty of things to do at home during spring break. Between repeated Netflix binges and stalking your vacationing friends on Instagram, being productive probably seems preposterous. Except, it's not.

As college students, we are forced into productivity. We are constantly bombarded with homework, exams, student organization meetings, projects and more. We are busy people with tight schedules. We must manage our social lives on the weekends and academic lives during the week. Basically, college is a perpetual juggling act.

Having said this, being productive at home should be slice of cherry pie. During spring break, take a deep breath, relax,



Spring break isn't all about palm trees and sea breeze. It's a great time to be productive and plan ahead!

and do something worthwhile. Here are a few ways to stay productive this March:

Update your resume. Popular to contrary belief, updating your resume can be fun. Thanks to programs like InDesign, you can customize your resume with creative fonts, color schemes, graphics and photos. If you don't have InDesign on your computer, download the free 30-day trial online. Navigate the tools until you feel comfortable using it yourself, or ask a friend for help.

Next, utilize this time to search for a summer internship! There are several helpful websites to streamline the internship search, and the weekly Scripps PRSSA External Update is also a great resource to use. If you are looking at a specific company, explore their website and research available job opportunities. Check your email for updates from professors and staff. Additionally, visit the

sealed, *consider re-vamping and cleaning your social media accounts.* Facebook, Twitter, Instagram, Pinterest – clean them all. Take down inappropriate pictures and delete anything that warrants a red flag. Update your biographies to reflect your personal brand. Employers and professionals will scan your accounts, so investing the time to clean them up is extremely beneficial.

Venturing away from cyberspace, *go out and fulfill some volunteer hours.* Doing community service over break will fill you with a sense of accomplishment and pride.

After your application envelopes are signed and

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ImPressions' Cardinal Health account would like to remind Scripps PRSSA to have a healthy and smart spring break!



ImPReSSIONS Spotlight: Young Adult Prevention Initiative

Y.A.P.I. is a campaign focused on the abuse of prescription drugs in Southeast Ohio

By Marisa Fiore

OHIO's Scripps PRSSA's Nationally-Affiliated student PR firm, ImPReSSIONS signed a new client, Fairfield County Young Adult Prevention Initiative (YAPI), at the beginning of this year. Junior Kerry Tuttle heads up the account as the Account Executive with sophomore Sarah Rachul as the Assistant Account Executive. They've both been working with their account associates to launch and execute a media campaign advocating against prescription drug abuse.

According to its website, YAPI is a community-based coalition of residents, businesses, organizations, professionals and advocates collaborating to prevent and reduce prescription drug abuse among 18-25-year-olds in Fairfield County, specifically Lancaster and on the Ohio University Lancaster and Pickerington campuses. YAPI signed on with ImPReSSIONS for a three-year awareness

campaign.

"We are excited about our new partnership with OHIO ImPReSSIONS and we anticipate outstanding results," said YAPI coordinator, Kelly Monce. "We feel they are the perfect firm to meet our project needs as they have previous experience designing prevention campaigns and are best equipped to reach our young adult target population."

So far, the account has conducted research on prescription drug abuse statistics and information about their target population in Lancaster. They have completed a PR plan and presented it to the client, completed a social media plan, designed a logo and slogan for

their campaign, and have started to draft copy for their website and blog.

The campaign is called, "Prescribe Change" and the slogan, "We prescribe the facts. You change the stats."

For the remainder of the spring semester, the account will continue with the planning process. They will develop the groundwork for the rest of the three-year campaign with research and strategy. The account hopes to launch their Twitter and Facebook accounts within the next few weeks, and hopes to get their website up and running by the end of April. They are meeting with web designers and will hopefully start building the site soon.

"The major challenges of working on this account are the budget and the timeline," said Tuttle. "We have a very large budget, something unheard of for ImPReSSIONS accounts because we are used to working on grassroots campaigns with limited funding. The challenge is using the money wisely and deciding where it is best spent."

Tuttle said it's also challenging to plan three years in advance and prepay before the funding expires in October. "We have to pay attention to every little detail that we'll need for the next three years, like a renewal of website domain names, in order to create a successful campaign," she said.

Rachul adds, "There are so many challenges working with a brand new client. We have no prior work to go off of and are basically starting from scratch.

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IMPRESSIONS
Build a brand. Shape your future.



Fluff Bakery was the Day-of Competition official sponsor. Check them out at 8 N. Court!

First Scripps PRCW

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with them.

PR Career Week took months of planning and effort from everyone involved. With all that being said, the week-long event was a huge benefit to all participants. Throughout

the week, attendees gained valuable insight from industry professionals and hands-on experience. It's safe to say that those who took advantage of this event will have an advantage when it comes time for them to enter the professional world.

Thanks to Casa Nueva for the generous salsa donation!



How to independently plan a personal networking trip

By Melaina Lewis

Planning a networking trip for one is intimidating, rewarding, overwhelming and extremely beneficial. A vast amount of uncertainty surrounds the planning stages of a networking trip, but in the end it's worth it. A great resume and stack of branded businesses cards may not be enough to land the position. Personal networking trips are the perfect way to instantly connect with

professionals in key areas. Stay confident in personal abilities and always "fail forward."

First, make sure to utilize every networking opportunity from Scripps PRSSA, but don't let fear be a blockade to connect outside of the state. Everyone has personal goals and dream cities. Second, figure out ideal cities and what makes them ideal. Is it the city's culture? Work location? Specific PR

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The key to PR success is network, network, network!

Spring Break is a great time for productivity

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While your friends are building sandcastles, you can help build a home for Habitat for Humanity. Research local organizations and get involved. Most charities will graciously accept the extra help.

You can also use this time to *channel your inner Martha*

Stewart and do a craft project. Scour Pinterest for inspiration and take a road trip to Michaels or Hobby Lobby for all of your crafting necessities. Paint a canvas for your room or dye a pair of jean shorts for the warm weather. Undertaking a new project is fun, exciting and satisfying.

Finally, *clean and re-organize your wardrobe.* Do you really need those faded denim overalls circa 1998? Throw old items into a garbage bag and give haul them to Goodwill. If you want to earn a little cash, take any gently-used items to Plato's Closet. They will buy your items for a small price and sell them in

the store.

If you're stuck at home over spring break like me, put down the remote and use your time wisely. These are just a few ways to stay occupied and happy. Before you know it, you'll be heading back to OHIO to finish the semester with your beloved Bobcat family!

2014 Bateman: #yOURPaymentSolution

By Sarah Rachul

Throughout February, Ohio University suddenly became inundated with orange, grey and a very distinctive P. It was this month that the Scripps PRSSA Bateman team launched the “Your Payment Solution” Campaign. Over the course of the month, the Scripps PRSSA B-Team (as we’re affectionately called) flooded the campus with press releases, articles and events, all to promote the client: Popmoney. To the public, it was obvious that we were working hard, but nobody ever heard about the late nights, countless emails and endless phone calls. This is the story of “Your Payment Solution: Behind the Scenes.”

Allison Evans, Briagenn Adams, Ali Cupelli, Cidnye Weimer and I make up this year’s Scripps PRSSA B-team. At our first meeting, Allison Evans became our Creative Director, Ali Cupelli our Social Media Strategist, Briagenn Adams our Director of Communications, Cidnye Weimer our Campaign Director and I was named Director of Operations. We began to pull together campaign strategies for a winning PR plan in late fall of 2013. Now that the campaign has passed, we can finally look back and break down all the work that contributed to our biggest successes.

Media relations was a huge factor that went into the “Your Payment Solution”

campaign. Through our work, we realized just how supportive the city of Athens is. Our press releases were welcomed with open arms and local businesses were eager to work with us. The Director of Communications, Briagenn Adams, formed strong connections with many of the news outlets in Athens. She managed to get Popmoney featured in Ohio University’s Compass News with an article about smart phone applications that will improve the spring break experience. She also managed to form bonds with vendors willing to donate to our campaign events and activities.

As Director of Operations, I oversaw all event planning and campaign finances. However, the



whole team came together to plan two amazing events during February. The first event was perhaps the most successful and certainly one of the highlights of the “Your Payment Solution” Campaign. The Spring Break Luau event in Baker Center gave students a chance to learn about Popmoney while enjoying free Chipotle burritos and Insomnia cookies. A local Chase Bank representative also attended

the event and taught students how to use Popmoney as a safe method to transfer funds. Due to an unexpected snow day, this event had to be planned in two days! But thanks to the B-Team, we pulled it off successfully.

When it came to our Visual Communications, Allison Evans was in command. Although we were all taught at a young age to not judge a book by its cover, nobody actually takes that advice. In PR, appearance is everything. As Creative Director, she designed our logo, event fliers and final summary book. Throughout the campaign, she took care of our every design need and did a great job in making sure “Your Payment Solution” had a spotless public appearance.

While these were some of the brightest points in the campaign, every team member went above and beyond to ensure “Your Payment Solution” was a successful campaign on Ohio University’s campus.

We look forward to receiving the judges’ score, but no matter what, we are proud of all the work we accomplished.



From left to right: Cidnye Weimer, Sarah Rachul, Allison Evans, Ali Cupelli and Briagenn Adams.

Networking in Columbus

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We took a tour through the office and saw each different department. Students also sat in one of the conference rooms to hear about the company and what the advertising agency does differently than a typical PR agency. SBC Advertising prides itself in being an agency with many skills, and has earned awards to prove that their methods are working. The highlight of this stop was when multiple employees at SBC started chanting, “OU, oh yeah!” The Bobcat family always sticks together.

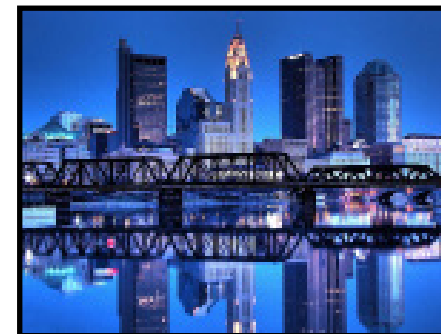
At each visit during the day, employees shared information about what they look for in interns. They like to see an ambitious student who has a plan for the future and an idea of what they want to do. Students need to remember that it is OK to ask questions; in fact, it is highly encouraged. Most importantly, every employer is looking for someone who fits the position, so when applying, tailor your skills and experience.

To finish the day,

Scripps PRSSA members met professionals for dinner at Gordon Biersch. Students had one last chance to distribute business cards and create a personal relationship with the professionals.

After a day of networking and touring, Scripps PRSSA headed back to Athens feeling tired, yet inspired. Whether members attended for the networking or simply to share the experience with their fellow members, everyone was satisfied with their Friday in Columbus and the Chapter grew even closer.

If you have the chance to attend one of the famous Scripps PRSSA networking trips, don’t miss the opportunity! Each office that you tour and each professional who you connect with will give you a whole new insight into the PR world and what you want to do with the future. Also, always make new friends. Networking is much more fun when you are with others who have similar passions. You know what they say; a Chapter that networks together, stays together.



Columbus is the NYC of Ohio.



ImPReSSIONS adds new client: YAPI account

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This is a huge challenge to take on.”

YAPI receives its funding from the Fairfield County Alcohol, Drug Addiction and Mental Health Board through a grant from the Ohio Department of Alcohol and Drug Addiction Services. YAPI is supported by a partnership between Fairfield County Family Adult and Children First Council, Fairfield County ADAMH Board and Prevention Works for a Drug Free Fairfield County.

This is Tuttle’s third account for which she has served as an Account Executive. She has worked with three very different clients during her time with ImPReSSIONS: E.W. Scripps School of Journalism, Student Senate, and now she is working with YAPI.

“Each client has very different needs and communication styles. It’s important to understand that as an Account Executive and to manage your team accordingly,” said Tuttle.

This is Rachul’s first account that she is serving as Assistant Account Executive for. “I feel that I’ve adjusted well to this new position. I love the added responsibility and acting as a role model for my associates,” said Rachul. “Our meetings are a lot of fun and Kerry and I encourage group discussion, brainstorming and questions. I couldn’t have asked for a better Account Executive to work with. Kerry is awesome and does a great job of dividing responsibilities.”

This campaign is not focused on the Ohio University Athens campus. “One adjustment my account and I have had to make is understanding the differences in prescription drug abuse based on location,” said Tuttle. “For example, on the Athens campus when we think of prescription drug abuse, we think of drugs like Adderall. However, our target audience struggles with prescription painkillers. This changes the focus of our campaign’s content.”

Tuttle and Rachul are excited to see what the next three years have in store.

PRSSA promotes Scripps Innovation Challenge for second year

By Allison Evans

Scripps PRSSA successfully helped to promote the Scripps Innovation Challenge at Ohio University in 2012, leading to the promotional team's rehire for the 2013-2014 academic year.

The founder of the competition, Professor Andy Alexander, former ombudsman for the Washington Post, said, "a strong promotional push was needed in the challenges' beginning years."

The Scripps Innovation Challenge (SIC) is an innovation competition in which students

compete to find solutions to real-world media problems. Students are allowed to compete individually or form teams, and pitch their solutions to a panel of judges. Winners receive cash prizes, with first prize set at \$15,000, and smaller \$1,000-\$5,000 prizes for second place, honorable mention and diversity awards.

The goal of the promotional team is to make the contest appealing to students, and encourage students to participate. The promotional team, lead by Director Marisa Dockum and Assistant



"Imagine it. Design it. Pitch it." was the slogan for this year's Scripps Innovation Challenge.

Director Allison Evans, formed in September to begin the promotional planning progress.

"We really wanted to get innovative with the promotional

process," Dockum said. We learned a lot from last year and

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How to independently plan a networking trip

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industry? Young city life is great for a young professional with a "work hard, play hard" mantra. Large technology industries are in California and Washington, while healthcare is in New York and Washington, D.C. Research the specifics.

Here are additional tips for planning a professional networking trip:

Tap into the Bobcat network. Ask your Bobcat contacts for introductions to other professionals. Send emails to professional contacts expressing interest in specific agencies or organizations. Set up informational interviews, or offer to buy them lunch. Don't go into a meeting looking for an

internship or job. It's important to know the details about a specific field or company. Also, remember to use Facebook and post in Bobcat Alumni groups.

Find a networking guru. A good mentor helps navigate the twists and turns. Last year, former Senior Assistant Director of ImPReessions, Sienna Tomko coordinated a summer networking trip to San Diego. Sienna has shared her new D.C. network and shared advice with me.

Set personal goals. Is the trip to gain an internship or expand a professional network for the future? The answer to this question will affect how the trip is scheduled and planned.

Connect in different ways.

Call or send an email to human resources, intern coordinators or professionals to request meetings. If they can't meet, ask if another professional is willing to meet. Join Twitter chats hosted by various PRSA chapters. Research companies on LinkedIn and connect with professionals through customized invitations.

Stay organized. Let's repeat, stay organized. At times it feels like hundreds of emails go in and out of the inbox. Make a list of "confirmed" company visits and "potential" company visits. It's never too early to make a trip agenda. It's easier if you plan according to a predetermined schedule!

Don't lose faith. As

said previously, uncertainty consumes the planning process at times. Expect to hear from lots of people and expect not to receive some answers. Don't take it personally, and know everything is going to work out.

Plan for fun. Remember it's not all about the connections and companies; it's about the experience. Experience the city for all it's worth. You're the one who has to live there one day. Will you be happy?

In the words of Sienna Tomko, "No matter where you want to go, dream big." Utilize your dues-paying membership 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.

Scripps PRSSA promotes Scripps Innovation Challenge

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knew we could do even better this year."

Tactics included live-tweeting events, creating a promotional hashtag, putting together a promotional video, becoming a more active presence on social media, talking to classrooms, painting the graffiti wall, pitching to organizations and more. All were outlined in a public relations/marketing plan, approved by the SIC board.

"It was a lot of work and planning, but it was worth it. We wanted to work on creating relationships with students to really promote the advantages of participating," Evans said.



SIC Director Marisa Dockum and Assistant Director Allison Evans promote the Challenge at an event.

Dockum continued to meet with the board and be a liaison to the team. Meetings with the team occurred bi-

weekly to delegate assignments and keep the campaign running smoothly.

The previous team's success

also provided the opportunity to present the project at PRSSA's National Conference in Philadelphia.

"We thought it would be a great opportunity to share our success with other chapters. This was an excellent learning experience for us, and we hope we can encourage others to take on this type of project," President Nicole Spears said.

The Scripps Innovation Challenge provided Scripps PRSSA with opportunities to grow professionally and as a Chapter. With this year's campaign coming to a close, the team hopes success was increased and a rehire is in the near future.

A huge thank you to this semester's Scripps PRSSA sponsors:

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Contributing Writers:

@MarisaDockum
@mirakuhar
@Sarah_PD_Rachul
@Allison_Evans
@MarisaFiore1

@jess_carnprobst
@morgsbblair
@melaina_lewis
@lindseyzim16

Editor-In-Chief: Briagenn Adams
Chapter Adviser: Dan Farkas
Chapter President: Nicole Spears

Contributing Editors:

Nicole Spears
Melaina Lewis

Kerry Tuttle
Kaija Nealon