

PR Success

Fall 2019 Edition

SELF-CARE:

focusing on personal and professional growth



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Letter from the Editor-in-Chief

Sydney Davis | @_sydneydavis

Hey there!

The newest edition of PR Success is finally here. Fall 2019 was an exciting time for Scripps PRSSA. We hosted a ton of amazing speakers, celebrated our Chapter's 50th anniversary, traveled to San Diego, California for International Conference, won the Teahan for Outstanding Chapter Website, and so much more!

As members of Scripps PRSSA, we're always going above and beyond to set ourselves apart and get the most out of our time on the Athens bricks. This issue is centered around something we often put on the back burner... self-care. College is a stressful and oftentimes overwhelming time in our lives, so it's important to remember to take a step back and reflect every once and awhile.

Thank you to our faculty advisor Victoria LaPoe, the E.W. Scripps School of Journalism, alumni, Chapter members, Ohio University and those who contributed to this issue of PR Success. I hope you enjoy it as much as I do!

Talk to you soon,

**Sydney Davis
Editor-in-Chief/VP of Public Relations**



STANDING OUT AMONG YOUR PEERS

Alyssa Gormley | @gormleyalyssa_

Internship and job search season is upon us! Though skills essential for getting that dream position, personality and ability traits matter most. We're all after that dream internship, job, company or position and we all hold value in achieving our career goals. Knowing how to stand out among both peers and competition is just another teeny tiny advantage. Below are 7 ways to stand out among your peers.

1. Ask Questions

Last year, I had strongly admired a Scripps PRSSA senior, who stood out among the rest by asking questions to both speakers and students. Since seeing her stand out, I've strived to follow in her footsteps and ask more bold, intellectual questions. By asking questions, the audience not only recognizes you, but remembers you. Even more, when engaging in questions, knowledge will be gained about the professional, company, position or field of interest. Ultimately, participating in Q&A's are the baby steps in developing connections with both pre- and professionals and more importantly, standing out among your peers.

2. Engage with Everyone

As a freshman, I found it both troubling and overwhelming that everyone seemingly knew everyone, especially when comparing following counts on social media (specifically my solid twelve LinkedIn connections versus others who had hundreds). However, I over time began to engage with others, and from there multiple relationships began to form. I engaged and established relationships, beginning with the people I surrounded myself with daily, whether it was in a student organization or even my mod within my residence hall. Engaging with everyone is not only so so SO important, but is essentially the building blocks to developing connections among peers and professionals. If you begin engagements and continue with passion in each, you'll find yourself standing out knee-deep in genuine connections with the realization that

everyday is a networking opportunity.

3. Seek Side Opportunities

The little, side-opportunities matter, seek them! Opportunities are such an impactful way to showcase yourself as one who stands out amongst other peers. Not only do opportunities display what you passionately do outside of academics, but are valuable resume builders! I recommend seeking an on-campus job, remote internship, or any sort of leadership role (no matter how big or small)! By seeking side-opportunities, others will better understand both your personal as well as professional ambitions, hence giving you an advantage in standing out amongst peers.



4. Build Your Brand

Ah, the trickiest of them all, building your brand! If you've nailed this, owning your personal brand effectively in itself will give you recognition of being authentic and will separate you from competition. Though brand-building is hard to define and master, Jeff Bezos, the founder of Amazon, said it best, "Your brand is what people say about you when you're not in the room." Adding on, personal brands are also how you represent yourself and your values to the world. Brand should convey both your personal and professional self as well as growth, while being unique and transparent. Developing and utilizing your personal brand will guide you to career advancements and future career successes.

5. Control Your Online Presence

Media is everything nowadays, and people (especially employers) look at yours! When standing out among peers, one step many forget is to clean and control your online presence. I usually go through each of my media pages once a year, and clean up everything. Retweets, follows, likes - you name it! If it's not professional or representing my brand, I don't need it online. Employers have been known to turn away candidates with poor media reputations, and moreso will not hire you because those negative media reputations could potentially carry over into the company's image. Overall, remember to manage and maintain all of your social media outlets; you'll be standing out in no time!

6. Be Yourself

The most important of them all, *be yourself!* Don't fit perfectly into the mold created; stay true to you and your intentions. Though some believe that being yourself comes off as unprofessional, remember that although do you want to be yourself, display the best version of yourself to others. By presenting yourself in the best, most honest intentions, others will recognize and remember you amongst those who pretend. Plus, being yourself is the easiest way option I've listed in standing out - you've got this!

SELF-CARE FOR COLLEGE STUDENTS

Casey George | @Case_g10



As college students we are all very busy with school work and extracurricular activities, while balancing time with our families and friends. It can be easy to get caught up with everything going on around us and forget to take time for ourselves.

There are many different ways to take care of ourselves and what works for one person might not work for another. It is important to first understand what makes us feel good and then set aside time each day for these self-care activities. Although self-care can mean putting on a face mask or using a bath bomb, there is more to it. These are some things that help contribute to creating a positive and healthy mindset.

Getting Ahead

Getting ahead in our school work can produce feelings of accomplishment and satisfaction. There is no better feeling as a college student than the feeling of not being behind. We can do this by working in small increments every day and making sure we set aside at least 20 minutes to do something we enjoy.

Staying organized is a big factor in preparing ourselves to get ahead. Writing down a list of everything we want to accomplish that day and then crossing each thing off after we complete it is a good way to track our progress. Going beyond that, we can set goals each week of what we want to accomplish by the end of that week. Tracking our progress daily can help us determine if we are on track for the week.



We should also utilize people in high positions, such as professors or advisors if we need help with assignments or scheduling classes. We have to make sure to ask for help when we need it and never be too proud to take it. This will help us get ahead because professionals

often carry insight and knowledge that can help us when we are stuck.

Dealing with Stress

Exercise has been proven to release endorphins that produce feelings of self-accomplishment and a positive self-image. When we feel good about ourselves, we tend to have a more positive outlook on the things going on around us. Having a positive outlook can motivate us to get our work done. This becomes a very healthy cycle, because when we get our work done, we feel accomplished and happy.

Although we do feel accomplished and happy after achieving a goal, we lose energy in the process. Too much work at one time can cause emotional and physical exhaustion and this can turn into a negative cycle because when we are both physically and emotionally exhausted, we might not feel like the right self-care at that point is exercise. That is why it is important to have multiple ways to relieve stress.

Spending time with our friends is another way to reduce stress. Friends make it easier to get through tough situations and they are there for us when we need them. Taking a break from our school work to hang out with friends allows us to take a break and find new energy to return to the tasks at hand.

Finding new activities we enjoy can be an exciting self-discovery and make for great outlets for stress relief. We should find hobbies that we are passionate about and make an effort to try new things. This keeps life interesting and upbeat. One thing we want to stay away from is being complacent because complacency leads to a stagnant mindset. Trying new things can help our mind expand and discover, which ultimately contributes to creativity.

Finding a Balance

A lot of times we do not have a set amount of free time, so we have to make sure we set time aside for ourselves. Time will look different for different days. Some days we will have

a lot of time to relax and enjoy our favorite T.V. show, catch up on a good book, throw on a face mask, or get a massage. Other days, however, we might only have 10 to 15 minutes of spare time. Whatever time we have matters, and we must take advantage of it. The important thing to remember is that we will get our work done and it is okay to take time for ourselves in the process. In fact, we will be better at our work and tasks if we take the time to care for ourselves.

When we feel positive about ourselves, we can contribute to helping others feel good about themselves. We can add to their “cups” if we see they need a refill.

Personal Branding

Being college students, it can be rewarding to see our growth and accomplishments. Because of this, I feel having a strong and creative portfolio of our completed work and projects, can help us see how far we have come. So often we are looking ahead to the future to see where we should be at a certain point in our lives, but a lot of times that can add more unnecessary pressures. It is important to have goals, but it is also important to understand our self-worth is not determined by how many of those goals we achieve. Set the bar high, but also realize that the steps taken to get to that bar is an accomplishment in itself.

Having a portfolio is an organized way to showcase the work you have done in college, as well as a creative addition to your personal brand. Having a unique personal brand can set us apart from others and highlight unique things about ourselves. Having a variety of experiences and trying new things can help to create a diverse portfolio.

Portfolios represent who we are and the work we have created and that can make us feel more confident and contribute to high self-esteem.

Staying Motivated

Motivation is critical to self-care. When we are motivated in our life and our work it becomes less daunting and the task at hand becomes



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more achievable. There are multiple ways to get motivated. One option to stimulate motivation is to create vision statements for things you want to accomplish in our lives. Take an hour or two to find time for just yourself and your thoughts. When you have created a vision that you are passionate about, re visit that vision when you feel unmotivated. This will help you to get excited about the day to day work that ultimately help you fill the boots you created in your vision.

Self-care is vital to our daily lives. As college students we have to take time to do things that will ultimately help us to get ahead in our work, relieve stress, balance our time, build our personal brand, and help us to stay motivated. Without implementing self-care tactics, none of these things would be possible because we would be emotionally and physically drained.



FINDING BALANCE

Kalya McNeal | @_kaylamcneal

People often ask me, “Kayla how do you do it?”

I usually respond by saying, “What do you actually mean?” I guess I just get confused because half of the time I know what I’m doing and the other half of the time I’m lost; I’m lost in my own thoughts, what I’m going to have for dinner, and if I’ll make it to the gym eventually to name a few things. For me, trying to find balance is hard, but it is beneficial for me, and it can be beneficial for you, too.



I have pounded and dug deep into my school-work while being here at OHIO. I learned very quickly that you burn out that way. I have killer grades, but when I leave here no employer will ask me what I got on my plant biology final exam because... it doesn’t matter. I also learned that when you focus on one thing in your life, you lose sight of people and other things that matter to you. I had a hard time, especially this year, balancing my relationship, my friendships, both of my jobs and seeing my family. I have had more time with myself than I can ever remember having in the past, but I think it’s been what I’ve needed to find the balance within myself.

I find balance in lists and writing things out. I keep a planner both written and on my phone. Those two things help keep me in check with assignments, meetings and any other prior commitments I may have. My written planner is full of scribbles and colors that make sense in my brain. There are doodles and notes as reminders to keep going and take the time to be creative.

I block out at least 1-hour a day for myself. In that time span, I'll watch some YouTube videos or *Hannah Montana* on Disney+. I go to the gym 3-4 times a week and it's usually within my 1-hour time to myself. The gym has become my place of comfort and relaxation, and I no longer think of going to the gym as something I "have" to do, but rather something I "want" to do. Whatever I'm feeling that day, I just do it.

I don't bog myself down with meeting after meeting and thing after thing. I have found the beauty in saying "no" when my heart isn't in it or I'm having a rough day and just don't feel like doing anything. There isn't anything wrong with it, and it isn't coming from a place of anger; it's simply just balancing what's good for me and what I need to do.

Balance and finding it can be challenging, but everyone needs to in order to have good peace of mind and feel okay. It won't happen in a day, and it's something that is constantly ever-changing, but always remember to be kind to yourself above anything else, and the balancing part will fall into place.



MANAGING STRESS DURING INTERNSHIP SEASON

Macy Cantrell | @macy_cantrell22

Balancing homework while searching for an internship is tough. Finding time for all of this while trying to enjoy your college experience can be difficult. Luckily, there are many ways to help with these stressful issues.



It can be difficult to keep track of everything you need to do while trying to find an internship. You are already busy with classes, student organizations, and other things around campus. Staying organized can be extremely helpful. A planner is a great way to remember everything on your to-do list. Write things down as soon as you hear them. With so many things going on, it can be easy to forget simple projects.

Set a goal. Apply to a few internships every week. By doing this, you can set aside a few hours during the week to spend time on applications. Over time, the applications will add up and after a few months you will have applied to a lot of internships. This is less stressful than waiting until the last minute to apply to as many as possible in one week.

Check LinkedIn as often as possible. Think of it as another social media platform to check daily. This is a great way to stay on top of new opportunities. Keeping up with your LinkedIn

helps to expand your network and improve your brand. Scripps PRSSA gives members so many opportunities to build a great network. Building a relationship with speakers is a great way to find more internship opportunities and get help that makes the application process less stressful.

Take time every day to relax. Give yourself a break, even if it's a short one. Spend some time doing something that makes you happy. Breaks are a great way to reduce stress. This allows you to relax and focus on your work. It is also important to take breaks from technology. This can be very hard to do, but giving yourself a break from screens every once in a while is a great way to relax and decrease stress.

Use winter break wisely. This is a great time to start applying for internships. You have a lot more free time during winter break. It's the perfect time to get a head start on those opportunities and spend time perfecting your applications. Rushing through an application is not ideal because it is so easy to make mistakes. Always take more time and do your best work.

Stop comparing yourself to others. Focusing on the accomplishments of other students can hurt your confidence. Everyone has different strengths and weaknesses. It is important to focus on your own skills and how they make you stand out. You are not a perfect fit for every company. Rejection is hard to accept, but you learn from it and can't let it bring you down. Move forward and concentrate on what makes you special.

SELF-CARE IN POLITICS

Rebecca Harhai | @beckharhai

Self-care is one of the most important areas for the mind, body, and soul. When some people hear the words self-care, they immediately think of bubble baths, fuzzy robes, face masks, and long naps. Yet, the actual meaning of the word means so much more. Self-care is ensuring happiness, stability, and health, both mentally and physically. Yet, the current, polarizing landscape of politics is essentially inescapable and has an enormous impact on a person's health.

With the 2020 election cycle nearly in full swing, it is basically impossible to avoid politics. The media constantly covers what fight is going on, what bills cannot be passed, and the polarization of our government. All people see is our elected officials arguing, pointing fingers, and name calling. This constant state of agitation easily translates into the lives of regular citizens. If our elected officials who represent us and our values constantly argue and complain, it is easy to see how we fall into these same patterns.



With a field of 16 candidates to choose from for the Democratic nomination, it is stressful to follow the media and think about the future. The Dem-

ocratic hopefuls are constantly fighting over how to handle the healthcare dilemma, who's too moderate or too progressive, immigration reform, the electoral college, and many other issues facing America. With so many different viewpoints and ideologies all in one political party, it is difficult to understand what the Democrats actually believe and what they're running for. Simply, it is difficult to imagine the country under a Democratic president.

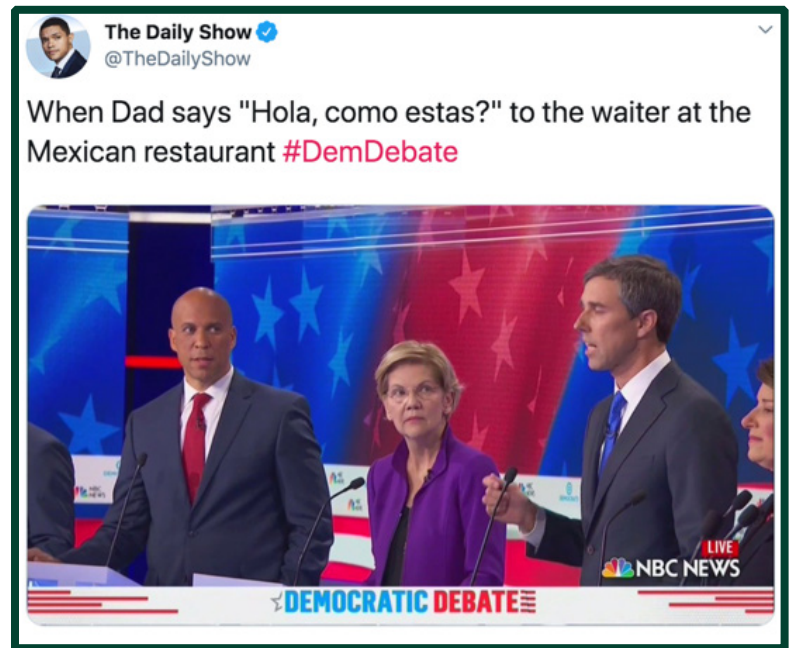
Yet, it is still early in the election cycle. There will be even more drama once the nominee is chosen, and they have to battle Trump, who also surrounds himself with constant drama, which can be seen through his various scandals and the current impeachment hearings.

Politics today is simply full of pressure. There's pressure between party lines with feeling an obligation to constantly defend views from opposing ideologies. There's pressure within parties with the obligation to vote as the majority does. There's even pressure to remain updated on politics in general with the 24-hour news cycle constantly bombarding our screens. Today, it simply feels like there's pressure to never take a day off.

Plainly, it does not look like a stress-free road for the future of politics. Although we do live in a democracy, and it is important to remain aware and up to date so the best candidate can be selected, this does not mean politics should jeopardize mental health. That is why, in my opinion, there is a better way to be involved politically than just watching the news or tweeting on social media. Watching too much news, reading too many articles, and scrolling through too many hot takes twitter are all major stressors that greatly impact one's self-care, because they convey a sense of hopelessness. There's nothing anyone can do from the other side of a screen. This is why people need to start focusing not on the media, but on what can be done in real life to make a difference.

This election cycle, rather than focusing on which candidate is leading the polls or who is raising the most money, I chose to follow the candidate who represents my core values and have been volunteering and donating to their campaign. Like most people, simply following the polls and reading the

news stresses me out. Focusing on what I can do to help, rather than what I can't, has left me feeling more in control and hopeful about the future of the election.



This self-care tactic is not only tied to candidates or elections. Simply picking important issues and getting involved can have the same effect. For example, it's nearly impossible to impose stricter gun laws as a regular citizen, but it is possible to donate to certain organizations and support legislators who possess the same values.

Taking the step to tackle realistic issues stops the helplessness and creates a feeling of control when dealing with politics. In a polarized world dominated by the 24-hour news cycle, it is easy to feel overwhelmed. This election cycle, I challenge you, no matter what your views are, to turn off the news, identify the main causes closest to your heart, create tangible change, and, most importantly, practice self-care.



STAY IN TOUCH

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