

PR Success Spring 2017 Alumni Edition



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Hello & Goodbye

Jennica Lurie // @JennicaLurie
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It has been an absolutely phenomenal year with Scripps PRSSA. I can't believe I got to be a part of the amazing leadership for the 2016-2017 school year and watch all of our members grow into their best PProfessional selves, all while building unbreakable friendships that will last forever and finding ourselves here at this wonderful place we call hOUme. Although it'll be hard, I'm going to do my best to not make this outgoing letter as your Editor-in-Chief of PR Success and VP of Public Relations too sappy.

We've transformed this newsletter, and I have no one to thank, but this incredible Chapter. We decided it was about time to gear PR Success toward the alumni to give you all updates on everything Scripps PRSSA, and keep you as involved as possible with this organization that played a huge part in your college experience. Let's be real here, many of us made our schedules around PRSSA events for at least a few of our college years. This organization has changed many of us and may have changed you too during your time at OU, and we don't want you to forget about that.

It was such an honor being trusted with this newsletter over the last year and I know that Brigitte will carry on and improve PR Success as she approaches the Editor-in-Chief position head on. As an alumnus, I plan on reading PR Success each time it is released because this Chapter has done so much for me and I know it'll continue to do so much for students who are just figuring out the meaning of public relations. I know for a fact that I had no idea what it entailed when I entered OU as a timid, overwhelmed freshman.

While I believe that this newsletter grows and transforms every year, I know that with the incoming leadership it's going to be better than ever. So while I cry about becoming an alumnus of this community that has helped me figure out what I'm going to do with the rest of my life, and you cry about the fact that at the end of this summer you won't be returning to OU for yet another year, we can all rest assured knowing that our beloved Chapter is in good hands. I'm happy with the work I've done, but I will be even happier if it sets the next executive board up for success.

As I wipe my tears away while writing this, I can't wait to see what's to come for this new leadership and I will be keeping up with all things Scripps PRSSA, including PR Success. Thank you to our faithful readers and we hope you will help pass this link along each time it's released to others who you think may want to hear a little bit about their hOUme, even when they're hundreds of miles away.

Cheers!
Jennica Lurie

From your Editor-in-Chiefs

Hello! My name is Brigitte and I am your new Editor-in-Chief of PR Success. I am currently finishing my sophomore year here at OU as a double major in Journalism/Strategic Communication and Communication Studies. For the past two years, I have been lucky enough to make this Chapter my home while writing for our blog and newsletter. Jennica improved PR Success like never before and I am more than honored to be following in her footsteps. With a solid foundation that every VP of Public Relations before me created, I am more than confident in our ability to continually grow this coming year.

Throughout the 2017-2018 school year, I plan to continue developing PR Success by making this newsletter engaging and informative for all of you. It'll be like you never left. Is there anything you want to read about in the coming year? Let me know! I would be more than happy to chat because I am here as a resource for all of you. In addition, this year will be spent encouraging more members to consider writing by



breaking down any remaining intimidation barriers and creating an exciting environment that makes this an enjoyable task. While our newsletter will be seeing many changes this year, I will also be spending some time redesigning our current website to make it more visually appealing and user friendly. Finally I will be offering appointments to members to help them develop their own blog or online portfolio. These are huge tasks, but I am more than thrilled to be taking them on. Keep an eye out for future updates.

My first two years here with Scripps PRSSA have been absolutely incredible thanks to our past and current members. Thank you to our outgoing Executive Board... you all are outstanding role models and made this an unforgettable year. Thank you to our alumni... without all of you, our Chapter would not be where it is today. Last but not least, thank you to all of our current members... many of us have become great friends and I can't wait to serve all of you in the coming year. I hope to make each and every one of you prOUd.

Here's to another amazing year!
Brigitte Meisse

Making our last ImPReSSions

Allison Arnold // @allison_arnoldd
Austin Ambrose // @AustinCAmbrose

This year brought an opportunity to merge with the advertising firm on campus. While ImPReSSions always attempted to create a relationship with our counterpart, nothing ever stuck. With a strong relationship among leaders of both agencies, this was our chance to move with the industry and create an integrated communications firm. We want to ensure that the experience members are receiving while in college are best preparing them for what lies ahead.

Shifting away from the old account focused structure, 1804 Communications places more of an emphasis on departments. The reason for this shift is to allow members to hone their skills in an area of communication they hope to work in. Internships and jobs are based on skills (such as strategist or social media manager), not on the broad idea of a company (McDonald's, Nintendo, American Airlines).

The new firm is divided into five departments: client services, content creation, business development, strategy and research, and internal services. The managing director oversees the entire firm, and each department is overseen by a department head. All the departments except internal services contain account executives.

The internal services department houses the board of directors (communications, CFO, human resources and culture engagement). Account associates are found in all the departments as well.

The departments work collaboratively to produce the work for the clients. Client services provide the updates from the clients to the necessary department. If content is needed they deliver the request to content creation, but the development of key insights for a campaign is directed to strategy and research. New business researches new clients to pitch for the firm, while also provides industry insights for current clients. The internal services department focuses on developing the internal structure of the firm.

The department heads lead the charge by maintaining consistent and quality work within their department. They set goals and delegate tasks to executives, as well as produce the work themselves. Meeting and communicating with the other department heads and the managing director make up the other part of their responsibility.

Account executives complete a bulk of the work for the clients, training the associates along the way. Until an associate feels comfortable producing work independently, and the account executive believes they are capable, the two work together so the associate can learn from the executive.

The firm is committed to maintaining a strong relationship with our PRSSA Chapter. We presented at the 2016 PRSSA National Conference about the importance of having a strong relationship with a firm's PRSSA Chapter. However, since the firm is integrated, it will also work collaboratively with the campus Advertising Club. The three organizations will work to provide professional opportunities regardless of the students' communication interests. They will host corresponding information sessions for new students, encourage participation in all organizations, and partake in co-sponsored events.

The managing director and culture engagement director will also be required to be dues-paying members. All other leadership will be highly encouraged to pay dues to either professional organization. With a strong PRSA faculty adviser, the tie between the two organizations will continue moving forward.

In a rapidly changing industry, innovation and quick responses are required to stay current. The ImPReSSions legacy will forever live on, but it is time to continue forward with a new identity, keeping our old roots close to heart. It is the years and years of work from past students that have made this firm one of the best in the nation, and it is the time to make further progress.

The Bobcat Network

Libby Bradford // @libby_bradford

They say, “Bobcats help Bobcats,” but what exactly does that mean? For me, it means everything. In my (short) four years at Ohio University, I was given a family of bobcats. With that family comes a wealth of experience and a powerful network.

From day one, I was a Scripps kid. At first, I didn’t understand the power of that label. Now, after four years, I do. I remember listening to alumnus Aaron Brown speak at my very first Scripps PRSSA meeting. He encouraged us to invest our time in this so-called network, so I did—despite my fear. Little did I know the opportunities that would unfold.

Experts say roughly 85 percent of all jobs are filled via networking. The Scripps College of Communication provides you with the resources to do just that. I had the opportunity to network with hundreds of Bobcats. From professors to advisors to professionals, I was able to learn about the industry and profession I chose to pursue. I was able to create a dialogue with alumni through social networks. I was able to obtain an internship, as well as a job upon graduation. None of this would’ve been possible if it wasn’t for the skills learned along the way.

As we know, the world of public relations is ever-changing. To be successful—you must adapt, and possess skills in everything from research and communication to writing and creativity. Through my time at Ohio University, I discovered all of this. I learned about the power of inbound marketing. I learned how to create content that is both relevant and helpful. I learned how to be an effective communicator. I learned how to measure key business objectives through analytics. I learned how to ask the right questions. But most importantly, I learned how to wear many hats.

It if wasn’t for these opportunities, I wouldn’t be where I am today, nor would I feel ready for the next chapter in my life. For that, I’m extremely grateful. We say, “Bobcats help Bobcats” because we want to; not because we have to. As a rising alumna, I have the opportunity to engage with past, present and future Bobcats. I have the opportunity to learn from them just as they have the opportunity to learn from me.

Who knows, someday I may even speak in the Friends of the Library Room on the third floor of Alden during a Scripps PRSSA meeting. If the opportunity presents itself, I could find my way back to the bricks. After all, I am a Scripps kid.

“

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”

LinkedIn Alumni Page

Maura Anderson // @agentmanderson

Scripps PRSSA is very excited to announce the launch of our new Alumni LinkedIn group. The group will be accessible to all current and past members of our beloved PRSSA Chapter, and will be a great link between the current students and alumni in the professional world. The group is called "Ohio University Scripps PRSSA Alumni Group," and will feature updates from the current chapter so members can stay informed long after graduation. We know the group will help everyone grow their personal and professional networks, and we aim to connect as many Bobcats as possible. PRSSA has brought so many of us together, and we hope alumni will use the LinkedIn group to connect with old friends and celebrate each other's achievements. Everyone is also encouraged to post internship and job openings in the group so we can help each other explore new opportunities! We would love to see alumni post updates about their lives, and we hope that everyone will invite their peers to join in. Our seasonal newsletter will be posted here as well, so keeping up with the Chapter will be easier than ever.



Students can learn valuable practical skills from alumni, find a mentor to guide them through their career development and gain insight into the real PR landscape.



Having a shared space will allow our current members to build relationships with professionals who were once in their shoes, and we're very excited to see generations of Scripps PRSSA collaborate. Building these relationships is vital to the success of students, but is also very beneficial for those who've made it in the "real world." Students can learn valuable practical skills from alumni, find a mentor to guide them through their career development and gain insight into the real PR landscape. The LinkedIn group will also help the Chapter bring graduates back as guest speakers, which is always a treat for both parties. Alumni can maintain the link to their alma mater and their Chapter (and find an excuse to come back and visit!), as well as gain mentorship experience. Grads can find some of the best and brightest new talent for positions they need to fill. As we all know that Bobcats, especially PRSSA members, make the best employees. If you are interested in joining the group, simply search "Ohio University Scripps PRSSA Alumni Group" on LinkedIn, then click "ask to join." An administrator will approve you and then you're free to post and explore!

If you'd like to become a professional mentor, contact our new VP of External Relations Sadie Newman at sn551214@ohio.edu and she will match you with a compatible dues-paying member. You can also keep up with the Chapter by following @ScrippsPRSSA on Instagram and Twitter, and liking us on Facebook, where you can now watch live streams of our Monday meetings. While you're at it, visit scrippsprssa.org to learn more and read blogs from our gifted members!

Questions from COPRSA

Schuyler Morris // @SchuylerMorris_

Each month, Scripps PRSSA and Central Ohio PRSA will be exchanging questions and answers to help current PR students at Ohio University learn more about the professional world beyond our school. This month, we spoke with Colleen O'Morrow, who has a ton of great advice for our chapter!

Scripps PRSSA: We just finished up our Chapter's executive board elections. What advice do you have for new executive board members to succeed?

Colleen O'Morrow: I have three main points to make!

Try to think outside the box.

Just because something has always been done a certain way doesn't mean you shouldn't look for growth and innovation. Channel other members (no matter their position) for ideas. A connected and aligned PRSSA chapter is the best kind!

Think about your members and put yourself in their shoes.

How can you help your members? In this new role, you are a student leader. A big part of this is working for your chapter to give members a great experience. Consider surveys or other methods to understand the ideas and issues some members may have. Let them know you care about their success!

Take time for yourself!

PR students are commonly known for balancing a lot of activities. This new role will take up more of your time, but make sure you take time to relax and focus on yourself. The happier you are, the more likely you can successfully lead.

Scripps PRSSA: Do you have any advice for an incoming Chapter President? Is there anything we should be doing next year to improve?

Colleen O'Morrow: Connect with other university chapters to get perspective on how their new president is handling leadership and bounce ideas off of each other. Like mentioned for all new leadership, think about how you can help your members. Put yourself in their shoes and get feedback. Another great step is analyzing the current processes within your chapter. What currently works? What doesn't? Look for ways to innovate.

You have a very strong Chapter at Scripps PRSSA - Everyone there should be proud! Keep up the good work. Continue to stay connected with Central Ohio PRSA (via yours truly or other connections) and look for ways to involve the Scripps Chapter. I know it's difficult with distance, but the relationship is the most important thing.

Continued on the next page....

Questions from COPRSA continued...

Scripps PRSSA: How did you get involved with PRSA after graduation and how has that impacted your personal and professional career?

Colleen O'Morrow: I joined PRSA immediately after I graduated. I was always involved in PRSSA in college, so the transition was pretty easy. I also worked at a PR agency at the time, so many of my coworkers were involved in PRSA. Try to find mentors or connections that can help you with the membership process and Chapter introduction! This is extremely helpful when joining a large group. PRSA has greatly impacted my career because of the professional connections. In my first job transition as a professional, I was able to use PRSA connections as professional references...and I got the job at an international fashion brand! You have a unique opportunity to share your talent with professionals outside of your daily job. This is one of the many reasons why PRSA is so great!

Scripps PRSSA: Do you find that agencies in Central Ohio tend to compete heavily or work together? And is any rivalry between agencies ever a challenge for young professionals looking for a job?

Colleen O'Morrow: What's great about the Central Ohio area is that we have an abundance of PR and marketing agencies, but many have a niche approach. Basically, these agencies all have a differentiating factor. One may focus on national media exposure via brand journalism, while another focuses on innovative social media tactics. As a professional looking to work in Central Ohio, use any connections for insight into how agencies are different. Learn what agencies specialize in (whether the style of PR or type of clients) and strategically choose from there! Some solid website vetting is also great for research. Central Ohio is a great place to find PR jobs - Whether it's at one of the many agencies here or a major brand, as Central Ohio is a headquarters for many large companies.

Scripps PRSSA: What are the pros and cons of a post-grad internship versus a job?

Colleen O'Morrow: It really depends on what you're looking for as a professional! The pro of having an internship while in school is that you have more time to experiment. The stakes are less if the internship doesn't pay well. But if you graduate and you're looking for some more guidance into what you want to do, a post-grad internship can be a great learning experience and buffer period before you jump into a full-time job.

The pro of jumping into a job after graduation is higher pay, more job stability and more responsibility. It really depends on the career path you're looking into, but my personal recommendation is to get internship experience while in school so you can jump into a full-time job after graduation. Sometimes internships turn into job opportunities! Completing these while in school can shorten your job search after graduation. My undergrad internship turned into my first full-time job! I was hired before I graduated.

That concludes our first monthly interview! In the future, any questions for a COPRSA member to answer can be sent to Sadie Newman, our new VP of External Relations.

Bateman

Sadie Newman // @RealSlimmSadie



The Scripps PRSSA Bateman Case Study Competition Team completed their campaign for the 2016/17 competition season. This year, the Scripps PRSSA team developed their own campaign for the Campaign to Change Direction, an already existing campaign with a goal “to change the culture of mental health in America so that all of those in need receive the care and support they deserve. The Campaign encourages all Americans to pay attention to their emotional well-being – and it reminds us that our emotional well-being is just as important as our physical well-being.” The Campaign to Change Direction focused on the Five Signs of Emotional Suffering: personality change, agitated, withdraw, poor self-care and hopelessness. It is these five signs that, when someone recognizes them in a friend, family member, or peer, should consider that the person might be going through a rough time and may be in need of some extra love and care.

The Scripps PRSSA Bateman team was composed of five Ohio University students, all studying Journalism: Austin Ambrose (senior), Natalie Butko (sophomore), Brigitte Meisse (sophomore), Alyssa Murtagh (sophomore) and Sadie Newman (sophomore). The team was very excited when they learned that their campaign would be representing all those who are affected by mental health issues, whether that be directly (experiencing a mental health issue themselves) or indirectly (knows someone who is experiencing a mental health issue) because all members on the team believed that diminishing the stigma surrounding mental health is extremely important in improving the overall well-being of society.

Bateman continued...

To implement a successful campaign, the Scripps PRSSA Bateman team performed large amounts of research into different types of mental illnesses, the Five Signs, other campaigns for mental health (successful or not), policy research, resources available, perceptions of mental health and how people are affected. In addition to the secondary research, the primary research consisted of an online survey asking questions about demographics and what ideas people associate with “mental health”. The market research was extremely successful bringing in more than 1,000 responses from over 30 states.

Using this research, the team designed the campaign A Month of Mindfulness: Mindful Mental Health with the intention of reaching two different audiences: the primary audience being Ohio University students between the ages of 18 to 22 and the secondary audience being the Athens community. The campaign focused on conveying two messages: the Five Signs of Emotional Suffering and the idea that mental health affects everyone. The Scripps PRSSA Bateman team’s objectives were to create a conversation about mental health, increase awareness of the Five Signs of Emotional Suffering and have people pledge to be more mindful about their mental health.

The team implemented these objectives by developing several events, two social media campaigns, a four-part video series and a visual display. The events hosted by the team included partnering with the University Program Council’s Flavor of the Week to pass out candy and flyers, a movie screening of Silver Linings Playbook, and a sundae bar /online module event. Each event was unique and encouraged a conversation about mental health and being mindful of others’ and one’s own mental health.

In addition to the three events, the Bateman team developed two social media campaigns. One campaign encouraged students to post pictures of how they are mindful of their mental health and tag three friends to participate by posting a picture about their own mindfulness. Over 50 people participated in this campaign, going above and beyond what the team had imagined. The second campaign took place during Ohio University’s spring break. Scripps PRSSA Bateman Team distributed 300 buttons around Ohio University and encouraged students to take a picture with their button during their Spring Break travels. The four-part video series consisted of footage showing four Ohio University students speaking about their own experiences with mental health issues. These videos were shared on all social media platforms and were viewed by more than 120 people. The last major aspect of the campaign was an arrow made of 500 glow sticks that was lit up after dark with the intent to develop more conversations about what the arrow stands for and its connection to mental health.

After more than five months of researching, planning and implementing, the Scripps PRSSA Bateman team is proud of their campaign and the positive effect it had on the students at Ohio University and in the Athens community. The campaign reached over 23,000 viewers on Twitter, more than 1,100 people on Facebook and received media coverage on ACTV23 in Athens. The 2016/17 Bateman Team developed an extremely successful campaign that Scripps PRSSA can be proud of.

Meet your new Executive Board

2017 - 2018



Natalie Butko
VP of Visual Communication



Erin McMahon
Executive Vice President



Alyssa Murtagh
VP of Member Relations



Brigitte Meisse
VP of Public Relations



Taylor Dilley
Chapter President



Sara Defibaugh
VP of Finance



Sadie Newman
VP of External Relations



Emily O'Flynn
VP of Social Affairs



Natalie Brown
VP of Social Media

Stay connected!

Check out our new Scripps PRSSA Alumni Group!
LinkedIn: <https://www.linkedin.com/groups/12033732>

Email: scrippsprssa@gmail.com
<https://scrippsprssa.org>

Twitter: @ScrippsPRSSA
Facebook: facebook.com/ScrippsPRSSA

Instagram: ScrippsPRSSA

Thanks for
reading!