



2018 Summer Edition

PR SUCCESS

Taking a look at professional development, leadership and tips for success.



TABLE OF CONTENTS

Best of Both Worlds

2

By Jessica Rutkowski

My International Internship

3-4

By Mallory Jones

2018's Biggest PR Disasters... So Far

4-5

By Anna Strayer

Failure Doesn't Define Our Success - A Lesson From PRSSA Leadership Rally

6

By Brigitte Meisse

ACKNOWLEDGMENTS

Editor-in-Chief:
Cade Fleming

Chapter President:
Brigitte Meisse

Publication Design:
Samantha Morsink

Chapter Advisor:
Victoria LaPoe

The Best of Both Worlds

Jessica Rutkowski // @JessicaLynn57

I was freaking out.

I was feeling pretty lost as I plopped myself on my bed in the middle of January last school year, pondering the fact that I only had two summers left before graduation.

Two summers to figure out my dream career.

Two summers to get it right. Two.

I was putting entirely too much pressure on myself. As I scoped out the endless amount of summer opportunities, in an endless amount of locations, I panicked. I could be a client services intern in Pittsburgh, an assistant community manager in Chicago or a writer for a local publication in Athens. Not to mention the thousands of other opportunities, such as volunteering abroad.

I had been praying for a chance to get experience in the fields I felt I was most passionate about: communication and student affairs. I love making a difference in the lives of students and I love communicating meaningful messages for causes I believe in. In what world could I combine these loves of mine into one summer?

Little did I know that within the next three months, not only would I accept an offer to serve as a Bobcat Student Orientation (BSO) Leader in Athens, but also as a Social Media Coordinator for the National



Student Leadership Conferences (NSLC) in New York. I was truly going to get the best of both worlds, and I couldn't be more excited.

Although I was skeptical about splitting my summer between two different roles and locations at first, I learned more than I could have ever bargained for.

This is what having the best of both worlds taught me:

1 Happiness is NOT a place.

"When I get to _____, I'll be totally happy," is a straight-up lie. Experiencing summer in Athens AND summer in the city showed me that just because you're in a fun place, doesn't mean it's going to be fun all of the time.

Athens in the summer beats to an entirely different rhythm. The crowds thin and the students who would normally be gathered on the ultra-plush couches on the second floor of Donkey Coffee (you know the ones!) are now focusing on snagging lounge chairs at one of the pools off-campus. In contrast, New York City doesn't sleep—or stop—for anyone, and although its fast-paced environment, full of people in skyscrapers working to achieve their dreams may be attractive to some, it's not attractive all of the time. Life is still going to be life no matter if you're at home, or across the globe.



2 There is value in meeting new students and professionals from across all states and industries.

By taking both opportunities, I was able to meet twice as many people than if I would've said, "No." By working BSO, I met first-year students from across the country and worked side-by-side with passion-filled professors and peers from all departments of my university. While serving as a social media coordinator in New York, I met high school students from around the world and professionals across industries such as theater, business, sports management and more. By interacting with all types of people, each following their passions, I was able to become more knowledgeable and appreciative of different types of work.

"Life is still going to be life no matter if you're at home, or across the globe."

3 All experiences are good experiences.

Through my training at BSO and NSLC, I was taught how to be an empowered leader, learner and listener. I learned to seek out opportunities for growth, not only for myself, but also for the betterment of an organization. I learned how to effectively communicate ideas to large audiences, whether in the form of public speaking or digital storytelling. Most importantly, I learned how to stop and listen to the thoughts, perspectives and feelings of others. Whether soft skills or hard skills, no skills are worth nothing and ALL skills are worth something.

My International Internship

Mallory Jones // @mj_littleone

In the fall of my freshman year at Ohio University, I received a large amount of emails of which I would usually ignore. However, one day the subject line of one email caught my undivided attention instantly, "Spend 6 weeks in Athens, Greece." It has been a dream of mine since I was a child to visit Greece. I always thought it would be something I would never get to check off my bucket list. While reading into the email more, I

"I could not contain my excitement"

learned this opportunity was through an organization called AIESEC. I had never heard about this group, so I took it into my own hands to do research. AIESEC has a reputation

for being an organization that has created opportunities for 1,000,000 young people in 126 countries. For a fee of \$500 and paying for my own plane ticket, I would have the possibility of achieving my dream. I applied to be a Global Volunteer. In my application, it told me what internship I was applying for. I would be working for an NGO (non-governmental organization) as a content editor. The company I applied to work for was called Endiaferomai.

Within 24 hours of submitting my application, I heard back from AIESEC about setting up an interview. It was difficult to set up a time because Athens, Greece is 7 hours ahead of Athens, Ohio. Once we finally found a time that worked for everyone, the panic set in. I was extremely excited for this opportunity, but the fear of getting rejected started to get to me. I left a class to answer the Skype call on the morning of my interview. The interview took about 15 minutes. It was one of the hardest interviews I have ever had, because the interviewer's accent was very thick. At the end, he told me AIESEC was going to accept me into the program, and I would receive an email with more information at the end of the day. It took until I got the email notification for me to realize that it all was not just a dream. I could not contain my excitement, so I busted out in tears. I was on track to go to Athens, Greece in the summer.

Fast forward to Friday, May 5, 2018. I was heading to the airport, and I was extremely nervous. I had never been on an airplane before. I was about to get on a flight for 11 hours. My flight ended up getting canceled. For the first time in my life, I was on my own and had to figure out how I was going to get there. After crying in the middle of the Detroit airport, I called the flight services. I was shaking and still cry-

ing, but the airport got me a new flight. After 30 hours of flying, waiting at foreign airports and more crying, I reached Athens. The person I was going to be living with picked me, and two other students from China that I was also going to be living with, up from the airport and took us to our home for the next 6 weeks.

The first weekend I was there Chris, the person I was living with, took me around Athens. He showed me the ins and outs of what I would need to know while living in Athens. He also showed me the best places to eat and shop. The following Monday I went to my first day of work. My boss took me out to eat to her favorite restaurant in the neighborhood where my office was located. We talked about what my job was going to entail. She only wanted me to work five hours every day, so that I would have time to travel too. During my time in the office I was to do research on the top attractions around Athens and write articles about them. Sometimes my boss would send me an article that was already written by someone on her team to fix his or her English. Often, he or she would have written the article in Greek and used Google Translate to turn it into English. This often created a mess, because Google Translate changed the core meaning of the article. This caused me to have to take initiative to figure out what the author was trying say. By the end of the six weeks, I had written or edited over 20 articles. They can be seen on their website, Athensflats.gr!



Spending six weeks in Greece, and only working 25 hours a week, I had lots of time for sightseeing. On the weekends, I would visit a Greek Island. During the week I went to all the museums and attractions I could. The first place I visited was the Acropolis. To be able to be standing on such history was a feeling I could never put into words. I spent quite an amount of time shopping in the touristy shops and districts. The last weekend I

was there, Athens was having its Pride parade. I was overwhelmed with joy to be able to go to Pride while there. It is still my favorite memory to look back on. If I could go back to tell 10-year-old me that she would live out her dream to go to Greece, I do not think she would believe me. I lived a dream I did not think I ever could, and it is something I will forever be grateful for. I made lifelong friends



and connections for my future career all over the world. In just the short time of 6 weeks, I learned more about myself and the world than I have in my 19 years of life. Nevertheless, I am going to share the three most important lessons I learned.

1. A simple smile can start a conversation with a passionate stranger whom may have a great story to tell.
2. International networking can be just as helpful to you personally as it can be professionally.
3. Never let the small bumps in the road determine if the journey was worth it.



2018's Biggest PR Disasters... So Far

Anna Strayer // @annaleestraye

This year will be wrapping up in just a few months, which means it's about that time of year when we start reflecting on everything that has happened, the good and the bad. Typically, it's easier to recall the bad times due to their lasting impact. For companies, these lasting implications can cost their brands lots of time, money and effort to restore a damaged reputation. However, it's these mishaps that keep the PR profession alive. Take a look at the top 5 PR mishaps of 2018 so far:

1. H&M: January

The Swedish clothing retail company was accused of racism in January after the brand posted a photo featuring a young African American child modeling a hoodie that read, "coolest monkey in the jungle."



The photo depicted a racially insensitive association between the child and the animal. This also exemplified a level of ignorance in regards to the historical context of the usage of this animal in derogatory references to black people.

Outrage spread all over social media platforms, and even resulted in renowned musical artist The Weeknd voicing his own disgust and his plan to cut ties with the brand.

2. Southwest Airlines: April

A Southwest Airline flight en route to Dallas, Texas had to make an emergency landing after an engine exploded under the left wing of the plane.

Shrapnel hit and shattered a window, which caused a woman to be sucked out of her seat



through the blown-out window. Many passengers tried to pull the woman back into the plane and block the hole with their belongings. The woman died and seven others were injured. It was the airline's first fatality in their 51-year history. One passenger caught the chilling episode on camera and shared the footage on social media. Many witnesses expressed gratitude toward the crew for getting the plane to the ground safely.

3. Roseanne Barr: May



Replying to @MARS0411 @385parkplace and @SGTreport

muslim brotherhood & planet of the apes had a baby=vj

5/28/18, 11:45 PM

The popular sitcom Roseanne returned in March after a two-decade long absence. However, not even two months later, did the comeback have a huge setback that caused a complete cancellation of the show. In May, Roseanne Barr took to Twitter to express a racist comparison about Valerie Jarrett, an African American woman who was a prominent senior adviser to Barack Obama throughout his terms in office. Barr wrote if the, "Muslim brotherhood & planet of the apes had a baby=vj." During an interview, Barr explained her tweet was merely political and had nothing to do with race. Then, she proceeded to explain how she made the tweet late at night after taking her medications.

4. Melania Trump's Boarder Visit: June

In June of 2018, many families were being separated due to President Trump's controversial "zero-tolerance" policy related to illegal immigration. This resulted in migrant children being stripped from their parents arms



and placed in shelters while their parents were deported. Melania Trump made a trip to visit a shelter in Texas. How-

ever, when she was boarded and deplaned her flight in Maryland, she was caught wearing a jacket with the phrase, "I really don't care, do you?" emblazoned on the back. The message was deemed insensitive by many media outlets while the general public expressed discontent by saying the First Lady was making a mockery out of the affected families and their circumstances. Regardless of her intent, her actions were overshadowed by her choice of attire.

5. IHOP: June & July

IHOP or IHob? In June, IHOP announced a name change to IHob. But, in July, they announced that their

name change from IHOP to IHob during the previous month was just a publicity stunt in an effort to promote their new ham-burger line on the menu. Nonetheless, many consumers took their outcries to social media to express their disapproval of the company mostly known



for their breakfast food. Even though the social media frenzy wasn't in favor of the change, it did exactly what IHOP wanted. It grabbed consumers attention and got them talking about the brand. Mission accomplished, IHOP or whoever you are.

The year isn't over yet folks. There is still plenty of time for PR nightmares to arise, whether they are derived from missing the meaning of a marketing message or from intentional changes that start a conversation. Nonetheless, we can count on PR professionals to be there to save the day. For now, take these stories and takeaways, so you can be prepared to respond if you come across a PR disaster someday too. Good luck to all you PR pros on your next trip around the sun!

Meet Our New Logo!

This year, Scripps PRSSA has created a new logo to represent our chapter with a fresh, new design. Check it out!



Failure Doesn't Define Our Success - A Lesson From PRSSA Leadership Rally

Brigitte Meisse // @meisse2spicy

The start of summer means the start of a new era. Chapter Presidents and Firm Directors pack their bags and catch a flight, all in preparation to step into new positions of leadership.

At the beginning of June, Rachel O'Morrow and I adventured out west to Scottsdale, Arizona for the 2018 PRSSA Leadership Rally - the start of our journey as Chapter leaders.

As we sat in a room of hundreds of other Chapter leaders, it was hard to not feel inspired and a tad bit intimidated. PRSSA is an organization of excellence with a reputation that spans 50 years. There is a lot of pressure that comes with these expectations. I mean, even Spiderman knew, "With great power comes great responsibility." As a Chapter President or Firm Director, you yield the power to make year-changing decisions. Leadership Rally was our place to digest and prepare for that responsibility.

On Sunday we heard from Scott Thornburg, APR and Senior PR Manager of Sojern. Sojern is a San Francisco based, travel marketing agency. They collect travel behavior data and develop strategies for travel associations, airlines, hotels, search engines and more that lead to the execution of marketing campaigns. Scott is currently a Senior Counselor to the PRSA National Board of Directors, but prior to all his post-graduate experience, he served as a PRSSA National Board Member. Through his many internships, jobs, PRSSA and PRSA experiences, Scott appears to be flawless - the model of a PR pro. What we don't see from the outside are the many failures it took him to get to this point. Those same failures were the topic of his keynote speech.

If you were to look at Scott's experience on his resume or LinkedIn, it's one impressive job after another. It's enough to make your jaw drop. As we learned in Scott's presentation, those experiences didn't begin or sometimes even end easily. Over the years there were points where he couldn't find a job, ended up getting fired, made a mistake or didn't like what he was doing. By pointing this out, he emphasized that there is no



clear line to success. You will stumble. You will fall. You will go off course. All of these experiences can be frustrating for us type-A PR people, but they are critical in order for you to learn and grow.

When a roadblock comes your way, you may be left wondering, "How do I move forward?" Scott

provided three key pieces of advice when you are in these scenarios

1. Get quality feedback
2. Fail forward into progress
3. Be patient

When you mess up, find out how you can improve. Use each opportunity as a learning experience that launches you forward into not only progress, but success.

As this year's Scripps PRSSA Chapter President, there is no denying that I want everything to be perfect. I have about five different to-do lists and calendars of things we need to complete this year and our members are always on the top of my mind. Scott's keynote was a much needed reality check for me. This year, there isn't going to be a clear line to success. Not every meeting, fundraiser or event will go as planned - and that's okay! As young professionals, we will use these experiences to learn and grow together. Perhaps our year won't be perfect, but it will be everything we need to progress the mission of the Public Relations Student Society of America.

Join us this year as we all learn together, network together and even fail together. This year is our chance to be authentically ourselves and become more prepared than ever for the world of public relations.

Stay In Touch!

Contact Us:

Twitter: @ScrippsPRSSA

Instagram: @ScrippsPRSSA

Email: scripps.prssa@gmail.com

Website: scrippsprssa.org

