

# PR Success

Fall 2020 Edition

**A NOT SO  
NORMAL SEMESTER**

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# Letter from the Editor-in-Chief

Hello, everyone!

Another school year of Scripps PRSSA would not be complete without some excellent articles for us to read. My name is Jakob Warren, and I am this year's VP of Public Relations for Scripps PRSSA and the editor-in-chief of our newsletter, PR Success. I hope you all have been staying happy, healthy and well. Although this year has been very different from most, I am excited to co-create this unique issue alongside our VP of Visual Communication and this issue's designer, Olivia Christiansen.

In our latest issue of PR Success, our members explore the various consequences of a global pandemic from the perspectives of students studying communications, marketing, advertising or public relations. Covid-19 has brought forth some challenges and obstacles for Bobcats. We all have been impacted in one way or another, both personally, professionally, academically or a combination of all three. That said, I want to give a huge shout-out to all of the writers and collaborators to this issue—we've all been through a lot this year. I appreciate your time, effort and willingness to share your experiences.

For the readers, I hope this issue brings you enjoyment in some way—whether you can sympathize, relate, laugh or learn something new. Some articles featured in this issue are more journalistic in nature while some more playful in structure and tone. This issue of PR Success marks a fabled moment in our Chapter, showing how the most keen and proficient communications students on campus can come together virtually to create something great!

Thank you all for your hard work!

Jakob Warren



# The Fate of Internships During a Global Pandemic

Megan Parks | @meganparks99

Like most events over the last six months, summer internships were not considered business as usual. This is of course due to COVID-19 that swept the world. In the middle of March 2020, when news of the COVID-19 outbreak first began to spread, people quickly began to wonder what this meant for their coming plans. I was no exception as I had plans to temporarily relocate to New York City for my summer internships, which also happened to be one of the COVID-19 hotspots.

Students at the Ohio University's E.W. Scripps School of Journalism are required to complete 200 hours of an internship related to their major in order to graduate. With my intention to pursue a social media coordinator internship at the National Student Leadership Conference at Fordham University, located in the Bronx, I was excited for this opportunity to earn real-world



experience. Like a multitude of other hopeful students, finding out my summer internship was canceled was one of the most stressful experiences. The cancellation of my "big break" not only left me disappointed, but also in a panic as I intend to graduate a year early in May of 2021. In a quick turn-around, I was forced to count a summer marketing class I was taking as my internship credit instead to ensure I complete all my requirements on time. Many of my classmates were left in similar situations.

While exposure to the public relations industry was still gained from this experience,

in-person practice is where connections are truly made. Kimberly Newton, a senior, journalism, news and information major at OHIO is one of the few fortunate students who was able to still participate in an in-person internship. It was an unpaid social media position in which she ran social media platforms for 15 clients. She developed brand guides for them, as well as worked on a startup for a non-contact grocery store. "[My] boss and coworkers were very aware of the situation and [they] took a lot of precautions, but had a low number of people in the office, so [they] could keep working safely and efficiently," Kimberly shared. Even with the COVID-19 restrictions, her experience allowed her to learn many aspects of social media that she now feels prepared for graduation and her career.

Plenty of students were forced to return to their hometowns to quarantine or even work part time at a local grocery store, like me. It felt like a set back as far as professional development, but we all went through it together. The industry as we know it will never be the same, but as it evolves, so do we. With the way the world has changed, everyone is adapting to a new way of life that isn't going anywhere soon. If this pandemic has taught me anything, it is that the world is constantly moving, and as humans we can either move with it or fall behind.



**Scripps PRSSA masks are now available!**



# Silver Linings of Quarantine

Alex Boddie | @AI3xboddie

I would be lying if I told you that I expected several major historical events to occur during the middle of my college career. It's no secret there is a deadly and highly contagious virus affecting the entire world. On top of that, we've experienced one of the biggest American civil rights movement since the 1960s and witnessed some of the most devastating forest fires and hurricanes sweeping through the nation – all leading up to one of the biggest presidential elections in American history. And just to add insult to injury, this year has taken the lives of many influential people – from basketball star, Kobe Bryant, to beloved movie stars, such as Chadwick Boseman. Additionally, monumental politicians including John Lewis and Ruth Bader Ginsburg were taken, too. Needless to say, this year has been very hard. In fact, the hardest of my life, and I am sure many others can relate. Not only have I had to pay attention to my physical health more than any other time in my life, but my mental health as well.

Learning to cope with these troubling times has been a struggle. However, we have all found ways to keep ourselves entertained during social distancing. For some it has been baking, for others it has been knitting or other crafts. Personally, music has always been something that I fall back on in times of hardship. No matter how bad of a day I have, I can always listen to music and unwind. While our stay-at-home order has been a depressing, boring and burdensome period of our lives, there have been a few silver linings. Quarantine was a time for some to catch up with family, read a book or series that we've been putting off or even discover new passions.



For me, that was finally learning how to play the guitar.

Like I mentioned before, music is very important to me. I have had a great passion for it since I can remember, and I have always wanted to learn an instrument. While I did have a particularly embarrassing attempt in learning violin in junior high, I would usually tell myself excuses, that I simply do not have the time or the know-how to learn to play a musical instrument. Now, with the circumstances in place giving me an unprecedented amount of free time, I finally decided to pick up the guitar that has been collecting dust in the corner of my room all these years.

While teaching myself guitar has been a somewhat long and frustrating journey, it has been equally rewarding. I never thought I would have the motivation to learn something so difficult without a teacher, but learning guitar found me surprising myself each day. I was able to unlock a level of self-discipline that I did not even know I had, and with all the extra free time, I was able to finally devote myself to learning something fully.

So, while the pandemic has stripped a lot from us, it has also presented an opportunity. While I understand that not everyone may have this opportunity, it is a special chance you should take to try something new. It is a chance to grow, learn a new skill or a hobby, or learn more about yourself. In the early days of the pandemic, I told myself that I wanted to be a better person coming out of quarantine than I was going in. Due to many unforeseen circumstances, quarantine has lasted a lot longer than I thought, however I feel that I have accomplished that goal and taken advantage of that opportunity, and I hope others have as well.

**Katherine Keber | @katherinekeber**

## Identifying needs through Tavalino's new initiatives:

From Tavolino's new initiatives and events, communicators can see how important it is to understand your audience's wants and needs. The Athens community had already been actively participating in Tavolino's #SoupOnHold program and annual meals, so when a crisis arose, Christine found she could





continue to fulfil the community's needs by offering a free meal option on Tuesdays and safe pickup for paid meals throughout the rest of the week. Because her consumer base had already engaged with similar initiatives, she understood that the need for accessible free meals was there, and it wasn't going away.

### Shaping communication strategies to your audience:

Bagel Street Deli adjusted to the crisis by opening their previously unused takeout window, effectively keeping customers out of the small eatery to keep the community safe. The takeout window allowed community members to pick up their bagelwiches in a safe environment, while maintaining social distancing standards. Without customers passing through the building, the window allowed the business to maintain cleanliness inside as well. While this change may seem cosmetic, it's actually made Bagel Street Deli more accessible. With a distanced, contactless ordering and pick-up experience, Bagel Street Deli is a safe option for customers with increased COVID-19 concerns.

Many other local businesses have made similar changes to better serve the



community that your business can help meet.

community. As communicators, we can look at these businesses as examples of how, sometimes, the situation calls for more than a new communication strategy. Often, crisis situations can create a need within your

The role of a communicator is to not only anticipate needs, but to address them within your capacity, while keeping your audience updated on any changes that occur.

Word Search

J	X	I	Z	T	L	M	K	P	Y
O	O	X	Q	Y	K	Q	A	Z	B
D	R	U	F	U	S	P	O	S	W
X	S	C	R	I	P	P	S	C	K
P	F	D	C	N	B	Y	W	L	X
H	R	H	L	B	A	Z	O	O	M
G	K	S	D	L	A	L	I	L	M
A	D	Z	S	O	V	W	I	F	S
Q	Q	Z	B	A	T	C	E	S	Y
A	E	Z	Z	R	G	L	Q	T	M

Word List

RUFUS	SCRIPPS	ZOOM
JOURNALISM	MASK	PRSSA

## What to Do While Stuck at Home

Gabby Beeler

I know this year is not what everyone expected it to be, but we have to try and make the best of it. For me, I have had a lot of time to try new things and focus on myself in this new environment. I am a very busy person, and I have never had this much time to relax and get caught up on much needed "me time." With all this free time in mind, there are so many ways that you could spend it! Here are my top five favorite things to do when stuck at home and why I pursue them. I hope you can try them as well!

First, consider trying a new diet! I get it, I know what you are thinking. You're crazy! But since March, I have been experimenting with my eating habits and what works best for me. I have been trying new foods and learning about nutrition along the way. Second, try and find a virtual workout class! This is absolutely one of the best things that I did while being stuck in my room. I loved getting my heart rate up and breaking a sweat. I found this very critical for my mental and physical state. Together, by changing your eating habits and being active, you can make some great improvements in your health and happiness!

Third, try new ways of cooking! I hated cooking before March of 2020 — now being new to the plant-based lifestyle while living with avid meat eaters — I learned that I would have to fend for myself. I have a newfound appreciation for Pinterest and how reliable the it is when I have no idea what I am making myself for dinner.

Fourth, make time for a self-care day or hour. Being able to pop on a face mask, watch Netflix or take a nap is something that really de-stresses me and



supports mental clarity. I love when the afternoon strikes and I get to roll into bed and take a much needed cat-nap. Also, binge watch your favorite television show or movie. My binge shows while being stuck at home have been The Crown or High School Musical on Netflix. I also loved watching every single house renovation and baking shows on HGTV and Food Network, which are some other great recommendations.

Now that we have reached the end of our list, this is my last tip: rearrange or tidy up your

room. You will be amazed on how long and time consuming this task takes to complete. I completely redid my closet space, dresser drawers and storage in my room. Being a freshman going into college, I also did tons of dorm room shopping and planning, meaning I had planned my room down to a science!

I hope you try out one of my favorite things to do—or even try experimenting with your own—and make the most of your time when staying at home!

## Advertisements in a Global Pandemic

Rebecca Harhai | @beckharhai

It seemed like the world stopped when COVID-19 hit. Suddenly, everything was canceled, and time seemed to not exist. Yet, certain industries had to adjust to the pandemic and continue to work. One such industry is advertising, and many companies had to overhaul and redesign their advertisements completely.

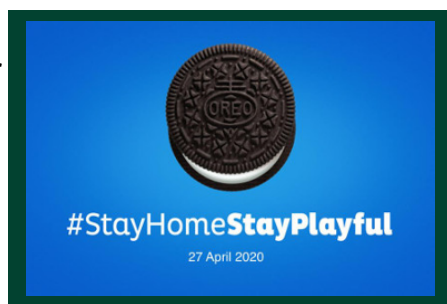
While trapped inside, many people turned to new hobbies to pass the time. People were renovating their closets, decorating their houses and finding new passions to pursue. This time spent indoors led to a massive spike in online shopping, as seen in statistics coming from Amazon and other online retailers. Just like people have changed the ways they live, people have also changed the ways they shop. Consumers have become accustomed to online shopping, fast delivery times and low fees. In turn, it became easier to advertise to the public because people were spending so much more time on the internet. Some companies have succeeded at this online challenge, but others have had a much more difficult time figuring out how to carry their success into a world impacted by a pandemic.



The logistics of advertising weren't the only change. Many companies had to rethink their messages and goals. With the climbing death tolls, mixed messages from the government and lockdown depression, viewers were not in the mood for the flashy advertisements they were typically accustomed to. Companies began to run advertisements about being together, supporting frontline workers and the importance of social distancing, scaling back their advertising to appeal to emotions. In addition to changes in the emotional appeals, many successful pandemic advertisements discussed the way companies shifted their business to protect the health and safety of their customers and employees.

One of the most notable changes in advertising was in the political sphere. With the 2020 elections months away, both candidates and political parties capitalized on the COVID-19 pandemic to attract new voters. Joe Biden's advertisements, for example, focused on the mishandling of the pandemic, the rising hospitalization and death toll and importance of health insurance for all. Donald Trump, on the other hand, focused his advertisements on China and the potential threat they pose to our national security.

In addition to commercials, other advertising platforms increased their messages and changed their objectives. Many online apps and services began to advertise more than ever before. For example, DoorDash sent out weekly delivery deals when all restaurants were closed. Amazon also began advertising excessively, sending out push notifications based on what a consumer either favorites or adds to their cart. Furthermore, billboard and print advertisement also changed by



emphasizing a sense of unity and the importance to follow social distancing guidelines.

Although COVID-19 will not be in our lives forever, the implications of the virus will



impact the way we shop, eat and consume media for years to come. In a post-pandemic world, people will be accustomed to

online shopping and delivery of groceries and other goods. To protect their businesses, companies are going to have to carefully monitor the general public's opinions and create an advertisement strategy that stands the test of COVID-19.



# How TikTok Has Transformed the Digital Marketing Landscape

Makenna Goad | @goadmakenna

Let's be real here—unless you've been living under a rock, you've heard of the viral video app, TikTok. Chances are, you have an account and you've been spending hours a day, especially during quarantine, scrolling through your 'For You' page until one of those obnoxious announcements pop up that warn you to stop scrolling and turn off the app.

But TikTok isn't only a place to view funny videos, obsess over Harry Styles fan edits, or learn the new viral dance of the month. It's also a place where businesses can reach a huge audience and increase their social media presence at the same time.

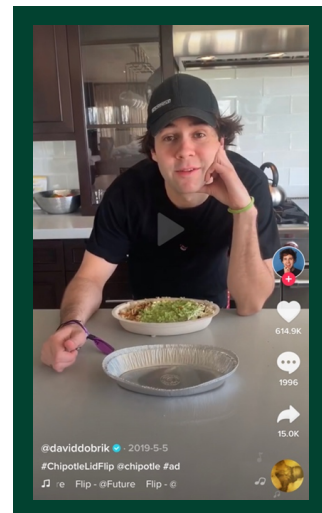
TikTok is not short of influence. Videos can "go viral" in a matter of hours, garnering millions of likes and thousands of shares across multiple platforms.

With 500 million users, TikTok is one of the fastest growing social media apps in existence. It would be a shame to let that wide of an audience go to waste. With influencers such as Charli D'Amelio, who has 89.1 million followers, and Addison Rae who has 60.2 million followers, it is easy to see that in today's digital age, these influencers serve as the most effective and direct gateway to the public.

By using the power of influencers on TikTok, marketers and advertisers are able to find ways to creatively deliver content to viewers. Trending hashtags also allow companies to engage their audience and establish a following.

Chipotle has quite a good grip on how to market to their TikTok audience. Partnering

with mega-influencer and Youtuber, David Dobrik, as well as various other influencers, Chipotle created the hashtag #ChipotleLidFlip that encouraged others to partake in a challenge. The challenge was simply to attempt and flip the tin lid of a Chipotle bowl onto the cardboard counterpart. TikTok influencers partaking in this challenge allowed Chipotle to gain exposure for their brand, as well as gain a hefty following on Chipotle's own TikTok account, which is now at over 1 million followers. The hashtag generated quite the traffic as well, with over 314 million views.



Because of TikTok's large audience, some may find it difficult to target one specific audience. This proves to be false, though. Marketers and advertisers are still able to target niche audiences that will be more receptive to their brand.

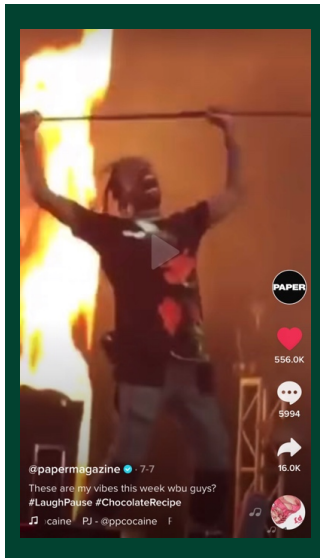
In order to appeal to the niche gym fanatic audience on TikTok, fitness apparel brand Gymshark created the "66 Days: Change Your Life" challenge. This challenge was created to inspire users to set a personal goal and try to achieve it in 66 days. The winner of this challenge was then promised a year's supply of Gymshark goods. The token hashtag #gymshark66 amassed a total of 191.3 million views.

Creating hashtags and sponsoring influencers is not the only way to gain a following and sell products through TikTok. Many companies have their own TikTok accounts where they post original content and interact with other users as if they are using their own personal account.



For example, PAPER Magazine creates relatable content centered around pop culture, using memes and sounds that are commonly used on stan Twitter and in fan edits. They also interact with other users by commenting on their videos. They break the divide between corporate business and the consumer. They feel more authentic and real, not robot-like and cold.

By curating original content on their TikTok, businesses are able to appeal more to the younger generation. By understanding that social media is the new frontier and isn't going away any time soon, marketers can use the platforms, especially TikTok, to their advantage and look and look at it as a great opportunity to grow their following.



TikTok is a force to be reckoned with. There is no question that it is one of the trailblazers within the social media universe. It has transformed the way not only everyday users look at social media, but businesses as well. It provides tremendous reach within such a diverse audience. TikTok is a game-changer and I don't think it's going away anytime soon (Thanks Oracle and Walmart!).

## PR Skills You Need to Succeed in Any Field

Alexa Grillis | @alexa\_grillis

Although most strategic communication students pursue internships primarily in the public relations or marketing field, I took a completely different path.

This summer, as well as last, I interned at a government agency in a role that was not specifically a strategic communication position. Despite this, I learned that the skills we possess as PR practitioners can be applied to many internship (and job) roles. These skills are universal and can be monumental in helping you succeed. Below is a list of skills that I have learned and perfected in my course studies and related extracurriculars that have allowed me to succeed in internship roles not related to PR.

### 1. Good Writing

As obvious as this may seem, this skill cannot be understated. Being able to concisely and clearly state what you are trying to convey is extremely important no matter what field you are in. Whether it is working on a project or writing an email, good writing is absolutely necessary for every field. You will have trouble making it far without it.

### 2. Branding

We all know good branding skills can make or break a company. Personal branding can likewise make or break you during an internship. Most internships only last for a few months. Your actions during those few months can determine whether or not the company will offer you a job in the future or offer their recommendation; therefore, it is integral to brand yourself as an asset to the company. Marketing yourself as a hard worker who is dedicated to the mission of whatever company you are working for will set you up for success. A bad personal brand will deter companies from inviting you back. You have to sell your personal brand as a good one.

### 3. Public Speaking

Whether or not your position requires you specifically to get up in front of people and present, there is much value in having the ability to do so. Currently, it is more probable

that you will have to get on camera and speak than actually being at the front of a room speaking. Regardless of the method, at some point during your experience, it is almost certain that you will have to talk to a group of people, and you will be the sole focus. PR practitioners are generally well-versed in this, which comes in handy all the time.

#### 4. Planning and Strategizing

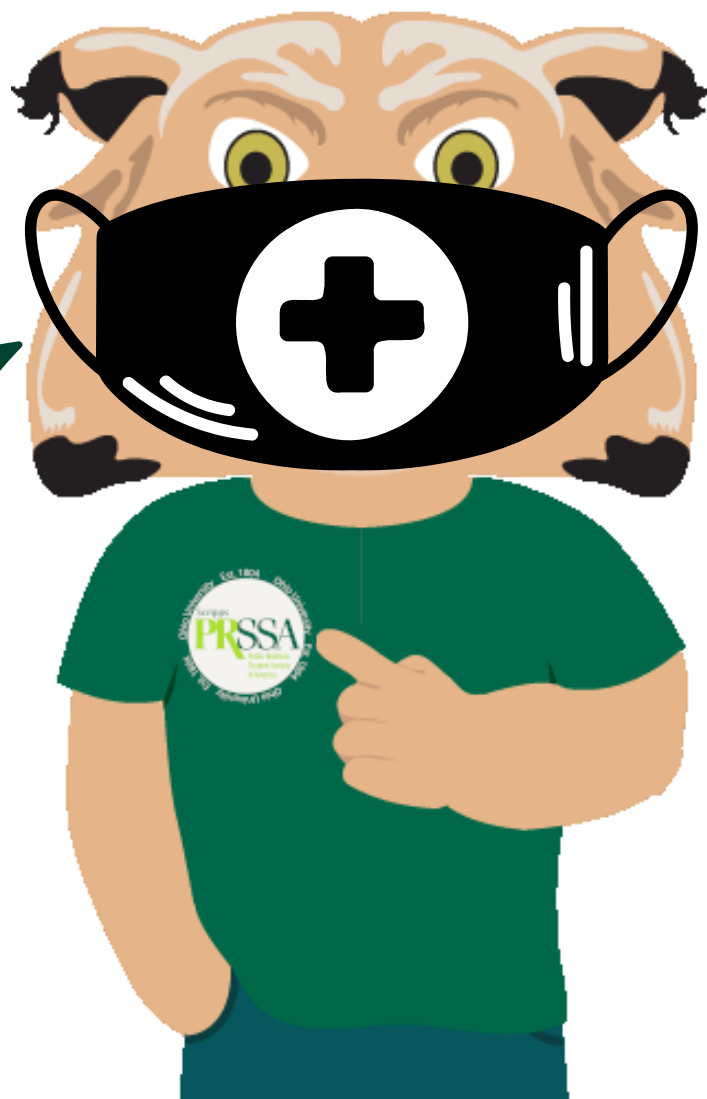
One of the core aspects of being a PR professional is the ability to plan and strategize. Without the capacity to effectively come up with a plan and put it in motion, the job could not be done. Internships of all fields require you to be able to plan and strategize in some capacity. That could be a specific project, or it could simply be planning out your day and strategizing how you will complete all the tasks you need to get done.

#### 5. Research and Analysis

Any position requires some type of research. This capability is another one that is core to the PR field, as well as almost every other field. You must know when research is needed, what kind of research to do, and what you need to get out of that research. Once the research is done, you need to know what to do with the information found and how to analyze the results. We are taught these skills as PR professionals, and they are needed in every field of work.

In conclusion, even if you have an internship or job in a company that is not related to strategic communication, you will still use PR skills. In most cases, these skills are absolutely necessary for success no matter your job title or position.

**Mask up,  
Bobcats!**

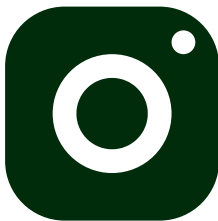




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