

The background is a solid maroon color. It is decorated with numerous circles and dots of various sizes and colors, including white, orange, dark purple, teal, and light green. The text 'PR' is in a large, bold, dark purple sans-serif font. Below it, the word 'Success' is written in a large, white, rounded sans-serif font. At the bottom, the text 'fall '21' is written in a smaller, dark purple, handwritten-style font.

# PR Success

fall '21



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# FROM THE EDITOR

Being Vice President of Public Relations for the National Outstanding Chapter has only grown to be more rewarding as I read through all the incredible work that our chapter members have put into this Fall 2021 edition of PR Success.

What's been most intriguing to me about this experience is being able to set a newsworthy tone and presence by giving all of our readers timely stories to see what this semester has been all about. This is a new beginning as we are back to a more normal in-person school life for the first time in forever! These stories dive more into the happenings of the Scripps PRSSA chapter and the industry. If you're an underclassman, unsure of where to start getting involved, learn from upperclassmen on their experiences and advice. Read a reflection from a student who has had a not-so-normal college experience this far. I know it's relatable for so many of us.

I would like to extend a huge thank you to Kat Keber for her amazing design skills, the writers for sharing their stories and Makenna Goad for being a huge help in the editing process. Now it's time for you to enjoy reading. I love the new look we are giving this publication and I couldn't be more proud to introduce this edition. If you love reading this, consider writing for us next semester. This one's for you, outstanding chapter!

☺♥+PR,

Kelly



OUTSTANDING



CHALLENGE



# ANNOUNCING

**A**t the 2021 PRSSA International Conference, Scripps PRSSA was awarded the Dr. F.H. Teahan Award for Outstanding Chapter. This is the fourth consecutive year the chapter has received a Teahan award and the second time winning Outstanding Chapter since 2018. PRSSA National has grown to over 300+ chapters around the world. Based on standards of community and university outreach, diversity and inclusion practices and service to members, Scripps PRSSA was recognized as the most outstanding.

Last year was a difficult time for all PRSSA Chapters. Our chapter faced many challenges, so the executive board had to find new ways to connect with members virtually. Every week, the chapter continued hosting meetings with industry professionals, allowing members to learn about different career paths and expand their network. The 2020-2021 Executive Vice President Alyssa Gormley saw virtual meetings as a chance to connect with professionals from across the country, bringing in

speakers from large companies like Dunkin' Inspire Brands, The Walt Disney Company and Converse. The virtual layout was also a new opportunity to hold collaborative events with other PRSSA chapters around the country. Scripps PRSSA continued providing both the peer and professional mentor programs as well as other member benefits that have been available in previous years.

As the current chapter president, it's so exciting to share this news about the chapter. Last year I saw how hard the executive board worked to make the most of an online school year. There were many obstacles to overcome, but we still made it an outstanding year. A special thanks to the 2020-2021 Chapter President Vivian Moussa for her leadership during a time when there were many unknowns. This award has motivated our chapter to work harder to find new opportunities for members while maintaining our Scripps PRSSA traditions. I'm so proud to be a part of this outstanding chapter!

*by Macy Cantrell*

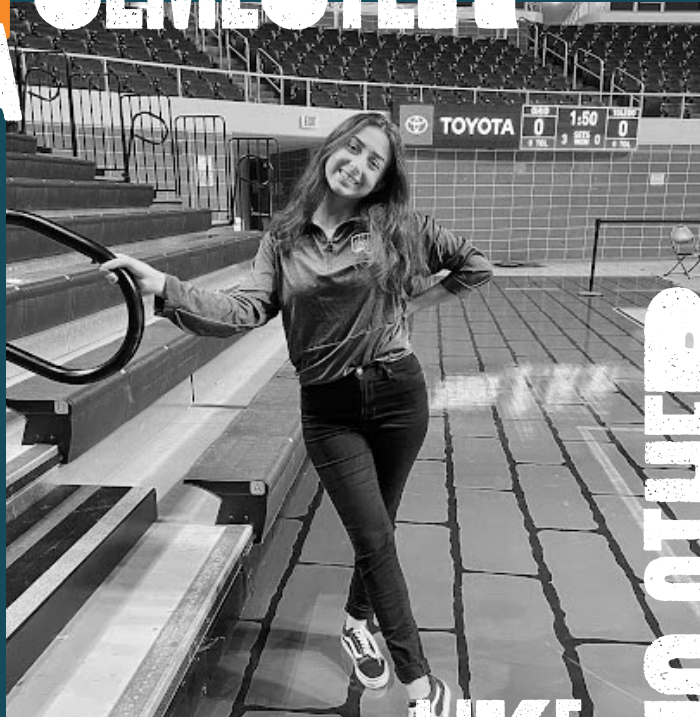
# PEOPLE





# SEMESTER

A



LIKE

NOTHING



*by Sam Spinale*

**T**here is a lot of preparation that goes into the first semester on campus. Whether that be buying some dorm décor or getting prepared for upcoming classes, there is always so much to do before the first day in Athens. A global pandemic was not something that I envisioned being on the top of my list to prepare for.

When the COVID-19 pandemic hit the United States, I was informed that I would not be on campus for my first full year of college. That was a scary thing to process. I would be missing out on a full year of growth, personally and professionally, and it would be almost impossible to make up for all that lost time.



When it finally came time to step foot on campus in fall 2021, I was more than ready. I had just finished a full year of online coursework and was happy to get to Athens and feel some normalcy again.

As I started to get more involved, something felt different. This was not the same feeling I had as a sophomore in high school. It truly felt like I was coming onto campus as a freshman. I had a full year of college under my belt, but I hardly knew anyone. On top of that, I came into my first semester on campus as a junior in credits, so I was technically a junior who felt like a freshman! It was a weird feeling to know that I would be arriving on campus having to start at square one, but I felt comfort in knowing that there were two and a half years of students on campus who felt the same way I did.

After a few weeks on campus, I started to feel a lot more comfortable with myself and my surroundings. I met new people and made new friends, but I felt like I was overloading myself with the number of tasks I now had to take on. Living on my own for the first time was no easy challenge, but now I felt like I was joining so much to make up for lost time, along with a full schedule of classes. I was burnt out at the end of almost every week just to make sure that I was building my portfolio. This lifestyle was something that I could not handle.

I had to learn to say no to some things and only take on what I knew I could handle. With the ongoing global pandemic, I quickly learned to prioritize

my mental health. It's important to be active on campus, but I learned to only stick around in things that I truly enjoyed. I found that I wanted to be a part of things that I could get truly involved with and make an impact in. Those were the organizations where I started to gain portfolio pieces, make new friends and see personal growth.

It was a hard realization to admit that I was overwhelmed and needed to step back, but it's something that I'm glad I was able to achieve. As a college student, balancing school, work, a social life and everything else in between is very difficult. Adding a global pandemic into the mix makes this experience more difficult. Learning to take time for myself and focus on my mental health was a necessary step in my college career and in this semester as a whole.

This has been a crazy semester for everyone and a learning process for many people on campus. I learned to change my mindset on certain things and step out of my comfort zone, while also focusing on my journey. It's easy to get caught up in what everyone else is doing, but I have to remember that not everyone's path is the same.

Along with focusing on school and my career, I was able to prioritize myself and my mental health while learning how to balance it all. I am still working on it, but during a semester where there are many unknowns, I am proud to look back and tell myself, "Look at how much you've grown."



# Scripps PRSSA is (finally)

Scripps PRSSA held its first official meeting of the semester on August 30 at 6 p.m. The chapter was so happy to finally meet in person again for the first time in over a year. Its members welcomed Cidnye Work to virtually speak as we all met in Schoonover 450. Cidnye received her Master of Higher Education from Ohio University in 2015. The chapter is proud to note that she is also a Scripps PRSSA alumna!

Cidnye currently resides in Austin, Texas and works as a University Recruiter for Facebook. During the meeting, she shared all of her experiences from early college to where she is today. Cidnye held three internships while she was a student at OU. Her internship roles featured public

relations, social media, and event coordinating. She also worked for Ohio University as a Programming Graduate Assistant for Campus Involvement. She then went on to be a University Recruiter for Virginia Commonwealth University, an Event Manager for the NC Convention Center, a Career Coach & Resume Writer for FlexJobs, to eventually land her role at Facebook.

Cidnye shared so many beneficial insights from her journey from job to job and state to state. One of my favorite quotes from Cidnye was "don't be afraid of rejection because you are not losing anything you had before." The chapter was so happy to have Cidnye as our first speaker and its members hope to hear from her again in the future!

# back on campus!

*by Demetra Miller*









# Using LinkedIn on the Spring Semester Job Hunt.

*by Kaleb Gongwer*



As seniors wrap up part one of the final year saga, they inch toward answering the question, “what’s next for me?” Due to the ongoing pandemic, nearly all career connections and opportunities emerge from the virtual world via social media and email tracing. If Bobcats are asking themselves this question, then they should probably know how LinkedIn could help.

One platform that I’ve recently immersed myself in and has helped me gain so much career insight and opportunity is LinkedIn. LinkedIn is the world’s premier professional network that connects the global workforce to ensure productivity and success. Through networking tools and job listings, pre-professionals can easily take the next steps to advance their career search with LinkedIn.

### **Network**

LinkedIn’s network feature allows users to make connections with other professionals based on work, involvement, location and interests. There is a virtual line of connections at users fingertips that allows them to have unlimited access to the professional world. When employers and companies of interest are reviewing a profile, one thing that will get their attention are mutual connections. When searching for companies on LinkedIn, the network informs users of Bobcats who currently have ties with that company. This allows users to take advantage of that feature by reaching out to them to gain more insight.

### **Jobs**

The job search on LinkedIn is tailored to exactly what users make of it. The “Jobs” feature offers a smart search based upon personalized filters. For example, I’ve been able to narrow down what positions interest me by filtering the type of position, location and setting up job alerts for those specific opportunities. The “Jobs” tab offers a skills assessment, a resume builder and interview prep features. Many of these jobs also provide “LinkedIn Easy Apply,” where the application is filled out based upon the profile and has minimal questions to answer. The “LinkedIn Easy Apply” feature is my favorite part of LinkedIn because of how timely application processes can be. Users are also alerted when an application is under review.

Spring semester tends to be the start of the job and internship search and being well acquainted with the tools LinkedIn provides could lead users to find out what’s next. I encourage all professionals to dive into networking, scope out opportunities and take risks on anything they could see themselves being a part of.






# CORPORATE *or* AGENCY

*by Casey George*


Throughout my four years as an Ohio University student and member of Scripps Public Relations Student Society of America (PRSSA), I have heard many diverse perspectives on agency and corporate PR. I have learned many pros and cons and developed my own opinions about what each has to offer. Whatever path a PR professional chooses, the options are endless.

Many professionals argue that the main difference between agencies and corporations is the way they are structured. Some believe agencies function at a faster pace than corporations, whereas others believe corporate work can move just as fast depending on the job.



It also depends on how quickly work can be approved in the company's hierarchical structure. At some corporations, it can take days or weeks to finalize work because it must be approved by multiple levels. However, at other organizations, work is sent to and approved by one person.

Another major difference between agencies and corporations is the work. At an agency, an account associate might work on multiple accounts with many different clients. They could also work in multiple industries at once: healthcare, finance, food, tourism, sports and more. Many professionals love the variety of work because it keeps the job interesting and there is never a dull moment.







Corporate professionals spend many hours learning about the company's leadership, culture and target audience. They become experts in their role and are very familiar with how the company makes money. This can be beneficial because they are likely to become an asset to the company quickly. Understanding the company's purpose and how it makes money, allows professionals to produce quality work more efficiently. It also allows them to be a mentor to new hires. The company's success depends on a cohesive work environment. Whether it's an agency or a corporation, ensuring there is a good culture is crucial for a positive work experience.

Working at an agency allows professionals to become comfortable communicating with multiple clients across different industries. They might not know everything about finance or healthcare, but if they are on those accounts, they will gain broad knowledge at a fast pace. Agency allows professionals to dive in and have their hand in many areas. This could be beneficial for young professionals who aren't quite sure what they're passionate about or are looking to be more of a generalist.

Whether professionals choose an agency or go the corporate route, they will sharpen their skills and gain a breadth of knowledge in PR and communications. There are endless opportunities at both corporations and agencies. There is something out there for everyone.

Students can learn what interests them by researching organizations and available jobs, as well as gaining experience in both corporate and agency PR. Internship and job postings usually always list specific responsibilities and desired skill sets, which makes it easier to understand if the opportunity is a good fit. A student's experience will not always align with the job's responsibilities, but this should not deter them from applying if it's something they are passionate about.





# INTERSHIP HUNTING 101

by Olivia Strauss



**i**nternship season is coming up fast! Soon, students will be filling out applications, sending in cover letters and scheduling interviews for a chance at a summer internship. There are some ways that students can prepare themselves for the upcoming internship season to place themselves ahead of other applicants:

### **Create a cover letter template**

Creating a different cover letter every time that students apply for a job can be exhausting. Creating a template will allow the job application process to be quicker and more efficient. Place elements into the cover letter that will always remain the same such as the name, title and contact information. From there, students can build out a template with career goals, personal skills and relevant experience that is catered to the company or internship that they are applying for. For a personal touch, students should consider matching the cover letter with a resume by repeating design elements such as font, color and perhaps even a personal logo.

### **Clean up the resume**

Each internship will have a different set of required and desired skills. Students can create experience descriptions and lists on the resume to match that of the employer. Make the resume as relevant as possible to the role(s) that a student may be applying for. If some of the experience is not relevant and will not help in an interview, it's best to leave it out! Remember basic design elements when designing a resume – color, balance, repetition, white space, etc. Think of ways that would make the resume stand out and make sure that it aligns with company or the role that they are applying for.

### **Update the LinkedIn**

LinkedIn can be an extremely useful tool in finding internships. Making sure the LinkedIn page has enough relevant information on it that it would help stand out if an employer viewed the page. Posting about academic successes, organization events and career interests can help employers see what a student is doing inside and outside of the classroom and what they are looking for in an internship. Keeping the page professional but consistent with a personal brand is important.

### **Network! Network! Network!**

Students shouldn't be afraid to reach out to companies directly and ask if they have any upcoming internship opportunities. Companies are looking for students that are highly invested in both the company and the role and who are actively pursuing relevant experiences. Don't be afraid to utilize LinkedIn connections and reach out to catch up and discuss internship opportunities and career paths. Mutual connections are beneficial in reaching other people, so it is important to not only build relationships with industry professionals but to maintain them on a somewhat regular basis. Using an updated cover letter and resume and reaching out is important—being prepared is impressive.

Finding an internship can be intimidating, but there are many steps that students can take to put themselves in the best position possible. It's important to be dedicated and relevant! Making sure that the internship of choice aligns with values is crucial. Most of all, good luck!



# FROM THE DESIGNER

I'm so excited to share the fall issue of PR Success with you all. From hosting our first in-person meeting since spring of 2020, to winning Outstanding Chapter, Scripps PRSSA has had an eventful semester -- this issue of PR Success serves to highlight our chapter's accomplishments and showcase the very best of our members' work.

These spreads have been handcrafted to compliment our contributors' fantastic articles, and it's my hope that each spread is a testament to the quality of writing I had the chance to work with. I'm so grateful to have the opportunity to design for work of this caliber each semester and encourage you to consider writing for our spring 2022 issue or contributing as a member of publicity committee.

XOXO Kat ♡



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*write for the next issue!*

