

# PR SUCCESS

Spring 2021



**fresh**  
**perspectives**

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# Letter from the President

I can't believe we have already made it to the final weeks of the semester! Despite this year being different because of the pandemic, time still flew by in an instant. I hope you all have been able to enjoy these last few weeks by walking through the cherry blossoms on campus or finishing up final class projects. As we wrap up the end of the semester, it's refreshing to reflect on all of our Chapter's accomplishments. Winning the Dr. F.H Teahan for Chapter Newsletter this fall, exemplifies our members and their continuous work to make our Chapter the most outstanding.

The 2020-2021 school year kept us all on our toes! Transitioning to a virtual environment was an adjustment for everyone, but we successfully pivoted our programming and were able to still offer members professional development opportunities. We collaborated with other PRSSA chapters to co-host virtual events, including a crisis communication workshop with the University of Kentucky, where members worked in teams to develop press statements after a rap battle between Ms. Cardi B and Ms. Nikki Minaj. We also hosted a social media career paths panel with Kent State University PRSSA, and welcomed guests from Pinterest, Sprinklr, Content Marketing Institute and Lucky Collective.

It's been an exciting year for Scripps PRSSA, and I hope you find light in this issue of PR Success: Fresh Perspectives. Our members contributed articles focused on both industry trends and personal experiences. From Jack's article on marketing to Gen-Zers on TikTok, Makenna's blog on ways to stay PRoductive and Hannah's reflection on her time as a member in the diversity committee, they all relate to remaining fresh and relevant — especially during a pandemic. Staying up-to-date on current trends and understanding ways to excel as a college student is crucial to success, and Fresh Perspectives offers members ways to succeed in the public relations industry.

I'm thankful for every person who has helped make this edition come to life! From the writers, editors and designers YOU are what make this organization the best. I'm so excited for you all to read this issue and I hope you enjoy it! I'm sad this will be my last PR Success issue as a college student, but I'm looking forward to graduating and continuing to cheer you on from the sidelines. I have no doubt Kelly will effortlessly take on the role of VP of PR and will thrive as Editor-in-Chief of PR Success.

Thank you to the executive board and all the members for dedicating your time to our Chapter! Keep on telling amazing stories and being the PR rockstars I know you all are.

All my best,

Vivian Moussa

# Letter from the Editor-in-Chief

Hi friends!

This is Kelly Lambers and I'm so happy to be writing to all of our lovely members.

I'm excited about this spring 2021 edition of PR success and I hope you enjoy it. I am the incoming vice president of public relations and editor-in-chief for PR Success. I have been a member of Scripps PRSSA since the first day of freshman year, which makes this the end of my third year in this wonderful Chapter I have served on special events committees and even as your previous vice president of member relations. I am so grateful I've had the opportunity to connect with each and every Chapter member. Scripps PRSSA has been a place where I've not only been able to succeed professionally, but also personally as well. I've been on the Bateman team and attended many meetings and events throughout the year. I have created lifelong friendships and learned skills that I wouldn't know of if it weren't for this organization. I am both happy and sad to start my senior year at Ohio University.

I have so many things I'm looking forward to within this role that I hope to add and improve upon. I want to give the publicity committee more opportunities to add to their portfolio and help lead projects. Through my previous experiences of building a website and leading a team in 1804, I hope to bring my insight to make this year so beneficial for our members.

I am so grateful for those who served in this position before me, as they've paved the way and taught me so much. I'm looking forward to this opportunity and can't wait to see where next school year takes our chapter! I hope you enjoy our spring edition of PR success because we've got some great content for you.

Best,

Kelly Lambers



# e.l.f. and Chipotle's Revolutionary Collab

Laine Dannemiller | @lainedannemill1

Brands across all industries are constantly fighting to break through the noise in modern media. The challenge of staying relevant and updated on what's in and what's out is an uphill battle for any brand to conquer. Collaborations between brands have proved to break through the noise and keep the consumer captivated by a product or service. However, the cosmetic and food industries have shown that collaborations between unlikely pairs can generate immense amounts of success. e.l.f. Cosmetics and Chipotle are one of these unlikely pairs that have recently set the bar in brand collaboration and have achieved great brand awareness while doing so.

On March 10, e.l.f. cosmetics and Chipotle debuted their second limited-edition collaboration that not only includes makeup products, but also the menu item, "Eyes, Chips, Face" bowl at Chipotle. The makeup collection has four products based on Chipotle's menu: Make It Hot lip gloss, Extra Guac face sponge set, the Eyes Chips Face makeup bag and a 12-color eyeshadow palette inspired by staple ingredients used at Chipotle.

Although this collaboration may seem surprising, the two brands share similar values, which they've leveraged for this collaboration. According to Tressie Lieberman, Chipotle's VP of digital marketing, Chipotle is, "Always looking for ways to lead culture and stay top of mind among Gen-Z consumers. One of many ways we accomplish this is through unexpected partnerships with brands that share similar values." E.l.f. is a vegan brand – meaning that the company doesn't test any products on animals.

Similarly, Chipotle sources all of its meat and produce from sustainable outlets. Kory Machisotto, e.l.f. CMO, said the "Eyes, Chips, Face" bowl "celebrates our dual commitment to support plant-based lifestyles and responsibly sourced products, and features fresh and real ingredients." Both brands are also widely known as innovators within their industries, especially over the past year due to their ability to market on the social media platform TikTok. Marchisotto described it as, "When you break out of the constraints of what you're supposed to do within a certain industry and outside of outdated perimeters, that's when the magic really happens."



The concept of cosmetic brands and food brands collaborating to increase brand awareness is fairly new to the U.S.; however, it has already become widely popular in China. L'Oréal and KFC collaborated in China to promote a "milk tea" toner by having pop-up shops in December 2020.

Other examples include a variety of milk tea and bubble tea brands in China teaming up with Fenty Beauty, Clarins, and Clinique.

In general, brand collaborations are an effective way companies can increase brand awareness. To push through the noise and sustain top of mind awareness among Gen-Z, which is arguably the most important generation of consumers at the moment, unexpected brand collaborations could be the future in achieving this. "E.I.f. and Chipotle both operate in the zone of disruption and breaking boundaries and moving outside of the expected," said Marchisotto. Today's consumers want to buy from brands that are doing exactly that.

## Ways to be PRoductive

Makenna Goad | @goadmakenna

Stuck in an endless loop of work and school? Looking for ways to stop procrastinating and get the most out of your day? Here are some tips and tricks to boost your productivity!

### 1. Set small, realistic goals for yourself.

As internship and job searching season begins, large projects and tasks seem extremely daunting to most. In order to make this scary raincloud of work seem less worrisome, breaking up large projects into smaller tasks and goals can alleviate stress, resulting in greater productivity! Before setting up timelines, break up key pieces of information and then estimate how long they will take you to accomplish. Understanding how much time you will need to accomplish a goal will allow you to put it into perspective and make being productive way easier!

### 2. Stop multitasking.

With most classes and meetings being conducted online, it has been easier to multitask and get distracted by other tasks.

It may seem that working on various tasks at one time can be considered productive, but it is actually the opposite. Diverting your attention across multiple tasks or assignments can be exhausting and causes you to expend more energy than you need to. Try sticking to one task at a time and see how much more refreshed you feel than if you were to attempt to complete multiple tasks at once!

### 3. Get out and get some exercise.

As warmer weather quickly approaches, along with internship season, getting out for some fresh air or exercise is more important than ever. Exercise has been proven to increase alertness and reduce stress levels, thus increasing productivity. Personally, going for a walk always helps me take a moment for myself and prevents me from mental burnout!

### 4. Take care of yourself.

Having multiple tasks to accomplish each day can be very draining as the weeks and months creep along. Make sure to reflect on your personal boundaries and stick to them. Get enough sleep so that your performance is not affected and you are able to concentrate not only your work, but on yourself. Taking time to indulge in hobbies or simply spending time doing something that interests you can be the perfect recharge to set you up to complete your tasks efficiently and effectively.

### 5. Don't be afraid to delegate or ask for help.

Personally, I find asking for help really difficult, even when I am in dire need. Even delegating can be difficult for me because my tasks are no longer in my control – but this is okay.

Letting go of the reins will help relieve you of built-up stress and in turn, increase your overall productivity.

You won't have to worry about trying to accomplish large and tedious tasks alone. Reaching out is the first step in improving your overall workload as well as your overall mental health!

## Being “Type B” in a “Type A” Public Relations World

Alec Charron | @aleccharron

School was a challenge for me from the start. In elementary school, I showed little-to-no effort to finish homework, math was completely out of my realm and I was constantly forgetting things (I was that kid who was always getting called down to the office because my mom was dropping off something I forgot).

In fourth grade, my parents and teachers noticed a pattern. I was then thrown into a testing room with a strange lady who asked me to do certain tasks and talk to her. Shortly thereafter, I was diagnosed with Attention Deficit Disorder (ADD).

I remember crying when my parents explained what ADD was—I was confused, I didn't want to be in “remedial math” and above all, I didn't want to be different from my peers. My parents tried to reassure me, but I felt like an outcast.

My educational struggles only worsened in middle school. Bad grades, missing assignments, late to school, behavioral issues with teachers—you name it. I was the problem child. Shortly thereafter, I was also diagnosed with depression and anxiety disorders.

In high school, my grades gradually started improving, I got involved in marching band and the school paper and found a good support system. Things were looking up.

I came to Ohio University as an undecided student. I knew I liked writing (it was the only school subject I was consistently OK at in school) and wanted to pursue it in some aspect. Fast forward to the end of my second year, I declared my major as journalism strategic communication and became involved with Scripps PRSSA. PRSSA was an amazing opportunity for me to get familiar with my major and build a professional network. I knew I made the right decision by joining. However, I also recognized that I was different from other members.

A quick Google search says that someone who has a “Type A” is ambitious, has high energy and is competitive. “Type B,” however, is someone who is easygoing and generally not competitive.

If it isn't obvious, I'm very Type B. I felt as though I were swimming in a sea of Type A individuals—students who had three internships and a full-time job lined up by the end of college.

I thought I'd never fit in or achieve this level of success. I didn't have the drive or motivation—and most of the time my anxiety prevented me from putting myself out there (hey, imposter syndrome). All the feelings I felt after being diagnosed with ADD in fourth grade came flooding back.

I was delighted to discover that my doubts did not come true. Instead, I found an amazing group of individuals to call my friends—ones who lift me up, cheer me on and understand my struggles.

... “  
**I no longer felt  
like an outcast.**  
” ...

Are some people better with deadlines than me? Do some have the ability to stay consistent with a planner? Are some more motivated than me? Yes, yes and yes. That doesn't mean, however, that I'm not deserving of success! I may have a different way of working, but that doesn't mean I won't try my hardest and exceed expectations. Now, I even have a full-time job post-graduation with a company that shares my values.

If you're struggling with the same feelings—like you don't belong, or lack the motivation to do your best—you aren't alone. The world of public relations is sometimes filled with ambitious, competitive go-getters who go above-and-beyond in every aspect. Just because this is true doesn't mean that you can't achieve success in your own ways.

Recently, a mentor told me that your career isn't "finite," and it couldn't be more true. There are a million different ways to start your career and whatever path works for you is perfect.

## Discovering My Home During the Pandemic

Hannah Lelis | @hannah102

It's safe to say that this past year had its ups and downs. At the beginning of COVID-19, I was soon-to-be incoming freshman at Ohio University. As my first semester of college approached, I was told I would have to stay home for the first month of the semester. While I realize this was the best decision for the Athens community, it took a great effect on my mental health. When the semester began it became apparent how challenging it was to find friends in a virtual environment.

With my friends at home left to go to their colleges, I decided it would be in my best interest to join campus organizations to connect with other students. The first organization I joined was Scripps PRSSA. I did not know what to expect before the first meeting, but I was looking to make new friends through the organization, and in need of a creative outlet. While at home, I worked almost full-time as a customer service representative alongside being a full-time student. I needed time away from my busy schedule to focus on something I am passionate about.

After a few meetings with PRSSA, the executive board strongly encouraged joining a committee. I was hesitant as my busy schedule already made it difficult enough to come to the regular Monday meetings, but the diversity committee caught my eye. I have always felt strongly about the diversity in schools and in our community and the diversity committee allowed me to connect with those who have a similar interest.



I was able to work with the other members to create panels that would help educate and unite our student body. I loved being able to use my passion to help spread awareness and make new friends.

Organizations like PRSSA helped me feel grounded during the pandemic. At times, things would get hectic, but I would remind myself about all the good things in life such as PRSSA and felt like I had myself together. While the Scripps PRSSA diversity committee is such a small aspect of my life, it has made such a big impact on me this past year. It reminds me of my purpose in life: to make sure everyone feels included and represented and lives a life they are proud of.

## It's Time for Marketing to Trust Gen-Z

Jack Hiltner | @jackhiltner

I don't fly often, and I haven't traveled abroad for the entirety of the COVID-19 pandemic, so why is RyanAir, an airline that specializes in affordable flights abroad, always on my social media feed? I don't follow them, I've never purchased a flight from them, and to be quite frank, I had never heard of them until early this year. They appear on my "for you page" (FYP) on TikTok at least once a day and get hundreds of thousands, sometimes even millions, of views. I will admit, RyanAir is the first airline I've seen roast its customers, and I'd happily watch them do it again.

While they have mixed reviews on the actual quality of their flights and services, RyanAir has targeted a generation often overlooked, and they've done it flawlessly.

An airline service spoke directly to Gen-Z through the app despite a pandemic and succeeded in earning their business. A demographic that was either too young or too inexperienced to be considered a serious audience is fueling marketing campaigns. The airline has their own hashtag and while the account has amassed just under ten million likes on their content, their hashtag has nearly 150 million views.

One company that chose the sponsored advertisement route is TurboTax, a software program that specializes in simplifying tax returns. Normally, it would be seen as prime placement, but this is an app largely dominated by teenagers and college students, not the average 9-5 worker. The age and labor demographics aside, there's a silent stigma associated with sponsored ads on the platform too. Users of the app often comment on entirely unrelated subjects, with the occasional jab at the product being advertised. Now, that's not to say that young professionals don't exist on the platform, they're definitely present. TurboTax's approach likely didn't resonate with the proper users, and for that, the advertised service missed its target audience.

While TikTok has faced an onslaught of security concerns, and that's bound to happen with 1.1 billion monthly users, it always seems to come out on top. Users are drawn to the interactive creators and direct contact with other people just like them. For a sizable amount of well-known content creators on the app, their channels started small, with little to no outside influence.

Different trends across TikTok have emerged too, and with no two For You pages the same, the stream of videos appears to show no end in sight.

Appealing to various audiences and working in collaboration with TikTok's unique algorithm, people from across the globe have the opportunity to cultivate communities and diversify others' worldviews. If the concept of endless 15 to 60 second videos didn't appeal to users, we would know by now, and the app likely wouldn't have over two billion downloads. The fact that teenagers and young adults can have tens of billions of likes, engagements and a platform reaching hundreds of countries all from the comfort of their home seems like reason enough for marketing tendencies to change. Additionally, one doesn't need to have millions of followers to receive millions of likes, the algorithm made sure of that.

Advertising campaigns either go phenomenally well or bite the dust on TikTok. The difference really comes down to who's on the FYP versus those who use sponsored ads, and the results are blatantly in the comment sections. Companies and marketing firms can spend money to land a spot in the limelight of the opening page, or they can shift their approach to generating an organic audience. Authentic interactions come from authentic content. Teenagers do it every day, sometimes without even realizing it. Advertise your product all you want the traditional ways, but keep in mind that there's still young adults generating millions of views, clicks and engagements without batting an eye.

I'll be very candid, TikTok can be a brutal platform especially for advertisers, influencers and various corporate brands. Posting content that doesn't align with the beliefs of your audience can lead to reports, suspensions and being "canceled" by your viewers.



For the companies that produce unique content and actively interact with other companies and users in a genuine manner, marketing successes similar to RyanAir can emerge. In the midst of a pandemic, a brand in international travel gained recognition without actually advertising what they have to offer. RyanAir chose name recognition as their primary focus and when it's safe, a platform with hundreds of millions of young users itching for cheap travel will remember one more name.

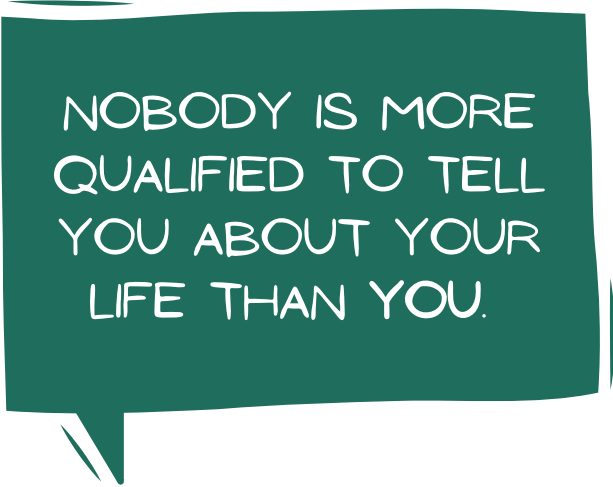
## The Importance of Trusting Yourself

Rebekah Green | @rebekahgreen01

Like many others, this last year has been an eye-opening experience. I spent countless hours completing my coursework from my childhood home. While many others returned to campus, I spent my time seeking internship opportunities, only to realize that I needed a break and decided to take up hobbies that have been on my resolution lists for several years. A lot of this time I spent questioning if I was doing my life "right."

I found myself thinking, "Should I have returned to campus? Everyone else looks like they're having fun. I'm missing out! Is it the right decision to graduate early? Even if I have the required credits, should I find a way to stay for the four years I am supposed to? I'll miss out! I need an internship! How else will I get a job in the future if I do not have one this summer? Who cares if I need some time for myself – I'll be missing out!"

I don't think I am alone in situations similar to these. There are many things we think we are *supposed* to do or we see things other people do, and feel an urge to follow in their footsteps. I love advice and enjoy talking to people about their experiences. Nevertheless, I've found it hard to understand I don't need to do something *just because* someone else did. Learning to ignore senses of competitiveness or over-involving myself have been hefty tasks, but it has taught me so much more about life:



NOBODY IS MORE  
QUALIFIED TO TELL  
YOU ABOUT YOUR  
LIFE THAN YOU.

Embrace who you are, where you are now and where you want to be. Recently, I found it challenging to forgo an opportunity even though the role did not exactly line up with my values, and there was a lack of passion for me. I felt a pressure to take the next step that was expected of me, even though I knew that it

would take up more of myself and my time than the boundaries I have set would allow. But I did it – I said no. Admittedly, I did not feel great. However, I was proud that I trusted myself enough to know that it was not a position for me.

Implementing a system of personal values and boundaries has been helpful in learning how to trust myself. These are things that you find hard to compromise on because they are a core part of how you approach life.

Here are some questions to ask yourself to define your values:

1. Which achievement or experience of yours makes you most proud?
2. How do you spend your time?
3. What content do you consume?
4. What makes you joyful? What makes you angry?

There are many other questions you can ask yourself or online journal prompts, but those are some considerations to initially ponder. When it comes to boundary setting, consider how you want your association to work, school or relationships to look. There are plenty of easy-to-find resources and ideas of how to explore those, as well.

Defining these principles allows us to stay true to ourselves and trust who we are when interacting with the world. Although it can be a difficult process with others' lives and their experiences tend to surround us, it creates a meaningful relationship with yourself that holds value and authenticity. You have the capabilities to do anything you desire, so use those powers and trust yourself.

# Clickbait: Transparency and Civility Online

Lindsay Wielonski | @lwielonski

Some would say that there's no such thing as bad publicity. Do you agree?

A recent situation involving a controversial Tweet from Burger King made me re-think my answer to this question.

With the intention of promoting its new culinary scholarship, Burger King tweeted "Women Belong in the Kitchen" on International Women's Day. The company then replied to the tweet with: "If they want to, of course," and included statistics about gender inequity in the restaurant industry. The company is now facing backlash.



Let's face it: the tweet was an attempt to challenge a sexist stereotype gone wrong. Although the brand may have had intentions of supporting women who hope to pursue a career in the culinary industry, the process that was used to communicate about the

scholarship negatively impacted Burger King's image and has upset and offended customers in the process. Because of Burger King's actions on social media, many people now have a negative impression of the brand.

Many customers were upset about the use of a sexist hook as clickbait for a campaign. Clickbait, or a "sensationalized headline that encourages you to click a link to an article, image, or video." (gcfglobal.org) is everywhere on the internet. It allows brands to increase their engagement online – but at what cost?



**Is gaining a certain amount of clicks worth it if customers' relationships to a brand are negatively impacted in the process?**

This situation got me thinking about the use of clickbait in online advertising, public relations and social media campaigns. It made me ask myself questions – how can brands produce interesting, timely content without sacrificing transparency or civility?

I decided to ask Macy Cantrell, Managing Director of the civility-promoting campaign Cultivating Change, to weigh in.

**Q:** Is there such a thing as bad publicity?

**A:** Bad publicity absolutely exists. Especially in Burger King's situation, their recent actions do not reflect the company in a positive way. Even after taking the



tweet down and apologizing, all the media coverage still centers around the huge mistake that was made. Brands need consumers to know that they are educated and understand important issues such as representation in the workplace.

**Q:** Do you think Burger King handled the situation effectively? Is there something you would change if you were on the social media team?

**A:** I don't agree with how Burger King handled their initial message about women in the kitchen, but they handled the backlash the best they could. If I were on the social media team, I would have called attention to the language and its meaning before the tweet was posted.

**Q:** How can brands produce interesting, timely content without sacrificing transparency or civility?

**A:** Create an environment where employees can express their ideas/concerns in a civil way without bringing others down. There's a possibility that an employee knew the tweet would be interpreted poorly but didn't feel comfortable sharing their ideas. It's crucial to have a diverse work environment where employees can have civil conversations about why something may be seen as offensive.

Brands absolutely can and should create content that is simultaneously engaging and civil.

# TAKE NOTE!

## Lindsay's tips for authentic brand communication

- 1 Bad publicity exists! Good and bad attention are two separate things.
- 2 Don't sacrifice customer relationships for a certain number of clicks.
- 3 Handle mistakes with authenticity. Own up to your mistakes and make a commitment to make them right.
- 4 The key to great advertising starts with a group of educated, informed, sensitive, diverse, well-rounded individuals who are comfortable sharing their ideas.

# Bateman Competition Recap

## **Megan Parks | @meganparks99**

The Scripps PRSSA 2020-21 Bateman team consisted of managing director Macy Cantrell, creative director Kat Keber, data analyst Megan Gordin, event coordinator Kelly Lambers, and social media coordinator Megan Parks.

From October 2020 to April 2021, the team compiled research and implemented the strategic campaign, Cultivating Change: Planting the Seeds of Civility. Cultivating Change raised awareness about the importance of civil discourse in the workplace and pre-professional organizations and set forth initiatives to improve this across Ohio University.

Though the COVID-19 pandemic created unprecedented obstacles, the team was able to analyze the new environment and make the necessary adjustments to take on this challenge. Throughout implementation, our team successfully held a combination of socially-distanced in-person events and virtual events.

The team partnered with local businesses in the Athens community, including Hyacinth Bean Florist, Jackie O's Pub and Brewery and Whit's Frozen Custard's Athens location. Cultivating Change organized collaborations with Scripps PRSSA, Student Alumni Board and OHIO's official social media team to virtually promote our mission. Our Plant the Seed in Politics panel, consisting of representatives from OHIO College Democrats, OHIO College Republicans and OHIO College Moderates, engaged students in the topic of civil discourse in politics.

Members of our team virtually met with OHIO Student Senate to discuss what further action could be executed at OHIO to encourage students and pre-professionals at OHIO to remain civil during public discourse, as well as educate them why such matters are so important.

The team would like to thank everyone who supported and engaged with the campaign!

# 2021-2022 Executive Board



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# Farewell, Seniors!



**Alec Charron**



**Vivian Moussa**



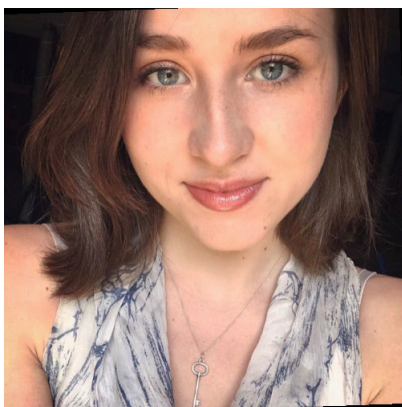
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# Let's Connect!



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