

PR SUCCESS

Summer 2017



Creating
Impactful
Leaders

Learning to
Lead in
Collaboration
With Others

The
Freelance
Intern



CONTENTS

- 1** Learning to Lead in Collaboration With Others
- 2** Creating Impactful Leaders – 2017 PRSSA Leadership Rally
- 3** Spicing up Monday Nights
- 4** 1804 Communication
- 5** The Freelance Intern
- 6** Stay Connected

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Learning to Lead in Collaboration With Others

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On Sept. 7, four executive members of Scripps PRSSA took a trek to Columbus with the intention of networking with executive members from other PRSSA Chapters in Central Ohio. They attended “Leadership Rally,” a collaborative workshop focused on fundraising, recruitment and programming. The rally was held at Fahlgren Mortine, an integrated marketing agency and was led by two members of the Central Ohio Public Relations Society of America (COPRSA), as well as Heather Sheppard of Fahlgren Mortine.

As the leadership rally began, it was apparent that those who were in attendance wanted to grow their organization and develop a way to collaborate between Chapters because, after all, two heads are better than one. After enjoying some light refreshments, those leading the conference split the students into three groups based on topic (fundraising, recruitment and programming). Each group was given time to talk about what they do in their own Chapters regarding each topic as well as any struggles they might be experiencing.

Don't Just Listen, But Learn

Scripps PRSSA executives prided themselves in explaining their excelling strengths and listened carefully to other Chapters strengths in attempt to improve any weaknesses we might possess. This allowed each student at the leadership rally to gain valuable insight into how their Chapter does things well, in addition to where there is room for improvement in some of their current methods of leading.

Not only did everyone at the rally learn what their Chapters' weaknesses might be, but how to strengthen them. There were instances where some Chapters were struggling with member retention and engagement. This weakness was discussed by members from different Chapters and solutions were suggested to those struggling with these weaknesses. This provided the opportunity for each Chapter to learn about retention of membership, whether it was their weakness or not. Collaborating with these other Chapters became extremely important in understanding how to better our own.

Let's Get Collaborative

As we were sitting, listening and learning from each other, there was something that became extremely obvious – collaboration might just be one of the most important tools one can use to improve themselves or something that they believe in. There were solutions and ways of leading that Scripps PRSSA was exposed to that might never have been discovered without the ability to collaborate with other students.

The opportunity to work with and learn from other students shouldn't be taken for granted. It is a tool that can be extremely beneficial to many people. Those who attended the conference came to a consensus that collaborating with other PRSSA Chapters or even other organizations at Ohio University can reap a number of benefits. Moving forward, Scripps PRSSA will be consistently looking for ways to work together with other PRSSA Chapters or Ohio University organizations.

“As you navigate through the rest of your life, be open to collaboration. Other people and other people's ideas are often better than your own. Find a group of people who challenge and inspire you, spend a lot of time with them and it will change your life.” – Amy Poehler

“The opportunity to work with and learn from other students shouldn't be taken for granted.”

Creating Impactful Leaders – 2017 PRSSA Leadership Rally

Erin McMahon | @emccmahon1

Each year, student leaders from PRSSA Chapters across the country gather together in Scottsdale, AZ. It's not to explore botanical gardens, take photos with cacti or bask in the Arizona heat. This weekend is for Chapter leaders to come together and discuss their favorite topic – public relations and more specifically, PRSSA.

I've been involved with PRSSA since my sophomore year but had never had the chance to attend a national, regional or local conference. This year, I was fortunate enough to represent the Scripps PRSSA Chapter at the 2017 PRSSA Leadership Rally in early June. While I couldn't have been more excited to attend my first PRSSA conference, I certainly was a little nervous. Would people know I was new to the conference? What would I talk about as the vice president of the Chapter? Did I have enough business cards in my bag?

All of my nerves faded away on that first night of the conference, when I suddenly realized that I was surrounded by amazing students who were equally passionate about PR and PRSSA. This may sound a bit nerdy, but talking with my peers about PRSSA best practices – including fundraising tactics, social events and speaker presentations – was exhilarating. I knew I was in the right place to learn for the weekend.

While I learned so much about professional networking and fundraising at the Leadership Rally, my biggest takeaways came from discussions surrounding leadership styles. As important as it is to make sure that PRSSA Chapters can work cohesively, it's crucial that the leaders within the organization understand their personal style in order to best support members.

The first Leadership Rally session centered on the topic of transformational leadership, a concept I was completely unfamiliar with before the conference. These innovators, movers and shakers inspire positive changes in those who depend on them for guidance and genuinely connect with the values of others. They know what sparks those who follow them and understand what drives them to action. They challenge the traditional model of doing things and continuously improve with a focus on the future.

In addition to talks about transformative leaders, we also touched upon the subjects of delegating, teamwork and dependability. While these aspects seem crucial for any organization to function, we never fully utilize the resources we're surrounded by – whether it is our faculty advisors, executive board or Chapter members.

I feel that as student leaders, we often forget to take the passions of our members, associates and peers into consideration. Because college is about finding what excites you and ultimately, getting a job, we are so overwhelmed with making sure our needs are met and hoping that others will benefit in the same ways. It's not that we don't care; generally, it's just easier to only evaluate our personal strengths and drives.

However, it is crucial that we inspire others. The end goal of an organization like PRSSA is to help students land careers where they feel fulfilled by their work and excited to make a difference. If executive boards across the country take on roles as transformative leaders who delegate, support and motivate, we can create supportive learning environments where members feel driven, passionate and inspired by their peers.

PRSSA has supported and encouraged me to become a better leader – and the annual Leadership Rally was just one aspect of my growth through the organization. I was inspired to come back to campus this year and not only tell my peers about what I learned, but live the ideals of a transformational leader and instill these leadership qualities in our executive board and Chapter members. The Leadership Rally taught me it's not about creating strong individual leaders, but bringing out the leader in everyone to create an inclusive environment where sharing goals and ideas make impactful change.

Spicing up Monday Nights

Taylor Dilley | @taylor_dilley

Scripps PRSSA is known for hosting a professional speaker every Monday night at 6 p.m. in The Friends of the Library Room. That concept will never change, but our content needed freshening up. For the 2017-18 school year, we are bringing in a wider variety of speakers who will teach tactical skills and workshops.

While it's incredibly important for students, especially incoming underclassmen, to hear about creating resumes, making sure to use LinkedIn and getting an internship, we also must remember our members that have attended nearly every meeting and are ready to apply new skills.

This year, when reaching out to speakers, we work with them to create a unique presentation that covers anything from their career journey, a specific case study, their hiring process or a skill they wish they learned earlier. This way, we ensure that each meeting is providing new and fresh information for our members who can now go out into the world with vast knowledge before even reaching those higher-level classes.

Along with fresh content, our speakers are now encouraged to teach skills, tips and tricks they use in their everyday work. The meeting becomes interactive as well as useful in the future. We've taken notes from years past, like mock press conferences, diversity panels, and InBound Marketing how-tos. We strive to continue programming just like these and take our program above and beyond.

As professionals and friends of Scripps PRSSA, you are valued and asked to return to Athens to share your knowledge and abilities. Do you find yourself missing Athens, OH? Do you want to give back to the organization that gave you so much? Doing something so cool you just have to share it? Consider coming back (or via Skype) to present about your career!

We're looking forward to an exciting year full of lively, educational meetings and would love for you to join us.

1804 Communication

Maura Anderson | @agentmanderson

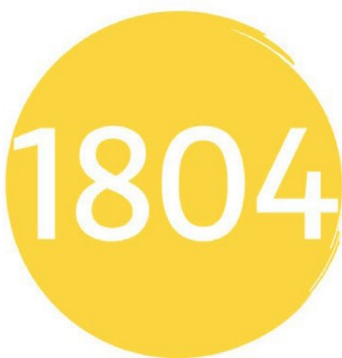
In our last issue of PR Success, we announced the exciting merger of ImPReSSIONS, Scripps PRSSA's student-run firm, and ThumbPrint, Ohio University Advertising Association's student-run firm, to create an integrated marketing and communication agency called 1804 Communication. This decision was a product of our new commitment to the creation of a united front for Strategic Communication students. Our track in the Journalism program tends to lack representation, so we are doing all that we can to ensure our members are receiving as much hands-on experience, skill-based education and professional development as possible. Though our firm is still officially affiliated with PRSSA, it is an extremely close partner and ally to Ad Club as well. 1804 Communication exists so students from any major or skill set can get a head start on their career, so naturally we want our members to be involved in any other such organization that will help them, particularly Ad Club and PRSSA.

Last year, PRSSA focused on the "Two Halves of a Whole" theory of unison between firms and chapters, and now we are taking that one step further. By including Ad Club and 1804 in this united front, we can diversify our members' skills and offer our clients a full service experience. It's helpful for students to be exposed to more than one aspect of communication, so after their time here they are aware of all their career options and have an understanding of their preferences. All three organizations highly encourage participation in the other counterparts to help share membership.

To begin the semester, we recruited new students at involvement fairs with one pamphlet advertising all three organizations. Then, we hosted two identical information sessions where we introduced all three organizations in one meeting. We stressed how beneficial each one is, and how joining all three can really strengthen your abilities and set your résumé apart. The three organizations now even cross-promote each other's meeting times, events and successes at meetings, on social media and email announcements. We hope by working together, we can provide students with an abundance of opportunities to learn and network.

"We hope by working together, we can provide students with an abundance of opportunities to learn and network."

My position in 1804 Communication plays an integral role in maintaining a close relationship between the firm and its partners. As the Director of Culture Engagement, it is my job to act as a liaison between PRSSA, Ad Club and 1804. I am required to be a dues-paying member of each organization and I attend the weekly meetings of all three groups. By being a welcoming representative at every meeting and event, I can actively engage with students and guide them toward opportunities they might not know about. I also work closely with the clubs' respective executives to keep everyone informed and working harmoniously. To avoid scheduling conflicts and other issues between the groups, I act as a point of reference and a messenger, and work hard to keep morale up and involvement high.



In this coming year of transition, trial and error, our main goal is to enable our members to seek their full potential through multiple channels. Their feedback and growth will help us continue to improve all three organizations, and cooperation and collaboration can put us all at an advantage.

The Freelance Intern

Cade Fleming | @cade_fleming

Did you miss out on getting a summer internship, and feel discouraged while your PRSSbaes were posting their own internship experiences on social media? If your answer is yes, this article is for you. I am going to talk about being a freelance intern. What is a freelance intern? It is someone who networks their way into opportunities within the realm of strategic communication. It results in resume building, portfolio pieces, interview experience, a more diverse understanding of the PR world and even gives you a paycheck; or better, free food.

Scripps PRSSA and ImPReSSIONS inspired me daily throughout my freshman year and gave me the confidence to move to Columbus, Ohio for summer 2017 instead of going back to my small, rural hometown. A paid internship was unlikely, so I found a job in Upper Arlington. I created a list of goals to reach by summer's end, which became the foundation of my freelance interning adventure. I overhauled my resume, professionalized my personal brand on social media, created a LinkedIn profile and networking ensued.

At the end of May, I interviewed with Integrated Marketing Solutions, a privately held marketing and advertising agency in Columbus. IMS, owned by a Bobcat alum, hired me as an event staff intern, and within a week I had my first freelance intern gig locked down. I spent the next weekend working a private event for the PGA Tour's Memorial Golf Tournament. Working here allowed me to network with representatives from Ameriprise Financial, Ketel One Vodka, the Columbus Zoo and Deaf World Against Violence Everywhere (DWAVE). I was also fed meals, shuttle bussed to the event and paid.

My next adventure was a day of job shadowing at Fahlgren Mortine, a large integrated advertising agency headquartered in Columbus. I did this by staying in touch with Marty McDonald, the Executive Vice President of Fahlgren Mortine, after meeting her at PRSSA. I toured the office and had a series of one-on-one conversations. I talked to recent OU alums and the internship coordinator for Fahlgren Mortine. The coordinator offered advice on what they look for in an intern, and talked about the culture of the company. Job shadowing is something email correspondence simply cannot match.

My final opportunity came when I responded to a message from fellow Bobcat, Brigitte Meisse, who reached out to a group of PRSSA members. This turned into me spending a weekend working in the media center at the Mid-Ohio Sports Car Course for the Honda Indy 200. I worked with Green Savoree Racing Promotions and their promotions team from Toronto, Canada. I worked with press conferences, international journalist, victory circle celebrations for race winners and created content for social media. I met the CEO of the International Motor Sports Association, the sanctioning body for North American auto racing. I even stood near Archie Griffin, David Letterman and billionaire Roger Penske all at one point during the weekend.

I encourage anyone who feels discouraged because of not obtaining a summer internship to utilize the gift of summer break to try freelance interning. The combination of real-world experience, personal and professional developed I received was priceless. I truly believe the metaphor about how doors open and close for you throughout life. So, go find an open door and see what lies behind it, I did.

STAY CONNECTED

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