

# PR Success

# Spring 2019 Edition



**PRIDE!**  
appreciating diversity and inclusion in PR



# TABLE OF CONTENTS

- Passing the Torch: From Your Editor-in-Chiefs **3**
- PRide in Portland: National Assembly 2019 **5**
- Disney: The Most Diverse and Inclusive Place on Earth **7**
- The Imposter Syndrome **8**
- Tips for Working with International Teams **9**
- Make it Diverse: Bateman Recap **11**
- Women in the PR World **12**
- Meet the New Executive Board! **13**

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**Pg. 5**

**Pg. 9**



**Pg. 11**

# PASSING THE TORCH: FROM YOUR EDITOR-IN-CHIEFS

Cade Fleming // @cade\_fleming

We have reached the end of another year Bobcats. The bricks treated us well in 2018-2019, and as the weather turns, so does this chapter of our lives. This is a special time of year to reflect upon ourselves, our friends and our school. This will be my final letter as Editor-in-Chief of PR Success, but I write it with joy in my heart. As a team, our Chapter has navigated a successful year as the currently reigning most outstanding Chapter in the world. I say team, because at our core we are exactly that.

As Vice President of Public Relations, I leaned into a team mentality to achieve some exciting new goals this past year. Through collaborative efforts, we brought to life a newly designed Chapter logo that captured the spirit and boldness of our members. We did not stop there, because it was important to our executive team to find ways to push beyond the expectations of the “Outstanding Chapter” label. Backpack pins were created and featured the Chapter logo. Our dues-paying members were gifted the pins to wear proudly all year. I also worked with the Vice President of Visual Communication to design a professional-grade table runner featuring our logo. These physical items truly leveled up the branding of Scripps PRSSA.



We also told new stories by introducing the Internship Video Diary series to our website and YouTube. Our family of members value internship experiences, and this series allowed three such stories to be told from beginning to end. Next, the faculty and staff in the E.W. Scripps School of Journalism helped us collect, organize and release the first-ever Chapter Archive to the public. It took multiple members and meetings to make this project come to life. Finally, in order to uphold the quality of a newly redesigned Chapter site, I continued sharpening each page. Visitors can now enjoy a site-wide live Twitter feed, re-branded meeting recap blogs that now focus on lessons from the weekly speakers, expanded opportunity tabs, a redesigned Gallery, the Archive and other features.

It is my pleasure to leave this role through the release of this special edition. PRide is essential to our successful evolution as individuals, as an industry and as a society. When the concept of creating a PR Success: PRide Edition came to me, I presented it to the Publicity Committee and saw sparks in everyone’s eyes. Diversity and inclusion are paramount today, and we have chosen to use this platform to support that narrative.

My time in Scripps PRSSA has shaped my development both personally and professionally. I discovered my Bobcat family in this organization. But, I will be finishing my career as a Chapter member upon graduating in the fall of 2019. Our Chapter will now move into its 50th year and I am pleased to pass the torch of Editor-in-Chief to my successor Sydney Davis, who I am confident will continue telling amazing stories. Thank you to those who support our Chapter content, to the executive board for endless motivation and to the members who are truly the heart of my position.

All the best,

Cade Fleming

## Sydney Davis // @\_sydneydavis

Hey everyone, Sydney Davis here and welcome back to my YouTube channel. Okay, not quite, but welcome to another issue of PR Success! I am here to introduce myself as the next Vice President of Public Relations for Scripps PRSSA and Editor-in-Chief of PR Success. I am a strategic communication major with specializations in both marketing and visual communication. I have been a dedicated member of Scripps PRSSA for three years and in that time, I have grown professionally and fallen in love with this organization. Attending our Chapter's weekly meetings, traveling to National Conference in Austin, TX and other networking trips, and serving as Scripps PRSSA's Creative Director for the 2019 Bateman Case Study Competition have given me the skills needed to serve you well in this position. It feels bittersweet that I will soon be entering my senior year of college; however, I am confident the 2019-2020 year will be an unforgettable one.

As I take the reins as your next Vice President of Public Relations, there are several ideas I want to implement and goals I want to achieve in the upcoming year. The multitude of responsibilities that come with this position excite me and I am honored to take them over from my dear friend, Cade. I am especially looking forward to managing our Chapter's website and newsletter. Our website was recently revamped by our former Vice President of Public Relations and current President, Brigitte. I want to mimic her same enthusiasm and attention to detail in everything I do in this position. Cade introduced video content to our website and social media channels, which increased brand awareness and overall engagement within the chapter. I want to expand on his idea and create more multimedia content.

Visual stimulation attracts our attention, affects our attitude and enhances our emotions. I want to create a Scripps PRSSA promotional video with the hopes of drawing more students to our organization. This video can be shared across all social media platforms and act as a banner on our website. Another goal of mine is to develop a Scripps PRSSA app that members can download to receive push notifications with updates, reminders and more. In this position, my main goal is to be a resource to our members and help them become more involved.

I want to thank those who held this position before me because without them, our Chapter wouldn't be what it is today. I am humbled by this opportunity and look forward to making this next year an outstanding one.

Best,

Sydney Davis



# PRide in Portland

By Olivia Ujlaki // @OliviaUjlaki

My first networking event for PRSSA was representing our Chapter at the 2019 National Assembly in Portland, Oregon. Suffice to say, I was extremely nervous; I travelled by myself to a city I'd never been to, to be a delegate and vote on changes for the organization on a national level. I didn't take this responsibility lightly; we are an Outstanding Chapter after all. I internalized these high expectations to make myself even more anxious. I felt my lack of experience with national events and networking wouldn't do our Chapter justice. But, I discovered that I was encouraged to be myself, and that my unique experiences in life can better this organization.



Diversity and Inclusion (D&I) was the main theme of National Assembly this year, and it's not hard to see why; everyone comes from different backgrounds in life, and no two people view the world in the same way. Our world is changing, and we need to adapt our organization to reflect these changes. This was one of the main points that Trisch Smith, global chief of diversity and inclusion at Edelman and keynote speaker, made on the first night. Poised, intelligent, compassionate and driven, she is the kind of professional I aspire to be. When asked what a straight white male could do to support D&I, Smith had a powerful response. She said, "You have the power and privilege to uplift others. Express your desire to support, learn and show up."

This was central to the message of another speaker, Ben Duncan, chief diversity and equity officer at the Oregon Public Health Institute. Approachable yet purposeful, Duncan spoke about how he strives to get people talking about their unconscious or implicit biases. He says we all have them, and that's okay. We need to understand them in order to overcome them. If we don't learn how to be better, microaggressions can chip away at our identities and make us feel traumatized in what should be safe spaces. Duncan said, "Everyone in this room is part of the problem, but is also part of the solution."

Both Smith and Duncan allowed me to reflect on my own privilege; I am a white female in PRSSA which represented the majority of attendees. It is evident that we need more males, we need more people of color and we need more people from different majors and life experiences. Firms need the uniqueness of what we can each bring to the table, because we can help to better understand clients, who are also part of our changing world.





This was exactly what went into my mind as we went into the Assembly's election day. We started by voting on a motion to create a new position on National Committee, the vice president of diversity and inclusion. It passed, as the delegates realized that we need a leader to spearhead these changes. Someone needs to make sure that all PRSSA members are not only "invited to the party," but that they "dance and share how they learned their moves too," as Smith mentioned in her speech. This continued as various candidates revealed their plans if elected to a new position. Terrell F. Merritt, a delegate from City College of New York (CCNY), spoke about how he started as a computer science major and transferred to CCNY to pursue public relations. He said he wished more of his members had the opportunity to attend these national events, but the cost often deters them from participating.

This resonated with many delegates, as cost was brought up during officer breakout sessions, and also in a focus group. Merritt was elected to another new position, vice president of brand engagement. (This combines the vice president of external affairs with the publications editor in chief positions). He displayed a clear passion for PRSSA every time he spoke; whether that was at breakfast or during his election speech. As Smith said, "Find your passion because your passion will propel you toward your purpose." I am excited to see the new perspectives that Merritt, and all of the new National Committee members, bring to this organization and see where their passions take us.

I realized that my differences, which made me most nervous about attending the assembly, were championed throughout the event, as we were released from the National Assembly meeting. I am a journalism major, not a PR major. I am completely financially independent, and putting myself through school. I am only a member of PRSSA, and do not hold an executive board position. But this kind of perspective is exactly what is needed. I left Portland with the reassurance and PRide that every member of PRSSA should feel: You matter. Your voice matters. And we are stronger when we embrace each other's identities and experiences.



# Disney: The Most Diverse and Inclusive Place on Earth

By Sierra Heilman // @heilman\_sierra

Much like our roles as public relations professionals, Disney has mastered the art of storytelling. They've captured the hearts and minds of millions of people through their creativity and immersive experiences. Their reputation has held its own through the years and they're known as, "the happiest place on earth." We could learn a thing or two about how PR brings that magic to everyone.

Since day one, Disney created something the public had never experienced before. One of their earliest efforts to create PR magic was when they agreed to do a behind-the-scenes television appearance that gave a never-before-seen look at the park. Only those with invitations, which included celebrities and specific press, could enter the park first. All of this buzz was created only for people to create counterfeit tickets and sneak into the park.

As one can guess, the PR team certainly did their job reframing it as the place where the most ordinary people come to experience the extraordinary. They invited press back to go on exclusive tours around the park with Walt Disney himself. Over 50 years later, it's still known as the most magical place on earth. That's good PR right there. They capitalize on creating exceptional customer service and connecting with visitors on an emotional level, which will always be important.

Fast forward to today, Disney's PR strategy has refocused on some major shifts in society. Technology has evolved. People's minds have changed. What is expected of companies has changed. Before, it was about getting in front of the right people and persuading them to buy into your ideas. While Disney is always telling new stories and creating new attractions, PR efforts go much deeper now.



It's now important to capitalize on diversity and inclusion, as it is a catalyst for growth, innovation and creativity. In 2007, Disney was awarded the Top 10 Innovation in Diversity and Inclusion Award for their partnership with Out & Equal to hold a global Equality Institute in London. This was the first-ever international session focused on LGBTQ workplace equality.

When you think beyond the theme parks, Disney's movies have also encompassed diversity and inclusion. A new wave was created with the movie Moana, because she was the first Polynesian princess and she embodied a more natural body type for young girls. Yohana Desta, a writer from Vanity Fair said, "The directors worked with a team of anthropologists, cultural



practitioners, historians, linguists and choreographers from different islands to ensure cultural accuracy and sensitivity."

Disney is also a champion for women and leveling the playing field for equal opportunities for growth in the workplace. They were honored in the 2017 America's Top Corporations for Women's Business Enterprises. In addition, they are a great model for supporting veterans and their families. Their program, Heroes Work Here, helps veterans to transition back into the civilian workforce. Disney's PR team knows the value of having diversity and inclusion as the front line of their company.

The steps Disney's taken to improve its diversity and inclusion are as important as their efforts to create a place nobody has ever experienced before back in 1955. As the world changes around us, it's important to stay diligent and adaptable in this industry. To be a PR professional at Disney would be magical and their ability to meet the needs of all different people is phenomenal.

# The Imposter Syndrome

By Kayla Rosengarten // @kaylarosegarden

Spring semester seems to be the time of year for college students to feel like their world is a disaster. Just this week, I had three close friends say they felt like a “hot mess.” So many hours and coffees are spent applying for a seemingly endless amount of scholarships and jobs. In communication, journalism and public relations, people can feel like they are the only ones who do not have everything figured out. That feeling can often spiral into something called “imposter syndrome.”

It’s the feeling of being an imposter. A fake. A professional who does not belong in their position or deserve being the recipient of an award. But, do not let the word “syndrome” trick you into thinking you have a major problem. Imposter syndrome is not a mental disease as much as it is a feeling. You can feel like your peers are as deserving, or even more deserving, of recognition, praise or a change in job status.

Not only can this feeling eat away at your self-esteem and self-worth, but it can become a roadblock in your professional career. You might not consider applying for a job or scholarship because you “just know” you would not receive it.

These feelings of being an imposter can predominately be found in marginalized groups in society. Ethnic, racial and gender minorities often feel out of place in their collegian program or career, particularly if

they have never seen themselves represented in that position before. If diverse groups of people are not applying for positions, there is no chance of receiving one and making the PR field, and so many other areas, more diverse.



The truth? No matter our identity, we are all making it up as we go along. That is how life works.

Hundreds of billionaires, celebrities, authors and entrepreneurs claim feelings of imposter syndrome. The same people who have their faces on magazines and have little, blue checkmarks by their Twitter handle also feel like imposters. One of my favorite authors, Maya Angelou, has even said, “Each time I write a book, every time I face that yellow pad, the challenge is so great. I have written eleven books, but each time I think, ‘Uh oh, they’re going to find out now.’ I’ve run a game on everybody and they’re going to find me out.”

A lot of times we think we are alone in this, but assuming we are alone and keeping quiet is like feeding the dragon. Now, I am not recommending announcing to your new boss that you do not know what to do or feel like you will lose the job. There are, however, other ways of speaking up.

First, you can speak to your peers about your feelings. Often if you are experiencing imposter syndrome, others around you are, too. Talking about your experiences with imposter syndrome can make yourself and others lose that alone-in-your-struggles feeling.

Second, you can speak up to others. Do you know that woman who sits in the cubical next to you would be the ideal candidate for an award? Encourage her to apply. If you can see potential in someone, they can start to see the potential in themselves, too. This verbal encouragement is also a great way to make your work environment a diverse place.

My final piece of advice for imposter syndrome?

Just breathe.

You belong where you are.

# Tips for Working with International Teams

By Maura Anderson // @agentmanderson

One of the most exciting opportunities a young PR professional can have is working with an international team. Whether you're working abroad or in your home country, meeting people from different cultures and sharing ideas is a huge learning experience. Not only can these opportunities widen your horizons, they can also be a lot of fun. During my time in the E.W. Scripps School of Journalism, I've been extremely blessed to work on international teams three times, twice through the Triangle program and once on the Strategic Communication for Startups program in Barcelona.

For those of you who have never heard of the Triangle program, it is a partnership between the E.W. Scripps School of Journalism, the University of Leipzig and Hong Kong Baptist University. Students from each school meet up for one week at three times throughout the year, once in Athens, once in Hong Kong and once in Germany. During these weeks, students are placed on cross-cultural teams, with whom they complete a creative campaign pitch project. I hosted students when they came to Athens my junior and senior years, and was fortunate to be picked to go to Hong Kong this spring break.

The Strategic Communication for Startups program is one of Scripps' newest study abroad programs, and allows students to travel to Barcelona over spring break to develop communication strategies for emerging businesses. My client was a startup that helped prepare refugees for culinary careers, and the owner we worked



and international communication lectures.

All of these opportunities have shown me that working on an international team can be extremely difficult yet incredibly rewarding. If you are ever given the chance to try these kinds of projects, jump in with both feet, and follow these tips for a successful experience:

## Get over the language barrier

When I was in Spain, the owner of the startup spoke very little English and used one of her staff members as a translator. To get the most out of translated conversations, try not to overload them with information or questions, and speak as directly as you can. In a lot of international business situations, everyone will speak English. The Chinese and German students spoke better English than I probably do. However, from time to time, they may get stuck in their head with an idea and jump back to their native language to work it out with another person. Don't feel offended or left out—remember that you are the one who only speaks one language. One of my German teammates told me she thinks in German, speaks in English and dreams in Greek. We're the ones who are out of touch. These moments can even be funny. In Hong Kong, it took us five minutes to get to the word "italicize" when working on our presentation.

## Do some research on the culture

In Spain, we learned that running late is the norm and that working slowly and thoughtfully is preferred. When I started the Triangle Program, the German professors told us that they tend to be much more analytical, highly organized and very strategic. Having an idea of what kind of culture clash you might face can help you prepare for it and adjust your own behavior.

## Be aware of your own habits and cultural reputation

Our partners in Hong Kong lauded Americans as brilliantly creative and outgoing. The teachers in Barcelona saw Americans as extremely hardworking, but stressed and too time-focused. Your teammates may go into the project expecting you to behave a certain way, and oftentimes, they're right. For instance, I know that I jump straight into creative ideas and will keep on talking until someone stops me. My German friends taught me to step back and look at the strategy, and the Hong Kongers' reserve reminded me to shut up and let someone else share their ideas.

## Be open-minded

As Americans, we can be very confident (and sometimes overbearing). Our culture is so prominent that we rarely experience anything outside of it, so it is important to remember that not everyone lives, or thinks, like we do. Allow yourself to take a step back and let your international partners educate you on other thought processes and ways of life.

## Be patient

Conflict will arise, but the beauty of working with people from across the world is that your ideas will be extremely different. This is as much of a strength as it is a weakness.

## Remember your audience

Assuming you're working on some sort of marketing communication project, be sure to learn about the people you're trying to reach. Your team members are the experts here, just as you are the expert on American consumers. If you're trying to sell a healthy new Red Bull product to young adults, your first thought may be to partner with bartenders and use social media like Twitter. However, if your audience is college students in Hong Kong, you have to adapt because they're not big drinkers and they use completely different social media platforms. Marketing to German students means that your competitor in the mixer market is Schweppes, not Coke. These are insights that you likely won't find on your own, so squeeze as much information out of your teammates as you can.

## Talk about your work styles, and be accepting of cultural differences

When I first started working with students from Hong Kong, I noticed that they were extremely quiet and often took a backseat in making team decisions. Later in the week, however, I was talking with one of the local students about his team's project,

and he brought up that they are taught not to offer insight or address problems unless they have the solution. That was hugely eye opening, because I had assumed that they were disinterested, when really they were trying to be respectful and efficient (something we all should do more of). Get to know your team outside of a work setting

It's hard to work with anyone you don't know, regardless of where they're from. Spending time with your partners will help you open up to each other, get to know their sense of humor and show you a whole new side of their personality and culture. It's always easier to work with people you consider friends. If you get to know people, it can help you distinguish which of their mannerisms are cultural traits and which are just personal characteristics. It's a lot harder to become frustrated with people if you really enjoy their company. Plus, making international friends is fun!

## Be flexible

As rigid as cultural norms can seem, remember that your teammates are human beings with emotions and personal strengths. Things may not go your way, but that may be for the best. You may even break down some of those cultural expectations. The "stubborn, analytical" Germans on my team were actually the ones who came up with our creative idea and designed a beautiful deck. Treat every moment as a learning experience and do your best to represent yourself and your culture as cooperative, valuable and insightful.

With these tips, a good attitude and a sense of adventure, you're prepared to navigate the intricacies of cross-cultural communication in an international team. Participating in these kinds of activities will teach you just as much about yourself as they will the world, so get out there, get global and get learning!



# Make it Diverse: Bateman Recap

By Kate Ansel // @kate\_ansel19

This year, the 2019 Scripps PRSSA Bateman Team was tasked with planning and executing a campaign for the PRSA Foundation and its book “Diverse Voices: Profiles in Leadership.” The PRSA Foundation is a charitable organization whose mission is to promote “diversity among public relations professionals and companies so that they can best serve the public good and address the needs of a diverse world.”

This year, our team was comprised of five Ohio University students, all majoring in journalism: strategic communication. The team included Kate Ansel (senior), Haley Bender (sophomore), Sydney Davis (junior), Sierra Heilman (junior) and Hannah Schuller (junior). Diversity and inclusion is a very important topic and something that can be hard to talk about, let alone improve. However, our team was excited to take on the mission of the PRSA Foundation and do our best to implement it at Ohio University.



Our goal for this campaign was to bring attention to the lack of diversity and inclusion in the communications profession and gain support from Ohio

University students, faculty and staff in our efforts to “make it DIVERSE.” If you’re a Scripps kid, you’ll probably find that that phrase sounds similar to messaging you have previously heard coming from the Scripps College of Communication. Scripps uses “Make it known.” to “embrace the diverse range of disciplines and objectives across our college.” Out of this messaging came “make it DIVERSE,” which emphasized the need for a more diverse field of communications students, faculty and staff within our university and the communications profession as a whole. With our messaging in place and our primary and secondary research completed, we embarked on our campaign which began on Feb. 11 and ended on March 11.



As previously stated, our ultimate goal for this campaign was to bring attention and gain support regarding the lack of diversity and inclusion in the communications field. We reached this goal by launching a website and social media accounts that gave viewers information about the lack of diversity and inclusion in communications and told the stories of diverse individuals connected to our university. The efforts of our campaign culminated in a diversity panel that was attended by about 40 students and was broadcasted on Facebook live to 125 viewers. Finally, we created the “make it DIVERSE” pledge that was taken by 75 students and faculty members who committed to supporting and furthering efforts to improve diversity and inclusion at Ohio University and in the communications field.

“make it DIVERSE” positively impacted the Ohio University community by bringing awareness to the lack of diversity and inclusion in the communications field and encouraging our target audience to become champions of diversity. We met with Dr. Scott Titsworth, dean of the Scripps College of Communication. We proposed that Scripps continue our efforts by adding “make it DIVERSE” to the “Make it known.” messaging that Scripps already uses. After receiving positive feedback in this meeting, we believe our message will continue on at Ohio University. “make it DIVERSE” successfully educated and empowered the OHIO community.

Our team was beyond grateful to represent Scripps PRSSA in this capacity and believe that our campaign reflects very positively on the organization. We have tremendous PRide in the work we have done this year and hope that Scripps PRSSA will continue our mission to improve diversity and inclusion within the organization and at Ohio University.

# Women of the PR World

By Haley Bender // @haleynbender

In a world where white men seem to be constantly in charge, being a woman can be feel discouraging at times. Women in PR released a report showing the harsh reality, that even though women represent two-thirds of the PR industry, 78 percent of the CEOs in the top 30 PR agencies worldwide are men. Despite these statistics, there are countless women shaping the public relations industry, breaking stereotypes and making the industry more diverse.



Brandi Boatner is the social and influencer communication lead for global markets at IBM. Aside from her hard work communicating with influencers and tracking engagement, Boatner is constantly working to improve diversity in the communication field.

She is one of 40 multicultural public relations professionals featured in *Diverse Voice: Profiles in Leadership*, a book published by the PRSA Foundation.

After spending 11 years at Edelman and six years at Ogilvy, Barby Siegel broke the infamous glass ceiling and became CEO of Zeno Group, an integrated communication agency in New York. Under Siegel's leadership, Zeno Group has grown exponentially with clients including Pizza Hut, Johnson and Johnson and Starbucks. The agency recently won U.S. Agency of the Year at the annual PR Week awards.



Judith Harrison is senior vice president of diversity and inclusion at Weber Shandwick, a global PR agency. Harrison is using her voice to improve diversity and inclusion in the communication field,

through her work at Weber Shandwick, and as a past president of the PRSA Foundation. Women like Harrison are paving the way for future PR professionals, and making the field a more welcoming and diverse place that we can all be involved in.

Betsy Plank, often referred to as the “first lady of PR”, paved the way for women in the industry. Plank had an extensive professional career working in communication for companies including Edelman, AT&T and Illinois Bell. She was the first person to receive three of PRSA's top awards: The Gold Anvil Award in 1977, the Paul M. Lund Public Service Award in 1989 and the Patrick Jackson Award for Distinguished Service to PRSA in 2001. Before her death in 2010, Plank helped to increase public relations education, and even helped create the Public Relations Student Society of America, the pre-professional version of PRSA.



Women of the PR world have dealt with discrimination and prejudice throughout history, but they don't let hardships stop them from doing what they love. Organizations like the PRSA Foundation, Women in PR and the Association for Women in Communications are great resources for college students, young professionals, seasoned PR professionals and others to find mentors, get scholarships and discover opportunities. Women in PR are breaking boundaries and exceeding expectations, and hopefully in the future, leadership positions will reflect this.

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# MEET YOUR NEW EXECUTIVE BOARD!

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