

PR Success

Spring 2020 Edition

GIVING BACK



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A Letter from the Editor-in-Chief

Sydney Davis

Dear Scripps PRSSA Members (and anyone else who may be reading this),

Wow. Here I am writing my third and final letter to you all as Vice President of Public Relations. This year has absolutely flown by. It didn't quite end the way we all wanted it to, but it was a great year nonetheless. Over the course of my time at Ohio University, Athens has become my "home away from home" and Scripps PRSSA has truly become my family. This organization has given me so much and I will forever cherish the experiences and friendships I've made these last four years. I feel especially grateful to have gotten to know so many of you through my position. It's been amazing to read your blogs and see your writing improve. Scripps PRSSA has such talented individuals and it makes me so PRoud to have been a part of our Chapter.

The theme of this issue is centered around "giving back" whether that be how Scripps PRSSA has directly impacted our members or how they have used their PR skills to give back to the community.

Speaking of giving, I'm so excited to hand my position over to Jakob Warren! This year, Jakob served as VP of Visual Communication and is the reason why all of those graphics you see on social media look so beautiful. He's also designed the layout of our last three issues of PR Success and has been an absolute joy to work with! He is dedicated to this Chapter and is incredibly talented. I can't think of a better person to take over and I'm so excited to see all that he accomplishes.

I hope you enjoy this issue, Bobcats.

All my love,

Sydney Davis



Using Your PR Skills to Change Someone's World

Kayla Rosengarten | @k_rosengarten

Between catching up with friends, jobs applications and spending lots of time in the kitchen, I kept busy last winter break. While it was a well-deserved getaway from assignments and exams, I also wanted to keep my PR skills sharp over the four-weeks.

The opportunity presented itself through a thin magazine in my parent's mailbox. The spreads of the magazine boasted the publication's inaugural issue and stories of events in my hometown and the surrounding area. I also discovered the editor of the magazine and I played golf together in high school. I reached out to her letting her know I could offer assistance in social media or magazine content and editing-skills of which are all too familiar to those in the public relations field.

Since December I have written and edited five articles, all of which relieved some pressure in the assembly of each issue. The additional tasks did not weight heavily on my already stressful schedule either. I've found

volunteering to help one's community comes second nature for people who, like myself, hail from farm towns as home. Fundraisers, church activities and food pantries are all a part of how I grew up.



However, in helping the magazine and confidently leaving the classroom (and PRSSA meetings!) with knowledge on the public relations industry, I am able to volunteer in more ways than only as an extra pair of hands. And, there is an added bonus of experience to bring to resumes and interviews.

In perhaps (well, hopefully) the strangest emergency I ever live through, public relations students and professionals alike find themselves in a similar state to my winter break. Everyone is bound to their homes with fewer assignments. Only this time, snow fall and warm cookies do not beckon us indoors, but a cureless disease which has asked the world to stay put.

“-I think it’s important to offer not only our time, but our skills where we may to those in our community.”

Whether in time of a pandemic, a lazy winter break or even a busy routine, I think it's important to offer not only our time, but our skills where we may to those in our community. I do not have the financial resources to fund a new business, but I have the ability to plan and promote a fundraiser. I could also reach out to local media to insure potential investors have a chance to support the business.

Or—in this time of staying at home and social distancing—I cannot work in hospitals or care for the sick, but I can create social media posts for the local grocery store. I can volunteer to communicate store hours and delivery programs to community members staying home.

Professionals in the industry are not to be disregarded either; they may already be working

on these projects in their careers, and may better volunteer their time in sharing their experience and knowledge with others. Every Monday night I learn something new about PR or the workforce at the Scripps PRSSA meetings. I also cannot thank enough those who gave up their time to meet me for a coffee or phone call.

Luckily, there is only one step is to start giving back to the community: email or reach out on social media to businesses, organizations or individuals in your community in need of public relations help. Often, people are receptive to the free support if only in small tasks.

Really any of these actions might not change the world, or even transform your community as a whole, but they certainly can change someone's world (and that someone will be really grateful you reached out).

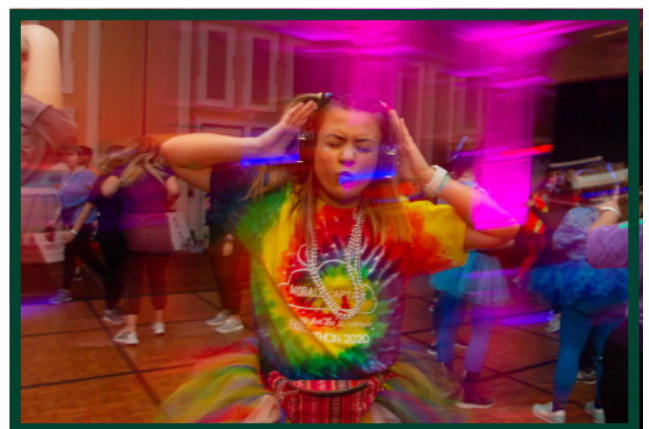


Give Because You Care

Kayla McNeal | @_kaylamcneal

I would like to think that throughout my life, I've been pretty giving. I think back to high school and National Honor Society. To be a part of that, you had to have a certain number of community services hours. We would spend time helping pack food to be sent to those in need, help with activities at local festivals and we even held a book drive. While I can look back on those times, I am happy and proud of what I and many others were able to do. However, I know 18-year-old me looked at it as almost a chore or something that HAD to be done to get recognition. I know now that recognition isn't what it's about.

It's about finding a passion that you can't very well explain and wanting to make a difference. That's what led me to BobcaThon. I wasn't really biting at the bullet when I first came to college. I was dedicated to my studies, probably a little too much, and nothing was truly speaking to me. I went to one information session about BobcaThon, and I was hooked immediately.



If you don't know what BobcaThon is, first of all... get with it! I'm just playing! BobcaThon is Ohio University's completely student-run dance marathon that helps to raise money for the Ronald McDonald House Charities of

Central Ohio about an hour up State Route 33 in Columbus. This is the charity BobcaThon contributes to because many families that reside within Athens utilize hospitals within Franklin county, not just Nationwide Children's Hospital. BobcaThon fundraises money all year long, and the efforts culminate with a 12-hour dance marathon.

For four years, I spent countless hours being an advocate for the RMHC of Central Ohio through BobcaThon. I can't explain the feeling you get not just raising money, but also the ways in-kind donations and support help the people who stay at the RMHC of Central Ohio while their child or loved one is receiving treatment directly across the street. I helped cook dinners with many of my friends, and I saw what that one warm meal meant to



someone who was exhausted physically and emotionally. I played with the kids outside, colored coloring pages and one girl even let me pull her hair up into a high ponytail because she wanted it to be like mine.

I hate to break it to that little girl, but I want to be more like her. I want to be happy in situations that may be difficult. I want to be able to look at a person's face and never see a stranger. I want to be able to know that I've impacted someone the way all those little faces do every day. THAT is why giving is important. It isn't about an award, a plaque or even the loads of money raised to help someone. It's about giving because you care. Care for people in ways you may not be able to

care for yourself. Get involved with something that EXCITES you and makes you want to be BETTER. Don't get involved because you think it'll look good on a resume. Help at the South Eastern Ohio Food Bank one Saturday so you can get a feeling of what those food packs mean to someone. Join Relay for Life or walk in the Susan G. Komen walks held on campus every fall semester. Heck, you can even join BobcaThon if you want to. Whatever you do, do it because it matters to you. You might just come out of it crying because of pure joy, happiness and the fact that you never thought the day you and your friends got to create this magic would ever end. Give because you care.

PRSSA Networking Trips and How They Have Impacted Me

Casey George | @Case_g10

Scripps PRSSA has given me so many amazing opportunities. Becoming a dues paying member my first semester of freshman year was an excellent decision. It expanded my network by helping me establish more relationships with public relations (PR) professionals and peers from all over the world through amazing opportunities such as networking trips and the annual international conference.



This year, I attended the PRSSA International Conference in San Diego. This experience was one of the most empowering and exciting times of my life.

The international conference included various seminars where professionals in all areas of communication, talked about their experiences. The speakers also provided helpful advice, tips about being in the workforce and made their presentations very engaging. Attending the international conference opened my eyes to how connected the PRSSA organization is and how many amazing PR professionals will soon join the workforce. Meeting PRSSA members from around the country and world fueled my passion for this major and organization. The international conference also connects chapter members with the National PRSSA Committee and PRSA members. Booths are set up for attendees to network with graduate school recruiters, professionals, and businesses that have also attended the conference.

Networking trips are also a great way to be more involved in the chapter. PRSSA provides opportunities that you cannot experience in the classroom. Networking trips help members build connections with professionals and give members the chance to bond with other members in the chapter. A local destination and a big city option are provided each year to cater to the interests of members. Networking trips are very beneficial to provide ideas of where you could picture yourself working and living. During each networking trip, members will tour companies to learn about its mission and values. A really amazing thing about the Scripps School of Journalism is the alumni who work throughout the world and are always willing to help other Bobcats! Bobcats give back to Bobcats and many of the OU alumni are thrilled to talk with you and answer any questions you might have about the industry or general questions about life. An important thing I learned when I joined PRSSA is to keep an updated LinkedIn profile in order to connect with everyone you network with along your PR journey!

In addition to visiting different companies, you will also grow closer with your peers by visiting fun restaurants, coffee shops, attractions and hanging out.

These opportunities are vital in the development of your education and growth in the PR and communication industry. I believe every member should attend one international conference and networking trip during their time at OU. Through these experiences, I have established relationships with OU alumni, networked with a variety of companies, grown my skills in communication and public relations and had a blast doing it all!



An Open Letter to My Mentor

Alyssa Gormley | @gormleyalyssa_

Two years ago, as an eager and enthusiastic freshman, I decided to join in on Scripps PRSSA Mentor/Mentee Program. After all, I was only a few weeks into the college experience, in a new setting with new people... I needed some friends! Yet, little did I realize how big of an impact my mentor would have on me.

For those of you that don't know Kate Ryan, she is currently the Chapter's Vice President of Social Affairs. However, she's so much more than that. She is a dedicated and humorous individual, with a side personality of Kris Jenner. Her head is always in the game, and she's even landed a post-grad "big girl" job... so proud! Most importantly, Kate Ryan is my mentor.

Since meeting Kate, our mentorship has quickly evolved into a friendship. She has guided me in both personal and professional aspects of my life, while never failing to be my #1 cheerleader on the sidelines. Her endless support and advice has led me to take initiative in various areas of the PR field and inspired me to go out of my comfort zone in opportunities.



As she begins to endure the real world, I reflect on how grateful I am to have her as both a mentor and friend. Kate has made such a positive impact at Ohio University, and will continue to do so wherever she goes throughout life. Though I am saddened I did not get to spend the rest of senior year with her in Athens, I am confident that our bond will last a lifetime. I owe a big thank you to Kate, but an even bigger thank you to Scripps PRSSA Mentor/Mentee Program. Thank you for all the ments, and an over-the-top amazing mentor!

Introducing the 2020-2021 Scripps PRSSA Executive Board!



President
Vivian Moussa



Executive Vice President
Alyssa Gormley



VP of Member Relations
Kelly Lambers



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VP of Social Media
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VP of Social Affairs
Kaleb Gongwer



VP of Visual Communication
Olivia Christiansen

SENIOR REFLECTIONS



"PRSSA has introduced me to such wonderful people that I am lucky to have in my life. I will cherish all the Monday meetings, networking trips and Bagel Street Deli dates!" -Cassidy Selep



"I discovered Scripps PRSSA in my first few weeks at OU and never looked back. I found some of my closest and now lifelong friends by getting involved. It gave me the opportunity to meet inspiring professionals, serve as an executive, and secure multiple internships. The people of PRSSA have truly become an extended family to me and investing 4 years into the organization was the single greatest decision I made in college! I couldn't have asked for a better place to grow both personally and professionally." -Cade Fleming



"Over the last four years, Scripps PRSSA has given me so many valuable experiences. From career advice to Crisis Communications workshops, Scripps PRSSA allowed me to learn about a profession that I love while also giving me a sense of community with my fellow members. I am so thankful that I decided to join our chapter and I will truly miss this organization and all the people I have met through it after graduation." -Natalie D'Apolito



"Scripps PRSSA has done more for me than I ever could've imagined. It gave me a place where I could grow and become who I am. It not only helped to shape me into a young professional, but brought me to my closest friends and helped me build lasting relationships that will go well beyond graduation with me." -Sami Morsink

“Scripps PRSSA has been one of the few rocks I’ve been able to hold onto throughout my time at OHIO. The friendships that started in the Friends of the Library Room have been pivotal in my professional and person growth over the last four years. These friendships encouraged and inspired me to show up, take on new challenges, and apply my skills to dreams I had that once seemed “too big.” Having experienced Scripps PRSSA, I’m confident in my ability to ease into the professional world to reach my goals and help others along the way!” -Jessica Rutkowski



“Scripps PRSSA has allowed me to grow both personally and professionally over the past few years. I learned valuable skills and lessons through the dozens of speakers that I have had the opportunity to hear from. I even got my first internship through a Scripps PRSSA alumni. I will always cherish my time in this organization.”

-Gabby Zita

“Scripps PRSSA gave me the greatest mentors and friends I could ever ask for. Not only did they challenge me to grow professionally, but they encouraged me to always be confident in myself and my abilities. From my very first meeting, I knew I was in the right place.”

-Livi Wise



“Scripps PRSSA has given me so much in the three years I’ve been a part of it. It has not only allowed me to discover my passion for all-things public relations, but it has also given me countless opportunities to learn and grow both personally and professionally. Most of all, it’s gifted me with lifelong friends who have given me some of my best college memories. In 10 years from now when I’m reminiscing on my time in college, I will think of the daily chats in Schoonover lobby, traveling across the country with my PRSSbAes and how much I miss my Monday evenings filled with networking! I feel extremely grateful and indebted to Scripps PRSSA for molding me the person I am today, and I look forward to being a mentor to all future PRSSA members.” -Sierra Heilman

Scripps PRSSA would like to congratulate all of its graduating seniors and thank them for their dedication during their time at Ohio University.

STAY IN TOUCH

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