

PR SUCCESS

Spring 2018

**Benefits of
Networking**

**PRSSA National
Assembly**

**Public Relations
in the Makeup
Industry**

Photo Courtesy of Ohio University



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A NEW ERA: FROM YOUR EDITOR-IN-CHIEFS

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In the blink of an eye, the 2017-2018 school year comes to a close. As many Bobcat alumni and students can relate, time in Athens seems to fly by far too fast. I sit down to write my final letter as Editor-in-Chief while sitting on the Schoonover patio, overlooking College Green. It's a warm day and the blossoms are in full bloom. Moments like this make me beyond thankful for my time here in Athens and absolutely dread leaving in one more year.

As I look back on this past year as the Vice President of Public Relations, there are many ways in which our Chapter grew, and I couldn't be more proud. Going into this year, my two main goals included defining PR Success as a true newsletter and revamping ScrippsPRSSA.org. With plenty of late nights and long hours, we went through a complete overhaul of content, design and distribution tactics. Our viewership for both PR Success and ScrippsPRSSA.org grew to new heights. I have the highest level of faith in my successor, Cade, to keep this level of dedication going.



My journey with Scripps PRSSA is far from over. In the coming year, I am honored to be serving as your Chapter President. I am dedicating my final year at Ohio University to all of you - to the growth of this Chapter, the relationships between my peers and the outreach to our beloved alumni and industry professionals. As you can see, the public relations industry is changing. What was once a small box of traditional PR is now all encompassing. The communication industries are integrating, and this is reflected throughout our very own Chapter. You can look around the room and see students representing every communication-based major. In the coming year, our recruitment plan will be altered to reflect these changes. Scripps PRSSA is now a home to all. Welcome to a new era.

Thank you for your continuous support,
Brigitte Meisse

Hey there, my name is Cade and I am here to formally introduce myself as the incoming Vice President of Public Relations and Editor-in-Chief of PR Success. I am an incoming junior working toward a strategic communication major. I've been actively involved in Scripps PRSSA for two years through meetings, social events, writing for blogs and PR Success, traveling to National Conference and networking trips and by serving as the Managing Director of the 2018 Bateman Case Study Competition team. I am honored to take the reins of this position from my friend and mentor, Brigitte.

I am excited to hold the responsibility of running our redesigned Chapter website. As I take care of our website and oversee PR Success in the 2018-2019 year, I intend to work toward a few new goals. The content we release on our website and social channels is purposeful and valuable, and I aim to nurture this perception among members. I want to be a resource for everyone seeking portfolio work. I plan to present great storytelling through the newsletter and blogs. Contributing writers should expect to receive greater recognition in the new year with the addition of "Blogger of the Week" to our Chapter meetings.

Thanks to Brigitte's work, our website allows us to further diversify the content we create. I will be introducing videos to the website. I want to enhance the brand awareness of Scripps PRSSA by releasing more multimedia content. Members should look forward to internship video diaries, event recaps and member spotlights being in video form! I also plan to work on projects that increase the reputation of PR Success in comparison to other Ohio University campus publications.

I want to thank those who came before me for maintaining the success and growth of this awesome Chapter. I am dedicated to this organization and immensely grateful for the opportunities it provided me. I love my PRSSA family and want to make you proud this upcoming year. Join me in this next chapter of Scripps PRSSA because it's about to be an unforgettable one.

Until next time,
Cade Fleming



1804 IS BARKING UP THE RIGHT PR TREE

Lauren Sheil // @laurensheil101

1804 Communication, Ohio University's student-run marketing and communication firm, achieved great progress this year. The firm helps local Athens businesses and other clients through creativity, research and teamwork. It helped the E.W. Scripps School of Journalism to understand why there was a decline in applications for the Journalism School and the Strategic Communication track. One of the firm's nonprofit clients is the Athens County Humane Society.

ACHS is more than a sanctuary for animals in need of love and care, but also a piece of history for the community. The Humane Society is nearly 140 years old and used to be known as "The St. Paul Society for the Prevention of Cruelty." At that time, it cared for both animals and children. They have since grown through donations, adoptions and people who give their time to help better the lives of these animals.

With an incredible team working at the Humane Society, more than 23,000 animals are cared for annually. To help a non-profit shelter increase their donations and adoptions, it took teams of people from every department of 1804 working together to make sure this project was a success. Their story makes ACHS near and dear to the heart of 1804 Communication.

The volunteers all come into the Humane Society with smiles and intentions to make animal's lives better. The 1804 strategy department researched and collected data to see how other humane societies run their websites. Research was also conducted to learn ways to increase foot traffic to and adoption rates for ACHS.

The ultimate goal for this client is to generate more online traffic and more adoptions. The strategy team helped redesign the ACHS website as well. Another way to increase awareness and reach our goals for them was to improve their social media platforms. The research from the strategy department found that nonprofits overlook the effectiveness of social media.

A special event 1804 associates put together was the Mom's Weekend Woof and Wine fundraiser, a wine tasting that raised thousands of dollars and awareness for the shelter. This spring was the fifth annual Woof and Wine fundraiser. The event was a huge success thanks to the leadership of 1804's ACHS Account Executive Jessica Rutkowski, a sophomore at OU. Jess, along with her associates and their counterparts in the creative department, sold out the event with 151 attendees. The event was a stroke of advertising and public relations brilliance. As a wine tasting event on Ohio University's Mom's Weekend, it is easy to understand why the timing was perfect to hold this event. Over \$3,600 was raised for ACHS.

This work with the Athens County Humane Society is the kind of work that reminds students in 1804 Communication that they are in the right major and right school. Communication is about more than simply getting a message out into the world, but rather, getting people to both understand and truly care about that message. Hopefully people use those messages to help make a positive change that shows the power of communication.

Nonprofit organizations like the Athens Humane Society can benefit greatly from 1804 Communication. The firm has a bright future with ACHS and 15 other clients. It is even expecting to bring in new clients for the 2018-19 academic year!

BENEFITS OF NETWORKING

Kate Ryan // @katem_ryan44

In the competitive world of public relations, being able to network is a necessity for young professionals. Dues-paying members of Scripps PRSSA have the opportunity to attend networking trips throughout the year. In the spring of 2018, members put their networking skills to the test in Charlotte, North Carolina and Columbus, Ohio.

On Feb. 9, Scripps PRSSA traveled to Charlotte where they enjoyed warm weather and visited four outstanding companies. The first stop was Diversey, who provides cleaning and hygiene products to customers in the hospitality, healthcare and food and beverage industries. Many members of the Diversey team came from mathematics or engineering backgrounds, which are departures from the traditional background of PR professionals.

FleishmanHillard, a global PR and digital marketing agency with over 40 offices in the United States and over 60 internationally, was the second stop on the trip. FleishmanHillard, spoke about the importance of doing anything their clients ask of them, even if they have never done it before.

The third stop was a networking lunch with Yellow Duck Marketing, an integrated marketing company, at a charming Italian restaurant. They met with the “Head Quack” and founder of Yellow Duck, Julianne McCollum. She offered resume and internship searching advice and even recommendations for local coffee shops.

The last stop of the trip was at Luquire George Andrews, an advertising, digital marketing and public relations firm. Their clients include Bojangles and the Carolina Panthers. Hopefully in the future, Scripps PRSSA can make even more trips and PR connections in the Queen City.

On Feb. 23, over 20 Scripps PRSSA members traveled to Columbus for another networking trip. The companies on this trip included the Columbus Zoo, MediaSource, Fahlgren Mortine, Nationwide Insurance, Experience Columbus and Mindstream Interactive. At the Columbus Zoo they recieved insights about crisis communication and the unpredictability of social media. They even got a photo-op with Trout, a friendly penguin. At MediaSource they listened to a presentation on storytelling and content marketing. The company also gave them giftbags with a MediaSource water bottle and notebook. At Fahlgren Mortine the group toured and held a question and answer session alongside more Bobcat alumni.

After driving to downtown Columbus, the students entered the headquarters of Nationwide. A group of communication experts spoke about corporate public relations and how the corporate world is more fun than some believe. Four Bobcat alumni greeted Scripps PRSSA at Experience Columbus. This company focused on tourism public relations. Mindstream Interactive was just that, interactive. The group broke into small teams to deliberate solutions for real-world inefficiencies of different companies, which reflected the work Mindstream does every day.

“Networking trips have showed me every side of PR and have helped me decide what areas I am most interested in, and on top of that, you get to meet so many professionals,” said Sami Morsink, a sophomore member of Scripps PRSSA.

There are still many opportunities to network as a Scripps PRSSA member outside of the networking trips. At weekly meetings, members can introduce themselves and exchange contact information with the visiting speakers. Networking is a tool that can be intimidating, but it leads to endless opportunities.

Photos: Top- Scripps PRSSA at Luquire George Andrews in Charlotte, NC. Middle- Alyssa Murtagh and Jessica Rutowski at PRSSA National Assembly in Miami, Fl. Bottom- Scripps PRSSA at the Columbus Zoo in Columbus, OH.



PRSSA NATIONAL ASSEMBLY

Jakob Warren // @jaykub_

Scripps PRSSA sent one delegate to the 2018 PRSSA National Assembly in Miami, Florida this past March. At National Assembly, delegates from across the country and abroad vote on decisions and bylaws that affect the entire organization for the 2018-2019 school year. On Thursday, March 8, Alyssa Murtagh, the Scripps PRSSA representative, traveled to Miami. Alyssa voted on issues relating to PRSSA, attended events, networked, exchanged ideas with other aspiring public relations students and explored the city of Miami.

National Assembly is a shorter event compared to National Conference, which was most recently held in Boston, MA in October of 2017. Alyssa said the first day allowed students to attend an optional "Day-of Competition" which gave students a chance to compete against other Chapters and assemble a real-world public relations campaign. The competition served as both a hands-on experience and portfolio piece if selected as the winner. Later that night a welcome reception marked the official start of the assembly.

On Friday, after enjoying a continental breakfast, Alyssa made her way to chapter office sessions where she got to witness what other Chapters do differently from Scripps PRSSA. This allowed Alyssa to gain different perspectives about how to run a student organization, and a chance to share the incredible ways in which Scripps PRSSA runs itself.

When asked what stuck out to her the most Alyssa stated, "Everyone was kind of on their own, and most people do not know each other at the event."

She went on to explain that she met a large amount of people because everyone was so willing to meet each other. The rest of Friday consisted of leadership training sessions about conflict and crisis communication.

The last full day, Saturday, consisted entirely of National Committee elections. From 8:30 a.m. to 6:30 p.m, all delegates were required to attend every voting session on new bylaws and executive positions. Students gathered at their assigned seats and subsequently voted on electronic devices. According to Alyssa, "Voting day was a very strict process; students could not even leave the room." As a candidate, Alyssa gave a five-minute speech describing her goals and aspirations if elected as the next Vice President of Career Services. "The moment they called my name as the winner of the position, I felt like everything leading up to that point was a blur. I was so excited and it felt like a rush as the delegation gave me a standing ovation," said Alyssa. Furthermore, Alyssa's plans for the position include expanding and diversifying the internship database, utilizing her passion for mentorship to build up the Champions of PRSSA program and also offering her services to all PRSSA members for resume, cover letter and interviewing help. The following Sunday, a brief farewell keynote concluded the assembly.

PRSSA National Assembly's main purpose is to elect a new National Committee. While enjoying the skylines and sunny streets of Miami, Alyssa felt that running and being elected to the 2018-2019 PRSSA National Committee was undoubtedly the highlight of the trip. For any students interested in attending the National Assembly, Alyssa would strongly recommend the experience.

PUBLIC RELATIONS IN THE MAKEUP INDUSTRY

How to be a PR star in the cosmetics industry

Laila Riaz // @lailia_riaz

The makeup industry has been on a rapid rise in the past decade due to the popularity of online beauty influencers. From lipsticks to foundations, so many makeup products are being produced and marketed every day and social media gives consumers a chance to see new and innovative products coming to stores near them.

Some beauty influencers are constantly on the hunt for the latest and greatest makeup products, while others are sent free products for trial and promotion. Influencer marketing is on the rise, but who finds these people to promote their products? The answer is simple—public relations professionals.

Some PR packages even have videos integrated into the packaging that brands send to influencers. Other companies send people on extravagant paid trips to tropical islands. So what makes a PR professional successful in the makeup industry?

The Power of Knowing the News

As a PR professional, it is essential to know what is going on in the media landscape. When Fahlgren Mortine's Aaron Brown spoke to Scripps PRSSA this spring, he talked about the importance of knowing the news and how it can give someone a competitive edge.

Instead of scrolling through Twitter before work, Brown opts to pick up a local newspaper and read all the headlines. This gives insight into trending news and gives way to more meaningful and relevant campaign ideas.

When Rihanna's makeup line, Fenty Beauty, was launched, the brand garnered a lot of attention due to the diverse range of shades being offered. This was an amazing feat because it played into a relevant national conversation about the importance of representation and how people of darker skin tones are underrepresented in the media.



Credit: Laila Riaz

The Power of Politics

When Neal Denton from YMCA, spoke to Scripps PRSSA this spring, he discussed the importance of politics in public relations.

Denton contributes to lobbying efforts that benefit families who use the YMCA. Working with politicians can be nerve wracking; however, building a connection with politicians around how the YMCA can help them has proven to help the organization grow.

Makeup companies who are trying to get rid of controversial ingredients in their products use a similar strategy. When PR professionals connect with Congress members, they can positively impact their client, which in turn, helps their customers.



Credit: Laila Riaz

Engagement Versus Followers

Each makeup brand has its own unique flair that resonates with their target audience. Analytics are an important element in picking a beauty influencer to promote a product. Some consumers prefer elaborate makeup techniques while others prefer easy 10-minute looks. Working with influencers that fit the brand's image and values encourages more engagement. This strategy can underestimate beauty influencers with smaller followings, because analytics only tell part of the story. Having over 100,000 followers doesn't always translate into likes and comments, which are the most valuable part of influencer partnerships.

Collaborations

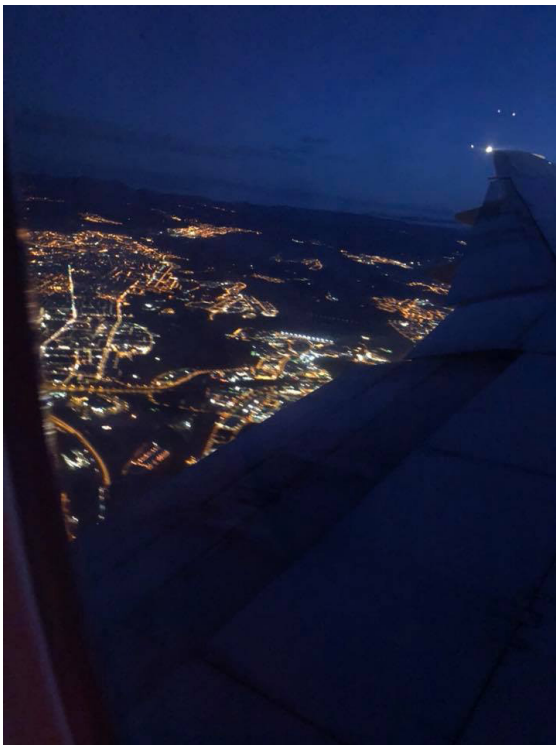
Beyond sending PR packages and organizing huge retreats, PR professionals in the makeup industry can go the extra mile and produce collaborative products with beauty influencers. Popular beauty influencers like Desi Perkins and Patrick Starr collaborated with huge makeup brands like MAC Cosmetics and Dose of Colors in this way. They have created lipsticks, eyeshadow palettes and much more.

Brands can could tap into each influencers audience and create a meaningful connection between the brand an its consumer now more than ever before.

HOW MY FIRST TIME OUT OF THE COUNTRY STRENGTHENED MY PR SKILLS

Flannery Jewell // @flanneryjewell

During spring break, I had the opportunity to travel to Barcelona, Spain to work with global startups for a journalism class. Walking into the Cleveland-Hopkins airport, I did not know what to expect, to say the least. I'd never been on a plane before and I hadn't been out of the country. I had everything: my boarding passes, money, TSA-approved travel sized bottles, and clothes to last about two months (I was only staying for one week, but I wanted to have options). My parents walked me as far as they were allowed, but after traversing security, I was alone. Luckily, I found some classmates at the airport in no time.



Credit: Flannery Jewell

I was still nervous, but after takeoff from JFK, this worry turned into excitement. The second flight went by quickly and before I knew it, I was walking through the nearly empty Barcelona airport with my classmates at 6 a.m. As expected, the seven days spent in a totally new environment were tiring, but I had so much fun stepping out of my comfort zone and learned so much in the process.

The Class

The twelve students who went on the trip were divided into four groups of three people. Each group was paired with a client. My group was assigned to an event-planning client. Over the course of the semester, we were tasked with creating a marketing plan for hosting monthly business-related networking events on college campuses. We met with the owner of the organization three times during the week. These client meetings accounted for only a small fraction of our itinerary, which was filled with sightseeing, restaurants and cool events (like a Catalan cooking class) to attend throughout the city.

The class strengthened my PR skills by giving me real-world experience and portfolio pieces. I never expected the weeklong program to make me grow both as a person and a journalist as much as it did.

Understand the Political Climate

A key point from Aaron Brown's March 6 presentation was to read headlines every day to stay updated on current events. I learned this tip is beneficial no matter where you are in the world. It's important to be aware of the political climate in places you visit. Before going to Barcelona, I knew the city was located in Catalonia, an autonomous community in Spain. I knew Catalonia recently voted to be independent from the Spanish government, but the Spanish government struck it down.

When I got to Barcelona, I realized how polarized the city is when it comes to the topic of Catalan independence. Many apartment buildings had pro-independence signs hanging from their balconies. Our program director was Catalan and an advocate for independence. It was interesting to learn her perspective on the situation. As journalists, it is crucial to learn about a variety of points of view and to have empathy toward them. These conversations made me wonder, "What if my hometown, or country, was in the same situation as theirs?"

Obstacles Build Character

My favorite part of the trip was our free day when I decided to hike to the top of Montserrat, a mountain an hour outside of Barcelona. The area was stunning, and I'm so glad we decided to go. Still, the day did not get off to the best start. One of my roommates and I slept late and missed the bus and train that our group took to the mountain. We ended up over an hour late and were confident that we wouldn't see our group members.

To our surprise, we ran into them almost as soon as we arrived at the mountain.

Upon arrival, we also learned the bus that was supposed to take visitors to the top of the mountain was out of order that day. If we wanted to get to the top, we had to embark on a 2.5-hour hike. At first, I was apprehensive, as I had never hiked anywhere besides a small ravine near my house, but our group decided to hike it. Three hours and multiple stops later, we found the most breathtaking view imaginable.

Because the bus was broken, the overlook at the top of the mountain was nearly deserted and we had it all to ourselves. The hike, the missed buses and the stress of over-sleeping were all worth the view. For me, the most important lesson from this day was to always keep going. If I continue past the obstacles I face, my work will pay off and the reward will be even more fulfilling.



Credit: Flannery Jewell

New Country, New Insight; Be Ready to Adapt

I think a problem Americans can run into when traveling abroad is the habit of thinking the world revolves around the United States. People in other countries have different schedules, values and opinions than people in the U.S. It is important for Americans to not see these differences as “weird” because they are different from our norms. My outlook during this trip was to fully experience and embrace Spanish culture as a different, but equally as valuable perspective as mine.

Credit: Flannery Jewell



Spanish people are considered relatively laid-back compared to Americans and our different value systems may create that idea. While Americans are more likely to sacrifice personal relationships, mental health and their free time for work, people in Spain place greater importance on personal relationships and well-being. I learned this at our class’s cultural orientation on the first day of the trip and it’s something that has stuck with me. Now that I’m home, I understand it is important to work hard, but it is also important to take care of myself -- there’s always a way to find a balance.

STAY CONNECTED!

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