

# PR SUCCESS

*Winter 2017*



**Finding  
Purpose at  
PRSSANC**



**Inside Weber  
Shandwick**

**Let's Get Social**



# ACKNOWLEDGMENTS

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# LETTER FROM THE EDITOR

Hello!

As the 2017 fall semester reaches the end, we are thrilled to release the latest edition of PR Success. This semester has been one for the books. Between hosting an array of weekly speakers, attending PRSSA National Conference, and getting to know each and every new member, our Chapter has grown in numerous professional, personal, and logistical ways.

Our year started out, as always, on the third floor of Alden Library. Unlike previous years, we had a packed house. With a room full of eager, young and new faces, our executive board embraced the challenge of making this the most engaging semester yet. Over the past few months, member retention improved and website traffic doubled. Thank you to everyone who contributed to these advancements.



Speakers this semester included Heather Sheppard and Kara Ferrara of Fahlgren Mortine, Rachael Majewski of Huntington Bank, Taylor Gaspar of Netcare Access, Cathy McPhillips of the Content Marketing Institute, Jeff Donaldson of Elias/Savion, Gentry Bennett of Dolby Laboratories, Erica Stonehill of Main Street Hub, Libby Bradford of PR 20/20, Rosie Haren of Fahlgren Mortine, Terra Carmichael of Eventbrite, Colleen O'Morrow of MediaSource, Rob Corradi of CLS Strategies, Brett Pulley of Weber Shandwick, Professor Chuck Borghese, and Matt Faust of Electronic Arts.

While this semester has been filled with friendships and learning, we would also like to take a moment to recognize Professor Dan Farkas. Professor Farkas has served as the Scripps PRSSA advisor for the past seven years and unfortunately, this is his final semester with our Chapter. In the spring, Professor Farkas will be joining the staff at The Ohio State University. We would like to thank him for his dedication over the past seven years and his constant words of encouragement to this year's Chapter.

Once again, thank you to everyone who has made this a successful semester. To connect with Scripps PRSSA you can visit our website at [ScrippsPRSSA.org](http://ScrippsPRSSA.org), follow us on social media @ScrippsPRSSA or send us an email at [scripps.prssa@gmail.com](mailto:scripps.prssa@gmail.com). I hope each and every one of you have a joyful and relaxing holiday season.

Sincerely,

Brigitte Meisse  
Editor-in-Chief/VP of Public Relations  
[@meisse2spicy](https://www.instagram.com/meisse2spicy)

# PERFECT MATCHES

Anna Olivia Wise | @LiviWise

The mentor/mentee program within Scripps PRSSA is an integral part of the Chapter for so many reasons. Upperclassmen are paired up with a mentee to give advice and help with everything PR, while the mentees get a chance to learn from their mentor as they begin their college careers.

When I joined the Chapter as a freshman, I knew right away that I was overwhelmed. I kept thinking that everyone seemed to know what they were doing and seemed to understand everything about public relations, social media, etc. when I barely had any knowledge yet. I knew it was important to find someone to help me out.

I decided to apply for the program last year and was matched with Jennica Lurie, and she was probably the reason I fell in love with PR. Jennica told me about all her travels abroad and her experience working PR and social media at the South by Southwest festival in Austin, Texas. She shared with me a love of music and creativity, and most importantly explained to me that absolutely no one in the industry knew everything. Almost every day was an opportunity for a learning experience.

Jennica showed me that there were so many possibilities out there and that it was okay to not know what you're doing sometimes and make mistakes. She gave me the confidence as a freshman to put forward more ideas and to write for the Chapter. She gave me resume critiques and tips on how to find a future internship. I think having her as a mentor made me excited about the industry and my future endeavors.

This year's program kicked off with our Mentor/Mentee Reveal on Nov. 8. Using none other than the "Dark Kermit" meme to pair up mentors and mentees, the event was filled with fun, food, and newfound friendships in the making. Sadie Newman ended up being on the other side of the curtain when it dropped, and I couldn't be happier. Sadie is kind, genuine, and confident in herself, and she has already begun to teach me so many things as my new mentor.

One of my favorite things about Jennica and Sadie is that they are always open to talk to me about anything, even if it was unrelated to PR. No question ever feels like a dumb question and I always feel a little bit better once I ask. I always have someone to go to, and I think that is so important when you're just starting to find your way as a strategic communication major and in this industry.

Having a mentor within the Chapter is a great way to find guidance, especially when professional help might be too overwhelming. Sometimes it's nice to just have someone who knows exactly what you're going through sit down and talk things out. It is also important for a mentor to have a mentee because it enables them to pass on their knowledge and skills while becoming a teacher and I look forward to taking on that role next year.

The mentor mentee program is one of my favorite things about our Chapter, and arguably one of the most beneficial aspects to everyone involved. Not only do you get to connect with someone else in the Chapter, but you get to help each other out as you find your way through all things college and career related. I'm so happy to have people like Jennica and Sadie to help me get started, and I think that this type of program is something all PRSSA Chapters should consider creating.



# FINDING PURPOSE AT PRSSANC

Jessica Rutkowski | @JessicaLynn57

Entering the public relations industry last year, I must admit: I was a little skeptical. I didn't want to contribute to the ever-growing consumerism focused minds of the public by promoting events or products just to generate a profit.

With this in mind, I began to ponder what it might be like to explore the non-profit side of PR in order to use my skills for the ultimate improvement of the world. After some experience in the non-profit world, I quickly realized that I wanted to work in a more creative setting than a non-profit could provide. I felt stuck. How was I going to be able to make a difference?

A few days later, I noticed an email in my inbox to promote PRSSA National Conference. The email introduced Carol Cone from the Purpose Collaborative, a network of resources who help companies to curate their brand around a synchronized purpose. Cone was scheduled to be one of the influencers presenting at the conference, where she would talk about corporate social responsibility (CSR). This concept was one that I had not yet heard of.

With Cone in mind, I was even more stoked about PRSSANC. Ever since I signed up, I had been looking forward to learning from the variety of opportunities that the conference offered, such as attending tours of PR agencies like Weber Shandwick, and listening to speakers like Judy Smith and Morgan Spurlock. However, after reading this email, I was most looking forward to hearing from Cone.

I was not disappointed.

With a passion for the education, inspiration and acceleration of purposeful programs that impact organizations, nonprofits and individuals around the globe, Cone delivered a presentation that talked about all of the opportunities to keep purpose at the forefront of this industry. With her experience in leading the Business + Social Purpose practice at Edelman, to founding Cone Communications, Cone talked about the crucial importance of helping companies make authentic engagements with the social world by inserting their mission and values into the narrative.

What does this mean?

Instead of creating a company goal centered on consumerism and financial benefit, it should center itself around a goal that has purpose behind it. Cone showcased different advertisements and films to bolster this objective, featuring Starbucks in one of her examples.

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Rather than setting their goal to simply sell more coffee than any other company in the world, Starbucks is rallied around the purpose of inspiring and nurturing the human spirit. Their purpose is an imperative asset to communicating their brand to customers. Starbucks' initiatives, such as its college achievement plan and ethical sourcing of products, and the way in which they communicate them through the use of social media and marketing strategies, show that they are committed to this purpose. It is clear that their investment in these issues is authentic, which can be seen as a major contributor to the success of the company.

CSR is integral to the success of building a brand. It is no longer a question of if brands should engage with social issues, but exactly how those brands should go about doing so. This dimension of the industry combines my love for leadership, innovation, impact, and, of course, PR. I encourage anyone who desires to make a positive impact on the world through their skills in the realm of public relations and advertising to take a look into what other opportunities await in the world of CSR.



# 1804 COMMUNICATION FALL RECAP

Maura Anderson | @agentmanderson

Fall 2017 has been an exciting semester for students involved in 1804 Communication, the integrated public relations and advertising agency born from the merger of ImPReSSIONS and ThumbPrint. We have begun to gain our footing and are starting to develop practices and protocols to make the firm successful and efficient.

One of the first things we did to unify our accounts was implementing weekly all-firm meetings, much in the style of ThumbPrint or PRSSA. These Monday meetings feature updates from our Internal Operations department, a trend of the week from our Business Development department, a client spotlight from Client Services, and a department breakdown at the end to help the accounts touch base and start the week unified and informed. These meetings also always feature an opportunity for learning, typically in the form of a presentation from a Department Head, professor, or industry professional. So far this year, we've learned about media relations, search engine optimization, resume development, and client status update and conference report writing, just to name a few!

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COMPETITION.”**

Perhaps the most exciting thing we've done this semester came in the form of a competition. Jenn Bowie, the Executive Director of Development for Ohio University Advancement Communication and Marketing, came to 1804 Communication with a challenge: the Bobcat Store. The Bobcat Store (no, not Bobcat Depot) is an online retailer run by the Alumni Association. They sell everything from OHIO sweatshirts to artisan pottery that benefits scholarships. Bowie needed some fresh ideas to help improve the store's sales and consumer awareness, and the members of 1804 were keen to provide some. We divided the whole firm into small, interdepartmental teams, and over a period of four weeks received objectives from Bowie, researched the Bobcat Store, analyzed its competitors, and prepared a presentation of our suggestions.

On Monday, November 13, each team had four minutes to present their pitch and wow our panel of judges, which included Bowie, one of her colleagues, and Professor Farkas. Our members offered a wide array of innovative, unique ideas, suggesting everything from pop-up shops and gifts with purchase to improved SEO and website redesign. Team 6 came out on top, exciting Bowie with the idea of a campus ambassador program, expanded target markets, and differentiation of their social media from the Alumni Association's. They will begin working with Bowie in the spring semester to help implement some of these practices and expand the Bobcat Store's reach. Keep an eye out; you just might see some of their work!



As for the rest of the firm, they will carry on producing quality work for our many clients. They have been highly effective in executing projects like the Copperheads' Swings N' Wings World Series watch party, a Dads Weekend hike for the Athens Conservancy, and social media campaigns for JPAC and Keep Ohio Beautiful, among plenty of others. Each of our accounts is made successful by cooperative work between the departments, and the more behind the scenes work done by Strategy and Business Development must be recognized for helping steer Client Services and Creative in the right direction. Internal Operations helps to foster these relationships by running culture engagement activities in meetings, planning social events like our bowling night, managing fundraisers like our Thanksgiving Candy Grams, and encouraging members to participate in events and learning opportunities provided by our partner organizations.



We're just getting started, but the ball is certainly rolling. The energy and enthusiasm of our new members paired with the experience and wisdom of our upperclassmen have helped us create new routines, solve problems before they happen, and create exceptional work. To keep up with us, follow @1804Communication on Instagram and Facebook, and @1804OU on Twitter!



**scrippsjschool**  
@scrippsjschool

Following

"You went to Ohio University because it's a party school."

First of all, I came here for the journalism school.

4:20 PM - 17 Oct 2017

172 Retweets 526 Likes



5



172



526



# INSIDE WEBER SHANDWICK

Jacob Sherer | @JSherer13

This semester Scripps PRSSA had the honor of hosting Brett Pulley, executive vice president at Weber Shandwick for the 2017 Mel Helitzer Lecture. For those of you who don't know, Weber Shandwick is one of the world's leading and largest PR companies with over 4,000 employees in 80 cities spread across 34 countries. They represent a few little brands like Verizon, Barbie, and Royal Caribbean.

I was especially excited for this speaker following the 2017 PRSSA National Conference in Boston where Taylor Dilley, Jessica Rutkowski, and I had the honor of attending a career tour at the Weber Shandwick Boston office where we received an inside look at the company's Culture Tap team and got to meet brains behind the Royal Caribbean eclipse cruise that exploded online during the summer 2017 total eclipse. For Weber Shandwick, Culture Tap means connecting a brand to popular, relevant and appropriate cultural moments. It is easier to use already existing popular ideas than creating new ones.

The excitement I felt was shared by my fellow Scripps Kids as Brett packed Schoonover 450 with eager and ambitious aspiring strategic communicators.

During the hour, Brett discussed new technology and its effect on the future of communication, developing stories worth telling, and the importance of strong writing. It can sometimes feel like the things we do as students for our classes can be rather superfluous, so it is always refreshing to be affirmed by Brett and every speaker that comes in Monday evenings that the skills we are developing really do have merit.

My biggest regret of the lecture was not asking for more information about Culture Tap. To me, it is one of those concepts that seems so simple, but no one would think to do it. However, even if unintentional, he provided a great example of Culture Tap and its ability to tell a story from pre-existing cultural moments. In 2015, Weber Shandwick developed a campaign for Fisher Price to ring in the new year called "Wishes for Babies." The 90-minute film showed families welcoming their newborns into the world at midnight on New Year's Eve and their wishes for the life of their child. Even

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more impressively, everything from filming, editing, and release was accomplished in just a day. If you haven't seen the finished product, I highly recommend checking it out. The film is powerful, poignant, and utterly breathtaking.

2017 has been an exceptionally successful year for Weber Shandwick. From producing one of the defining PR stunts of our generation, to being named Global Agency of the Year by The Holmes Report, Weber Shandwick is on the top of its game. At the end of the lecture I asked Brett how he sees these accolades influencing the future of the agency, and he said that while it might seem easy to allow these honors to speak for themselves, they provide new challenges. Being so highly recognized and revered on an international scale means that Weber Shandwick is its own biggest competition. Brands expect a certain caliber of innovation and resonance, and the agency will continue to provide this for its clients in 2018.

# LET'S GET SOCIAL

Natalie Butko | @chatty\_\_natty

Scripps PRSSA prides itself on the professional meetings, networking trips and work we do. However, having some fun is required to create those special bonds that members cherish far past their college years. This year's Vice President of Social Affairs, Emily O'Flynn is doing a great job continuing our annual events while adding new ones. She packed fall semester full of events to get members involved.

To kick off the year, we held a "Hot Diggity Dog Social" in early September. This event included hot dogs, board games and even swimming, if members wanted to. Having an event during the first few weeks of classes breaks the ice early and makes new members feel more comfortable.

Scripps PRSSA always enjoys getting festive with the holidays so of course we had our annual pumpkin carving competition in October with Ad Club, 1804 Communication and the Society of Professional Journalists (SPJ). Each team was given approximately 15 minutes to create their best design. Professor Stewart, Professor Young and Professor Farkas's kids were the judges. The friendly competition ended with giveaways and bobbing for apples (both crowd pleasers). Hosting events with other organizations not only brings our members together but allows them to interact with students and professors they may normally not have the chance to.

November gave us another chance to be festive, this time with our annual Thanksgiving dinner. This has always been a popular social event, and not just because of all the food. Scripps PRSSA's Thanksgiving dinner gives us a time to reflect on everything the organization has provided including the professors and peers in attendance. Once again, Thanksgiving dinner was highly attended by members of all years.

The mentor/mentee reveal is a social like no other. Members are there to get more than the snacks. They are eagerly awaiting the reveal of their Chapter mentor or mentee. This year's reveal used the "dark Kermit" meme and a curtain drop to build the suspense. Check out PeRfect Matches to learn more about the Chapter mentor/mentee program.

To end the semester Scripps PRSSA gets into the holiday spirit one more time. The "Ugly Sweater Holiday Social" encourages members to wear their tackiest holiday sweater. It's a social to celebrate a great time of year and a great first semester.

All of these events are what they sound like—fun. But social events do so much more for our organization. They bring our members together and make them feel welcome. They create relationships that have resulted in having someone to sit next to





# STAY CONNECTED



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