

OHIO UNIVERSITY

**PR
SUCCESS**

SPRING '22

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FROM THE EDITOR

Last year was my first year in PRSSA and it truly was the best year I've had at OU. I learned more than I ever thought I would and met so many ambitious, friendly, and overall awesome people. Another great thing about being in PRSSA has been getting to work on PR Success. I have always loved writing and editing, so I was incredibly excited to have the opportunity to be so heavily involved in the creation of this publication.

I started editing this issue in April, so I am so happy to finally see this project coming together. This issue is representative of the transformation Scripps PRSSA went through this past year, and the vision we have for this upcoming year. Our 2022-2023 executive board has already put in so much energy towards continuing the hard work of our predecessors and upholding the excellence of the chapter. We want to grow Scripps PRSSA in numerous ways, and I cannot wait to spend my senior year involved in something as special as this chapter.

I'd like to give a huge shout out to Erica Trapasso, who turned a huge Google Doc into a beautiful visual story. I also want to thank all of the amazing writers that contributed their time and talent to the 2021 Spring PR Success. I am so proud that my first issue as Editor-in-Chief is so amazing.

Cheers to this issue of PR Success.

Yours truly,

Ellie

AN OUTSTANDING YEAR



FOR SCRIPPS PRSSA

The last two years have been a roller coaster of ups and downs for people all over the world. Scripps PRSSA and other PRSSA Chapters have faced a number of strange and difficult obstacles throughout the pandemic, and while it's easy to focus on the negative, Scripps PRSSA has done exceptional work over the last year. Just a few of their many outstanding achievements are listed here:

Received the Dr. F.H. Teahan Award for Outstanding Chapter

In October 2021, Scripps PRSSA was recognized as the gold standard of all PRSSA Chapters worldwide and awarded the Dr. F.H. Teahan for Outstanding Chapter. This award was extra special to the Chapter after a year of online meetings and events. The 2020-2021 Executive Board worked hard to ensure members still benefited from PRSSA in an online world, so receiving this recognition was extremely rewarding.

Welcomed new Faculty Adviser, Dr. Eddith Dashiell

The Chapter elected its current Faculty Adviser, Dr. Eddith Dashiell in September of 2021. Since being elected, Dr. Dashiell has attended almost all Chapter and Executive Board meetings, presented a Diversity and Inclusion segment to members at the annual PR Bootcamp, and much more. She has helped the Chapter develop professionally and reach more students in the E.W. Scripps School of Journalism.

Launched a Scripps PRSSA merch store

Katherine Keber, Vice President (VP) of Visual Communication spent her summer creating a complete line of Scripps PRSSA merchandise, and coordinating distribution via the website Bonfire.com. The store launched shortly after the start of fall semester and was a hit with members. Merchandise includes t-shirts, sweatshirts, tote bags, mugs and more!

Returned to in-person meetings and events

After spending over a year online the Chapter welcomed members back to campus with in-person meetings and events. The response was overwhelmingly positive and immediately increased morale and involvement. This year, the Thanksgiving Dinner, PR Bootcamp and St. Patrick's Day Social were the most popular events among members.

Other accomplishments this year include revamping the Chapter newsletter, bringing PR Bootcamp back, increasing the number of dues-paying members, and so much more. Scripps PRSSA continues to shine bright and make improvements for members. It's exciting to think about what the future holds for this outstanding Chapter.

by Macy Cantrell

FORVER A CHAPTER OF FIRSTS

by Alyssa Gormley


1969 was a year of many firsts. Apollo 11 went down in history as the first moon landing, Richard Nixon entered his first term in office and Ohio University's Chapter of PRSSA began their first official year as a pre-professional organization.

Hugh M. Culbertson first joined Ohio University's faculty in 1966 and became heavily involved in Ohio University's internal climate, as well as outside organizations such as PRSA Body of Knowledge Project, Foundation for Public Relations Research and Education and so much more. Culbertson's levels of involvement gained him traction for his legacy early on in his career. By 1983, the Ohio University Chapter of PRSSA was known as the Hugh M. Culbertson Scripps PRSSA Chapter.

In 1988, Scripps PRSSA received its first award entitled to PR Press for Outstanding Chapter Newsletter from the Ohio Valley District at Ohio State University's District Conference. Since then, PR Press has evolved, and currently stands as PR Success. PR Success has carried on the legacy of PR Press, as the newsletter was recently recognized as the Dr. FH Teahan for Outstanding Chapter Newsletter by PRSSA National at the 2020 International Conference.

Such an early-on accomplishment fueled momentum for following years, and in 1992, the Chapter was dubbed the Outstanding Chapter by the Ohio Valley District for the first time in history. Following, in 1993, Scripps PRSSA rejoiced in one of their first milestone anniversaries, surpassing 25 years.

Similar to the years of 1992-93, the Chapter earned the Dr. FH Teahan Outstanding Chapter in 2018 by PRSSA National and celebrated the 50th anniversary of Scripps PRSSA in 2019. Not a first, but rather a prime example of how many of Scripps PRSSAs' firsts are the foundation of the Chapter's current success.



Just as the legacy of Scripps PRSSA awards started as a first, so did a plethora of traditions that have carried into today's age. A handful of these are at the national level, such as PRSSA's International Conference, District Conferences, National Assembly/Leadership Rally (now Leadership Assembly) and even the Bateman Case Study Competition. But, what about some of those traditions that, for the majority of us, are closer to the heart and hOUme of Scripps PRSSA.

Committees of the Chapter started in 1986 as a way for members to gain that first step of leadership on a small scale, as members could join one of seven: public relations, public relations outreach, fundraising, professional, conference, speaker, PR Success. Currently, the Chapter has honed committees into one of three: publications, diversity, equality and inclusion, special events. Outside of professional opportunities, the Chapter shifted several of its first socials into annually anticipated occurrences such as the Scripps PRSSA/SPJ/1804 Communication Pumpkin Carving Contest, Thanksgiving Dinner and St. Patricks' Day Social that arose in the early 2000s. Members still look forward to the little things that become their first firsts, today.

2021 was yet another monumental time of firsts. COVID-19 was prevalent as the first pandemic for us to endure, Biden entered his first term of presidency and Scripps PRSSA was awarded the Dr. FH Teahan Outstanding Chapter of 2021 after an entire year of virtual efforts - which was seen as a first in my eyes.

But, let's face it. You and I, we're not any sort of first in Scripps PRSSA. We're not the first Chapter class to win a new, prestigious award, cater to members' through committees or rebrand PR Success. However, I remember my first meeting with Aaron Brown, my first social event that was 'Dog Days of Summer' and my first International Conference in San Diego - as I'm sure you reminisce on all of your firsts, too.

We owe our firsts of Scripps PRSSA to the firsts of Scripps PRSSA. Without the first set of student, faculty and professional leaders, Scripps PRSSA wouldn't be Scripps PRSSA. We wouldn't hold all the awards, traditions, opportunities and legacy that we're so fortunate to be part of today. No, we're not the firsts of Scripps PRSSA, but we're bound into the first legacy of Scripps PRSSA.

So to that, I thank Hugh M. Culbertson and the rest of the previous student, faculty and professional leaders who took the first step that has allowed both you and I to take the first leap. And too, I write to remind you to never stop taking that first leap in your personal and professional endeavors. You never know where that first jump might land you, as I'm sure Hugh M. Culbertson did not expect such generations of leaders, like you and I, to uphold and continue on the legacy of Scripps PRSSA.

THE PR CROSSOVER

by Anna Hinkle

Attending the Scripps PRSSA X UK PRSSA PR Bootcamp was an enlightening experience. This meeting hosted the collaboration of University of Kentucky's PRSSA chapter and our chapter. It was somewhat interesting to see how much of an impact the chapter can have on other students across the globe. This impact gives students the ability to gain these networking skills and eventually utilize them upon graduation. As an introduction to the meeting, students were individually put in break-out groups to first analyze a press-release, then form an official press release. The topic was about a real-world problem which could potentially happen, being a restaurant throwing their scraps/trash away into the ocean.

This practice of officially coming up with a solution, statement, and apology was beneficial to myself personally because I have never written anything or even heard of a press release before. Each group then shared what their press release had looked like, keeping the same topic, and asked any questions they had. After each group had announced their press releases, the speakers then shifted over to LinkedIn profiles and how we should go about writing the required sections. Experience, About, and Education were three key sections that both chapters went over

following with their personal sections to look at for a reference. This was extremely helpful, especially as a student in the College of Business because LinkedIn is a very large networking platform where employers are always very engaged. Hearing several insights about what should go in each section was also very informative, knowing what changes had to be made and even the process of creating one. For the remainder of the meeting, Dr. Dashiell stressed the importance of diversity in the workplace, including her own personal experiences. Dr. Dashiell explained treatment she had received in past jobs, and some of them being incredibly cruel.

Broadening the correct way to act and accept others in the future is such a significant message because of the societal issue it presumes in today's society. Not to mention, the certificate awarded to all the participants in the meeting is one step to putting yourself forward and can be used on Resumes or LinkedIn profiles. Overall, with the insights I received in the annual PR Bootcamp, I feel as though it spreads such an awareness to how to professionally network yourself, while having the skills needed to stand out amongst others.



PROJECT SCRIPPS

SCRIPPS PRSSA'S NEW PODCAST

by Laine Dannemiller

Audio has produced an industry that enables anyone to share stories and messages. It's radio, but rather radio's more modern, niche cousin. Podcasts began to make a statement in the media when the first season of "Serial", a podcast produced by True Crime, was released on October 4, 2014. However, the medium has grown immensely since then and has made a significant impact on how people consume stories. Scripps PRSSA took note of this interesting change and wanted to dive into the podcasting space, which led to creating PProject Scripps.

PProject Scripps is a podcast that creates dialogue between Ohio University students, faculty members, and more to help listeners learn how to thrive in the PR and advertising industries. The show has a strong focus on Scripps PRSSA and how this organization can help jumpstart students' pre-professional careers. One of the best ways to grow in college is to listen to what your peers are doing, which is exactly what this podcast provides in each episode.

Having a podcast for our chapter also gives members the opportunity to get hands-on experience in a medium they may not be exposed to otherwise. The Publicity Committee in Scripps PRSSA leads this project and works on each episode. Members of the committee can learn basic scriptwriting, how to work with recording equipment, and audio editing. The podcast also provides committee members with interviewing practice. Most members in Scripps PRSSA are in the E.W. Scripps School of Journalism at Ohio University, which requires taking news and information courses. This means that many courses required for sophomore year and beyond involve interviewing sources. PProject Scripps gives members a space to practice gathering research about guests, writing interview questions, and then conducting an interview. Although, the most important thing the podcast teaches members is how to effectively work on a team. Group projects don't end after college and knowing how to work with a team on deadline is a skill that members can carry with them no matter what path they take. PProject Scripps is not only spreading information about our chapter, but also gives members valuable experiences they can apply in future classes and jobs.

Scripps PRSSA has always aimed to help students grow and now our chapter is doing that both internally and externally. With a clear mission and a driven team to do all the behind-the-scenes work, extraordinary growth can occur for any organization just by creating a podcast. A key characteristic of any successful PR professional is being a great listener. One must listen to the world around them and stay alert on how the media is changing. Scripps PRSSA did that and created a whole section of our chapter dedicated to podcasting because of it.

The most recent episode of PProject Scripps discusses leadership experience students can gain by joining Scripps PRSSA. Whether it's through being on executive board, working on our chapter's Bateman team, or being an invested member on one of the committees, leadership opportunities are everywhere in Scripps PRSSA. Listen to the episode on Spotify and stay updated on when new episodes release by clicking the bell icon.

BATEMAN RECAP
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by Demetra Miller

Scripps PRSSA's 2022 National Bateman Case Study Competition team submitted their final report last week. This year's team included Managing Director, Beck Harhai; Creative Director, Demetra Miller; Social Media Coordinator, Makenna Goad and Event Planning Coordinator, Lauren Reed. The client was The Lymphoma Research Center. Through the campaign, Bobcats, Let's Learn about Lymphoma, the team sought to educate and inform the Athens community about the signs and symptoms of AYA lymphoma. They also promoted ways to live a healthy lifestyle to prevent and combat AYA lymphoma.

The purpose of this campaign was to raise awareness, educate, and connect the Ohio University campus. Through the mission statement, "Dedicated pre-professionals striving to increase awareness about the signs and symptoms of AYA lymphoma", the team raised awareness by exposing Ohio University to their campaign and information about AYA lymphoma. They educated the campus by researching and posting information, resources, and facts about the signs, symptoms, and preventive tips of AYA lymphoma. They connected with the campus by hosting events and interacting with the community in person and virtually, reinforcing their message.

The campaign ran from Feb. 7 to March 11. Throughout the month, they held various events such as a trivia night at PigSkin Bar and Grille, a collab dance class with OU Vibes, an info session with Scripps PRSSA, a selfie booth in College Green, and a meet and greet in Schoonover Center. They received support from Athens Town Hall at the beginning of their campaign as they lit the Town Hall Building red for AYA lymphoma awareness. Bobcats, Let's Learn about Lymphoma also had a speciality drink created for them at North End Kitchen + Bar that was sold throughout the entirety of implementation.

Managing Director, Beck Harhai said her favorite part of the campaign was "Creating the cookbook filled with healthy recipes for breakfast, lunch, and dinner". Overall, the campaign ran successfully and accomplished their goals of raising awareness, educating, and connecting with the campus about AYA lymphoma. As they anticipate the results of their final report submission, they hope to perform well as they currently await the evaluation phase.



MY EXPERIENCE WITH SCRIPPS PRSSA'S PROFESSIONAL MENTOR PROGRAM

by Alyssa Goodenow

While in college, especially as an underclassman, it's natural and even expected to not have everything figured out yet professionally. I, too, was (and still am) no exception to this norm. However, I have the added challenge of also being a transfer student. Soon after being officially accepted into the E. W. Scripps School of Journalism, I realized that the expectations were much higher than those of my previous institution's program. I felt lost, inexperienced and even inferior to my peers. Thus, when our chapter's VP of External Relations, Olivia Christiansen, promoted the Professional Mentor Program for dues-paying members, I signed up without hesitation.

In order to find the best match, anyone interested in the program had to fill out a survey based on our personal interests and professional goals. Soon after, Olivia matched me with Theresa Ianni, a 2014 graduate of the E.W. Scripps School of Journalism who currently works for a technology company called ServiceNow. I was so excited to be matched with someone who was not only an Ohio University and Scripps PRSSA alumna, but also someone who had experience working in the technology industry. Even from the very beginning, I was blown away by the support and guidance Theresa freely extended to me. Of course, I'd heard about how powerful connections with former Bobcats could be, but I had yet to experience it firsthand until that moment. My greatest goal for this current semester was to get involved as much as possible, not just in Scripps PRSSA, but in other organizations and groups as well.

I have succeeded in doing so, however, I must credit Theresa's mentorship as a significant reason for my recent accomplishments. Through our emails and video calls, she inspired me to find out-of-the-box opportunities that I would truly enjoy. She constantly reassured me that I wasn't nearly as behind everyone else as I felt, and that I was capable of taking on these newfound responsibilities. When I told her I was interested in learning how to write a press release, she gave me detailed instructions and numerous examples; she even edited a press release draft I made.

Undoubtedly, the best gift Theresa has given me is her full support and encouragement. It is incredibly validating and encouraging to be met with enthusiasm and praise when sharing professional accomplishments with someone who's more experienced in the PR industry. I am so grateful to have had Theresa as my mentor, and I know she is someone who will be a life-long professional connection. To anyone who even slightly resonates with my story, I urge you to consider joining our chapter's amazing Professional Mentor and Mentee Program; I can confidently say it was one of the best decisions I've made in college so far.

A LOOK BACK: SCRIPPS PRSSA THROUGHOUT THE YEARS

by Olivia Strauss



Winning the PRSSA National 2020-21 Outstanding Chapter Award confirmed the years of hard work and dedication that Scripps PRSSA members have poured into the chapter. Founded in 1969, Scripps PRSSA has been around for more than five decades. That's 53 years of sharing stories, building professionals and creating life-long connections. Within those 53 years, Scripps PRSSA has won over 20 awards and gone through many changes.

While some things in the chapter changed, others remained the same and became tradition. Scripps PRSSA members attended PRSSA National and District Conferences, participated in the Bateman campaign, and remained active in the Athens community throughout its existence. There were also several variations of the chapter newsletter, currently titled PR Success.

This included the PR Press and PProfessional, both chapter newsletters, with archives available between 1986 and 2000. PProfiles, a PRSA Central Ohio newsletter, dates back to 1983. From professional growth to community service to chapter socials, some things in Scripps PRSSA will always remain the same.

Today, Scripps PRSSA is one of the most active PRSSA chapters. Scripps PRSSA members remain active on a national level by serving on the executive board and committees, attending district and national conferences, competing in the Bateman competition and participating in monthly Twitter chats. Within the chapter at Ohio University, members attend weekly meetings and chapter socials, participate in peer and professional mentorship programs, attend professional development events and give back to the community by participating in events like Bobcathon. Today's chapter still participates in several traditions such as the Thanksgiving Dinner and the End of Year Banquet.

The world has been continually changing since the start of Scripps PRSSA in 1969. One thing that remains the same, however, is the dedication that Scripps PRSSA members have towards the chapter and its traditions.





HOW COLORS TELL STORIES: PANTONE AND CHARITY: WATER

by Rebekah Green

THE WORLD IS FULL OF STUNNING COLORS

**But they're only beautiful if
you don't have to drink them.**

What color is your water? The answer is likely clear, but for 1 in 10 people worldwide, that is not their answer. On World Water Day, Pantone and charity: water launched a campaign to tell the stories of individuals — through colors — that are affected by our global water crisis. It also portrays how gaining access to clean water has shifted the lives of many.

From red to yellow to green, the colors of water worldwide have varied globally. Using the charity: water website, you can view the stories of the individuals who experienced various shades of water and how it has impacted their lives. You can also learn how to advocate for equitable access through the charity: water organization.

“Color is the ultimate communications tool. It doesn’t simply convey important information; it also has the power to create feelings and even actions,” Lindsay Scheinberg, social media lead at Pantone, said in a statement. “This is why we strive to use the Pantone brand and colors to raise awareness of important issues in the world whenever we can. We’re very happy to work with charity: water to spread awareness of, and show support for, the millions of people around the world who lack basic access to clean and safe drinking water.”

How can you help? Read the stories of affected communities. Maintain global awareness. Share the information to spread the word. Advertisement campaigns like these are the ones to make a difference. Visual storytelling with compelling data connects you to the stories of individuals. That is incredibly powerful because it can — and it will — make a difference that can transform lives.



NEW BEGINNINGS

by Ellie Coldiron

Joining a new student organization is always nerve-wracking, especially when you're a junior and know nothing about what the organization does. For most of the first semester, I went to PRSSA meetings and sat with the one friend I knew, or sat alone. I had recently switched majors and had no experience with PR at all. I was anxious to go to every meeting because I felt out of place among everyone else who seemed so knowledgeable and experienced. When I learned there was a peer mentor program, I was super excited to be involved. Having a mentor to teach me more about PR was important to me because I felt like I was so far behind in deciding what I wanted to do after graduation. I also saw having a mentor as a chance to become more involved in PRSSA. However, I was worried about being an upperclassman and needing a mentor.

The night of the mentor/mentee reveal was the beginning of a new period of PRSSA for me. Searching the room to find a senior who was also gluten free turned into me meeting one of my favorite people on campus. Having somebody who could relate to how much I miss donuts and feeling so much like myself with someone has been a huge contributor to my success in PRSSA.

I probably would not have ever really talked to Kat if she had not become my mentor because I would have remained uninvolved. Now, I am so grateful I went through with signing up for a mentor. I never would have run for a position on the executive board without Kat. I never would have started going to socials and other events without Kat. She is one of the busiest people I know, but so am I, which is another reason why we are such a perfect match. I never would have felt like PRSSA truly is a family without having Kat in my life. Having a mentor really helped me grow in ways I never would have imagined at the beginning of the year. I did not know when I first joined PRSSA, or even when I first met her, but Kat is actually the reason I signed up in the first place.

I was initially drawn to the PRSSA table at the involvement fair because they had cool stickers. I am so incredibly lucky that my mentor was the one who designed the world's cutest stickers and got me involved with the best community of people on campus. Networking and the connections you make as an undergraduate student are huge parts of your success after graduation, so having a mentor is awesome for that. But having a mentor can also be the difference between sitting alone in the back of the room, unsure if PR is even something you will pursue, and becoming Scripps PRSSA's number 1 fan. As sad as I am that Kat is graduating so soon, I am equally excited to become somebody's mentor next year. I really, really hope I can be as great of a mentor as Kat was to me.

FROM THE DESIGNER

As the new Vice President of Visual Communication, I am so excited to share the Spring 2022 issue of *PR Success* with you all. With this being my first ever *PR Success* issue, I wanted the publication design to be perfect. After changing the design a few different times and receiving some help from Olivia Strauss and Ellie Coldiron, I finally came to a layout that I am proud of and I hope you all enjoy just as much as I do.

Scripps PRSSA has had many accomplishments this year and this issue of *PR Success* highlights the outstanding year our chapter has had and the amazing work our members have done. I want to thank all of the amazing writers that wrote for this issue and all of you for reading. I'm so grateful I got to bring these stories to life and I can't wait to see what our future issues have in store.

Sincerely,

Erica

acknowledgments



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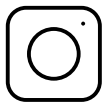


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