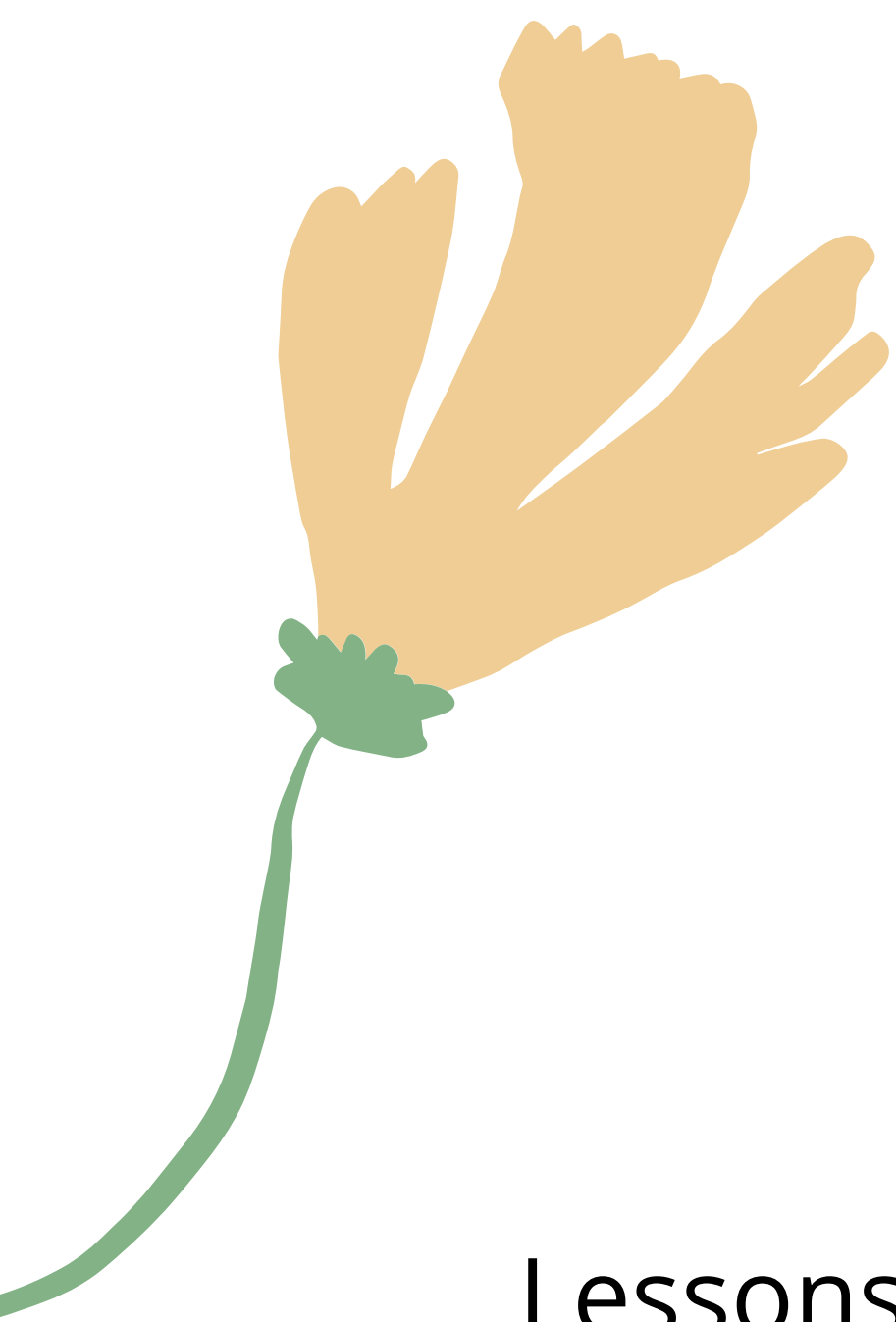


# PR SUCCESS

SUMMER

2022





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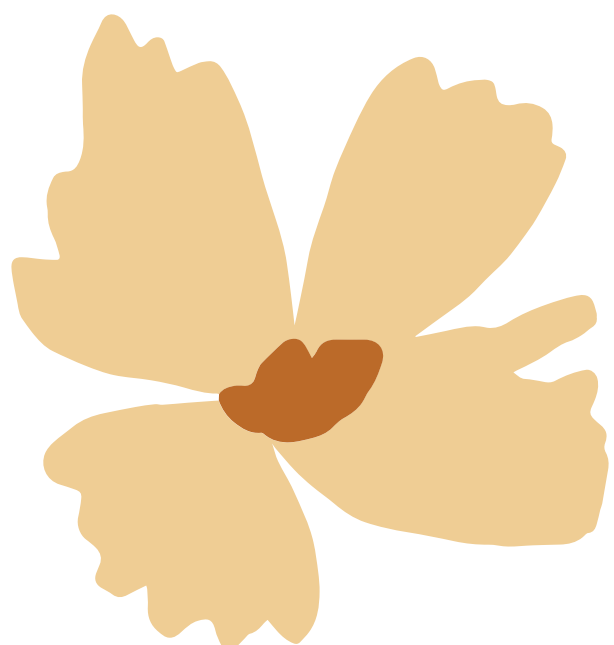
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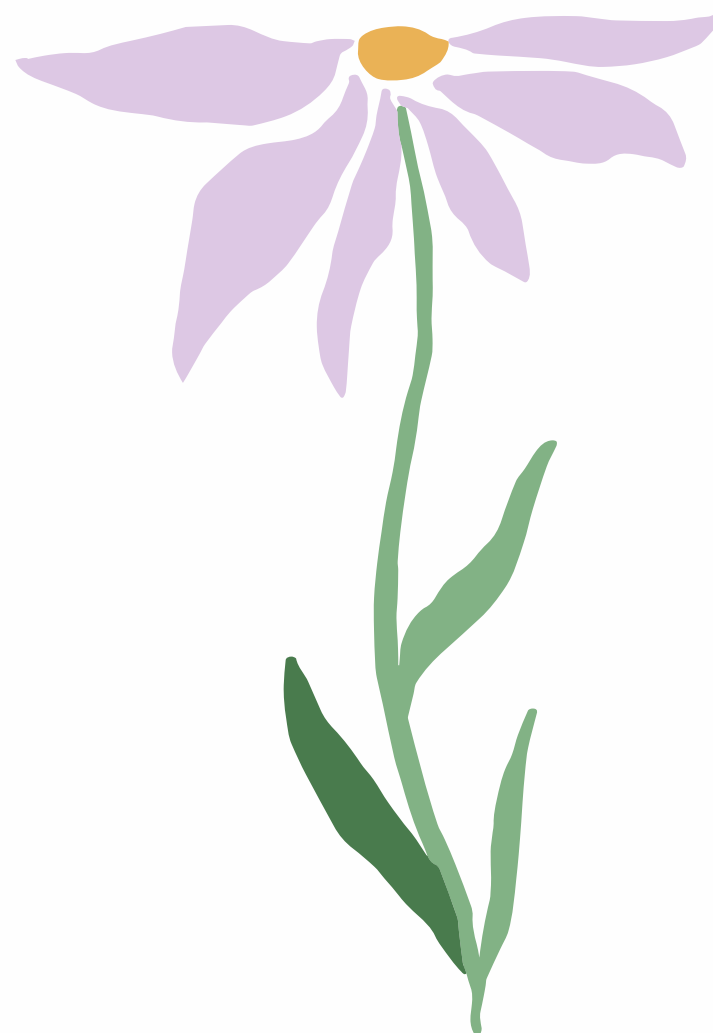
# LETTER FROM THE EDITOR

This summer was huge for me as my last summer in college. I prioritized treating every day as valuable, striving to jam as much as I could into 3 months. I spent a few weeks in Europe with friends and my mom, I worked full-time in a dream position with the most amazing team ever, and I saw friends all the time. I grew so much this summer, in ways I did not expect, which is good since I only have 4 months until graduation. I cannot believe I am entering my last semester at OU, but this is the semester I am arguably the most excited for.

As summer wraps up, I have been reflecting a lot on how lucky I am to be surrounded by people I love and have such a great community here, especially in PRSSA. I am so, so proud of everyone who wrote an article for this issue because I got to read about their growth this summer, too. I know our chapter will continue to grow even more this year, and I cannot wait to see what updates we have for you when the next issue is published!

We always say this, but this is definitely my favorite *PR Success* that I have read to date. I love the way this turned out, especially the theme we focused on. I am so excited for you all to read it.

Yours truly,  
Ellie





# SELF- GROWTH SUMMER: HOW PRSSA HAS SHAPED ME AND MY CAREER

By: Olivia Strauss



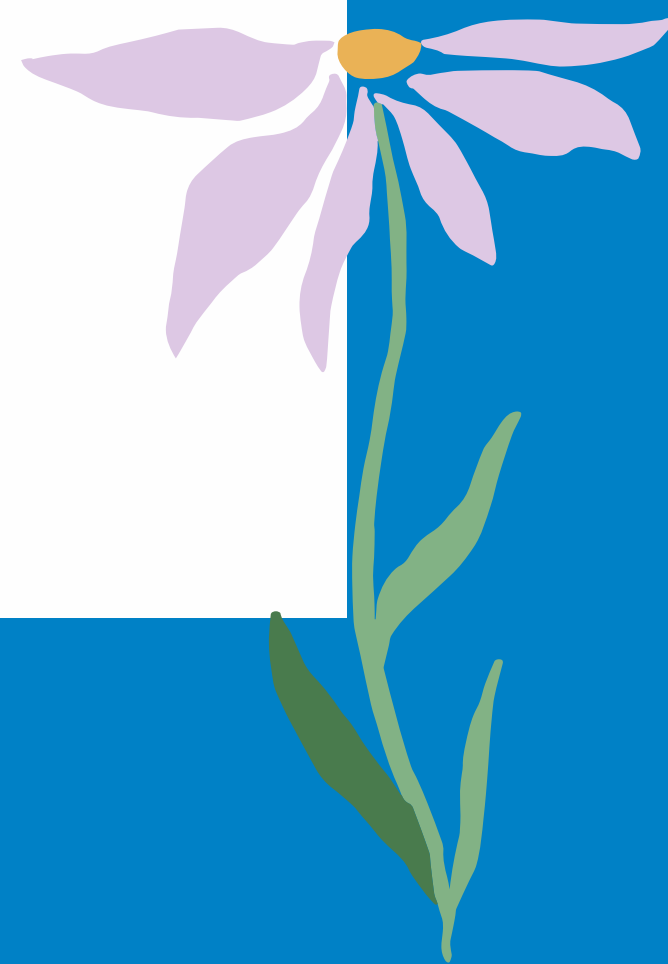


As a rising senior, I knew that I wanted to experience something new and different for my final summer as a college student. COVID-19 had already cut my normal college experience short and I knew that it was time to push myself outside of my comfort zone. So, I made the decision to move over ten hours away from home to pursue a position at Inspire Brands, whose brand portfolio includes Arby's, Baskin-Robbins, Buffalo Wild Wings, Dunkin', Jimmy John's, Rusty Taco, and SONIC.

For ten weeks, I lived alone in Atlanta, GA to pursue the internship of my dreams. Not only was I able to work on iconic food brands that I have grown up with, like Dunkin' and Arby's, but I was able to push myself outside of my comfort zone by living somewhere that I had never been before. I would be lying if I did not say that it was scary, but the personal growth I experienced during those ten weeks was completely worth it. Many college students, including myself, go from living at home with friends and family that you have grown up with, to living with roommates and friends in college. Even if you live alone at some point during college, you are most likely spending a lot of time with friends around campus. Here in Atlanta, I knew no one. I had made a few connections before moving and have since made many at my internship, but I had never been in a situation where I was in an unfamiliar environment around so many people I had never met before.

I encourage every college student to challenge themselves in a similar way at some point during their college experience. I learned how to be a better professional, how to be a better friend even from a distance, and most of all, I learned how to be myself. Spending so much time alone and in uncomfortable situations has allowed me to learn more about my strengths and weaknesses, my behaviors, and my emotions. I was able to learn what truly makes me happy as I was able to live solely for myself, without any pressure from others and what they wanted to do or where they wanted to go. Entering my senior year with an increased sense of self awareness will allow me to be the best that I can for others and for myself.

If you needed a reminder that you are capable, here is your reminder that you are.



## LESSONS I LEARNED FROM MY FIRST 9-5

By: Ellie Coldiron

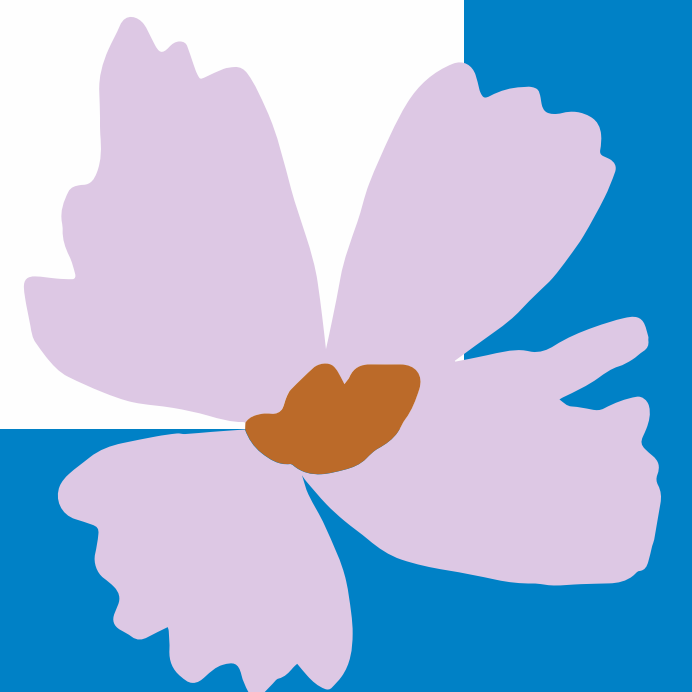
This summer, I had my first real internship position, which was also my first full-time job. I have had part-time jobs since I was in high school, often working more than one job at a time. Since I was so used to working, I did not realize how much of adjusting would be necessary for me to get used to working from 9am to 5pm (or longer) everyday. Through this experience, I learned a lot about both myself and the communications industry.

1. Prepare to be exhausted. I thought I would wake up at 5 am to go to the gym, be perfectly put together every day, and have all kinds of free time at night to see my friends. I expected to spend every weekend adventuring and checking items off my bucket list. Instead, I did not make it to the gym once the entire summer and only woke up before 7 am when I had to (for work). I saw my friends, but I had to plan my weeks out way in advance and felt like I was always operating off of a carefully curated schedule. I rarely made last minute plans because the nights I was free, I had planned to stay in. I often went to sleep around 11 pm and never felt fully relaxed. Weekends were stressful, too, because I forced myself to go do things when I would have preferred to sleep in and stay in bed all day.
2. Set boundaries. Following the last point, I was overworked the whole summer. I think I ended up more burnt out this summer than ever before because I never got a break. But, it was my fault. I never took days off, I would do work after hours, I answered Slack messages at all times of the day and even on weekends. I should have shut my computer at 5 pm and taken the few hours I had left of each day to do things for me. It can be hard, especially if you are passionate about your work and if you work remotely, but setting boundaries is important for work-life balance.
3. Expect to learn things nobody tells you in school. For example, my internship involved a lot of content creation and social media management. I learned that working so close to the public means constantly facing scrutiny. I also found out how draining it is to be the subject of negative comments, even though you are just doing your job. It is important to have a strategy to remain positive and creative, or it can be challenging to keep up with your daily responsibilities.

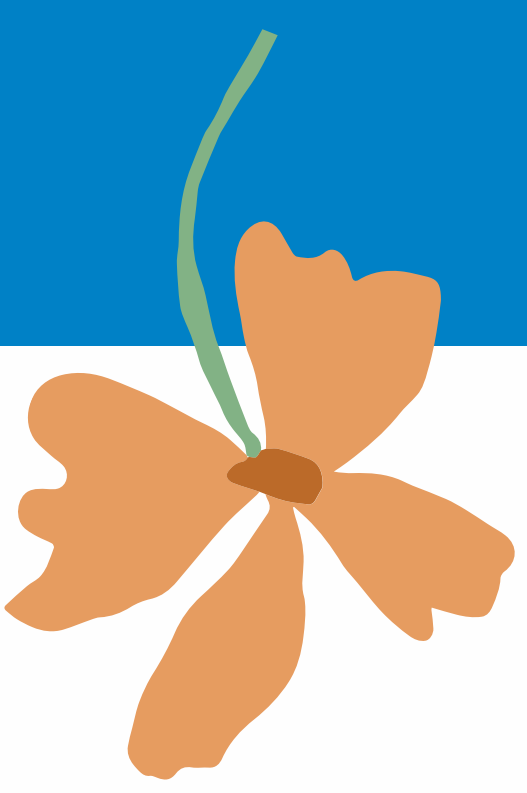


4. Network constantly! I made it a mission to network with everyone I met this summer, which led to unexpected, but amazing, opportunities. I got to ride around for hours on a golf cart, chatting with a PR professional who has worked at some of my dream companies. I got to learn about positions I did not know I could do with a communications degree. I met hundreds of people my age who I am now connected with on LinkedIn, which will be super helpful as I search for positions outside of Ohio.

5. Reflect on your experiences. My internship taught me more than I ever expected to learn. I grew so much this summer as a professional and learned a lot about myself. Before working in this position, I was not fully sure what I wanted to do after graduation. I thought a lot about my experiences and discovered I now have a much clearer set of goals for my post-graduation life. I, personally, want to work remotely, spend some time out of Ohio, and step away from social media to dive more into publicity and engagement roles. Overall, my personal growth is a huge accomplishment that I am taking away from my first 9-5.







## HOW WORKING FROM HOME IS CHANGING IN THE FIELD OF PUBLIC RELATIONS

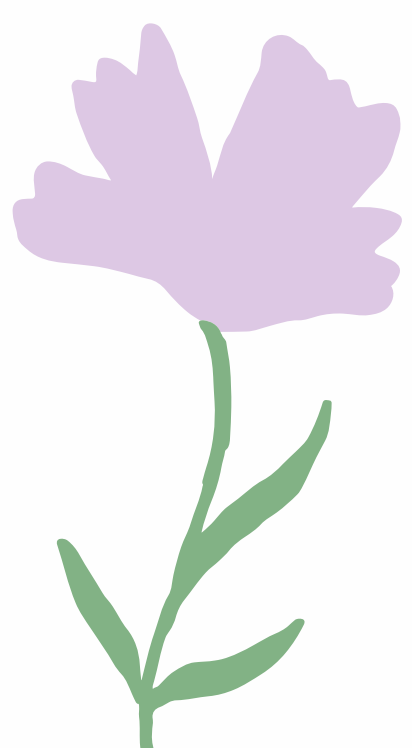
By: Alyssa Goodenow

Whether you are a student or professional, the COVID-19 pandemic dramatically changed life in all aspects. Rather than go into a physical workplace or school, many had no choice but to work completely remotely. For most, this was a huge and unfamiliar change. In fact, only 6% of Americans worked completely online before the pandemic. Based on a survey done in spring 2022, approximately 35% of employees reported having the option to work from home five days a week now, and that number is only set to increase in the coming years.

With WFH impacting both white-collar and blue-collar jobs, you may be wondering how the field of Public Relations has evolved as well. How do PR professionals feel about this change? Has WFH increased productivity and motivation? What does the future hold for us pre-professionals regarding remote work? One huge advantage of WFH for PR employees is the flexibility it offers. Instead of a typical 9-5 day, many can work at any time, generally leading to happier and more motivated workers. However, this may also be a negative for those who need a strict and rigid schedule in order to stay focused at work. If you fall into the latter category, it will be beneficial to create your own schedule and stick to it if you work from home.

Due to the nature of the pandemic, many PR firms have been forced to change their approach to campaigns and outreach. Based on a survey of 300 PR executives, 88% reported the importance of creativity while tackling projects, even after COVID-19 is 'over.' For some, the increased need for creativity may be seen as a good thing, while this may be a stressor for workers who like to be given a tighter set of rules regarding a campaign.

The WFH experience in the PR field obviously varies from person to person, but a vast majority of PR employees are happier with the increased flexibility and creative freedom. As someone who has an entirely remote PR internship, I can personally say I enjoy the benefits of working from home. The best way to know if it would work for you is to just try it out! Many companies offer hybrid options as well, meaning you would be in the office several days a week and remote for the rest.







## SUMMER POST 2021-2022 SCHOOL YEAR REFLECTIONS

By: Allison Young

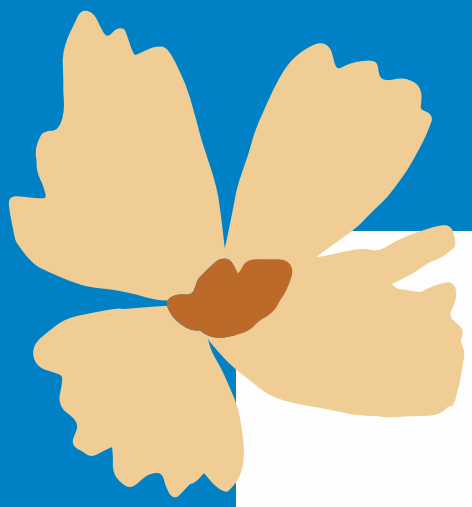
After a full academic year spent at Ohio University, it is no surprise to have slight life adjustments once summer break has started. At OU, we are constantly occupied by the class routine, spending an abundance of quality time with life-long friends, and learning how to explore adulthood. It is a tight-knit community full of excitement, achievements, and relationship building.

Once the final exams are completed, there is a sense of discomfort, knowing that the next day we lose our “normal” schedule that has been put into place for almost eight months. Though I have been saddened by the distance between me and Athens, OH, I have still strived for a fulfilling summer. My achievements through the 2021-22 academic year at OU have motivated me to obtain an internship and work closely with the executive board of Scripps PRSSA to prepare for the 2022-23 school year.

I have realized this summer has allowed me to take a break from the noise of life. During this break, I have been able to take time to explore life through various trips and stepping out of my comfort zone. This summer has been a time where I have embraced the lazy days and allowed moments for being one with myself. This summer has been the ultimate “fueling up” experience to prepare for the next academic year.

Though I have missed waking up everyday at Ohio University, sometimes we feel burnt out by the end of the semester and need a mental break. Summer has been a peaceful, and eye-opening experience which has allowed me to set proper goals and tasks for returning to Ohio University again.





# WAYS TO GAIN PROFESSIONAL EXPERIENCE OVER THE SUMMER

By: Anna Hinkle



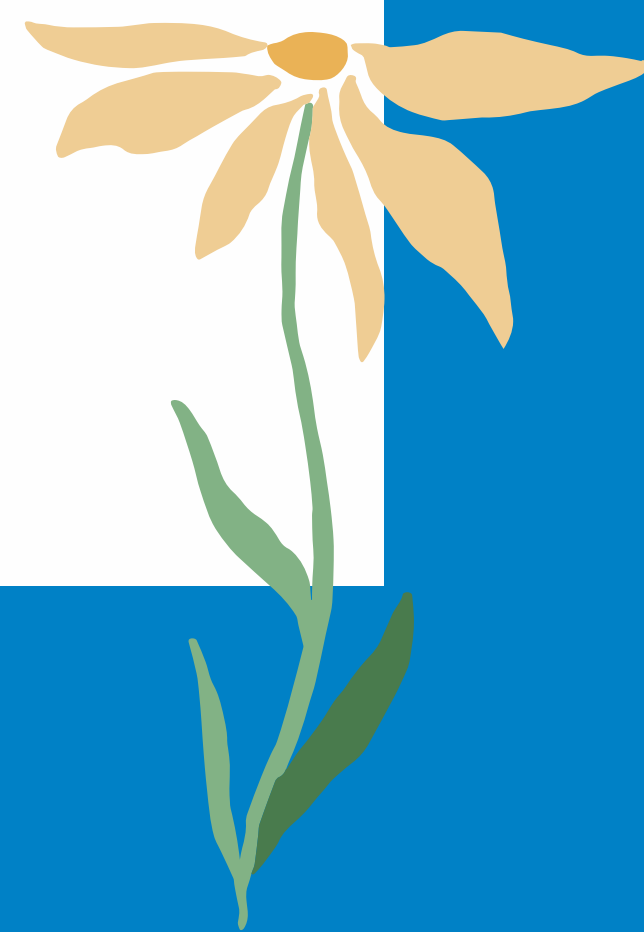


The summer has always been a time to relax, spend time away from the stressors of life, and do the things you love to do in the sun. However, summer can also be the perfect time for advancing your professional future. The steps you take during the summer will help you make progress towards your dream career and shape who you are. Although it may be an exhausting choice to plan ahead, here are some tips to help you out.

In what really feels like the blink of an eye, you will have one, or several, years of college under your belt. While the upcoming summer approaches, you could really start thinking of interning for a company that interests you. This will allow you to gain some professional experience in the workplace and grow your skills! Finding an internship can be tricky, but it is most definitely possible. Plus, having connections from an internship can make a difference in your post-graduation job hunt. Once you interview and land an internship, great! If you did not find an internship this summer, focus on an internship next summer. After you have obtained an internship, be foremost proud of yourself, and take in every lesson and opportunity the company has to offer to carry with you on the rest of your journey.

The last piece of advice I have towards a professional career is planning for the upcoming school year. As an upperclassman, you should be leaning towards getting involved in leadership positions of student organizations and becoming overall more involved on campus. This involvement will be a great talking point for interviews to show you how you have thrived in different scenarios, shown leadership skills, or handled problems that have occurred. Not to mention, getting involved with campus life will certainly guide you towards making lasting friendships. You may never know who you might meet and later on how that will have shaped you into who you are today.

Overall, knowing and planning are going to be two things you need to keep in the back of your head. Having an idea on what you want your future to look like will help direct where your professional career will take place. Getting ahead sooner rather than later and making those connections with those around you will conclusively have lasting impressions in the long run!

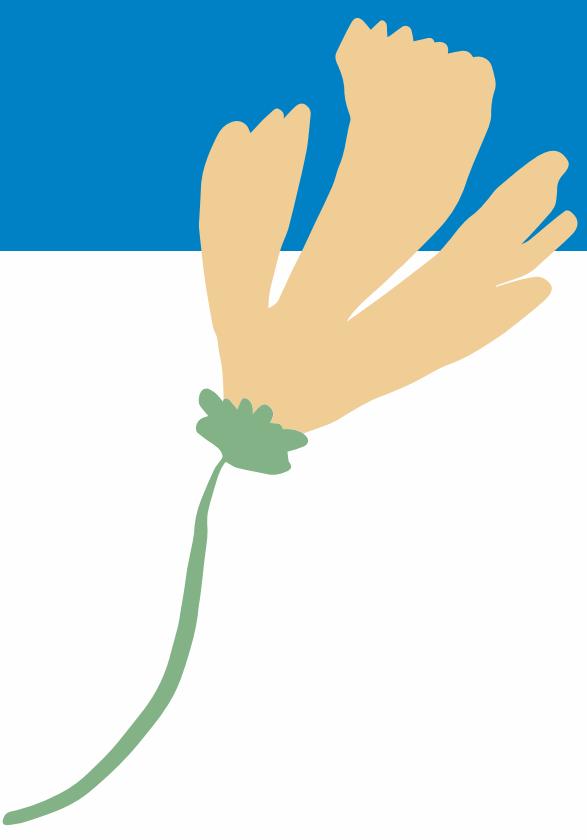


# THE GREAT INTERNSHIP DEBATE: PAID VS. UNPAID INTERNSHIPS

By: Sam Spinale







It is time to address one of the most controversial topics when discussing internships: pay.

Should internships be paid? As someone who just completed a three-month-long internship at Charlotte Motor Speedway, I firmly believe that internships should be paid.

Nowadays, internships are not just students completing random, monotonous tasks that full-time employees do not want to complete. Instead, internships are a mirror into a full-time job for a three-month, or longer, span. Interns work long hours and become a functioning member of a full-time staff. For that, interns deserve to be treated the same, including pay. While I do not believe interns need to be paid an extreme amount, it should be apparent to all companies that compensation is required. If you want your interns to produce the results you are seeking, they need to be paid for their time and efforts.

Not only should pay be required for hard work, many interns, like myself, would not be able to accept internships without pay. For example, I had to move five hours away to a new city and rent an apartment so I had a place to live all summer. Not only was that money used for rent but also for food and living necessities. To make a long story short, if my internship was not a paid position, I would not have been able to apply for it.

In the end, it is clear that internships should be paid. I know that some companies cannot afford to pay their interns, but the ones that can, should. Interns put in the hard work, just like the full-time staff, and they deserve to be treated the same. Hard work should be rewarded, and the same can be said for internships.





## WHY PR AND ADVERTISING STUDENTS SHOULD CONNECT WITH CREATIVES NOW

By: Laine Dannemiller


*"We need to pull in a freelancer to photograph this shoot for the client."*

This sentence, or some form of it, is said at advertising agencies every day. Agencies are constantly hiring freelance photographers, designers, and more to work on projects and help teams at the agency achieve award-winning work. Creative freelancers and advertising professionals are deeply connected and help each other grow. However, students in either field typically do not realize this connection until they have had their first job. What would happen if PR and advertising students began connecting with photography, design, and other creative majors before graduating college?

At Ohio University, The E.W. Scripps College is a bustling hive of students that study a variety of things. Most students in Scripps PRSSA major in journalism-strategic communication, which requires students to take journalism news and information courses to better understand the connection between PR and traditional journalism. Housed within the Scripps College, there is also photojournalism, commercial photography, integrated media, design, animation, and more. So, with future PR and advertising professionals learning so closely to people they will potentially hire as freelancers one day, it raises the question why a large majority of these students are not connecting with one another now.

College students are told to connect with people that will get them to where they want to go. If you want to be an account manager, then connect with account managers. If you want to be a photojournalist, then connect with photojournalists. So why would a student ever feel the need to connect with someone they feel is doing something completely opposite of them, such as UX design or PR? The answer is the same reason why anyone connects with anyone, which is to help individuals progress in their career – except these connections uplift both parties.

Advertising agencies often hire freelancers to work on projects and create things the agency might not have the materials for on its own. However, it can be difficult to find a freelancer the agency can trust, especially if it is for a large client. Many designers, photographers, and other creatives do freelance work, but it can be difficult to make a name for themselves and cut through the noise of countless





other freelancers offering the same skills. Imagine if an advertising professional needed a freelancer and was able to reach out to a personal connection. This would make it easier on the agency because there is already an established level of trust and knowledge on what that person can create. It would help the freelancer by growing their presence in commercial work, expanding their portfolio, and earning more money that can help them further pursue their dream. Connecting with creatives and learning about their work now will not only help the future advertising professional, but also the photographer, designer, animator, etc. that might be doing freelance work in a few years. Connecting with individuals in different majors will introduce future PR and advertising professionals to more perspectives and vice versa. Any work in agency life requires teamwork and being able to view things through a different lens. Even if the connection doesn't result in a job, it will still give students a different perspective on their work. For students studying photography, design, or other creative fields, connecting with strategic communication students can introduce job opportunities they might not have been aware of or considered before, such as working in the creative department at an advertising agency.

College is a rare time because students are constantly surrounded by people who are pursuing fields completely different from their own. Connecting with these individuals fosters an open mindset, can lead to opportunities in the future, and teaches students different perspectives that can tie into their career and everyday work.





## PR PODCASTS TO FOLLOW

By: Erica Trapasso

As a PR professional, one of the most important responsibilities is to be aware of the latest news and trends around the world. Thanks to various online platforms, keeping up with all of the current events is not hard. A notable way to stay updated with what is happening around you is to listen to PR podcasts. PR podcasts will also help you understand the industry without being at a school, or work, desk. These podcasts vary in topics, and include discussing the PR industry as a whole, focusing on specific topics like social media or marketing, and one-on-one interviews with real PR professionals.

Here are some of the top recommendations that have helped me grow as a PR student!

1. *#FuturePProof Podcast with Mr & Mrs Waddington.*

If you are a PR pro and want to look ahead and dive into industry insights, this podcast is for you. Sarah and Stephan Waddington discuss the world of public relations, marketing, and media, and how it is changing.

2. *The PProvoke Podcast by PProvoke Media.*

This podcast has interviews with PR professionals to discuss the latest topics within the public relations industry. These interviews range from social media, future trends, and industry insights, so there are many episodes that will fulfill your mood.

3. *The Spin Sucks Podcast with Gini Dietrich.*

If you want to enhance your professional development and gain practical advice from a PR queen, this podcast is for you. Gini Dietrich discusses how PR and other niches can come together to change the PR industry together.

4. *The PR Week.*

This weekly podcast conducts in-depth interviews with guests each week to discuss current events and top stories of the PR and communications world. If you like to keep up with trending topics, this one is for you.

Podcasts are a great way to learn more about PR industry trends and news. Hearing from several industry professionals about the trends and challenges in the PR and communications sector has been valuable to my own career by strengthening my approach and views.





## SUMMER 2022 TIKTOK TRENDS

By: Maggie Noll

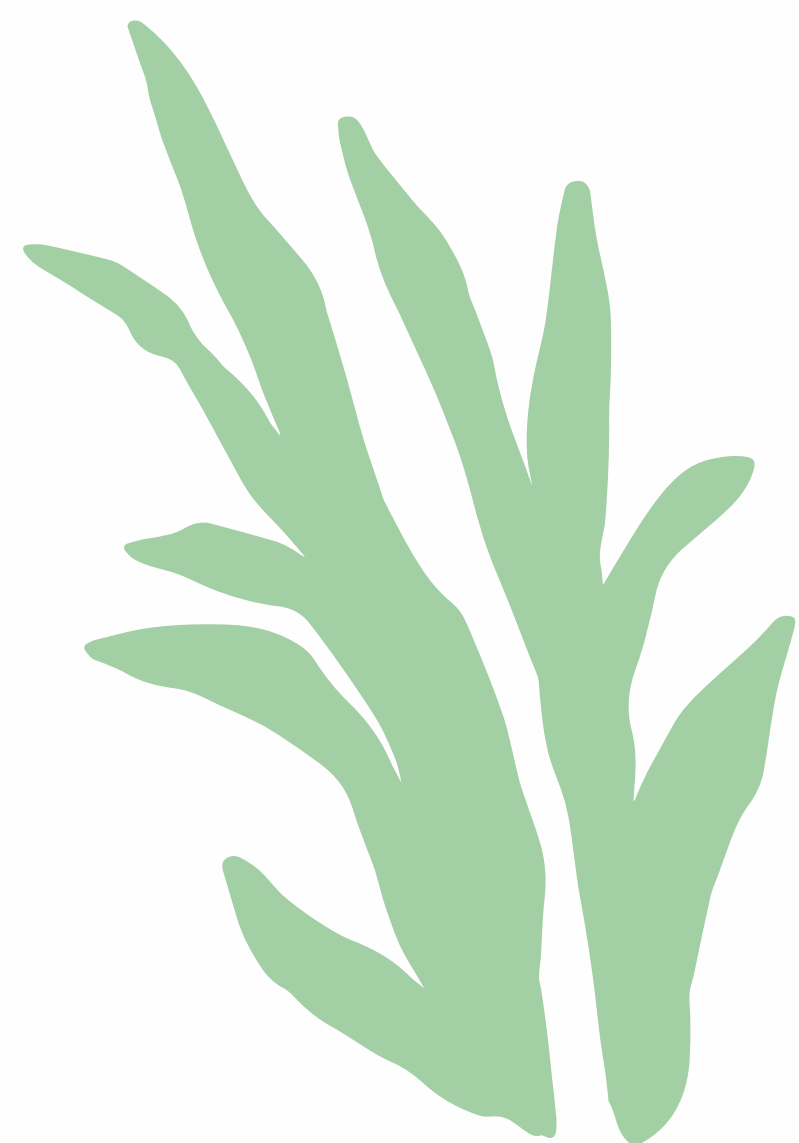


This summer, there has been a pastime taking over the lives of many individuals -- TikTok.

TikTok has entertained users by letting them explore many hobbies such as dancing, music, gaming, animals, beauty, hauls, advice, and BookTok. BookTok has gone viral on TikTok by users posting their favorite books, book series, authors, and book reviews. As a result of BookTok, an author, Colleen Hoover, has grown in popularity with her many titles. I personally was influenced by BookTok and got on the bandwagon of discovering Colleen Hoover's books. I fell in love with her style of writing and her storylines. I now am an active reader, so BookTok was a great trend for me to follow this summer.

TikTok has influenced many fashion styles and beauty trends as well. For example, my whole FYP is filled with hauls of trendy clothing, like matching sets, corset tops, and linen shorts. The beauty trends that have taken off are "Hailey Bieber" nails, Olaplex hair products, Pixi blush stick, and so much more. Haul videos are also a great way to see new clothes, get ideas for outfits, and be able to get an honest review of clothing.

TikTok provides a fast and convenient way of gaining new knowledge on what is trending and is a great new tool for marketing.



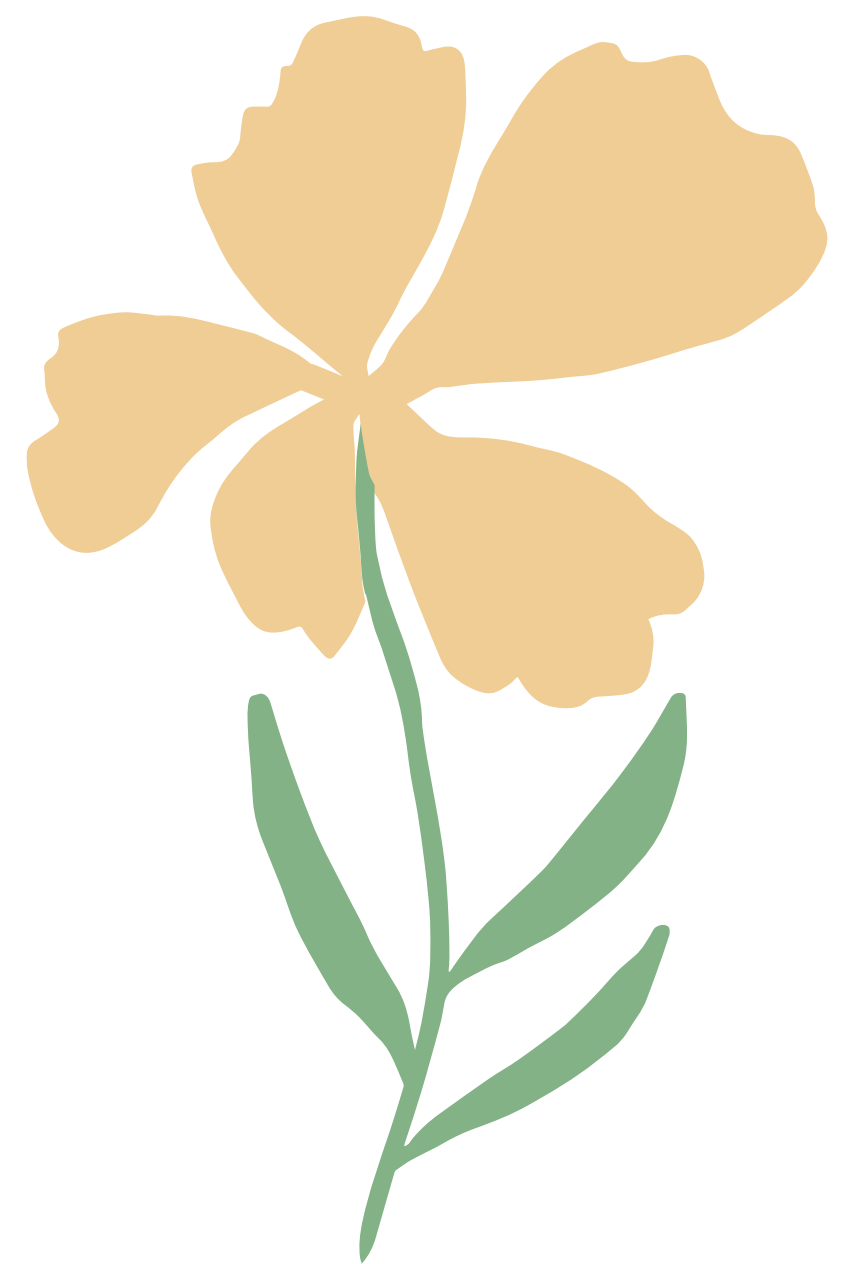


# LETTER FROM THE DESIGNER

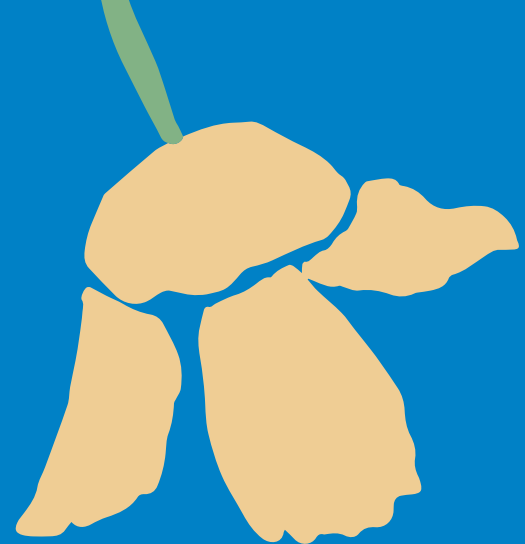
Wow, what a summer this was. I got to go on a few trips, worked a great job, and enjoyed my time before I go into my final year at Ohio University. As I reflect on my time as a student at Ohio University, I am so thankful I decided to join Scripps PRSSA. I have learned so much about myself, met the most amazing people, and have continued to grow personally and professionally. This was a summer of growth for not just myself, but for all of us.

I had so much fun editing this issue of *PR Success*. I want to give a huge shoutout to Ellie Coldiron for helping with the design of this issue and also our outstanding executive members who wrote an article. This issue would not be where it is without you guys. It is always a pleasure bringing these stories to life and I can't wait to see how our chapter will continue to grow throughout the year. I hope you all enjoy this issue just as much as I do.

Yours Truly,  
Erica







# ACKNOWLEDGMENTS



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