

THE PROGRESS REPORT

A PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA AT LSU PUBLICATION

Important Dates:

Nov. 6: Nonprofit PR

Nov. 20: International PR -- Dinner

Dec. 14- Jan .13: Winter Break

Feb. 4: Entertainment PR

Feb. 26: Healthcare PR

March 12: Agency PR

March 26: Media Relations

April 16: Corporate PR

April 30: Lifestyle PR

Conference Recap: Amy Robach

Ever since I can remember, I have been waking up with the Today Show. I grew up with first Katie, then Meredith and now Savanna. These women have been role models for me. Throughout the years, these women have shown me you don't have to show your underwear to achieve some kind of status. You can be a successful and prominent woman in the workplace by helping others through the work you do. And that is exactly what Amy Robach has done as an Anchor on ABC's Good Morning America (GMA).

To be honest, when we were invited to attend the PRSA general session, I was more excited about hearing Walter Isaacson speak than Amy Robach. But within the first five minutes of listening to her I knew I was witnessing something spectacular.

Amy began by sharing her recent battle with breast cancer. In October 2013, GMA asked her to get a mammogram on air in Times Square for a segment they were featuring on breast cancer awareness. While her initial reaction was "absolutely not", she eventually came around and decided that if she could help one person through early detection it would be worth it. What she didn't know or even think at the time was that she herself had breast cancer. The call came two weeks later and everything moved quickly after that. "I went from telling the story to becoming the story," she said. "I hope to give people a push, the nudge they need to know. Knowledge is power."

After that, I was hooked. Throughout her talk Amy emanated humility and courage. She went on to talk about her recovery and ethical issues she faced as a young reporter. She also showed a video that I would like to share with you. The all-female band, The Mrs., started the "#ImEnough" campaign to change the way women view themselves. I think you'll agree with me, and the other thousand people who were left crying at conference, that it is truly inspiring.

Amy lit a fire inside of me. She helped me feel inspiration to my core. I could probably write a short novel about her stories, but I actually want you to finish reading this. So, here are a few final thoughts. First, if you ever have the chance to see her, do it. Next, take twenty minutes and watch her "Beyond Candid" interview with Guiliana Rancic on E! News. Lastly, remember ladies, we are here for the long haul and in "it" together. Instead of pushing each other down we need to lift each other up. Getting to the top with people cheering you on will be a lot more satisfying than sitting up there all alone.

*Article by Sally Cox
PRSSA at LSU Service Director*

FROM THE EDITOR'S DESK

The PRogress Report is PRSSA at LSU's monthly newsletter, produced by students for students. We strive to bring you current PR-related news, but we would love your help. Did you have a fulfilling internship experience? Want to share your social media expertise? If you are interested in contributing, please contact PR Director Kelsey King at kking32@lsu.edu. It's a great way to get published and have some portfolio-worthy material. Plus, members will receive 1 point toward their active membership. Thanks!

WHO TO FOLLOW

Follow the speakers some of us heard at PRSSA National Conference!

@arobach
@buckmike
@ThinkBluePR
@ryanmcshane
@WalterIsaacson
@JasMollica
@LindaRothPR
@thegarnercircle
@PlankCenterPR
@Byrd
@lyorke
@amber_khan

ACTIVE POINT SYSTEM

To be considered an active member of PRSSA, dues must be paid and 5 points must be earned by the end of the semester. Active members are eligible to run for officer positions and are able to receive awards given at the end of semester and/or year. Active members will also have access to PRSSA National Conference funds and in-state & out-of-state agency tours. Each activity is worth one point:

- Attending a business meeting
- Participating in a volunteer effort or service project
- Involvement in the nationally affiliated student-run firm, ImPReint Communications
- Involvement in a committee formed by the executive board
- Assistance in fundraising for PRSSA
- Attending a PRSSA workshop or special event
- Writing an article for PRSSA at LSU's or PRSSA National's newsletter and/or blog
- Attending PRSSA National Events, including National Conference, Regional Conference or National Assembly

Enthusiasm for Involvement



Rebecca Herring
PRSSA at LSU Historian

Recently, I had the amazing opportunity to volunteer in the Baton Rouge Zoo's Boo at the Zoo event. I volunteered last year so I thought I knew exactly what to expect, but I was still shocked by how fun, exciting and rewarding the event is. The PRSSA at LSU Chapter has a long tradition of participating

with Boo at the Zoo and it's really easy to understand why once you participate – it's addictive! The kids, the candy, the atmosphere, the animals, the crisp fall morning-- it all adds up to an unforgettable service experience for you and the kids.

This year we were tasked with passing out candy to trick-or-treating children as they made their way from station to station through the zoo. The whole time I was working I kept thinking about how excited those kids were to get that candy and how much fun they seemed to be having as they made their way around the zoo with their family and

friends. As I thought about how they must be feeling, I realized the opportunity to volunteer at Boo at the Zoo was my "candy." The joy I saw in those children's faces as I handed them candy and told them to have a happy Halloween reflected the joy in my heart I felt when giving back to our community through this service initiative.

If you didn't get a chance to make it this year and will be around for it next year, I highly encourage you to take three hours out of your weekend to participate in Boo at the Zoo. It is such a rewarding experience and it will certainly have you feeling full of joy at your ability to give back. However, one of the best parts of PRSSA at LSU is that even if you couldn't attend this service event, there are always plenty of other opportunities to get involved and to give back with us. We host two service events a month and have a variety of different types of events to make sure we have something for everyone. If you didn't get to attend Boo at the Zoo, don't despair. We'll have activities like bingo with senior citizens and card making coming your way in the near future. We hope that each and every member will get involved in a way that is meaningful and special for each individual.

Sarah Mouton
Event Marketing Representative



Q: What is your favorite part about being in the public relations field?

A: Interacting with people from various walks of life is something I enjoy. On any given day I may be talking with media partners, donors, patient families and volunteers. This variety allows me to not feel stagnant in my job.

Q: What is unique about your organization?

A: At St. Jude, no family ever receives a bill for treatment, travel, housing, or food – because all a family should worry about is helping their child live. We are working to drive the overall survival rate for childhood cancer to 90 percent in the next decade. We won't stop until no child dies from cancer.

Q: Who inspires you the most?

A: Our St. Jude patients – as cliché as that may sound. We treat over 750 patients every year from Louisiana and I have the pleasure of working with some of them. Their stories are amazing and any time I am having a rough day, I remember the real reason I get up and go to work every morning.

PROFESSIONAL PROFILES

Teisha Davis Van de Kop
Executive Vice President



Q: What is the best piece of professional advice you've received?

A: Treat your career as if you own a business. Be entrepreneurial. Take risks. Don't be afraid to try new opportunities because they may lead to something you are absolutely awesome at and really love.

Q: What is the coolest experience you've had while at your current job?

A: I've been fortunate to have many cool experiences while at Weber Shandwick! From capturing the merger between American Airlines and US Airways through award-winning video, to arranging a behind-the-scenes view during RadioShack's Super Bowl ad featuring Hulk Hogan and Alf, to helping re-brand the Dallas Zoo resulting in record-breaking attendance to launching a quarterly live web program for our employees – every day is different, rewarding, and I love every minute of it.

Q: What is the most important thing we (as students) should do before entering the workforce?

A: Gain real work experience. From internships to volunteering your time in a career-related role, having this experience gives you discussion points to reference during your first real job interviews. Real work experience also provides the background you'll need to be a valued contributor your first day on the job.

PRSSA Star Chapter Award Requirements:

One of our initiatives this year is to win the PRSSA National Star Chapter Award. We won the award at the 2014 PRSSA National Conference and plan to win it again in 2015. We would appreciate your help in achieving this goal! In order to win the award, Chapters must complete 8 out of the 10 criteria and submit an application to PRSSA Nationals:

1. ~~Initiate and complete at least one community service project.~~
2. Strengthen your relationship with your PRSA sponsor Chapter.
3. Give attention to ethics in at least one Chapter meeting.
4. Confirm that at least one Chapter member applies for an individual National PRSSA scholarship or award.
5. Confirm that your Chapter applied for at least one national PRSSA award.
6. ~~Implement at least one National initiative.~~
7. ~~Confirm attendance by at least one Chapter member at National Conference, National Assembly, a Regional Conference or Leadership Rally.~~
8. ~~Gain positive attention for your Chapter in at least one campus or community publication or other media.~~
9. ~~Extend an invitation to students/faculty from other disciplines to attend at least one Chapter meeting.~~
10. Confirm that at least 10 percent of your graduating seniors applied for PRSA Associate Membership.

Letter from the President

Congratulations,

You are officially members of PRSSA! I am extremely excited that you decided to join this wonderful family, and I can only hope that this organization makes as big of an impact in your life as it has mine.

As we finish out the fall semester, here are a few things I want you to keep in mind:

1. **Network.** This organization provides you with the opportunity to not only form relationships with your peers, but with industry professionals as well.
2. **Be a leader.** The executive board is not the only way to take on a leadership position. Join a committee, and put your skills to use. They allow you to gain that real-world experience employers are looking for.
3. **Write.** Everyone from professors to field professionals reiterate the importance of having strong writing samples. We provide you with the opportunity to write on a local and national level. Build that portfolio!



De'Andra Roberts
PRSSA at LSU President

With PRSSA love,
Dee

Graduate School

In 2013 I graduated from LSU with a bachelor's degree in public relations. Eight months later, I came back to LSU to pursue my master's degree in strategic communication. It was one of the best decisions I've ever made – professionally, academically and personally.



Sarah Voelkel
LSU Grad Student

As an undergraduate in the Manship School, I always worked hard in my classes, but wasn't very involved in school organizations, such as PRSSA and ImPRint Communications. Instead, when I wasn't in class, doing homework or studying at the library, I was working long hours in the restaurant industry to pay the bills. I was too busy focused on the now, instead of planning for my future career. All of that changed when I started my career in graduate school.

During my first year as a graduate student, we had a guest speaker in one of my public relations classes named Brian Keenan. At the time, he worked for Ketchum and was introducing us to their Mindfire program.

Graduate School, continued

He told my class that “It doesn’t matter if you have a master’s degree - what matters is what you can do with it.” To this day, I couldn’t agree with him more. Keenan’s parting wisdom stuck with me from that day forward and I used it as motivation to go above and beyond what others expected of me, and what I expected of myself. I began to take advantage of every public relations-related job, networking opportunity, internship position and leadership role because I knew that today I was building the career I wanted

to have tomorrow.

It is all about knowing what you want, how to get there and then taking charge of the journey. Graduate school may not be for everyone, but it certainly was the right choice for me.

Graduate school is not easy, but nothing worth doing has ever come easy. Each day I have the opportunity to learn something new from my colleagues, classmates and advisers, gain experience working with clients and push myself to accomplish feats I never dreamed possible.

This past year and a half has been an unexpected journey – one that I will never forget. I’ve learned from my mistakes, made new ones, created meaningful friendships with my peers, and gained lifetime professional guidance from advisers and mentors.

Public relations might be more about who you know than what you know, but thanks to Brian Keenan, I will always remember that graduate school is about what you can accomplish with your degree – not that you have one.

ImPRint Communications on the Rise



JoLena Broussard
ImPRint Communications
Co-Director

As a newly nationally affiliated student-run PR firm, ImPRint Communications has taken on five brand new paying clients this semester. America’s Freedom Sailor, Homebuyer Discounts, Resource Lending Group, The Kolache Kitchen and Big Buddy Program have hired us to provide them with social media management, media relations, design, promotions and research services.

Based in New Orleans, La., America’s Freedom Sailor (AFS) will design, build and operate the first and only tall ship for all in the world. Based on the principles of Universal Design, AFS will enable those with special needs to sail alongside their able-bodied family and friends, spreading awareness and goodwill. AFS recently attended the World Summit Destinations for All in Montreal, Canada, on October 19-22. ImPRint created promotional materials for AFS, such as brochures, folders, fliers, business cards and a PowerPoint presentation, and will continue to work with AFS as they advance the issue of accessible tourism.

Homebuyer Discounts brings its members exclusive discounted home improvement products and services from local merchants they can trust.

ImPRint will be partnering with a local graphic design firm, to increase the company’s presence within the Baton Rouge homeowner community and gain clientele.

Resource Lending Group has been in the home buying business for over 15 years, and specializes in bringing the best home buying experience to purchasers in their market. ImPRint will be responsible for redesigning the Resource Lending Group’s website and increasing the company’s presence within the Baton Rouge homeowner community through social media and media relations services.

ImPRint will also be working with The Kolache Kitchen this semester to provide social media management of the company’s Facebook, Twitter and Instagram. The Kolache Kitchen strives to provide customers with fast and fresh breakfast options while providing the atmosphere of a local coffee shop.

Our newest client, Big Buddy Program, has hired us to help with their Legacy Campaign. The Big Buddy Program has been impacting the lives of children for 35 years. Big Buddy Legacies are individuals whose lives the Big Buddy Program has impacted and who are now adults in the community. ImPRint will be responsible for creating a logo for the campaign and a design for the t-shirt, decal and mug. We will also be helping to promote the Legacy Campaign and the Big Buddy Legacies Skating Party through social media, news releases, radio spots and fliers. We are confident we can help Big Buddy reach its goal of raising \$30,000 to purchase a new Big Buddy vehicle.

