

# THE PROGRESS REPORT

A PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA AT LSU PUBLICATION

## Important Dates:

- Oct. 10-14:** PRSSA National Conference in Washington D.C.
- Oct. 16:** Fashion PR; Deadline for PRSSA dues
- Oct. 30:** Event Planning
- Nov. 6:** Nonprofit PR
- Nov. 20:** International PR
- Feb. 4:** Entertainment PR
- Feb. 26:** Healthcare PR
- March 12:** Agency PR
- March 12:** Media Relations

## *Five months and a job later*

I packed two suitcases exactly 10 days after walking across the stage of the Union Theater. The only information I knew about my internship with Edelman Public Relations in Chicago could fit on a sticky note – I would be working within the Consumer Practice, my manager’s name was Emma and I would be meeting her on floor 63 of a high rise at 9 a.m. Monday morning.

It’s strange how some things just seem to fall into place. For me, leaving the South and heading 900 miles north to a city I had only seen in scenes of *Orange Is the New Black* and *Save the Last Dance* made my heart pound. A new adventure was about to begin, and I had no idea what to expect.

My first day included a series of onboardings and trainings from the human resources department. I met my Australian manager, introduced myself to the core team and immediately began contributing to projects for different workstreams. Since day one, I have been challenged and tested. My skill sets have grown. I’ve become a better team member.

To break this down even more, the following are a few lists of my own best practices thus far – with plenty of bullet points, because that’s how my team rolls.

What have I learned thus far working in corporate America for an agency with more than 650 employees?

- I’m not a phenomenal writer, but I can learn to be by reading as much as I can each day and drafting several versions of a pitch, release, soft sound, or even a quick email.
- I didn’t consume enough newsworthy media in college – read as much as you possibly can, from the Wall Street Journal to the Huffington Post (sign up for theSkimm daily newsletter if you need tough news broken
- I knew very little about the nuances of corporate public relations, aside from what I learned from the Bateman Competition and internship experiences.

### 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](mailto: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!

**Check out the new ImPRint team on pg. 4**



## WHO TO FOLLOW

Follow our speakers, our PRogress Report contributors and LSU student media!

@taraglynn  
@DJPrimeaux  
@deedroberts  
@ErinMKenna  
@CastilloSandra\_  
@rawrtirex  
@LSUTigerTV  
@TTV\_Sports  
@KSLURadio  
@KLSUSports  
@LSURveille  
@LSULegacyMag  
@LSUGumbo

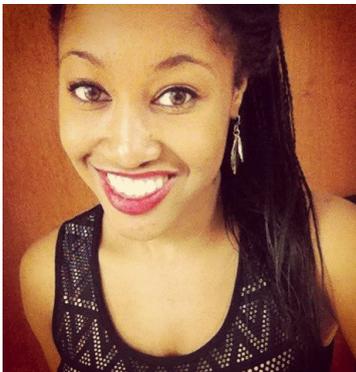
## Letter from the President

Can you believe it? We have made it halfway through the fall semester! Time is moving quickly, but PRSSA at LSU has already accomplished so much. We had an enjoyable ice cream social to kick off the year, put two successful business meetings under our belt, raised almost \$200 from our career portraits fundraiser, dedicated our time to the Boys and Girls Club of America, as well as the Baton Rouge Food Bank, and we took a record number of students to PRSSA National Conference in Washington D.C. All of that says something about the work that you, our members, are putting into this organization, and I can't thank you enough for that.

This doesn't mean that our job is done! Now is not the time to become complacent. It's time to exceed expectations and break down barriers. I encourage you all to do this by staying active!

*continued, pg. 4*

## Oh, the places you'll go!



*Ti Dilliard*

*Manship School sophomore*

Starting something new in a new environment can be frightening. It's scary to leave all your friends, family, and the comfort of your day-to-day life behind. As humans we like repetition and often we find ourselves repeating the same patterns.

When it comes to entering the work force, most

people prefer to work close to their family, friends, and their old lives. However, venturing out to new places can prove to be an overall good experience. I spent this past summer interning for Machine Shop Marketing in Beverly Hills, CA, and the experience gave me one of the best summers I could ask for.

I am not from California. I knew a total of two people (and was only close to one of them) in California before I went there. For my living arrangement during the internship, I was to stay with my older cousin. I had only met her twice before in

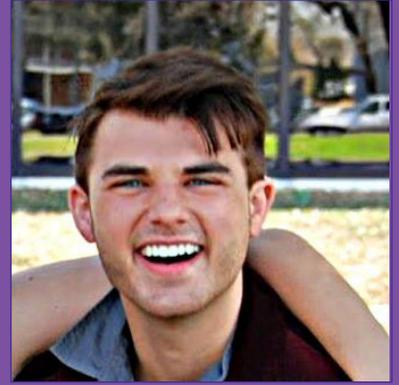
my entire life. My one friend in the state was hours away in San Diego, and in school for a good part of the summer. I got the chance to spend a lot of time with my family and I became close with them. At work, I made friends with the other interns. I became close with them too, and I can see myself remaining friends with them for a long time.

I was able to experience a different culture. I am from a suburb. Living in Los Angeles for a summer allowed me to see what it was like to live in a major city. I enjoyed every part of it. (Except maybe the smog. That was gross.) That minor issue aside, I was in an environment with a melting pot of different kinds of people, with different backgrounds, interests, ethnicities, and so on. There was always something to do. I was excited to say that I was in such a place.

Had I not thought about applying for the job listing when I saw it "because it was far," I might not have had the experience that I had and learned all that I did. Being afraid to venture out and try, see, and experience new things because you like your old things may hold you back in your future career, and maybe growing as a person. Don't let fear keep you from gaining something valuable.

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

A: Everyday is different. You never know what to expect in the world of fashion PR. That's what keeps it challenging and keeps me thinking on my toes. I love the creative aspect and having the ability to use my passion for writing in unique, interesting ways. Also, there are so many amazing people I get to work with on my team and in the press and blogosphere! It makes a lot of the late nights (and reports) worth it.



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

A: Throughout my 1.5 years working in New York City, I have to say helping to produce Jeremy Scott's Fall 14 fashion show tops the charts. He has been one of my favorite designers for as long as I can remember.

At my current position, I've been able to work very closely with fashion icon Nicole Miller and her team. It's been life changing. I look up to her so much. Being able to collaborate with her and help her team strengthen their digital presence has been amazing. Have you seen her SS15 collections?! Flawless!

## PROFESSIONAL PROFILES

### Tara Brown

Membership and Events Coordinator at  
Friends of the Baton Rouge Zoo



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

A: "The worst thing they can tell you is no." I used to have so much anxiety about making an ask. Whether it's applying for a new job or asking a potential sponsor for money, this mantra always puts things in perspective for me. Even if the answer is no, it has no effect on your personal worth, the way you do your job or whether you will ultimately find success in your endeavors.

Q: What is unique about your organization?

A: I work at an organization that has a measurable impact on international animal conservation efforts and seeks to connect people to wildlife and wild places. And let's be honest, you can't beat my daily lunch break walk to see the giraffes.

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

A: 1. Learn how to write well and effectively. 2. Learn how to conduct yourself in a professional business setting. 3. Learn how to be internally motivated.

## 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 2011 PRSSA National Conference and plan to win it again in 2014. 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.

## Congratulations, ImPPrint!

ImPPrint Communications is starting its first year as a Nationally Affiliated Student-Run Firm. We are extremely excited to work with our new clients and team members. This year's executive board includes: Taylor Christian and JoLena Broussard as the co-directors, Sarah Voelkel as the communications assistant and Sandra Castillo as the administrative assistant. With a smaller team this year we hope to give our members a tremendous amount of hands-on experience with real-life clients. Our new members are:



*Sandra Castillo*  
ImPPrint Communications  
Administrative Assistant

### **Social Media:**

Casey Ochoa  
Meredith Kisow

### **Design:**

Laura Aviles  
Gabrielle Moulis  
Savannah Cruz  
Rodney Herbert

### **Media Relations:**

Sarah Voelkel  
Chelsea Cousins  
Sandra Castillo

### **Research:**

Brittany Little  
TiShanna Dillard

### **Promotions:**

Danielle Walker  
Aysha Jones

Make sure to congratulate these individuals, and we look forward to a great year.



*De'Andra Roberts*  
PRSSA at LSU President

## *Letter from the President, continued*

In order to receive all of the benefits that this organization has to offer, make sure that you are putting your all into it. Attend business meetings, participate in service events, join a committee, follow along in a national twitter chat, tell your friends about our fundraising events. There are so many opportunities that our Chapter provides not only for its members, but also for the community, and we need your help to continue to grow.

Always remember that the executive board is here to serve you. If you have any questions or concerns, don't hesitate to tap us on the shoulder and ask. We are here to help!

With PRSSA love,  
Dee

## Five months and a job later, continued

- Asking for help and acting as a resource for your team members is a foolproof way to get noticed in the best way possible. Even if you're just another set of eyes for a pitch, you're helping.

- There are going to be really tough days. I've wanted to pack my bags on a few occasions, but I have a feeling that's relatively normal for a new entry-level hire in a totally different city with only a handful of contacts and a condensed internship turned into full time position.

What do I wish I would have learned throughout my collegiate career?

- Media relations. Thanks to my role as the public relations director for PRSSA, I had a brief glimpse into the intermingling world of journalists and PR professionals, but it wasn't nearly enough. Be respectful, ethical and newsworthy.

- How to write a call to action email, which seems relatively simple but it's incredibly challenging if you've never drafted one before. How do you send an email that will be noticed, be taken seriously and be the catalyst to get a project moving in the right direction?

- Case studies with an emphasis on crisis communication

in relation to brand reputation/management. My main day-to-day focus is currently influencer engagement, but this isn't a normal community management position. I am posed with hard-hitting and sensitive topics on a daily basis. It's a minefield of sorts, and I have to investigate with the help of a solutions guild for proprietary questions, as my words could be quoted on a highly-trafficked blog the next day.

How did PRSSA help me?

- With professionalism, first and foremost. I feel confident in a meeting with some of the brightest and most strategic minds in the field because I can maintain my composure and think critically before speaking out loud.

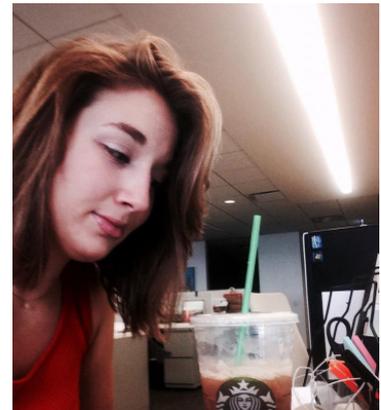
- By taking chances. If it wasn't for PRSSA, I wouldn't be here. I applied for the Ruth Edelman Scholarship on a whim (thanks to Jensen's encouragement), and I was completely surprised when I was awarded the inaugural scholarship.

- Through networking. I sit next to the outgoing president of PRSSA National, Brian Price. Either we're sharing funny posts from the communities we manage or asking each other about weekend plans. Getting out of your shell and simply introducing

yourself to a new person will help you build a network, regardless of where you are.

I think about the position I was in last October, during my senior year at LSU. I was contemplating where I could see myself working post-grad and where the next chapter of my life would take place. Although I'm most likely going to cry on my walk to work during the Polar Vortex 2.0, I am grateful that I took a chance and left my comfort zone. My advice to soon-to-be graduates and upperclassmen is to invest in and challenge yourself.

If you have any questions or would like to send a quick catch-up email, please feel free to reach out – erinmkenna@gmail.com.



*Erin Kenna*

*Assistant Account Executive Edelman  
Chicago  
Former PRSSA at LSU PR Director*

### 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 affiliated student-run firm, PReStige
- 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

