

Important Dates:

Sept. 9:

Deadline to register for National Conference

Sept. 11: Government PR

Sept. 25: Sports PR

Oct. 10-14: PRSSA National Conference in Washington D.C.

Oct. 16: Fashion PR

Oct. 30: Event Planning

Nov. 6: Nonprofit PR

Nov. 20: International PR

Welcome back, Manship Tigers!

We hope the summer was full of rest, resume building and unforgettable personal experiences. The Manship faculty and staff are thrilled you are back to share the fall with us. As we begin a new year, I was asked to pass on a few tips to hopefully contribute to a successful semester.

Be professional. We are a practical school that serves many industries. Approach all you do with professionalism from going to class to posting on social media – work hard, be courteous, be prompt, strive for excellence, act ethically, etc.

Be respectful. For example, the laptop policy does not give students carte blanche to surf the Web during class. This is part of professionalism. If you are present in class, be present in class. Respect your peers' and your professors' time.

Get involved, but don't overbook. You can be part of many organizations and serve them on a "C" level – or you can be part of a few and serve them on an "A" level! People remember A-level work. Yes, they also remember C-level work, but for the wrong reasons. Time management is a key component in all mass communication careers.

Freshmen, keep your eyes on the prize. Focus on getting good grades this year so you can get into the Manship School. Applications are due to the Manship office the last day of class in both fall and spring.

Seniors, keep your eyes on the prize. There will never be another time when you will be able to work on a story or project for weeks or months at a time. In addition, you will have some of the best people with industry experience advising you every step of the way. As hard as the capstone classes appear, the industry will not give you the luxuries of extended time and unlimited counsel. Take advantage to build the best possible portfolio.

Freshmen to Seniors, meet your professors, all of them. Also, don't forget to meet with a Manship counselor once a semester – all concentrations, all classifications.

Good luck! And if you have questions, please come see me. My office is on the second floor of the Journalism building.

Geaux Tigers!
Geaux Manship!

Andrea Miller
Associate Dean for Undergraduate
Studies and Administration



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 our speakers and our Manship faculty!

@RTMannJr
@dnuneslsu
@alwmiller
@jceppos
@JensenMoore
@LisaLundy
@HyojungPark
@FromTheLabBench
@TimSchreiner
@RoxDill
@amylreynolds
@lporter

....and many more!

Meet Our New Adviser

Each new school year brings new people to PRSSA, and this year one of those people is Rob Brown, our new PRSSA adviser. Rob replaces Assistant Professor Jensen Moore-Copple, who served in that position for the past three years. (Thank you, Jensen!)

Rob was recently hired as a Visiting Instructor at the Manship School; he has a bachelor's degree in English (1981) and a master's degree in Communications and Drama (1996), both from the University of New Orleans. He has worked in public relations for more than three decades.

"The Manship School is a terrific place to be at this point in my career," Rob said. "During the past 30 years, I have worked in PR for a variety of organizations -- from corporations to scientific research labs to non-profit groups and universities. This background informs my approach to teaching, and I hope to share what I've learned along the way with the members of PRSSA in particular."

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Mark Your Calendars!

PRSSA headshots

Take a professional headshot Sept. 15-19.

T-shirts

Order your PRSSA t-shirt this month! We are only selling them for a limited time!

Scandal Watch Party

Join your PRSSA friends to watch the season premiere of Scandal on Thursday, Sept. 25 after the meeting! We will be watching in South Hall.

Canned Food Drive

Our service event of the month is a canned food drive. Bring your cans to the bin in the Journalism building before Sept. 26.

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, ImPRint
- 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

Robert Mann
Professor



Q: How did you get started in your career?

A: I began working as a newspaper reporter in Monroe, La., in 1981. My next job, in 1983, was as a political writer for the Shreveport Journal, where I covered a number of statewide races, including the 1983 governor's race between Edwin Edwards and Dave Treen. My work somehow caught the eye of a few people in Washington and I wound up, in the fall of 1984, interviewing for a job as press secretary to U.S. Sen. Russell Long. I don't know how I got the job, but I jumped at the chance to move to Washington and I never regretted it.

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

A: My dear friend and mentor, Mayor Dave Norris of West Monroe (he's the longest serving mayor in Louisiana, by the way), once told me something I've never forgotten: "Never quit a job on a bad day." I share that advice with students and young people all the time.

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

A: Learn to write well and effectively. Everything else is a distant second in this business.

PROFESSIONAL PROFILES

Daniel Nunes

LSU Athletics Director of Marketing



Q: Describe a typical day at work.

A: My job is to sell tickets for LSU Athletics, so that requires implementing innovative ideas. I am always looking for the next big idea that will help promote our varsity programs. In addition, I have administrative responsibilities in managing staff members, our department budget and other pertinent aspects related to our department. I also manage the advertising pieces that you see in the greater Baton Rouge area media market whether its print, television, radio or billboards.

Q: How do you see public relations developing in the next 5-10 years?

A: Like many industries, PR is one that continues to and needs to adapt. For example, social media has revolutionized how we communicate to our public in a new, more cost effective way. PR and marketing professionals always need to be ready for the next "big thing".

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.

ImPRint Communications

ImPRint is proud to share the they now have two new members on the executive board. Sandra Castillo is the administrative assistant and Maddie Duhon is the communication assistant.

Congratulations to the new ImPRint assistants!

Tell us a little about yourself:

I am 20 years old and from Los Angeles, CA. I am a mass communication senior with a concentration in public relations.

What are you most excited about for ImPRint this year?

Getting to meet the new members and working with some amazing people.

What do you want to do when you graduate?

Get a job! I'm still deciding if I want to work with an agency like Edelman or work in house with a company like CBS.

Fun Fact about you: I live on the outskirts of L.A. where my parents raise chickens so sometimes I feel like I live on a farm.



Sandra Castillo
ImPRint Communications
Administrative Assistant



Maddie Duhon
ImPRint Communications
Communication Assistant

Tell us a little about yourself:

Hello! My name is Maddie Duhon . I am a senior in the Manship school focusing on public relations with a business minor. I am from Lafayette, Louisiana.

What are you most excited about for ImPRint this year?

I am most excited for meeting more students in the Manship school and getting involved with all things Manship!

What do you want to do when you graduate?

I want to move to Austin, Texas and work in communications for a zoo, aquarium or non-profit organization.

Fun Fact about you:

I have four sisters. I have ran a marathon and been skydiving.

Meet Our New Adviser, continued

Rob's hands-on communications experience started in the early 1980s. "I caught my first break straight out of college when the National Wetlands Research Center hired me as a Writer/Editor," Rob said. Not only did the position allow him to work with "an excellent team of science editors," but it also established him in a career path built primarily around science communications.

Following that first job, Rob went on to serve in various PR capacities for entities like the Woods Hole Oceanographic Institute in Massachusetts, Rockefeller University in New York City, the U.S. Army Corps of Engineers in New Orleans, and Stanford University's SLAC Laboratory in California. Although writing has always been at the core of his career, along the way his job duties expanded to include public affairs,

project management and crisis communications. He was heavily involved in crisis management and community relations in the aftermath of several major disasters, including 9-11 and Hurricane Katrina, as well as smaller crises, such as gas explosions, floods, bus crashes and labor strikes. He has also been a freelance consultant to organizations like Microsoft, Pfizer Pharmaceuticals, FEMA and LSU's Department of Science, and he has published articles on various aspects of science, engineering and crisis management.

"Public Relations has been a great field for me," Rob said. "It has forced me to grow and think and help others in ways I never imagined while I was still in college. Our field is one of the most important and influential professions in the world today."

Rob looks forward to helping advance PRSSA's usefulness to its members, as well as assisting with the chapter's overall growth on campus. "From what I've seen so far, PRSSA is one of the most dynamic and hard-working organizations at LSU," Rob said. "I have a lot to learn about the group and its members, but I believe we're going to have a great year!"



Rob Brown
PRSSA at LSU adviser

Letter from the President

I can still remember the first time I heard about PRSSA. The president at the time, Mallory Richardson, came to my MC 2010 class and went on and on about how great of an organization PRSSA at



De'Andra Roberts
PRSSA at LSU President

LSU was. Seeing that I was a very eager little freshman, I went to the first meeting and instantly fell in love. I am hoping that the same will happen for you.

PRSSA at LSU is dedicated to educating public relations students through speakers, committees, writing opportunities, conferences and more. We work our hardest to provide our

members with an experience that truly allows them to feel prepared for a career in such a fast-paced and growing field.

This year, I encourage you to take advantage of all of the opportunities provided to you. Write for Progressions or FORUM. Network with speakers and other members at business meetings. Attend PRSSA National Conference. Join a committee that speaks to your individual interests.

There is something for everyone, so I challenge you to branch out, push yourself and make the most of your PRSSA experience, just as so many members in the past have done.

If you have any questions, concerns or just want someone to talk to, please don't hesitate to contact anyone on the executive board. We are here to serve you!

