

PRACTICAL IDEAS

• Newsletter of the Indiana University of Pennsylvania Chapter of the Public Relations Student Society of America •

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CRIMSON RELATIONS TO DEBUT THIS FALL

BY MARISSA YOUNG

Crimson Relations, IUP PRSSA's student-run public relations firm, will reach lift-off in the fall 2010 semester.

In order to become a member of Crimson Relations and gain the hands-on experience, you must be a member of PRSSA. However, being an active member of the Crimson Relations firm is optional and voluntary.

Each executive officer of PRSSA will be responsible for an account, and PR director, Justin Hyatt, will oversee the firm.

Every member of the PR committee will be assigned to an account, and the account executives will assign responsibilities and arrange meetings.

The meetings for Crimson Relations will take place outside of the general PRSSA meetings, and will meet as needed, and will also meet when it comes to the needs of the client.

The first steps taken toward starting the firm in the 2009-10 school year were to start a newsletter, media kit and create more of an online presence. With the combined efforts of Tiffany Fasig and Jessica Brown, the PR committee began its journey.



See what we're about!

PR is all about networking.

Next year, we want to meet YOU.
Keep a look out for next year's monthly meeting dates on our blog, iupprssa.blogspot.com, and come share YOUR PRactical ideas!



PRSSA MEMBER, COMMITTEE, REVIVE AMERICAN CANCER SOCIETY CAMPAIGN, RELAY FOR LIFE

BY ROSE CATLOS

What started out as a portfolio booster became an "emotional" experience for one PRSSA member who helped organize this year's Relay for Life cancer fundraiser.

Thea Petrigac, a sophomore journalism major, served as the club's account executive for the American Cancer Society this year. Her biggest task was planning the Relay for Life, held April 9 in the Memorial Field House Auxiliary Gymnasium. The event raised more than \$16,000 for ACS and 520 people participated, she said.

The relay's widespread impact touched Thea.

"The relay was really emotional for me," she said. "I really haven't lost anyone close to me to cancer, but then you see how many people it affects."

Nicole Blessing, club president, asked her to head the account after ACS approached the club for help. Thea's promotional involvement began in October when Ed Sweeney, ACS director for Armstrong and Indiana Counties, invited her to serve as Relay's public relations chair, she said, which she accepted.

"My original reasoning was, 'this is going to be good for my portfolio,'" she said. "But people who are that passionate about what they're doing really rub off on you."

Thea and a committee, co-chaired by Danielle Snapp, a junior nuclear medicine major, were responsible for executing the relay as well as its kickoff and two fundraisers: Drink Pink Night at Wolfie's, which raised \$350 and a T-shirt sale, which raised \$1,000.

And fundraising has proven to be Petrigac's favorite aspect of event planning.

"I can't wait to do another Drink Pink Night again next year," she said.

The committee also secured donations from area businesses Romeo's, Day Ford, Steel City Samiches, Twin Pines Motel, Wolfie's, Majikal Manor, and sign donations from two families, she said.

Three weeks before the event, the committee learned that their food donations had fallen through, so they purchased all of the food for the event at the last minute, she said.

Thea also had to fill in gaps and take on multiple roles, she said. But the added pressure has not deterred her from pursuing the event again next year.

"I've already signed up to do the publicity, corporate sponsorship and donations for next year's Relay for Life"

And the experience has influenced her direction in life.

"Event-planning and promotions is definitely what I want to pursue as a career," she said.

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PRSSA: NOT JUST FOR COMMUNICATIONS MAJORS

BY JUSTINA CRAWFORD

Be unique in your profession. Sure, easier said than done, right? Well if you are looking for a way to advance your career and set yourself apart from competition, then join a public relations group. Public relations comes in many forms within the literary and media venues, but most importantly public relations can be used within every field. It's uses are found within the music industry, marketing of various products, education, health care, sports, administration, TV and radio, and the list goes on.

Need help being unique? The answer is Public Relations Student Society of America (PRSSA). Indiana University of Pennsylvania has their own chapter, welcoming and accepting of all majors. Founded by the Public Relations Society of America in 1968, today PRSSA has nearly 9,600 members in 284 universities across the country.

The organization's mission for its members is to enhance knowledge of public relations with the use of professional developmental opportunities. Guest speakers from various organizations on campus and within the neighboring communities have provided the organization's members this year with enriching advice and stories from professionals in the job market. With this information at hand, PRSSA provides individuals with the tools that they need in the workforce to create well prepared professionals.

Whether you are looking for a way to promote yourself, gain experience or learn

a new skill PRSSA can help. Looking for a way to get rid of the butterflies in your tummy when standing before a large group? Presence amongst co-workers and peers can be enhanced with the use of public speaking tools, speech writing, newsletter writing, all of which will assist within all majors.

Hoping to start your own organization? Another way PRSSA can assist is by putting you in close contact with professionals in the market that can lend a hand. Networking is a valuable tool enabling all to spread ideas and form connections with others in the business. PRSSA holds an annual national conference, assembling professionals within various public relations fields to educate and share experiences with the public.

If you are just looking to "up your game" in today's hectic job field, then become a member of PRSSA and be an active member within the IUP community.

As an music education major, I looked for an organization that would give me public relations experience as I prepare for graduate school. I was directed to this organization, where the wealth of information has been endless. I have much about social media networking, meeting professionals, being involved with a campus organization and improving writing skills. As I look to the future, this organization creates rewarding opportunities.

So, if you are looking to seal the deal to your future career, educational aspirations or just looking for something to do, then PRSSA can assist in your search.

PRSSA MEMBERS GET FRESH PERSPECTIVE AT NATIONAL CONFERENCE

BY EMILY EBERHART

Five Public Relations Student Society of America-IUP members attended PRSSA's national conference in San Diego in November 2009.

Emily Eberhart, Tiffany Fasig, Thea Petrigac, Christina Starr and Graham Tripp travelled to the national conference, which took place at San Diego's Holiday Inn on the Bay from November 6-9.

"The conference allowed me to network with people all over the United States, gain knowledge and experience in public relations and hand out my resume to top PR professionals around the country," said Fasig. "It was very professional and gave me a better sense of what working in the pr field is like. I now have the drive to be a better PR person and am excited to make our PRSSA at IUP."

Facilitated by PRSSA's national board, the conference consisted of four days of workshops, seminars and networking opportunities.

"I felt that the conference was an all-around positive experience," said Starr. "We all had a great opportunity to get to know each other better, meet people and network and learn things to help us build our resumes."

The conference for the 2010-11 school year will be held in October in Washington, D.C.

PITTSBURGH PR PROFESSIONALS SHARE EXPERIENCES AT 'A PR AFFAIR'

BY MICHELE LUEBBERS

"Some are born great, some achieve greatness and some hire public relations professionals" - Daniel Bernstein.

This quote is something that the members of IUP's PRSSA chapter, who attended the Pittsburgh PNC Park regional event, hosted by California University of Pennsylvania on March 15, took to heart from the very beginning of the event. "A PR Affair" allowed leaders of student PR firms and Pittsburgh professionals to offer advice and help participants develop workable public relations approaches.

Throughout the day the students learned about the true importance that public relations has on its publics, organizations, programs and people as a whole. California University of Pennsylvania did an exceptional job on planning and implementing this educational and beneficial event that brought together universities such as Penn State, Slippery Rock and Duquesne, to name a few.

The event was full of instructive sessions, panels and networking opportunities.

Some of the panels and sessions included professionals such as: Jennifer Faines, Vice President/Group Manager at Ketchum; Jeff Krakoff, Director at Burson-Marsteller; Tracy Gray, manager of public and media relations at the Pittsburgh Zoo & PPG Aquarium; and Lisa Tristano Martin, senior account supervisor at MARC USA. The students who attended this event found themselves being surrounded by public relations professionals that they hoped to be just like in the next couple of years.

The sessions for the day included topics such as the proper interview etiquette, making the transition from student to professional and social media tactics.

Little did some of us know that, right now, at this point in our lives, we all are social media experts in today's world and that is where we are ahead of the game.

"It was really interesting to hear how all the professionals are now using twitter frequently everyday," said Nicole Blessing, IUP's PRSSA chapter president, "and how they actually shape their networks and organization through social media."



PRactical Advice: A Q&A with Patrick Preblick



When Patrick Preblick graduated from New York University with a degree in art history and minors in Latin and religion, she knew she wanted to be part of the entertainment industry. Today, Preblick is a publicist for ABC studios, and has been for the past 16 years. She has worked on shows and specials from Ugly Betty to Spin City at the ABC offices in New York City. Her work has given her a unique and exciting perspective on the field of public relations, along with some great advice to share!

**View the rest of
Preblick's PRactical
Ideas Q&A at:
iupprssa.blogspot.com**

Photo Credit:
Donna Svennevik, ABC

Q: What jobs have you held besides your current position?

A: Prior to [ABC] I was a publicist for a movie studio, publishing house and museum. Believe it or not, one of my first jobs, when I was in high school, was as a mascot for the Baltimore Orioles. So, in a way, I was working in public relations even back then.

Q: What has been the highlight of your career?

A: The highlight of my career? I really enjoyed launching "Who Wants to be a Millionaire" and getting to work closely with Regis Philbin and the early winners of the show as it became a cultural juggernaut. At the same time, I was working on "Spin City" as Michael J. Fox was doing fun stunts to promote, such as jumping in the Hudson River for an episode. Last summer I got to revisit some of the "Millionaire" fun when we aired an anniversary run with Regis and had some of the best-known players from a decade ago back on the show. It was a great sense of coming full circle.

Q: How much has publicity changed since you began your career?

A: The tools have changed, and the media landscape, but the goals are the same. Achieve your goals through "unpaid" advertising. Newspapers are in decline and the blogosphere is burgeoning, but it's as important as ever to get the message out to the best outlets for your client. That said, I don't miss the days of laboriously faxing or mailing press releases to outlets. At ABC, we put all of our press assets online in a password protected site which really streamlines the process of disseminating materials.

Q: How important is networking in your job?

A: Networking is not just important to career building for any profession, but in my opinion, networking is the heart and soul of what publicity is. It's putting people together - we are go-betweens for a message, an outlet and a consumer. That said, if you're so busy politicking or networking within or outside your company for the next big thing, whether it's a new job or a new account, that you neglect your daily responsibilities for your current client or employer, then you've built a house of cards. Networking that serves you AND your clients is what's most effective.

Q: How do you feel public relations will continue to change in the future with the appearance of technology such as social media Web sites?

A: I don't think I'm expert enough in the world of technology to predict the future, but I do think it's more important than ever to remain open to change, new ideas and adjust your work methods accordingly. Being nimble is key. I do think that bloggers and Web sites will only grow in importance to publicists as newspapers continue to topple, and as former journalists turn to creating their own sites or working at various portals.

Q: Do you have any tips for interviews or how to build a portfolio?

A: For interviews, I strongly recommend sending thank you notes, even if it's just a networking interview. You'd be surprised how rarely that happens but how much of an impact it makes. For portfolio building, try to get an internship at a company or type of business that you're interested in; if you're turned down as an intern, then volunteer to help them out for free on an as-needed basis for future events. You can also do volunteer work in your community in a publicity capacity. I still do that for fun, just because I like to, for fund-raisers for my town's services and kids' schools. Find a non-profit organization, club, school, etc. that you're passionate about and offer to become a volunteer in their membership, education, marketing or development departments if they don't have a publicity department. You may be asked to check the press in for a press conference or even to help write or completely write something that will get the word out about an event or raise grant money. If you want to do movie publicity, offer to work for free at their screenings or junkets. Write for free for blogs that accept contributors' pieces or reviews. All these things will help you build your network of job and press contacts, not to mention help you hone skills and beef up your resume.

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Q: How do you stay current in your industry?

A: The ways I stay current in TV pr are by reading certain trades and websites on a daily basis (some of my favorites include cynopsis.com, deadline.com, hollywoodreporter.com, mediaweek.com, variety.com, ew.com, tvguide.com, as well as the daily papers in NY). I also regularly check in to people.com, tmz.com, perezhilton.com and other gossip sites. I watch TV daily and talk to my peers frequently about press updates--who's left an outlet or who is new to add to our pitch lists.

Q: What qualities do you look for in an employee?

A: In our department we really value someone who has a great work ethic and will do what it takes to get the job done, whether that means doing a menial task one minute or a richer, more "glamorous" task the next. We really value the ability to multi-task, keeping a calm head in the center of a firestorm, strong writing and computer skills, and tenacity. That, and a great sense of humor as well as professionalism, will get you far.

Q: What do you wish you would have known before starting your career?

A: I wish I had known how fun the world of publicity and marketing are while I was in college--I would have taken some related courses or done an internship to give myself a jump start rather than learning it all in the workplace. I also encourage people just graduating to remember that just starting out can be a real asset--you are less expensive to hire than more experienced employees, you are open to learning new things, and you are perceived as having the inside track on the point of view of what's popular with teens and young adults.

IUP PRSSA thanks Patrick Preblich for her guidance and advice! To find out the latest news from ABC studios, follow @abc_publicity on Twitter!

2010-2011 IUP PRSSA EXECUTIVE BOARD



From top left: Christina Starr, historian; Marissa Young, secretary; Justin Hyatt, public relations director; Leslie Comi, treasurer; Emily Eberhart, vice president; Jessica Brown, president.

On April 12, members of IUP PRSSA did a ballot vote to elect the PRSSA executive board for the 2010-2011 school year. Congratulations to the new e-board!

Congratulations to our spring 2010 graduates!

PRSSA GETS TEMPORARY ADVISER

BY JESSICA BROWN

There is a new face at IUP PRSSA meetings! Journalism professor Patrick Farabaugh became a temporary adviser to the chapter when Michele Papakie, journalism professor and permanent PRSSA adviser, announced she would be deployed to Afghanistan in April.

Following Papakie's announcement, the PRSSA executive board discussed possible candidates for her replacement. The board decided that because of his experience in public relations and helpful, energetic attitude toward students, Farabaugh would be a perfect adviser in Papakie's absence.

Farabaugh has been a faculty member at IUP since August 2007. He previously served as an adjunct instructor in Penn State's College of Communications for two years and taught news writing and reporting courses at Penn State's main and Altoona campuses. In February, Farabaugh successfully defended his dissertation and in May he will graduate from Penn State with a doctorate degree in Communications with a concentration on political and cultural communication studies.

Papakie, and IUP alumna, became the Lasting Impressions adviser in January 2007. Lasting Impressions was IUP's student-run public relations firm before the organization became a chartered member of PRSSA in 2009. Papakie worked as public relations coordinator for Chartiers Valley School District, the public information officer for the City of Pittsburgh Bureau of Police, an adjunct instructor of communications at Robert Morris University and director of public affairs for California University of Pennsylvania before coming to IUP. Papakie is a lieutenant colonel in the 171st Air Refueling Wing of the Pennsylvania Air National Guard and deployed to Afghanistan April 6.

"I'm so proud of our IUP PRSSA students," said Papakie. "I know my colleague Pat Farabaugh will enjoy working with them as much as I do. It's fun watching them grow into their profession through PRSSA."

Farabaugh will continue to be the adviser of PRSSA during fall 2010 until Papakie returns for the spring semester.





IUP MEDIA RELATIONS DIRECTOR AND FORMER PRSSA PRESIDENT SPEAK TO CURRENT MEMBERS

BY CASEY LOMB AND ASHLEY GRAY

On March 4, former PRSSA president Kaitlyn Johnston took time out of her hectic schedule to talk to our organization about the job market, interviewing process and her secret to success.

Johnston, an alumna of Indiana University of Pennsylvania, is currently attending Duquesne University and working as assistant editor for the esteemed Pittsburgh Magazine. At a time when opportunities such as these seem difficult to come by, she reveals that they can be had through dedication and the willingness to work hard.

Johnston was not only enthusiastic and personable while conversing with our group, she was also able to provide helpful and useful information to students trying to find jobs during these tough economic times. One key point that Johnston emphasized was the importance of getting an internship. She herself had four, which greatly assisted in building up her resume. She also gave helpful tips to students who are looking for employment out of state.

Perhaps the most important of these is to make arrangements to live with relatives. This is so there is a reliable address that can be written on your resume. This is significant because employers want to hire people they know will be available and they can depend on. In regard to resumes, Johnston said employers generally only want resumes they receive to be a single page. If they exceed this limit, they are likely to be ignored or even disposed of.

It was a privilege to hear from Johnston, a successful professional that was sitting where we are now not too long ago. Her ideas were refreshing and provided the members of PRSSA with important points to keep in mind while job hunting. She was also kind enough to provide the students in attendance with her business card and e-mail address if

questions would arise. PRSSA is appreciative of the time she took out of her busy schedule to meet with us and the beneficial information she left us with.

On March 29, Michelle Fryling, IUP's media relations director, spoke with members of PRSSA about her time and experiences at IUP. Fryling has been IUP's media relations director since 1992. She began discussion by telling everyone what an average day is like at her job.

Her schedule consists of getting to the office early in the morning and making it back home in time to spend time with her family. An important thing that she said was that she tries not to take her work home with her, but even then she sometimes finds herself working over her phone. Even though her job is very time consuming, she loves working and interacting with people on campus.

Fryling has student workers that assist in her daily duties. She gets the word out about any important functions going on around campus. If something major happens at the university or with the president, she is the one who speaks with the media and works as a mediator between the university and the public. Whether the news is good or bad, she tries to represent the university in the best possible way. Some important advice that she let everyone in on was to stick around a place for a few years and get to know the job before moving from place to place.

Fryling had many interesting stories and was asked many questions at the end of her speech. Her outgoing and bubbly personality made it enjoyable to listen to. The advice that she gave made PRSSA members a new outlook on what to expect in the future. Hopefully with the continuation of PRSSA, Fryling will be able to share even more with members.

JEFF KRAKOFF: PRSSA PROFESSIONAL ADVISER

BY CASEY CONTRES

The name Jeff Krakoff should sound familiar to anyone in IUP's chapter of PRSSA, but some students don't know that he is one of the best sources of information and assistance for the organization.

Krakoff is PRSSA IUP's professional adviser, a Director for Brand Marketing Practice at Burston Marsteller in Pittsburgh, Pa. At his job, Krakoff is responsible for clients in six different states and develops marketing communications/PR strategies.

Krakoff, an IUP alumnus, became adviser when he was approached by faculty and students at IUP.

"I was more than happy to help," said Krakoff.

He feels PRSSA is extremely useful because it allows students to interact with other students with the same interests and future aspirations, and offers many great networking opportunities.

Krakoff said to get the most out of PRSSA, you need to become immersed in the organization and take advantage of every opportunity it offers. Krakoff attributes his education at IUP to his success in his professional career.



Jeff Krakoff was the keynote speaker at the May 2009 IUP journalism commencement ceremony.

PRSSA MEMBERS HELP TO RAISE MONEY, AWARENESS FOR HUMANE SOCIETY

BY ROSE CATLOS

Three PRSSA members “unleashed their potential” by helping to organize Indiana County Humane Society’s Dance-A-Thon, held Friday, April 23 at IUP’s Memorial Field House. Sarah Buckholtz, Mallory Fabian and Amanda Rahman planned and promoted the event, during which teams of people from IUP and the community danced for five hours to raise money for a new animal shelter. Their efforts were guided by Sarah Tourtellote, a communications media professor and member of ICHS’s board of directors, along with her practicum students. ICHS honored the volunteers’ contributions with a commemorative plaque at the ICHS Black Ties and Tails Gala Saturday, April 17 at the Indiana Country Club. The project was pivotal for Buckholtz, a junior communications media major, who revealed her newfound PR know-how in an April 14 interview.

Q: What has been your role in preparing for the Dance-A-Thon?

A: Mine’s been a little bit of everything. Mostly my job was promotions and creating and using my God-given communications skills to talk it up. I also wrote a newsletter with another student.

Q: What’s the purpose of the Dance-A-Thon?

A: They [ICHS] are hoping to use whatever money we can raise for building a new, up-to-date, up-to-par facility out near the Indiana Airport.

Q: What was your fundraising goal?

A: “Our goal was \$100,000. One hundred percent of the proceeds will go to ICHS to build a new Humane Society.”

Q: What kind of PR tactics did you use to promote the event?

A: We made public service announcements for the television and radio studios, and we wrote a newsletter and made a Facebook group. More than 200 people signed up just through Facebook, and they’re expecting about 500 people at the event. We’ve been working since December, and for the last two weeks, we have been going to every business that would let us in the door for donations. Everything they gave us will go toward a Chinese Auction.

Q: How has your experience expanded your knowledge of PR?

A: I have learned more doing this than in any class I have taken. This actually throws you in with the sharks and you know what it’s like to walk into businesses and ask for donations. It’s intimidating. And it’s definitely stretched my mind as far as thinking critically. Now I know how to write a PSA, and I get to use everything I’ve done for my portfolio.

Q: What have you personally gained from your experience?

A: A divine sense of self. I’m more confident than I think I was before. I’ve never been nervous talking to strangers, and I’ve always been very good with using my communications skills. But having to go into unfamiliar territory was a test of character.

Q: Has your work changed your view of PR in any way?

A: You don’t have to be cruel to be in PR. Usually they say it’s dog-eat-dog, but if you’re nice to people and show respect, you can network and you’re perceived as a decent human being.

IUP PRSSA 2009-2010 IN PHOTOS...

