

Geaux Sports

SPRING 2025 MEETINGS

April 24
Banquet

Meeting #3 Recap

Thank you to our special guests Dr. Yandle, Grace Hamblin and Taylor Jacobs for sharing their experiences on navigating the ever-changing world of the sports industry. Dr. Yandle started our discussion by highlighting his time spent at universities working with athletes to properly media train and advocate for players. Then, Taylor Jacobs gave an inside scoop on the journey to NILSU becoming the top universities by promoting student-athletes to brand themselves to the fullest extent. Finally, Grace Hamblin shared the study abroad opportunities Manship provides to students interested in sports and international travel.



6-7 p.m.
Journalism Building

Bonding with Covalent Logic

Meeting #4 Recap

The fourth meeting was an absolute hit. Julie Donald, Senior Director of Strategy, gave a well-informed tour and rundown of their operations and projects at a local PR agency, Covalent Logic. The women-owned PR firm takes new heights with "Innovation Experience" as they work with clients to rebrand, bring new ideas and showcase their clients in a way they've never seen before. Covalent Logic has demonstrated their loyalty to clients by campaigning for companies like Shell, BTR Metropolitan Airport, Our Lady of Mercy and Louisiana Department of Health, etc. Their services have uplifted and relaunched the success of business through public relations, branding, advertising, corporate communication and social media. Julie shared her favorite and upcoming industries where public relations work is necessary. She expressed her kindness and love for industrial companies as they have many opportunities based on Louisiana's location and high demand. We thank Julie



for her time staying late on Thursday to teach the new generation of mass communication professionals. Covalent Logic has welcomed us into the family and we look forward to see what the future holds for Manship PRSSA students.

PHOTO



GALLERY



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Join the PRSSA GroupMe!
See the link on our social media.

Stay in Touch

Don't stop now, connect with our special guests! Email or follow them on LinkedIn.

Dr. Chris Yandle

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Grace Hamblin

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Taylor Jacobs

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Julie Donald

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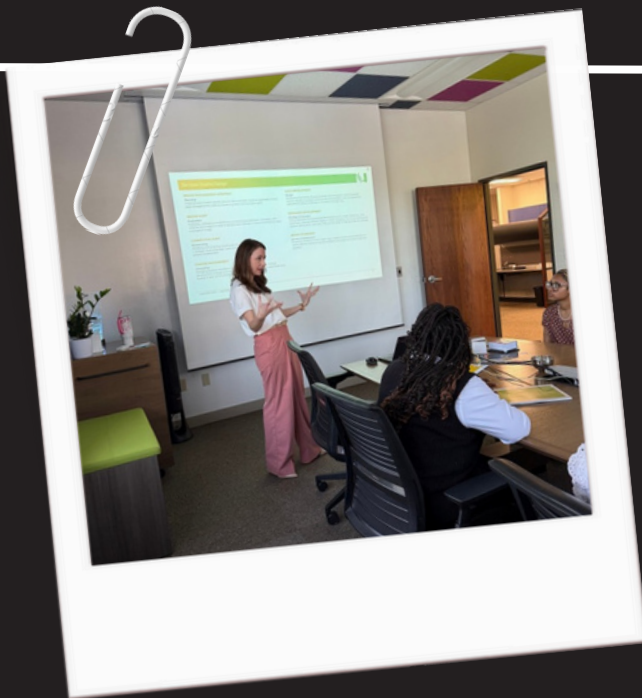
Next Meeting...

Join us at Rotolo's on Ben Hur road for a night of awards and pizza. Recap the semester with great vibes and a party to close out the year. Remember to RSVP for this event in the GroupMe.

PRSSA at LSU's

MISSION STATEMENT

The Public Relations Student Society of America (PRSSA) is a pre-professional organization that gives students the chance to gain insight from leading professionals around the Louisiana area in an effort to prepare its members for the real world. The purpose of PRSSA is to expose students to the inner workings of public relations and further acclimate them with good practices. PRSSA at LSU is the largest organization in the Manship School of Mass Communication and the seventh-largest chapter out of 300 chapters nationwide.



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