

THE PROGRESS REPORT

OCTOBER 2019

A Public Relations Student Society of America at LSU Publication

IMPORTANT DATES:

Fall 2019 Meetings

6 p.m. - 7 p.m.
Holliday Forum

October 10

October 24

November 7

November 21

International Conference

San Diego, CA

October
18-22

Application Deadline

October 10

Dues Deadline

October 24

Feature Story Competition

By: Kayla Hamilton



Kayla Hamilton
PRSSA Member

Hailey Mathieu is not your ordinary Public Relations student; she's the one Manship needs to be on the lookout for.

Coming to LSU, Hailey has one mission, and that mission is to help people. Hailey expresses how she ultimately wants to be an event coordinator. As a sophomore coming from Tulane University, Hailey was very undecided about what she wanted to major in. "I don't know, but I just love to plan events and the budget aspects of planning," states Hailey. "After talking about it with my mom, she advised me to be major in Mass Communication." Through Manship's New-Student Orientation, Hailey was very impressed by what PRSSA had to offer.

Hailey seemed excited about the outcomes PRSSA could give her academically but most important professionally. She aspires to get a great job and some experience throughout her involvement with PRSSA. "This organization is pretty cool compared to the other places," Hailey revealed.

Nonetheless, Hailey wants to be more involved throughout campus. She has ambitions to join Manship's very own Association of Black Communications, and LSU's Black Student Union, but so also play for LSU's women intermural soccer team. In addition to that, Hailey also wants to join a few committees within PRSSA. Inspired by the chapter's board members, Hailey yearns to be a part of the Events/Fundraiser committee. Plus, she's interested in PRSSA's Outreach committee as well.

One thing Hailey loves to do is reaching out to people and having a good time. That's is an admirable quality to have as a part of PRSSA, especially the outreach committee, and Hailey would consider this to be her hobby as well.

Overall, PRSSA's new member Hailey Mathieu is the ideal member. With an outstanding personality and incredible goals to match, Hailey's future is admittedly bright.



@prssalsu



@prssalsu



@PRSSAatLSU



prssaatlsu.com



prssalsu@lsu.edu

MEETING RECAP



By: Carrington Brignac

Amy Crawford of Rokit Science Agency spoke to PRSSA members Sept. 19, 2019 about tips on how to obtain internships and turn them into full-time jobs. Crawford manages external accounts and internal operations for Rokit Science Agency.

Crawford says that in order to find internships, networking is key, going so far as to call it “the best way to find internships.” To do this, Crawford suggests going to counselors, professors, friends, and career fairs. Any internship is better than no internship, even if it doesn’t specifically line up with one’s major. Sites like Internwatch could lead to an internship as well. Have a resume, a tailored cover letter, a portfolio, and “a good story” when applying.

Amy Crawford

An applicant’s appearance should be a step above the day-to-day look at the office. Crawford suggests checking out the company’s social medias to figure out what that looks like, a technique referred to as “reading the room.” If doubtful, business professional attire is always safe.

Crawford told members they need to go into internships well equipped and ready to work. They need to have the skills the job is demanding as well as the willingness to work even when there are no tasks at hand. This internship could turn into a full-time job, so make the most of it.

Crawford’s company specifically looks for these qualities in their internships. They also want tech dependent people who can receive feedback.

MEMBERSHIP DUES

Membership fees are due by **Oct. 24th**.

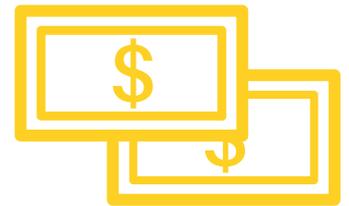
Dues may be paid via exact cash, check, money order or Venmo. Dues can be turned in to Treasurer, Avery Bracken, Sadie Wilks or on the 2nd floor of the Journalism Building.

\$75 – For both semesters

\$65 – For graduating seniors

\$55 of dues goes to PRSSA Nationals. \$20 of dues stays with PRSSA at LSU. Dues are due by Nov. 1st if you chose to pay online directly to PRSSA Nationals

For any additional questions, contact **Avery Bracken** (abrack8@lsu.edu).



PROACTIVE COMMITTEE



If you're interested in joining, contact [Nikki](#) or [John](#) at ntran36@lsu.edu or jlong42@lsu.edu

Committee Description:

- Outreach/Events/Fundraising
- The “PR Team” for PRSSA at LSU
- Student/member run team.
- Three teams: Proactive Ambassadors, Event Coordinators and Social Media Team

Fundraising Project of the Semester:

- Manship Haunted House

Committee Meetings:

- Mondays at 6:30 p.m. in the LSU Student Union

Benefits of Joining:

- Receive 1 point for joining
- Receive points for completing activities
- The ability to add work to your resume and portfolio
- Real hands on work

PUBLICATIONS COMMITTEE



If you are interested in joining, contact [Alannie Broussard](#) at abro252@lsu.edu

Do you want published writing pieces for your portfolio? Joining the Publications Committee!

Committee Description:

- Assist the PR Director to creating writing content for the PRSSA newsletter and website such as:
 - Blog Posts
 - Meeting Recaps
 - Internship Spotlights
 - Conference Recaps
 - Fundraising/ Events Recaps

Benefits of Joining:

- Receive 1 point for joining
- Obtain points by writing content
- improve writing and AP skills
- Obtain published writing pieces that can be used in your portfolio