

A PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA AT LSU PUBLICATION

Important Dates:

Sept. 12:
Crisis Communication

Sept. 26:
Corporate PR

Sept. 28:
Zombie Walk;
membership dues are due
if paying online

Oct. 10:
Business Etiquette Dinner

Oct. 17:
Membership dues due if
paying in person

Oct. 25-29:
PRSSA 2013
National Conference

Nov. 14:
How to Create a National
Campaign

A Letter from the President

Hello members:

The school year has only just begun, and you have made one very smart, important decision: You're choosing to join PRSSA.



Our Chapter is the seventh largest in the country and tops the list of Manship organizations — but statistics aren't all we have to offer. This year we are producing a number of new and old ways to develop your pre-professional profile, including networking opportunities, meetings, writing opportunities, three conferences (one possibly hosted here at LSU!), community services, fundraising and much more. Whether you are a freshman, a "super" senior, an aspiring event planner or a corporate communication guru, there is a place for you in PRSSA.

I hope you are as excited as I am. Last year we revamped our Chapter look, initiatives and brand image. This year we will uphold all of that and add much more. Join a committee, write for our publications, get involved in any way you can.

Please know that the executive board and I are here to serve you and help you prepare for the "real" public relations world. You will only get out of PRSSA what you put into it, so with that said, make sure you put in a lot! I look forward to getting to know all of you.

Best,
Paige

FROM THE EDITOR'S

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 Erin Kenna at erinmkenna@gmail.com. It's a great way to get published and have some portfolio-worthy material. Plus, members will receive one point toward active membership.



Public relations across the globe

By: Elizabeth Fox



From January through May of this year, I lived in the south of France studying in Aix-en-Provence. I have been learning French since high school, which triggered my desire to live in France for some period of time. It's a weird feeling to accomplish the goal that I worked so hard for.

Even though I had the time of my life, it's in the past. The savings account I made for this one trip? Depleted. And now that I am back for my last year at LSU, what am I trying to accomplish next?

What comes next is concentrating on my other, equally important major: public relations. I was a little worried during my time in France because my focus was mainly improving my French and not increasing my public relations knowledge. I attended only one communication class and felt almost out of the loop not being in America. I began thinking: "How am I ever going to get a job in public relations? How am I going to incorporate my experience

abroad into a job interview if it didn't enhance my communication skill set?"

What I have come to realize, however, is that I implemented much of what I've learned in public relations into my life in Europe and that I actually was practicing communication the whole time.

For example, the number of times PRSSA has informed me of the importance of networking really came through! Along with my perpetual desire to constantly meet new people and hear about their experiences, the advice helped me create friendships that I will keep forever with both international and American students alike. One day I hope we will be able to benefit from each other in our connections.

I also wrote often in my blog detailing my travels and adventures. I know that excellent writing skills are a must for any public relations professional, and you only get better through practice. The great thing was, it didn't feel like a chore — writing is something I love to do!

Despite having an amazing semester, I encountered a few personal problems, including my laptop being stolen. Although I was devastated to lose all of my pictures and documents, I had to remind myself

that I was living in France, which made me feel less sorry for myself.

I like to compare the issues I had to crises I may encounter when working in public relations, especially with the language barrier. It was frustrating to explain, in French, to my neighbors that my laptop was stolen from my dorm. It was one thing to deal with such a catastrophe, and it was another to figure out how to express my anger in another language.

I realize that in dealing similarly with any crisis, I will have to figure out how to efficiently express myself or my company's sentiments in a way that the public understands, no matter how difficult it may be. It will get easier over time.

In all, last semester was not just about learning how to interact with the French language. It was about learning how to interact in situations where I'm not comfortable with my level of communication. My bank account may be empty, but I walked away rich on new experiences, especially in communication, that I will be able to incorporate into my professional career.

Ice Cream Breaker

The "Ice Cream Breaker" and informational meeting hosted by PRSSA at LSU on Thursday, September 5 was attended by 113 students. This turnout is higher than in previous years, and the e-board is excited to retain this amount of members throughout the academic year.

Invite friends to attend business meetings, regardless of major. Public relations provides a skill set beneficial to any field. Service opportunities, professional development, networking events and hands-on experience await you!



ACTIVE POINT SYSTEM

To be considered an active member of PRSSA, dues must be paid and five 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 and out-of-state agency tours.

Each activity is worth one point:*

- Attended a business meeting;
- Participated in a volunteer effort or service project;
- Involved in affiliated student-run firm, ImPRint Communications;
- Involved in a committee formed by the executive board;
- Assisted in fundraising for PRSSA;
- Attended a PRSSA workshop or special event;
- Wrote an article for PRSSA at LSU's or PRSSA National's newsletter and/or blog;
- Attended PRSSA National Events, including National Conference, Regional Conference or National Assembly

* Active status is the first of three levels for members. PRO Member requires two community service events, one fundraising event and attendance of half of the business meetings. Star Member requires two community service events, two fundraising events, one blog post and attendance of all business meetings.

PROFESSIONAL PROFILES

Follow Jake on
Twitter! @LSUJake

Jake Terry

Associate Sports
Information Director
LSU Athletics



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

A: Two pieces: 1) Never think something is beneath you.
2) Always be first to volunteer for a project or task.

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

A: My favorite is building relationships with the coaches and student-athletes I work with every day.

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

A: Ask yourself if this is something you really want to do, and if it is, pursue it vigorously. Be willing to make yourself available for any and all volunteer opportunities and do your best to make yourself invaluable.

Q: Describe a typical day at work.

A: As social media coordinator for the athletics department, a day for me includes hours of time on Facebook, Twitter and Instagram for our different sports accounts. I stay in contact with our marketing, publications and ticket offices to make sure we are all on the same page for social strategies and communication.

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

A: I can only speak for athletics, and I see the social and mobile sides constantly growing. While the LSU social aspect has been a national leader, we are continually trying to improve the mobile experience (LSUsports Mobile App/LSUsports.net mobile site) for our fan base.

Jake Terry did not travel far from home to pursue his professional career as he was born and raised in Baton Rouge. He is a two-time graduate from LSU, earning his undergraduate degree in broadcast journalism from the Manship School. He then received his Master's degree in kinesiology: sport management.

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 2013. We would appreciate your help in achieving this goal. In order to win the award, Chapters must complete eight 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.

Meet your e-board



Alli Bixler
Historian
@AlliBixler



Anna Long
Secretary
@aklong19



Bria Turner
Fundraising
@BriaTurner10



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ImPRint
Co-Director
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Erin Kenna
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Paige Weber
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ImPRint Communications



ImPRint Communications is a fully functional, student-run public relations firm affiliated with PRSSA at LSU. The firm is dedicated to providing clients with thorough public relations services and solutions. ImPRint aims to develop the future leaders (i.e.; YOU) of the industry

by giving students hands-on experience while building solid relationships and credibility within the Baton Rouge community.

In the last year, ImPRint went through some major rebranding and restructuring and we are very excited for all this year holds. With a brand new website, an active social media presence, firm polos on the way, educating yet interesting firm meetings, and most importantly, some great new clients, we are confident that every member of ImPRint Communications will walk away with one of the most valuable experiences of their college career.

If you are interested in becoming a firm member, you must attend one of the informational meetings (Thursday, Sept. 5th and Thursday, Sept. 12) to pick up an application. The completed application, copy of your résumé and a cover letter are **due by 5 p.m. on Friday, Sept. 13th**. Please note that all ImPRint Communications members must be active, dues-paying PRSSA at LSU members.

For more information, contact the firm directors, Megan Gibbs and Cyone Batiste at imprintcomm LSU@gmail.com, or visit our website at www.imprintcommunications LSU.com. We can't wait to begin working with you.

#GeauxImPRint

THE RUNNING DEAD 5K

SEPTEMBER 28, 2013

10 a.m.

Raising Cane's Dog Park

REGISTER ONLINE!

www.therunningdeadlsu.eventbrite.com

Registration: \$20
(includes a 5k T-shirt)

Run for your lives or wander the
path scaring the living
in your zombie costume!



facebook.com/runningdeadlsu

PRSSA Public Relations
Student Society
of America
Louisiana State University

*To receive the FREE T-shirt designed for The Running Dead 5K, please register online by Friday, Sept. 13.

