

# FORUM



## Thoughts from the President's Desk: How to Make Your Fall Semester Count

By Andrew Young  
National President

The question most students ask me is, "What can I do to really stand out when I look for a job?" With so many people fighting for the same openings, it's important that you stand out as much as possible from the other candidates. You've already made the best first step by being a member of PRSSA so congratulations on checking that one off your list. The next thing I would recommend is to get some relevant certifications that will benefit you in the workplace. First get your Certificate in Principles of Public Relations through PRSA. Then consider certifications through Hootsuite, Google Analytics and Google AdWords, which will teach you ways to measure the work that you'll be doing and showcasing your value.

Building your network is one of the most beneficial things you can do as a student. I know countless people who have gotten jobs because of someone they knew. As public relations practitioners we're tasked with building relationships, so why shouldn't we do it for ourselves? As a PRSSA member, the first place you should look is within your own Chapter. Then, make sure you utilize your PRSA sponsor Chapter and attend as many events as you can. Most PRSA Chapters host luncheons or mixers and invite students, these are great places to connect with professionals in your area. I met the person who hired me at my current company during a PRSA young pros mixer that I just happened to attend. My favorite networking event is the PRSSA National Conference. This is a great time to meet other members from across the country. Conference is where I met my best friends and learned more about the industry that I love.

Finally, visit every company you think you might want to work at or think you could learn something from. You'd be surprised how much you can learn from spending a day at a company and watching someone work. It's also a great way to build your network and meet someone new. I think you'll find that most people want to help you in any way that they can. So don't be afraid to send an email to someone you found on LinkedIn or never met before. Take a leap of faith and you might be surprised how much it pays off.



## Discovering the Art of PR

By Elissa Butler  
University of Texas at Austin

As the semester kicks off, the PRSSA National Conference is the top event on every member's mind. This five-day gathering of members from every corner of the country—and even from other parts of the globe—is a fantastic way to grow as a student as well as a future public relations practitioner. Set in the scenic and buzzing city of Austin, Texas, this year's National Conference offers a wide variety of activities as well as fun-filled networking opportunities that only a national event can provide.

In a city filled with a rich backstory and array of cultures, this Texas city always delivers on its reputation for individualism while also providing a beautiful portrait of citizens in sync. In many ways, the Conference does the same thing. Each year, we get the opportunity to come together to share in our growth, ideas and experiences in a truly impactful way.

This year's Conference will emphasize all of the innovative ways our industry is changing while simultaneously honoring its roots. The Conference kicks off with a busy day of Career Tours and Resume Critiques for those that have pre-registered for these exclusive opportunities. Cue the "Far Out in Austin" opening night social. Come together with your Chapter to see old friends, make new ones and boogie down Austin-style with lava lamps, snacks and tie-dye galore. You may even have the opportunity to win some prizes.



The Conference will also feature a multitude of professional development breakout sessions where attendees will get the chance to hear from experienced professionals on the rising trends and practices in the public relation industry. In addition to this collection of opportunities throughout Conference, there will also be a Career Exhibition where students will have the chance to speak with recruiters from agencies and universities about their future. Be sure to bring a copies of your resume and business cards because you may have the chance to snag the position of your dreams.

Unfortunately, the sun eventually sets in the big ole Texas sky. The Conference will come to a close with, "The Capital Gala" Awards Ceremony and Dinner to celebrate the achievements of student leaders in the Society.

The Conference Committee looks forward to welcoming you to our beautiful city from Oct. 5-9. Visit the PRSSA Conference website for more information, and be sure to follow us on Twitter and Facebook @PRSSANC to stay up-to-date with the latest news!



Register now!  
Registration  
Deadline:  
September 7th



# OPEN FORUM 2

Read about how brands utilized the World Cup to their advantage and what public relation impacts the sporting event has.

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With National Conference right around the corner, check out the top ten things to do in this year's host city Austin, Texas.

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To help kick off your school year, learn how, why and when you should network with your professors and teaching assistants.



# World Cup 2018: Merging Soccer and Technology

By Jenna Scull  
James Madison University

Summer 2018 was saturated with soccer. Whether you consider yourself a soccer fan or not, it was nearly impossible to escape the FIFA World Cup this past June and July. Your favorite brands, no matter the industry, aligned themselves with all the action. Your Twitter newsfeed was abuzz with constant commentary, clearly letting you know that a match was in play. Your co-worker utilized the double screen at their desk: spreadsheet on one side, live stream on the other. While heading home on public transportation the person next to you watched game highlights on individually curated Snapchat stories. All eyes were on the World Cup.

Sporting events, like the 2018 World Cup, are becoming more and more of a spectacle with the rise of social media and streaming services. As the World Cup is held every four years, the technology landscape will continue to change and progress drastically by the next time the event is held. The possibilities for the 2022 World Cup in Qatar are endless. With this in mind, it is vital for public relation practitioners and students to stay up to date on these technology shifts so they can help their clients score viewership, interactions and increases in revenue.

After the first two weeks of the 2018 World Cup, Telemundo shared that over half of their viewers streamed the tournament on their smartphones. This came with little to no surprise as viewing habits are currently shifting away from traditional television and shifting toward accommodating those who like to view on the go. World Cup television ratings were also down this summer due to the influx of people

abandoning their pricey cable box for a cheaper digital offering, like Youtube TV or Sling. So what does this mean for public relation practitioners looking to tap into the billions of people watching this global soccer extravaganza? They need to aim advertising and public relation efforts to the super small screen and cater to the younger audiences that have hopped on the streaming train. They must adapt to current technology trends and continue to stay informed as to what the next big format or platform will be.

Brands can also align themselves with specific sporting events through thoughtful and creative social media campaigns. National Geographic, for example, got involved with the 2018 World Cup action by focusing on the country where all the games were hosted—Russia. National Geographic produced 100 features and videos that highlighted aspects of Russian culture and history. This was a smart move for the travel company. They did not stray away from their brand but successfully integrated the hype that surrounds this global tournament by catering to their combined 150 million social media followers.

The FIFA World Cup is a massive opportunity for brands to grab the attention of billions of people from every corner of the earth. Despite constant shifts in technology trends, it is crucial for public relation practitioners to tell good stories regardless of the format. Whether the tactics are applied through curated Snapchat stories, interactive Twitter polls, shareable Facebook posts, advertisements on television or smartphone streaming services, the story or campaign must resonate with the target audiences.



# Firm of the Issue: Eagle Communications

By Ashleigh Kathryn  
Vice President of Professional Development

Summer came and went, but where did the time go? It felt like it was only yesterday at Leadership Rally, when some of the nation's top Student-run Firms met to discuss this upcoming year and how to prepare. A point of conversation was National Affiliation and how it can benefit your firm.

Alex Downing, director of Nationally Affiliated Student-run Firm Eagle Communications, was present at this discussion at Leadership Rally. Downing later shared some insights and discussed what National Affiliation means for his firm and the future since achieving this designation in the spring.

"Last year, it was the firm's eighth year, and we had been staying the same," Downing said. "Kind of going the same direction for that whole time. We weren't really growing or expanding and we were doing good work for clients and getting our name out there, but it felt like time to start expanding and growing a national reach."

Eagle Communications has been in operation for almost a decade. They are a smaller firm at American University (AU) and work with a variety of clients. Currently, they are working with a community development non-profit in New York, a local agency in Washington D.C. and with

an AU faculty member's small business. They provide both paid and pro-bono services, but are looking to expand their interests, especially in the political arena.

"I think now getting the opportunity to connect with other firms around the nation through PRSSA and all the connections that come along with that are going to be very helpful," Downing said. "In terms of expanding, the firm can now branch out and look into different industries as well as be able to draw interest from potential members."

PRSSA's National Affiliation currently offers advantages such as the prestige of working for a firm that represents the best of the Society and future client visibility on the PRSSA website. Only firms that are Nationally Affiliated are listed on the website for such requests. This type of referral system provides more significant opportunities for service and meaningful work for students. Nationally Affiliated firms can also participate in CreateAthon. Lastly, only firms that have earned National Affiliation may apply for the Student-run Firm Awards.

These benefits, as well as the growing network of firms, will allow Eagle Communications to improve recruitment and retention strategies going into the fall.

"...Being able to get that other angle of being in a community," Downing explained. "We're not just one firm; we're part of a network that will



Courtesy of Eagle Communications

draw people in with the national appeal of it all."

Downing plans on incorporating this into his personal goals to push the firm to grow. As a firm director, he understands that he needs to challenge the status quo while also building sustainability, which is why he helped urge the firm to apply. He is now using the designation as a pitching point and PRSSA will be excited to see how Eagle Communications thrives this year.

Interested in applying? More information on the National Affiliation process can be found at <http://prssa.prsa.org/national-affiliation/>. PRSSA will no longer be accepting applications on a rolling basis. The deadline to apply will be Nov. 15, 2018 and March 15, 2019. Please email Vice President of Professional Development Ashleigh Kathryn for any questions.

## Regional Ambassadors: Who We Are and How We Can Help

By Nicole Graney  
University of Florida

From PRSSA recruitment, to attending the National Conference, to a schedule packed with peer-mentorship coffee dates, it's no secret that fall semester is a hectic time for PRSSA Chapter leaders.

PRSSA prepares leaders to handle everything the year throws at them but sometimes it is necessary to call in reinforcements. Lucky for you, the National Committee has handpicked a soon-to-be best friend for your Chapter. That friend is called your Regional Ambassador.

### Who We Are

Regional Ambassadors are members of a committee under Vice President of Chapter Development Nick Goebel. We are students who are passionate about supporting the Society by drawing upon our PRSSA leadership experience to mentor Chapters in our region. Each Regional Ambassador is assigned a select number of Chapters that they are responsible for assisting throughout the year.

When I was a Chapter president, a Regional Ambassador changed my life. Suddenly, I had a peer who was invested in my Chapter.

I had a peer adviser, a confidante and a friend to counsel me when the going got rough.

Now, as a Regional Ambassador, I want to help you learn all the ways your Chapter can grow this semester.

At the beginning of the semester, Chapter presidents should expect an email from their Regional Ambassador asking to set up a time to chat within the first few weeks of classes.



Courtesy of the 2017-2018 Regional Ambassadors

**Pro tip:** Make sure that your Chapter's current contact information has been submitted to PRSSA National to make this process go as smoothly as possible.

Once you're on the phone with your Regional Ambassador, they'll ask you a list of questions to check on your Chapter's progress so far this year. Then your Regional Ambassador will ask how they can help you. Use this check-in call to begin building a relationship with your Regional Ambassador.

My fellow Regional Ambassador, Morgan McCoy from Point Park PRSSA, phrased it best when she told me her reason for taking on the role.

"PRSSA as a whole gives a great opportunity for all schools to put in hard work and be able to participate and be recognized for that work. It has been such an uplifting part of my school experience and I'm so looking forward to being able to take all of the inherent value of PRSSA an extra step as a Regional Ambassador," she said. "I want to make sure the abundance of opportunities available to schools are within their reach and they have the support they need to make things happen."

To put it simply, a Regional Ambassador is a walking, talking regional help desk for all of your PRSSA needs. We are here to mentor your Chapter and help cultivate your local relationships.

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### FORUM Staff 2018-2019

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## Why YOU Should Attend Conference

By Elizabeth Frenaye  
American University

National Conference season is among us! For veterans and first-time Conference goers alike, the PRSSA 2018 National Conference will be a learning experience for us all. From new friends and mentors to new food, Austin will be a Conference location to remember. By the end of the week, your network and passion for public relations will be invigorated and expanded. We spoke with two PRSSA members, a veteran and a first-timer about their Conference thoughts and experiences.

Monica Salmeri, former president of the University of Wisconsin Oshkosh PRSSA, is a true veteran when it comes to PRSSA events. Salmeri attended the PRSSA 2015, 2016, and 2017 National Conferences, PRSSA 2017 National Assembly, PRSSA 2017 Leadership Rally, and two PRSSA Regional Conferences.

"At Conference, there were so many members with such a passion for public relations all in one place," said Salmeri, "I loved being able to network with peers as well as with the great speakers."

While PRSSA has a vast amount of members, it is a small, tight-knit community with everyone ready to help. Salmeri ended her interview by offering some advice to first-time Conference attendees: "Simply: GO. You won't regret it."

Due to her activism in PRSSA, Salmeri was able to reach out to her Professional Adviser for a recommendation for her post-grad internship. This recommendation was the main reason Salmeri

received the competitive position at Hiebing, an agency in Madison, Wis. Her coworkers encourage her PRSA participation, and she hopes to join her local Chapter's board as a PRSSA liaison. Since Salmeri recently graduated, she is unable to attend Conference this year.

Russia Boles, public relations coordinator of the State University of New York Plattsburgh (SUNY Plattsburgh) PRSSA, attended the PRSSA 2018 Leadership Rally in Scottsdale, Arizona—her first PRSSA national event. Boles attended Rally in place of her Chapter's president. Since this was her first conference, Boles wanted to learn and understand PRSSA on a national scale.

Rally is always a learning experience, and Boles learned this. She left Rally with a "google doc full of notes." We asked Boles what the most important takeaway was and she said, "One thing that really spoke to me and can really contribute to every part of my life is that [being] average is dead! You need to be an above average person to get what you want in life. Settling for the bare minimum isn't going to get you anywhere."

Boles left Arizona with a brain full of knowledge on how she can help improve her Chapter as well as her personal brand. As we know, networking is a key component to public relations, and Boles made connections with inspiring and hardworking individuals across the country that she will continue speaking with. Boles is taking her knowledge gained, and excitement over Rally to the next level by hoping to make it to Conference.



# 10 Things You Can't Miss in Austin

## #1 Learn a Little Texas History

Any state that has had six flags flown over it is going to have a pretty unique history. You can learn about it at the Bullock Texas State History Museum, or you can tour the Texas State Capitol Building for free.



## #2 Find Something Weird

Everyone knows the phrase: "Keep Austin Weird." While you are in Austin, find out why that phrase exists. Mingle with locals or explore the unique shops and boutiques throughout the city. You can even go to The Museum of the Weird.



## #3 Get on the Water

With the Colorado River running just south of downtown Austin, it's no surprise that locals have taken to water sports as a popular form of recreation. There are spots all along the river where you can rent kayaks, canoes or paddleboards. Just remember to pack a swimsuit.



## #4 Eat Like a Local

If you're going to come to Texas, you should eat like a Texan. We're very proud of barbecue, and you can find some of the best barbecue Texas has to offer in Austin. You should also find some authentic Tex-Mex, which will be an easy task to do.



## #5 Go shopping on South Congress

You can easily spend all day shopping on South Congress Avenue. With a unique assortment of boutiques, there is something for everyone. You can find some local dancing shoes or the perfect Halloween costume. There are also tons of food trucks in this area that you should definitely give a try.



## #6 Check out the bats

Head up the road just a bit to the South Congress bridge. At sunset, you can usually see hundreds of bats fly out into the night. You can view them from the bridge, from a viewing area on the side, or you can even get tickets to view them from a boat.



## #7 Discover the art scene

There's a reason the theme of the Conference is "Art of PR". You can find art pretty much anywhere in Austin. Elaborate murals can be found throughout downtown. There are also plenty of art museums for you to check out, like the Mexic-Arte Museum or The Contemporary Austin.



## #8 Find some live music

There's a reason the theme of Considered the Live Music Capital of the World, Austin has dozens of music venues scattered throughout the city. With Austin City Limits happening the same weekend as Conference, you won't have to look very far. Who knows, you might just find the next music superstar..



## #10 Explore the outdoors

Austin has miles of beautiful hiking and biking trails for you to explore. You can find bikes for rent all throughout the city. We recommend you try out the Ann and Roy Butler Hike and Bike Trail, or any of the dozens of parks that can be found throughout Austin.



## #9 Go dancing

When we say go dancing in Texas, we don't mean club dancing. We're talking about two-steppin'! Even if you're not much of a dancer, country dancing isn't hard to catch on to. The White Horse Dancehall and Broken Spoke are two great places to get the two-steppin' experience!





# IHop to IHob

By Amanda Troncone  
Waynesburg University

The restaurant well-known for its pancakes surprised the public with an unusual menu shift to burgers. The International House of Pancakes, or more familiarly known as IHOP, changed its name to The International House of Burgers, now known as IHOB.

On June 5, IHOP, or rather IHob, tweeted that they were temporarily rebranding the company to IHOB on June 11. It is safe to say that hardly anyone expected the company to switch to “burgers.”

“Initially, when I first heard about it, I thought it was a joke,” said Briana Spears, the PRSSA National vice president of digital communications, “They are trying to expand past what people know them for, but changing the name was a little dramatic for me.”

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## Regional Ambassadors

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### How We Can Help

Your Regional Ambassador can directly help your Chapter by:

- Connecting you to PRSSA National resources
- Answering questions
- Finding solutions to problems
- Creating a game plan to get your school represented at PRSSA events (speaking of... have you registered for National Conference in Austin yet?)
- Facilitating networking opportunities between Chapters in your area

If you have a problem that an individual Regional Ambassador hasn't encountered, they will be able to connect you with someone who has, whether it is another Regional Ambassador or a member of National Committee.

Last year, one Regional Ambassador realized that a Chapter on her list was struggling and about to dissolve. She quickly took action. This Regional Ambassador set up a call between the National President, the vice president of Chapter development and the Chapter's Professional Adviser, and they created an action plan as a team. After that, she regularly checked in on the Chapter and helped them meet their goals. Now, they are thriving.

Another Regional Ambassador hosted the first Leadership Summit within his region. He brought the Chapter leadership of three schools together in Florida for a day of networking and leadership training. The leaders left with a regional action plan for continuing to invest in the new relationships. Now, the Leadership Summit model he built will be replicated at Leadership Summits nationwide, and your Regional Ambassador can help you plan one for your region.

Regional Ambassadors can help your Chapter in so many ways. Through collaboration and a little bit of creativity, you will do great things to advance the profession and the future professional. Just remember: If you're not sure what to do, you can always phone your Regional Ambassador.

# Networking in the Lecture Hall

By Emily Zekonis  
West Virginia University

Networking is one of the most crucial parts of breaking into the public relation industry. Connecting with other students and professionals gives you an inside look at the industry, introduces you to new passions and can open doors to countless opportunities.

While conferences and mixers can introduce you to professionals from all over the country, the person you need to connect with to help break into your dream career may be the one grading your next paper. In lecture halls of hundreds of students, how do you make that connection with your teaching assistant or professor?

### Be More Than a Name on the Attendance List

Again, lecture halls can hold hundreds of future public relation professionals and it's important to make your name heard more than just during roll call. Set yourself apart from others by participating. Be the student to raise your hand often, ask questions and contribute to group discussions. The more often a professor calls your name, the more likely they are to remember you when a new opportunity comes their way.

### Practice Professionalism

You're not expected to dress business professional every day to class, but be professional. Show up to class, be on time and do your best work. Professors often are the first to hear about internship and job opportunities from recruiters and industry friends; they want to recommend students they know will not damage their reputation.

### Apply Your Knowledge

Did you see a cool public relations article that relates to one of your classes? Found a tweet that refers to today's lecture? Send it to your professor. Show that you are actively engaging with the content they are teaching. Not only will this help

you retain course content, but it also shows professors you are making an effort and will help you develop a relationship outside of the classroom.

### Office Hours are for More Than Grades

Office hours are time set aside by your professor just for you. Before you go in to beg for a grade during finals week, consider what else this time could be used for. Asking your professor about their career is a great way to open doors and get advice. Office hours can be a time for you to express your interests to your professor. If your professor knows what your goals are they can help relate course content to your future and flag opportunities to help you gain the experience you need.

### Don't Forget the Teaching Assistant

Teaching assistants are usually the top of the class, the students who put themselves out there and excel in public relation activities inside and out of class. These student leaders can give you peer-to-peer advice about how to succeed on your campus. Teaching assistants are usually upperclassmen and can provide insight to what you should be doing to better prepare yourself for the later years of your degree. Ask them about what classes you should be taking next, see who they think the best professors are and let them help you with what they have learned from being in your place. These students can also be your point of connection to your professor.

### Make the Connection Last

The semester may come to an end, but that doesn't mean your new professional relationship has to. Professors never stop receiving opportunities to showcase their students. Checking in with professors after a course ends can ensure you are always in their mind if an opportunity that aligns with your interests comes their way. Keep the lines of communication open and never be afraid to drop by to say hello!

experience, but also business experience. Using numbers from the business side of public relations demonstrates to clients

## Podcast With The Pros: Gini Dietrich

By Sydney Wishnow  
American University



Courtesy of Gini Dietrich

Gini Dietrich is the founder and CEO of Arment Dietrich, a Chicago based marketing integrations firm. She is also the founder of Spin Sucks Pro and co-author of "Marketing in the Round: How to Develop an Integrated Marketing Campaign in the Digital Era". Some of her clients have included Ocean Spray, Sprint, Denny's, GE, and Abbott.

While Dietrich did not study public relations during her time at school, she soon entered the field after working in advertising for multiple clients. Having witnessed the industry, she decided to start her own firm. Nowadays, she urges students interested in starting their own firm to attain not just public relations

that you have proof to backup your plan and ensure that progress occurs. In addition to being a successful public relation practitioner, Dietrich is an avid cyclist and a self-proclaimed "foodie." She discusses the importance of having fun with her work while maintaining that skillful point of view in the podcast.

To listen to more episodes of PR With The Pros, head to iTunes. If you are interested in being a guest speaker, please reach out to publicationseic@prsa.org.



# Editorial: How I Fell in Love With Writing

By Emma Ingram  
Publications Editor in Chief



If you told me when I joined my university's PRSSA Chapter that one day I would become the PRSSA National Publications Editor in Chief, I would've not believed you. Yet, here I am. But how did I get here and more importantly how did I develop my love for writing and the national publications? Continue reading to find out and perhaps achieve similar success.

As soon as I joined PRSSA, I became involved. I attended nearly every meeting, event and workshop hosted by my Chapter. I took advantage of the opportunities my Chapter offered, such as writing for our blog. In the past I did not put much thought into my writing; I merely wrote whatever assignments I needed to and moved on. However, I soon learned of the importance of writing in public relations. Whether you're writing a pitch to a reporter or drafting a press release, the technical and creative aspects of writing are crucial. Since I never considered my writing to be above average, I decided to begin writing about different topics more often. Not only did I become a frequent author on my Chapter's blog but I also started writing about news and events that took place in the field. While I never published these pieces, they allowed me to experiment with different elements of writing and helped shape the type of writer I am today.

Last year, I had the opportunity to work under my predecessor, Natalie Gloady, on her Industry News and Current Events Subcommittee. This role proved to be exactly what I needed to take my passion for writing to

the next level. I was able to write numerous articles in different topics for the national blog, Progressions, as well as the newspaper, FORUM. The confidence I had in my writing grew tremendously and I couldn't be happier about it.

Now, I have the opportunity to oversee the national publications and instill the passion of writing into as many PRSSA members as possible. I want students to understand the importance of this valuable skill and view it not as a burdensome activity but rather as an opportunity to craft something unique and thought-provoking. The task of writing is invigorating, whether you are arguing something or bringing light to an unseen issue. The ability to share your thoughts and leverage new insights is powerful in today's world.

So my advice to PRSSA members is to write. It doesn't matter what you write about but do so in a meaningful way that will help you develop your writing skills. Challenge yourself to incorporate different techniques or elements into your writing. Pitch a story to your Chapter's blog. Or better yet, if your Chapter doesn't have a blog, take the lead and start one! Reach out to me to write an article for Progressions. I'm willing to work with all PRSSA members to construct pieces of work they can be proud of. Remember that becoming a good writer takes practice but becoming an excellent writer takes experience.



Interested in writing for the PRSSA National publications? Email publicationseic@prsa.org to get started today!

## IHop to IHob

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Spears was surprised by the strategy the company undertook, but Ryan Will, the PRSSA National vice president of events and fundraising, applauds the company.

The change was in fact dramatic in order to gain the attention of the public. Will admits that he never even gave IHOP any thought prior to this tactic, but now IHOB is notable in his mind.

“It was abrupt,” said Will, “...it was smart in the regard that it gained attention.”

Moving forward Will hopes the company will use the leverage it created to continue to refresh its brand.

“With what IHOP is doing and what other companies are doing to shake up the market,” said Will, “I think there is going to be more of that.”

Will additionally predicts that more companies will continue to try to attract the public's attention more aggressively.

## ONU PRSSA Receives Teahan Chapter Award for Chapter Development

By Nick Goebel  
Vice President of Chapter Development

In 2017, the Dr. F. H. Teahan Chapter Award for Chapter Development was presented to the Ohio Northern University PRSSA (ONU PRSSA) Chapter. This award recognizes a PRSSA Chapter that has fewer than 20 members or has had a PRSSA charter for no more than three years. Shannon Jack is a senior at Ohio Northern University and was serving as the ONU PRSSA president when the Chapter won the award. She will be graduating this fall and is sad to be leaving the community she loves. However, she has faith that with the support of their Faculty Adviser, Dr. Alisa Agozzino, APR, the students will continue to succeed.

year, they host a mentorship program with Chapter alumni. Each student is paired with alumni working in a field of his or her interest. Students are not only given the opportunity to build relationships with successful professionals, but the Chapter is



Courtesy of Ohio Northern PRSSA

also able to maintain a consistent relationship with its alumni community. Mentors help guide students in their college and career choices, provide insight on industry trends and bond with students about life as an ONU polar bear.

“I recommend this type of mentorship program to all students and Chapters,” said Jack, “I believe it's one of the best benefits ONU PRSSA offers and each member who participates is thankful they did.”

To learn more about the Dr. F.H. Teahan Chapter Awards as well as how your Chapter can apply, check out the PRSSA national website.



Courtesy of Ohio Northern PRSSA

Jack said the Chapter is relatively small with about 20 members, which allows for a close-knit, family environment. ONU PRSSA is able to maintain a 'quality over quantity' mindset thanks to each of its extremely active and hardworking members.

One of the areas ONU PRSSA has excelled in is building their relationship with their alumni. Every



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