

Vol. 1 Issue 5

Feb. 2005

Inside this issue:

Elections	1
Agency tours	1
President's letter	2
Q&A with Kate Dietrich	3
Internship spotlight	3
Contact information	4



Sears Tower, Chicago
Courtesy of Microsoft

Editor: Melanie Seasons
E-mail: MSeasons@emich.edu

PRSSA e-board elections underway

Crystal Kusiak
Staff writer

Students interested in the Public Relations Student Society of America have an opportunity to become more involved with the organization.

Current Vice President Casey Frazee is encouraging all members of PRSSA to employ and expand their leadership skills by being a part of the 2005-2006 PRSSA executive board.

She said that PRSSA members interested in joining the e-board must compose a letter of intent that includes name, grade level, expected graduation date, the reasons for applying for the

chosen position and an explanation of skills that would be best for that position.

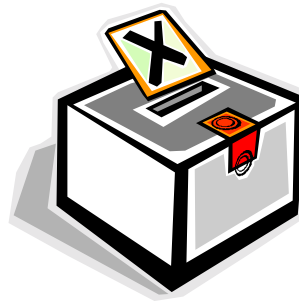


Photo courtesy of Microsoft

“Being a part of the e-board this year has really been an educational experience,” Frazee said. “As a group we’ve received a lot of practical experience that most

PR students can’t get in the classroom.”

The elections will take place on March 21 at the general meeting in the main lounge of McKenny Union. Members who are pursuing positions will read their letters of intent at the meeting and give a brief speech on why they would be good for the position. Members who are unable to attend will have their letters read at the meeting. All members are invited to attend

Please see **Elections**
page 2

PRSSA prepares for Chicago Agency tours

Meghan Brosch
Staff writer

PRSSA took on New York in the fall and is on its way to Chicago for winter.

The second PRSSA Chicago Agency Tour kicks off March 17. EMU-PRSSA students will learn about agency PR in an agency setting. The tours also

provide great networking contacts.

One of the agencies members will be visiting is Hill & Knowlton, one of the largest PR firms in the United States.

Travelers will also dine with Chicago’s Columbia University

chapter of PRSSA.

This will be a great opportunity for members to network with other PR students and professionals.

The agency tour was started last year by the

Please see **Chicago**
page 4

From the president



As the months pass and we get closer to graduation, I can't believe that I (and many other "almost-graduates") will be moving on to

the next chapter of life: working in the PR world.

This past month was magnificent, giving our members more chances to network and gain valuable PR experience. We went to Airfoil Public Relations on an agency tour, began fundraising for our agency tours in Chicago and began the *Protégé*

mentoring program.

This month will give you another chance to be involved and gain some great PR experience. So far, PRSSA helped out as one of the co-sponsors for the *Congress to Campus* event and provided media support to the EMU-NAACP.

Are you looking for more experience? Get involved with the new professionals committee and join PRSA-Detroit professionals every second Thursday at the Hoop City Grill, 5:30 p.m. in the Star Southfield Theater. This will be a great chance to meet your future colleagues and possibly get a job. You never know who you might meet!

Lastly, I just wanted to say thank-you to everyone who has supported our chapter in many ways this month: the communication and theatre arts department and Professor Bernstein in the political science department. They have given our chapter a tremendous amount of support and opportunity and our chapter is so grateful for it.

Cheers,
Melissa Hunt
PRSSA Chapter President
Eleanor Wright Chapter
MHunt2000@aol.com

Elections

Continued from
front page

the meeting. Voting is by secret ballot.

The executive board-elect will begin shadowing the current e-board at the March 29 e-board meeting.

April will be a busy month for the new e-

board as they begin their first meetings and the 2005 induction ceremony including the year-end celebration.

One of the best perks about being involved with PRSSA and e-board are all of the people, said Frazee.

"Last year the current e-board got together for a special 'getting-to-know-you retreat.' It was a great way to get to know the people that we would be working with so closely for the next year."

This year, she said, there will be a retreat for both past and current e-board members in the spring. The current e-board wants to

make sure that their "replacements" are set up for success in the coming school year.

Frazee added that each member should consider the great benefits of pursuing an e-board position. Being a part of e-board gives great experience and recognition on leadership and teamwork. She encourages everyone to step up and help make the chapter bigger and better than it already is.

Interested parties can turn in letters of intent to stu_prssa@emich.edu or give to an e-board member by March 8.

Only those members who have paid their dues by the end



Photo courtesy of Microsoft

of the semester will be permitted to serve on the e-board. The positions up for election are president, vice-president, secretary, treasurer, member relations coordinator, public relations coordinator, newsletter editor and the new internships/special events coor-

"As a group [the e-board] received a lot of practical experience that most PR students can't get in the classroom."

Q&A with Kate Dietrich

Every month we will interview an outstanding graduate from Eastern in the PR field. This month, Melanie Seasons had a chance to talk with Kate Dietrich, communication specialists for the American Cancer Society.

Melanie: Thank you Kate for speaking with me today. I was wondering, why do you think students should pick PR as their major or career?

Kate: For all those who call themselves "people persons," PR can open many doors and allow you to really find your niche in the communications field. It can lead you in many directions, and I think the choices in your career path can

be very diverse. Whether it be an agency, nonprofit or corporate setting, the skills are the same but the professional experience is so different as you change environments.

Melanie: What skills did you learn in college that have helped you in your current career?

Kate: Public speaking, written communications and journalism, desktop publishing and all of my PR specific courses. It's amazing how much of what I learned in the classroom was actually put to use in the "real world."

Melanie: Is there anything that you know now that wished you someone would have told you about PR in college?

Kate: I wish someone would have pushed me to take a research course -- it's so important in the planning process. I also wish I could have learned more about evaluation and metrics. It's been, and continues to be, a struggle to measure the actual impact of a PR campaign.

Melanie: Finally, we have a lot of students who are graduating this

semester. What advice do you have for them?

Kate: Network like crazy! Shadow professionals already established in the field to get a real grasp of what a day-in-the-life is all about. And don't forget to write those thank you notes after you interview -- they really do make an impression.

Kate Dietrich graduated from EMU in 1999 with a BS in public relations. She's currently a communications specialist with the American Cancer Society, Great Lakes Division serving Southeastern Michigan and is responsible for marketing, media relations and public relations in the metro Detroit area.

Internship spotlight

Tatiana Grant
Treasurer

The North American International Auto Show was the premier automotive event of the year. This year I worked as an intern for John Bailey & Associates. John Bailey & Associates has been the



"I quickly began to feel like a grown-up. I became accustomed to eating breakfast, doing make-up and listening to news radio AM-950 during the morning commute."

official public relations agency for the show for the past four years.

My internship began in December. I started off helping employees with their various clients. These projects ranged from compiling media clippings, to conducting research, to attending "brainstorming" meetings. We had a lot of preparations for the January show.

My days at the auto show began at 4 a.m. and ended around 5 p.m. I quickly began to feel like a "grown-up." I became accustomed to eating

breakfast, doing make-up and listening to news radio AM-950 during the morning commute.

While working at the public relations desk I answered questions and arranged interviews with the show chairmen. During this time were also the many press conferences.

The highlight of my internship was attending the Ford Motor Company conference. The show was one of the most fantastic productions I have ever seen. It was even better than the circus. I was one of the first to see all of the chic

new Ford concept cars.

My internship at John Bailey & Associates was truly one to remember. The staff was wonderful and showed a great deal of professionalism in those times of stress.

I gained great insight into the field and have taken much from the experience. My internship has furthered my interest in the automotive field.

*If you have an internship you would like to share, please contact:
Melanie Seasons
MSeasons@emich.edu*

Dates to remember

- March 8 — E-Board letters of intent due to stu_prssa@emich.edu
- March 11 — Professional Development session #3, 9 a.m.-2 p.m.
- March 21 — E-board elections
- March 29 — New e-board begins shadowing meetings
- April 4 — Last meeting of the year
- April 8 — Media tour day, 3 p.m.*
- April 13 — Induction ceremony 6-8 p.m.

*Tentative date

PRSSA Meeting Schedule

All the meetings are from 7-8:00 p.m.

Monday, Feb. 21

Tuesday, March 8

Monday, March 21

Monday, April 4

WE'RE ON THE WEB!

www.emich.edu/studentorgs/prssa/



Chicago

Continued from front page

executive board members of PRSSA, and the tradition was carried on this year.

The agency tour coordinators wanted members who weren't able to attend the national conference New York to get the kind of experience that an agency tour can provide without spending a lot of money.

The coordinators



Chicago, Courtesy of Microsoft

also hope that the tour will allow PRSSA members to get to know each other better.

The trip is scheduled from March 17-19 and costs \$150, which in-

cludes train fare and two nights at the four-diamond W Hotel City in Center (based on quadruple occupancy). The deadline for registration is March 10. Checks should be made payable to Melissa Motschall and can be dropped off at her office (612 Pray-Harrod) or given to any member of the executive board.

Please contact Meghan Brosch, member relations coordinator, for more information or if you want to make your own travel arrangements at megmmm@aol.com.

Office Hours

The PRSSA office is in the back of the Student Organization Center in the basement of McKenny Union. Look for the green door!



- Monday: 4 - 5:30 p.m.
2:30 - 3:30 p.m.
- Tuesday: 9 - 10 a.m.
4 - 5:30 p.m.
- Wednesday: 4 - 5:00 p.m.
2:30 - 3:30 p.m.
- Thursday: 11 - 12 p.m.
5 - 6 p.m.

2004-2005 Executive Board

Melissa Hunt, *president*
Mhunt2000@aol.com

Lori Vail, *secretary*
LoriV14317@comcast.net

Melanie Seasons, *newsletter editor*
Mseasons@emich.edu

Lauren Campbell, *public relations*
lcampbell3@emich.edu

Casey Frazee, *vice president*
Cfrazee@emich.edu

Tatiana Grant, *treasurer*
Tgrant@emich.edu

Margarita Ramos, *public relations*
Mramos@emich.edu

Meghan Brosch, *member relations*
MegMMM@aol.com