

Vol. 1 Issue 4

January 2005

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Special points of interest:

- Find a mentor (and a job) with *Protégé*!
- PRSSA kicks off the year with a development series designed to get you a job after college!
- Eastern alumna Janet Tyler answers question from President Melissa Hunt
- Revisit the phenomenal success of the Student Development Conference

Editor: Melanie Seasons  
 MSeasons@emich.edu

**Protégé teams up graduates and professionals**

Casey Frazee  
 Staff writer

College is a time to live, learn, laugh, love and get a job! As many seniors begin their last semester in college, the thought on most of their minds is: "I hope I find a job, I hope I find a job, I hope I find a job."

PRSSA is here to help its members looking for guidance, and a job after graduation, with the newly revamped PRSA-Detroit mentoring program, *Protégé*. This mentoring program carefully matches new or near-graduates from EMU and Wayne State with local area public relations professionals. *Protégé* provides students with the opportunity to meet with these seasoned professionals to get a head start on the profes-

sional world.

Jennifer Brown, a 2002 EMU alumna credits her success partially to her mentoring relationship with Mary Heniege communications director for General Motors.

"Mentoring has been and continues to be the cornerstone of my personal and professional development," Brown said.

They are, to this day, one of the successful mentoring pairs created from PRSA-Detroit's mentoring program, originally launched in 2002. When Brown graduated, she went to work for GM in Detroit and was recently transferred to the Kansas



**Professionals Together  
 Enriching Graduates' Experience**

City, Kan., office where she still works today.

If you would like to add your name to the number of successful EMU-PRSSA graduates, come to the *Protégé* kick-off Wednesday, January 26 at the EMU-Livonia campus from 4-6 p.m. It's not too late to sign up. For more information contact Casey Frazee at cfra- zee@emich.edu or call 734.904.5757.

**PRSSA brings Professional Development to EMU**

Casey Frazee  
 Staff writer

PRSSA has partnered with the communication and theatre Arts department and the Alumni Career Connection program to bring you *The Professional Development Series*. PDS is a great opportunity for junior/senior communication, political science, mar-

keting, public relations, arts management, telecommunications and film, American humanities, and related majors to get professional development experience.

PDS is comprised of three sessions over the course of five

weeks. The cost for the three sessions is \$10. There is a bonus etiquette dinner session with Barb Jones, of EMU's Career Services Center, which costs \$20.

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## From the president



Greetings, fellow PRSSA members and friends! Welcome to a new year and an improved image for EMU and PRSSA. If you have been hiding under a rock lately, here's what you missed last semester; a chance to meet and greet Donald Trump (ask me to see my pictures) and hang out in the big apple, guest speakers, resume tips from EMU's Barbara Jones, portfolio building opportunities and a chance to make some new friends and future colleagues.

This semester will allow you to have endless opportunities to grow and learn

more about the field of public relations.

As I enter my last semester of my college career at Eastern, I look back at all the learning and professional development experiences that PRSSA has given to me. I entered the organization almost two years ago knowing nearly nothing about PR and now I have developed into a seasoned professional. I have developed friendships that will last a lifetime and I am forever grateful for this among many other things. I challenge you this month to meet a new friend and join a committee. You will be surprised what you can learn from someone else.

Place your membership today so you can start receiving the full benefits of PRSSA. For \$55 you will get access to

internships, discount on your PRSSA-Detroit membership and access to national PR opportunities and the "official" EMU-PRSSA T-shirt. Fasten your seat belt and get ready to enjoy the best investment of your college career and future! Good Luck!

And as always, feel free to contact me to let me know what I can do you make your PRSSA experience better.

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

## Students found "their" place in the PR world at 8th annual conference

Crystal Kusiak  
Staff writer

Professionals from the world of public relations came to Ypsilanti November 13, 2004 for the 8th annual PRSSA Student Development Conference to help students "find their place in the public relations world."

Students studying communications, mar-



**"Students from schools like Ohio State and CMU raved about how organized the conference was and how professional everyone was."**

keting, journalism and public relations were invited to the event held at the Eagle Crest Conference Center at the Ypsilanti Marriott.

Conference coordinator Lauren Campbell put in dozens of hours of work, along with co-coordinator Martrese Hall, chapter President Melissa Hunt, vice president Casey Frazee, and members Alison Decker and Lisa Gibala. Students from Wayne State University, University of Michigan, Central Michigan University, University of Detroit Mercy, Western Michigan University and Ohio State University, along with EMU students attended this

years' conference. This was a result of the extra effort this year to reach out to other schools.

The conference played host to public relations professionals from southeast Michigan. The event's keynote speaker was David Wieme, director of strategic communications for Palace Sports and Entertainment. He spoke about his various career choices and how they lead him to be responsible for public relations for the Detroit Pistons and other ventures at the Palace of Auburn Hills.

Students also heard from the Detroit chapter of the Public Rela-



PRSSA members with the Pis-

tions Society of America's president-elect, Jennifer Day, director of public affairs for the International Joint Commission Great Lakes Regional Office. She spoke about how it is important to continue to network even after entering the professional world. She also spoke about the importance of having

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## Q&A with Janet Tyler

Every month we will interview outstanding graduate from Eastern in the PR field. This month, Melissa Hunt had a chance to talk with alumna Janet Tyler, APR, co-founder and president of Detroit-based Airfoil Public Relations, a mid-size public relations agency that focuses on technology clients.

*MH: What did you learn at Eastern in the PR program that directly applies to PR?*

JT: I constantly use the journalistic skills that I developed at Eastern. I learned how to write well and quickly key abilities for public relations work. I studied reporting and feature writing, which enabled me to develop the capability to find the newsworthy elements of a story or

development, an essential skill in public relations work.

*MH: What didn't you learn in college?*

JT: On the job, you're on constant deadlines. In school you may work on a team on and off for a four-week project, but in an agency you're usually on several account teams for months or even years. You need to learn how to work effectively with each agency team on which you participate and with the communications staff of each client.

*MH: What advice would you give a recent graduate of the PR program, trying to find his or her first job?*

JT: It's okay to start at the bottom and really learn everything you can as early in your career as you

can. If it means volunteering in order to learn, so be it. Get involved in a PR agency or department early on as an intern. You need to have a willingness to work your way up.

Also, join PRSSA to learn all you can from your friends and colleagues about what they are doing right as well as the mistakes they have made so you can adapt that information to your own career.

*MH: What qualities do you feel constitute a successful PR professional?*

JT: Of course, writing is a core skill that determines whether you'll have the opportunity to succeed. In examining the writing tests we give to college gradu-

ates, I'm constantly amazed at how many people are entering the workplace without knowing basic grammar skills and composition techniques.

Finally, good interpersonal communications are necessary to be able to team successfully with colleagues and clients. It's important to be liked and to want to be liked, but it's also crucial to be able to persuade the people with whom you work internally and externally and to do so in a credible fashion.

*Tyler earned her bachelor of science degree in organizational communication and a master of arts degree in communication from Eastern Michigan University. She is accredited (APR) in public relations by the Public Relations Society of America and*

## Internship spotlight

**Lauren Campbell**  
*Public Relations*

No day is ever the same in the Olympia Entertainment PR office, and that's what I love about being an intern there! Since September, I've been learning the ropes of entertainment PR at Olympia. I've worked on numerous shows and events including *The Radio City Christmas Spectacular*, *Green Day*, Toby Keith, the *Great Lake Invitational Hockey Tournament* and *Sesame Street Live*.

There is so much I get to do; from writing press releases, pitching stories, setting up interviews and even dressing up as a Sesame Street character! (I had the opportunity to dress up as Bert and help with the weather forecast on FOX 2.)

So far that is one of the most memorable highlights of my internship. I get to work with fun and creative people. The atmosphere in the office is very lively and everyone knows how to work as a team.

There is a lot I have learned from the actual work I do but there is also a lot I have learned from the people I work with.

There is one person whom I have learned the most from, my boss Kelly Harfoot. She is amazing, and I am so grateful for the time she has taken to show me the ropes and for all of the opportunities she has given me. There are not enough good things I could say about Olympia Entertainment or my internship there. It has been,

and continues to be an amazing experience!



**There is so much I get to do from writing press releases, pitching stories, setting up interviews and even dressing up as a Sesame Street character!**

*If you have an internship you would like to share, please contact Melanie Seasons at [MSeasons@emich.edu](mailto:MSeasons@emich.edu)*

## Professional Development

Continued from **front page**

Participants will receive a certificate to add to their portfolios to demonstrate to employers the dedication to developing their professional skills. Students must attend sessions I and II to participate in the Job/Internship Fair.

**Session I – Professional Development Sessions, Feb. 2 or 3 from 2-5 p.m., McKenny Union:** An interactive afternoon of professional development sessions to help you advance your professional skills including: interviewing, dressing for success, verbal and nonverbal communication, résumés and applying for a job (reading job postings and first contact).

**BONUS Session – Etiquette Dinner\*, Feb. 7 from 5 - 7 p.m. McKenny Union:** Led by EMU's Barbara Jones, this etiquette dinner is sure to prepare you to dine with the best of them.

**Session II – Interviewing with Professionals, Feb. 16 from 5 - 8 p.m., McKenny Union:** Practice your poise and speaking skills while interviewing with professionals. Interviews are roughly 20 minutes each, two interviews per student.

**Session III – Job/Internship Fair, March 11 from 9 a.m. to 2 p.m.:** There will be up to 40 organization representatives relating to the various majors. Bring the skills you learn throughout the program and wow the professionals as you search for a job or internship.

If you have any questions about the program please contact Wendy Kivi, Special Events Manager, CTA department at 487-3198 or [wkivi@emich.edu](mailto:wkivi@emich.edu) or Casey Frazee, PRSSA PDS coordinator at 904-5757 or [cfrazee@emich.edu](mailto:cfrazee@emich.edu)

*\*Separate fee of \$20 for meal is required.*

## Dates to remember

Jan. 26 — *Protégé* kick-off

Feb 2, 3 — Professional Development session #1, 2-5 p.m.

Feb 7 — Etiquette Dinner, 5-7 p.m.

Feb. 16 — Professional Development session #2, 5-8 p.m.

Feb. 18—Fund-raising concert

March 10—Fund-raising banquet

March 11 — Professional Development session #3, 9 a.m.-2 p.m.

April 10 — Induction ceremony\*

\*Tentative date

## Continued from pg. 2

mentoring programs including this month's re-launch of *Protégé*, PRSA-Detroit's mentor program.

Throughout the day students participated in breakout sessions that catered to their specific interest in public relations. These sessions focused on entertainment, the Super Bowl XL in Detroit, government and healthcare. The speakers for these sessions included professionals Kelly Har-

foot, Ken Kettenbeil, Georgella Bascom, Donna Raphael and Rebecca Shulman, respectively. The value of these sessions was tremendous to students interested in networking and succeeding in the public relations world.

"Students from schools like Ohio State and CMU raved about how organized the conference was and how professional everyone was," Vicepresident Casey Frazee said. The conference organizers received

much-appreciated compliments of the professionalism of the event from EMU staff members, the public relations professionals and students.

A lot of hard work went into to planning and executing this year's Student Development Conference and plans are underway to find this year's conference coordinators. PRSSA hopes that this year's conference will be even better.

## PRSSA Meeting Schedule

All the meetings are from

7-8:00 p.m.

Monday, Jan. 24

Tuesday, Feb. 8

Monday, Feb. 21

Tuesday, March 8

Monday, March 21

Monday, April 4

## 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.

**Tuesday:** 9 -10 a.m.

4 - 5:30 p.m.

**Wednesday:** 4 - 5:00 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

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[www.emich.edu/studentorgs/prssa/](http://www.emich.edu/studentorgs/prssa/)

