

Vol. 1 Issue 6

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PRSSA holds elections for 2005-2006 school year

Amy Wiseman
Staff writer

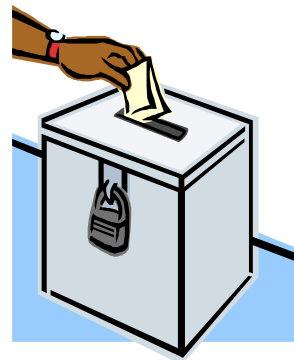
On March 21, PRSSA elected its new executive board for the coming school year. A mix of current members and first-timers showed up to vote in the elections, held in the main lounge of McKenny Union.

Meghan Brosch was elected to take over for Melissa Hunt as president. Brosch currently serves as member relations coordinator and recently organized an agency tour in Chicago. Her main goals include increasing membership and creating a chapter firm.

Amy Wiseman will replace Casey Frazee as vice president. Wiseman is looking forward to working with Brosch on several high-profile fund-raisers and in-

creasing the overall visibility of PRSSA on campus.

Taking the place of Lori Vail as secretary will be Crystal Kusiak. Kusiak is



extremely detail oriented and will be instrumental in the research and execution of E-board plans and fund-

raisers. Kusiak previously worked on the Student Development Conference sponsorship program and will do so again this year.

Nichole Aro will serve a dual role, replacing Tatiana Grant as treasurer as well as serving as coordinator of the Student Development Conference in Nov. Aro, who already has a degree in finance, is working on increasing PRSSA's overall funds to help pay for agency tours and this year's national conference. She has also formed a committee to work

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First-ever Spring Gala to be held in April

Casey Frazee
Staff writer

Spring is a time for change and transition. PRSSA will be transitioning from the current executive board members to the new board members at the PRSSA Spring Gala on Wed., April 13 from 6 to 8 p.m. at the University House.

In addition to the festivities, there is a "Bring a Friend" bonus raffle. Each member who brings someone that is eligible for PRSSA membership will have their name put in a

raffle to be drawn that night. Eligible members are current EMU students who are not graduating this semester and are majoring in a communication-related field. Each eligible member is worth one raffle ticket.

Graduates will have a chance to tell those in attendance what their plans are after graduation. For those graduates who ordered PRSSA blue and gold cords to wear at graduation, they will be given out at the gala.

Along with the induction

of new officers, there will be an award ceremony for those who have shown dedication to PRSSA this year. PRSSA members can be nominated by anyone for "Outstanding Member" awards. To nominate someone, email stu_prssa@emich.edu with the person being nominated, their major, grade level and why they should be given an "Outstanding Member" award. Nominations are due by Friday, April 8.

Admission for the program is \$14 for PRSSA

members and \$16 for non-PRSSA members; including family, friends and professionals. RSVPs are appreciated by Friday, April 8 and can be given to Casey Frazee at cfrazee@emich.edu or 734.904.5757. Cash and checks made out to EMU-PRSSA are accepted.



From the president



Greetings PRSSA Members and Friends!

I can't believe that this is the final president's letter that I will write. My experience as PRSSA president has been a phenomenal one. Not only did I

have a chance to meet some wonderful people but, I made some great friends.

I'd like to take this opportunity to acknowledge and thank some individuals who have made this year a huge success: First off, Vice President Casey Frazee, whom without I don't know what I would have done. Thank you again for always keeping me on my toes.

Next, Margarita Ramos and Lauren Campbell. Both have done an outstanding job with coordinating and improving the PR efforts of PRSSA. I'm forever grateful for all the hard

work you two have done in this organization.

I'd also like to thank and recognize Cheryl Moore, who was the project manager on the Congress to Campus visit. Cheryl did an amazing job and I look forward to working with her again in the future.

Thank you again to everyone on this year's executive board - Casey, Lori, Tatiana, Lauren, Margarita, Meghan and Melanie. All of you have worked so hard this year in different aspect of this chapter. I've enjoyed working with all of you and will truly miss you next year.

I'd also like to thank our advisor, Dr. Melissa Motschall. You have been a wonderful resource and have given this chapter the strength and wisdom to do right in PRSSA. I would also like to thank our professional advisors Lolita Hendrix and Pam Young. Your support has been priceless.

Finally, I'd like to congratulate all the graduating seniors and wish you all the best

of luck in the future. It has been a privilege and honor to be president of this organization and I'm sure that the newly-elected president, Meghan Brosch, and next year's executive board will continue to do great things for this chapter. For those of you that will be around next year — remember to take advantage of all the opportunities PRSSA has to offer. Just recently I went on a job interview and presented my professional portfolio and the potential employer has amazed and shocked that I had this much experience and was still enrolled in college. This is just a true testament of what PRSSA can do for you.

Please remember to keep in touch!

Best wishes in the future,

Melissa Hunt
2004-05 president
Eleanor Wright Chapter
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PRSSA looks back at this year's accomplishments

Alison Decker
Staff writer

The 2004-2005 academic year brought new challenges, new faces and new victories to PRSSA. An ongoing awareness campaign began during fall orientation. PRSSA members could be seen at events like Fajita Fest, McKenny Extravaganza and more. PRSSA kicked off the year on Sept. 13, 2004 with

more than 30 current and prospective members receiving to advice from speakers in the healthcare field and two EMU alumni; one in an agency in Detroit and the other at a marketing communications firm in Ann Arbor.

Nine delegates were sent to the PRSSA-PRSA International Conference in New York City in Oct. Students attended various breakout sessions and a keynote speech delivered by the extravagant Donald Trump.

Back on the home front, the 8th annual Student Development Conference in November, *Find YOUR Place in the PR World*, brought in students from more than a dozen colleges and universities in Michigan and Ohio. The keynote speaker was Dave Wieme, director of strategic communications at the Palace Sports and Entertainment. Conference attendees were welcomed by Wieme, then they went on to breakout sessions covering the areas of sports and entertainment, health care, agency and non-profit.

The Professional Develop-

ment Series this winter was sponsored by PRSSA in conjunction with the communication and theatre arts department, career services and the alumni relations office. Students signed up for three consecutive sessions, including a job and internship fair.

The second annual agency tour was held in March. Members went to Chicago and visited several national agencies to get a peek into the post-collegiate world in agency public relations. Those members who went also had time to wind down by shopping downtown along Michigan Avenue.

Outside of events, PRSSA gained ground in other areas. Thanks to student web designer Kendall Totten, PRSSA developed a brand new up-to-date website for current and prospective members to use. PRSSA also brought back its newsletter, *The Source*, thanks to newsletter editor Melanie Seasons

In the ongoing search to



Members of PRSSA in Times Square at the PRSSA National Conference

obtain more experience for members and to create awareness for PRSSA, many partnerships were formed on campus. Organizations included: the NAACP, the housing-affiliated Student Success Office, the political science department and the study abroad office. PRSSA members worked with these organizations and departments to hold press conferences, write promotional material and create general awareness.

This year's executive board did a fantastic job of creating and publicizing opportunities for PRSSA members. It's up to the new E-board to set the bar even higher.

In all, our years at EMU have been a part of our lives never to be forgotten. The rewards of being part of the PRSSA are endless, but aside from learning ways to better ourselves in our careers, we made a few friends along the way, which to me is the most beneficial of all.

-Alison Decker

Q&A with Georgella Muirhead



Every month we will interview an outstanding graduate from Eastern in the PR field. This month, Crystal Kusiak had a chance to talk with Georgella Muirhead of Berg, Muirhead and Associates.

CK: Since you did not major in public relations, what led you to PR as a career?

GM: I was working for a court clerk's office in Ann Arbor. The job of assistant to the public information officer opened up.

This position paid more money so I applied and got the job. I've been in PR ever since.

CK: How well do you think your school curriculum prepared you for the professional world?

GM: I think it helped very much. I learned my structure through my courses. They were very important to my preparation. I very much place a value on a degree.

CK: What was your first job like?

GM: At the Ann Arbor clerk's office, I was a gutsy little thing. When the current public information officer went on maternity leave I went straight to the

director and asked to take over her duties while she was gone. From there I went to work as a public information officer in East Lansing.

CK: Why did you decide to start your own firm?

GM: I had been in government PR for a long time. I sort of hit the point where I didn't think there was anything new I could do in government. I wanted a challenge. My current partner was running a "one man shop" at the time and I decided to do the same. We found that we were collaborating so much on projects so we decided to join forces.

CK: What kind of advice can you give to our graduating members?

GM: Internships! If you've done them along the way that's wonderful. We have hired a lot of our interns for full-time positions. Also, cold contacts often work also because many jobs are not posted.

Georgella Muirhead attended Eastern Michigan University for 3 years where she majored in English and transferred to Wayne State University to major in journalism. She has been an active member of the Detroit chapter of the PRSA for other 30 years.

Internship spotlight

Meghan Brosch
Member relations

Imagine going into the office one day and meeting a superstar. That's how it is at Universal Records Detroit, where I am an intern. Although I must admit this doesn't happen every day, it's always fun coming to work in the morning.

At Universal I work on a variety of different things. Currently, I am

working under an artist development representative for Island Records.

The job of an artist development representative is to promote clients to record stores, as well as coming up with creative ways to get the client "out there" through parties and record signings.

This semester I've had the opportunity to work

with my own stores as well as work on promotions for Motley Crue, Kanye West, 50 Cent, The Killers, Blue Merle and The Bravery. I do this through mailings, in-store performances, signings, and cross-promotions with bars and clothing stores.

The best part about my job at Universal is that I have the creative freedom

to go any direction with my ideas, and there are so many opportunities to exercise your talents! People there are incredibly open to anything you have to say, whether you're an intern or the regional marketing director. I don't think you find a place like that too often!

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

Elections

Continued from **front page**

exclusively on fund-raising and publicity for the SDC.

Diana Nati was elected as member relations coordinator. Nati is a transfer student from Central Michigan University and was active in their PRSSA chapter.

Christian Miller, a new member of PRSSA, was elected to a new position: internship and special events coordinator. In addition to seeking out the best possible opportunities for members, she plans to work on intra-chapter relations by organizing casual monthly

gatherings where members can bond and get to know each other better.

Ravi Joshi, an international student from India, will bring a fresh spin to the position of public relations coordinator. Joshi is currently working on his PhD in addition to his work as a polymers and coatings research assistant.

Maria Burkel will take over for Melanie Seasons as newsletter editor. Burkel, a former journalism major who recently switched to PR, has researched the position with Melanie and

looks forward to writing and designing *The Source*. She will also handle a limited amount of web design.

The new E-board will begin meeting this month to discuss the coming school year.

New members and the e-board will be inducted at the Spring Gala, to be held on Wed., April 13, at the University House. Come out to meet the new E-Board and send the old one off in style!

PRSSA wishes its graduating seniors congratulations and good luck!

Compiled and written by Alison Decker

This April, a number of PRSSA members will graduate and move into the professional world. Their plans are quite diverse. Here's a look at what the graduates will be doing:

- **Jessica Boyer** is moving to San Bernardino, Calif. to market her uncle's real estate and appraisal company.
- **Lauren Campbell**, former co-public relations director, will continue working with Olympia Entertainment in Detroit.
- **Alison Decker** is moving to Houston, Texas to find her place in the PR world.
- **Charlie DeGryse** will be attending Wayne State University School of Law on a

full-ride scholarship

- **Casey Frazee**, former vice president, will be moving to Boston where she will pursue a career in event planning.
- **Lisa Gibala** will be pursuing her master's degree in organizational communication at EMU this spring.
- **Martrese Hall** is deciding between moving to Atlanta or Chicago to practice PR.
- **Melissa Hunt**, former president, is choosing between two

job offers in the metro-Detroit area and is engaged to be married in 2006.

- **Dana Lyons** will be pursuing a career in agency PR in the metro-Detroit area.



- **Cher Moore** is moving to Washington, D.C. to pursue her career options in public relations.

- **Julie Perez** is currently working with the Dearborn Animal Shelter where she will be until September when she will then pursue a career in healthcare PR.

- **Margarita Ramos**, former co-public relations director, will continue working with the Metro Times in Detroit.
- **Melanie Seasons**, former newsletter editor, is taking a year off to travel Europe and will be moving to New York next fall for a graduate school program in either English or journalism.
- **Lori Vail**, former secretary, is currently seeking a public relations position in Raleigh, North Carolina.
- **Amy Woolsey** is planning to move to Florida with aspirations of becoming a media contact for a non-profit organization

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

WE'RE ON THE WEB!

www.emich.edu/studentorgs/prssa/



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