

EMU-PRSSA professional advisor director receives service award

Casey Frazee

Dedicated, committed, mentor, role model, student advocate; these are just a few words to describe EMU's own Pam Young, director of University Communications and one of two 2004 recipients of the Robert Hefty Distinguished Service Award. EMU public relations professor and PRSSA faculty advisor Melissa Motschall nominated Young for the award, which the PRSA-Detroit Chapter has given since 1997.

"She has been a very positive influence on students' lives," said Motschall, "and has contributed substantially to their professional development and formal education."

Young serves as the professional advisor for EMU-PRSSA, and she offers her

wisdom to students looking for advice, direction or internship and job opportunities. Student positions are available in her office each semester for students looking for hands-on experience.

"It is big that leagues think me inate the said



such a honor my col-would enough of to nom-me for award," Young.

"I am both surprised and pleased."

Young went on to say that she's proud to be a part of the PRSA-Detroit community since it is such a professional chapter.

Young is actively involved in PRSA-Detroit functions and initiatives, including an outreach program for prospective PRSA members in Washtenaw County. She has held many positions within PRSA-Detroit, including committee member, board member, officer and she was president in 2000.

Young received the distinguished service award at the Annual Meeting of PRSA-Detroit at the Cranbrook Institute of Science, Nov. 11. Motschall delivered brief remarks and presented Young with a gift from the chapter for her years of service.

PRSSA helps publicize EMU mock presidential debate

Margarita Ramos

The political science department and Pi Sigma Alpha presented the Mock Presidential Debate on Oct. 19 in the McKenny Ballroom. Members of PRSSA worked hard and generated a tremendous amount of publicity by creating flyers, press releases and programs for the event. PRSSA received practical experience by enhancing public interest and working with a client. Members did a wonderful job with the promotion of the event. There were so many in attendance that students stood along the walls of the ballroom.

Politically oriented student organizations set up tables in the ballroom supporting their respective candidates. Students handed out campaign stickers, car decals and candidate information.

The mock debate featured Dr. Jeff Bernstein as John Kerry, Dr. Barry Pyle as George W. Bush and Dr. Richard Stahler-Sholk as Ralph Nader. The mock candidates fit into their character's style and made the debate realistic by remaining true to the campaign stances. Dr. Ed Sidlow performed the part of the moderator and asked the candidates questions. Blank index cards were also distributed

and allowed students to fill them out and ask the candidates questions.

In order to fit into his role, Dr. Bernstein watched all the presidential debates, read Kerry's speeches and studied John Kerry's mannerisms.

The students remained excited as they exited the event. Many students said they left feeling more informed and clearer on issues.

Eastern Michigan University's student body President Edward Davis II stated said, "The professors

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From the President



Greetings, PRSSA members! Our chapter has just wrapped up another successful month. After attending the national PRSSA conference, October 22-26 in New York City, PRSSA attendees

learned how important PR is and how diverse it can be.

My personal experience at national conference was life changing. It enhanced my knowledge of the field, allowed for opportunities to network with other PRSSA members and most importantly, made me realize how important our members are to this organization. You make this organization one of the BEST pre-professional organizations on campus.

I'd really like to thank some people that made national conference possible for our chapter. We truly wouldn't have been able to go without the support of the PRSA-Detroit chapter; Mary Henige, APR, of GM and a PRSA-Detroit board member; and Tim McIntyre from Domino's Pizza. Our chapter learned so much from conference and it was because of their support that we could enhance our experiences at national conference. Thank you!

I'd also like to thank some of our past guest speakers, including Carlton Winfrey from the Detroit Free Press and Barb Jones from EMU Career Services, for coming in and speaking in our meetings.

We will continue to bring in professionals that can enhance your experience as a member.

Jennifer Day, PRSA-Detroit's president elect, will be speaking at the Nov. 15 meeting. In January, we have the kick off for *Protégé*, the PRSA-Detroit mentor program. Involvement in *Protégé* builds positive working relationships between professionals and EMU-PRSSA students.

Keep on the lookout for more events! As always, if you have any questions, comments, or concerns, please feel free to e-mail me anytime!

Best,
Melissa Hunt, president
MHunt2000@aol.com

PRSSA members embark on the Big Apple, National Conference

Crystal Kusiak

The lights, the lectures, the food, the subway, the networking, the students, Donald Trump, the taxis, the business cards, and the sore feet! Several PRSSA members spent a chilly October weekend in New York City at "Success and the City," the PRSSA national conference.

The festivities were held at Grand Hyatt hotel right next door to Grand Central Station and in the middle of the hustle and bustle of the Big Apple. The hotel was located very close to the Chrysler Building and within walking distance of the Empire State Building and Times Square.

Each day of the conference consisted of a number of breakout sessions. Students

had the opportunity to choose from a variety of topics that suited their own interest in public relations. These topics included: starting a PR career, non-profit organizations, entertainment PR, women in PR and event planning. Many of the sessions filled up quickly, so it was necessary to arrive early to get a good seat. The sessions were conducted by some of the top professionals in the country including Ron Roecker of the Recording Academy, Kerry Slatkoff of Kechum Public Relations and Joshua Reynolds of Hill & Knowlton.

Throughout the day, the "Streets of New York" information table was available for students to visit and receive materials concerning the surrounding city and information regarding the conference itself.

Friday was a day for chapter development sessions. These sessions were conducted by other schools from across the country. Their purpose was to help other schools strengthen their own chapters. On Friday night, EMU students met the national committee and were also able to meet other PRSSA members from across the country at the "Bring Us Something PRSSA" social event at the Helmsley hotel. Our bright blue chapter shirts were the hit of the event!

Saturday's sessions started bright and early at 8 a.m. Despite being tired and weary,

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PRSSA kicks off the year with food, fun

Casey Frazee

PRSSA welcomed many new faces to the organization at its kick off Sept. 13. The kick-off was held in the Alumni Room of McKenny Union and featured remarks by two healthcare PR professionals and two past PRSSA presidents. Remarks were also made by this year's president, Melissa Hunt, and PR professor and PRSSA advisor, Melissa Motschall.

Over 30 students with declared majors in journalism, telecommunications & film, public relations and marketing

attended this beginning of the year fete. Students munched on chips and salsa while the Director of Public Relations and Marketing at Detroit Receiving Hospital, Karen Wood, spoke about the 'real world' of public relations.

Kara Gavin, media manager at the University of Michigan Health System presented students a press release that had just been sent out at 4 p.m. that day to media wires across the country. Gavin's work is technical writing and she has had her work published in Reuters and her pieces have also been picked up by the AP wire.

Two past PRSSA presidents, Tim

Wieland of Airfoil Public Relations in Detroit and Doug Bentley of PWB Marketing Communications in Ann Arbor, spoke about the necessity of getting field experience as a student. Wieland expressed the importance of keeping your finger on the news pulse by reading newspapers and internet news websites to stay informed. Bentley noted the best way to hone writing skills is now, in college, and by writing as much as you can.

Debate

Continued from front page

prepared themselves to fit their roles and the turnout was great. It also brought more issues to light that I was unsure of."

"We were thrilled how the debate went and really appreciated PRSSA for generating publicity," said Dr. Jeff Bernstein. "We did not expect the amount of people who came and everyone was so enthusiastic."

He added that the professors had a great time participating as well.

The political science department, Pi Sigma Alpha, Student Government, American Democracy Project, College Democrats, College Republicans, Mock Trial Club and the Model United Nations Club sponsored the event.

Conference

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Eastern students were ready for even more PR. Chapter officers had the opportunity to meet with each other in roundtable discussions before all conference members joined together for the "Fashion a la Carte" luncheon, which featured a fashion show by Brooks Brothers apparel company, geared toward showing students the correct way to dress in the professional world.

Saturday night our chapter had the privilege of hitting the town with the members of the Detroit Chapter of PRSA, who attended a conference of their own down the street at the Hilton hotel. Members enjoyed networking with PR individuals in the metro-Detroit area.

PRSSA members were invited to attend a speech at the simultaneous PRSA Conference. The keynote speaker was none other than Donald Trump. His speech

gave students and professionals valuable information concerning success and media relations.

Trump gave simple business advice such as love what you do and never quit; to be a winner, you have to think like a winner; and, jokingly, always have a prenuptial agreement. Chapter President Melissa Hunt even got a picture with the entrepreneur (Check it out on page four!).

Although Tuesday was the last day of the conference, EMU attendees bid farewell to the city on Monday. Before they left, members were able to attend crossfire sessions about different sides the PR profession such as agency PR v. in-house and the journalist v. practitioner.

The conference was a fantastic opportunity for PR students to network and gain valuable insight into the public relations profession.

Please see page 4 for a collection of photos from national conference.

Dates to remember

- Nov. 13** - PRSSA EMU Student Development Conference
- Nov. 18** - Max & Erma's fund-raising date
- Nov. 20** – Fund-raising at Rynearson Stadium, 10:30 a.m.
- Dec. 7** – Last meeting and end of the year reception
- Jan. 26** – PRSA-Detroit *Protégé* mentor program kick-off at EMU-Livonia

PRSSA Meeting Schedule

All the meetings go from 7-8:00 p.m., on alternating Mondays and Tuesdays in McKenny Union

- Nov. 15** in the Main Lounge
- Nov. 29** in the Main Lounge
- Dec. 7** in the Reception room

Meetings for the winter 2005 semester coming soon!

PRSSA national conference memories



EMU-PRSSA President, Melissa Hunt with Donald Trump



Members of EMU-PRSSA and PRSA-Detroit in Times Square



Members enjoying lunch at the conference

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.



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