

## PRSSA prepares for Student Development Conference

Lauren Campbell

Members of PRSSA are busy preparing for an annual conference designed to help students get ahead in the ever-changing field of public relations.

"Finding YOUR Place in the PR World" is the theme for this year's Student Development Conference, Nov. 13, at the Eagle Crest Conference Center at the Ypsilanti Marriott.

This year's conference will broaden students' knowledge of public relations and its connection with other related fields, such as marketing, communications, journalism and business. Students also will gain networking skills, obtain resume critiques and learn about internship opportunities.

The keynote speaker for the event is Dave Wieme, director of strategic communications, Palace Sports and Entertainment. Wieme will discuss the Detroit Pistons winning the national championship. He will discuss the importance of working with a variety of people in related fields, such as, journalism/media, marketing, and public relations in executing a comprehensive communication plan.

Breakout sessions will include speakers from PR agencies, non-profit PR, health care PR, and sports and entertainment PR. Conference coordinators have also booked Ken

Kettenbille, vice president of telecommunications for the Superbowl XL host committee.

After the conference there will be an opportunity for students to network with professionals at a relaxed networking social. The cost of the conference is 25 dollars PRSSA members/30 dollars nonmembers and 40 dollars at the door. A continental breakfast and a lunch are included with the registration fee. Registration forms will be available through the month of October from SDC coordinators, officers and faculty advisors.

If you have any questions, please contact Lauren Campbell, conference coordinator, at [lcampbell3@emich.edu](mailto:lcampbell3@emich.edu).



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## NAACP, PRSSA team up to fight discrimination

Tatiana Grant

*Coming together is a beginning, staying together is progress, and working together is success.*

-Henry Ford

It is with that thought in mind that PRSSA and the National Association for the Advancement of Colored People (NAACP), have joined forces and begun a complimentary organization-to-organization relationship.

During the past year, the NAACP has had to deal with various injustices on EMU's campus. These included the Shaunda Bryant plagiarism

case, as well as the Ku Klux Klan racial intimidation issues in Best Hall. Some of these large-scale incidents required press conferences, meetings with the EMU administration, and constant dialogue and feedback from the student body. All were tasks that were handled by the organization president, Brandon Jessup. Now, with the aid of PRSSA, there will be additional help.

With our chapter's assistance, Jessup hopes to gain lots of valuable guidance for press conferences and getting the word out about the organization and its

campaigns. The PRSSA-NAACP partnership will be mutually beneficial. The NAACP will receive "professional" consulting while PRSSA will experience counseling a client and gain real insight into the many challenges the organization faces. When help is needed, PRSSA will publicize their events, fundraisers and organize press conferences.

As an ongoing campaign, the NAACP

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## From the president



Greetings, friends! The chapter has embarked on a successful start to the school year. We saw over 30 new faces at the fall kick-off meeting in September.

My October calendar is almost full as our chapter embarks on a very busy month. In the next couple of weeks, we will have a host of speakers and activities.

October marks PRSA/PRSSA relationship month. My intention is to initiate interaction with as many professionals as possible during this month so we all can find a professional mentor.

The PRSSA National Conference is October 22-26. Mark my words, this will be a very exciting and informative weekend. National conference is a time for

professional development, networking and many educational experiences.

Personally, I'm very excited to attend this year's conference, "Success and the City: Framing the Future of Public Relations." I look forward to bringing some fresh new ideas back to implement in our chapter.

Also, please remember that October is dues month. If you have not already become a member, October will be the last opportunity you will have until February. Remember that joining PRSSA is building the foundation for your future career. You'll also be enthused to know that you will get our brand new bright blue PRSSA T-shirt when you place your membership.

If you have any questions or suggestions on how we can improve your PRSSA experience, feel free to e-mail me at the information below.

Regards,  
Melissa Hunt, president  
PRSSA Eleanor Wright Chapter  
Mhunt2000@aol.com

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## Professor profile – Melissa Motschall

Lori Vail

Melissa Motschall has been the faculty advisor for the PRSSA since its inception in 1997. Motschall is a public relations professor at Eastern. She teaches the introductory class in public relations, writing for public relations and the graduate class in advanced public relations writing.

Motschall has been teaching at Eastern since the fall semester of 1995. She has a Ph.D. in organizational communication with a concentration in public relations.

On top of all her academic achievements, Motschall is heavily involved with the Detroit Chapter of the Public Relations Society of America, serving on its board of directors since 2001. She recently was asked to serve another three-year term. Motschall also has been active on the chapter's Student Development and



Internship Committee and Scholarship Committee.

In college, Motschall became a member of the PRSSA chapter at Wayne State University when it was first established in 1983.

"For more than 20 years, I've been affiliated with PRSSA and PRSA because I recognized it's tremendous value. I feel so strongly about membership that a major objective of mine

when I came to Eastern was to establish a PRSSA chapter," Motschall said.

When Motschall became a teacher at Eastern in 1995 she began trying to establish a chapter. After two years, she and a group of enthusiastic students, along with the support of the PRSA-Detroit chapter, successfully launched the Eleanor Wright chapter of PRSSA.

Motschall understands the benefits of PRSSA to PR students. She said that networking with professionals, education through national and local conferences, mentoring, special awards and scholarships, and leads on internships and job opportunities are just some of the reasons to join the PRSSA.

# PRSSA membership offers discounts, networking opportunities

So, you want to become a member?

Whether you're renewing membership or becoming a new member, there are a few things you should know. First, becoming a member of PRSSA is a major investment in your future. The professional development benefits you can reap from joining PRSSA far outweigh the cost of joining the organization.

The second thing you should know is that dues are collected twice a year. The deadlines are Oct. 26 and Feb. 22, 2005. There will be absolutely no exceptions to these dates!

There will be a few e-mail reminders throughout the month of October. The executive board will be collecting dues at the October meetings. If you are unable to attend meetings but still want to become a member, feel free to e-mail Tatiana Grant to make special arrangements at [tgrant@emich.edu](mailto:tgrant@emich.edu).

This year, dues are 55 dollars. The fee includes an Eleanor Wright PRSSA T-shirt and discounts on PRSA and PRSSA events.

If you are interested in attending the various meetings that PRSA-Detroit or the national chapter organizes, such as national or regional conferences, you will receive the PRSSA member discount. As a member, you'll also receive:

- Tactics, PRSA's monthly publication.
- Access to the PRSA internal job bank.
- A significant discount on membership after graduation. PRSSA members can join PRSA as an associate member for only \$60— a savings of 165.

Join today and let the benefits begin!

## Internship Corner

Casey Frazee

Starting this month, The Source will spotlight some of PRSSA member's internship experiences. As vice president, I am happy to start off "Internship corner."

Meeting the CEO for a major metropolitan health care system, writing an internal newsletter that reaches 1,800 employees, giving input on hospital brochure layout and design and planning major company-wide events. Sound like fun? Those are just some of the opportunities I've had as an intern at Detroit Receiving Hospital, one of only two certified Level One trauma centers in Michigan.

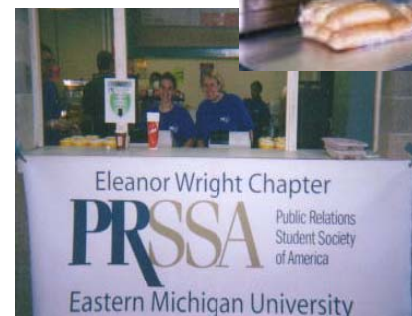
I first began working at Detroit Receiving last May. I was a little nervous about my responsibilities. Writing a major bi-weekly internal newsletter with a distribution of 1,800 people – wow! Although, I was excited because that meant I would be able to have more pieces to add to my portfolio.

That's one of the best things about my internship; I have lots of opportunities to add PR work to my portfolio. That's great, because when I go to prospective employers they can see that I've had field experience. In today's tough economy with too many job seekers and not enough jobs, it's important to stand out from the competition. Experience will help you do just that.

So, you may be asking, "How did you get your internship?"

It was through PRSSA. When last year's secretary sent out an email to PRSSA members about the position, I took the initiative to send out my resume. A couple weeks and a few interviews later, I was offered the position. My advice: Keep your eyes and ears peeled for internship opportunities and take the initiative. You never know what could happen.

## PRSSA fund-raising at Rynearson



PRSSA members made close to 300 dollars during a fund-raiser at Rynearson stadium on Sept. 18. Volunteers are needed for the next concessions fund-raiser on Nov. 20. There will be more info to come!

## Dates to remember

**Oct. 22–26** - PRSSA National Convention

**Oct. 26** – PRSSA dues are due!

**Nov. 13** - PRSSA EMU Student Development Conference

## PRSSA Meeting Schedule

All meetings run from 7-8 p.m. on alternating Mondays and Tuesdays in McKenny Union

Oct. 4	main lounge
Oct. 12	reception room
Oct. 18	main lounge
Oct. 26	reception room
Nov. 1	main lounge
Nov. 9	reception room.
Nov. 15	main lounge
Nov. 23	reception room
Nov. 29	main lounge
Dec. 7	reception room
Dec. 13	main lounge

## **New e-mail address!**

PRSSA has a new e-mail address!

**stu\_prssa@emich.edu**

Add us to your address book!



## **NAACP**

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works for voting and economic empowerment for minorities. Currently, the organization is working on gaining higher education funding from the state of Michigan. Upcoming events include the Freedom Fund Scholarship Dinner, the 9<sup>th</sup> Annual NAACP Image Awards and Freezing for a Cause.

PRSSA is the first “pre-professional” organization that EMU’s NAACP chapter has collaborated with. In the past, they

worked with the Black Student Union, College Democrats, College Republicans and other service and non-service organizations.

NAACP members think it’s a great opportunity for the organization to team up with other students, get work done, inform people and make a change.

PRSSA’s executive board will announce the various working opportunities that will be available this year. NAACP holds weekly meetings in Goddard Hall at 7:30 p.m. every Wednesday.

## 2004-2005 Executive Board

**Melissa Hunt, *president***  
Mhunt2000@aol.com

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

**Lori Vail, *secretary***  
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**Tatiana Grant, *treasurer***  
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**Lauren Campbell, *SDC coordinator***  
**Lisa Gibala, *SDC coordinator***  
**Martrese Hall, *SDC coordinator***  
EMUSDC@yahoo.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.  
**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.  
**Friday:** 11 – 12:30 p.m.

