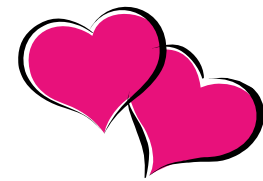


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# The Source

**Vol. 3 Issue 6**  
**February 2007**



## The Winter Semester Kicks Off with a Successful PRSSA Event!

*By Carrie Stefanski  
PRSSA Member*

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English, public relations, marketing, journalism, political science and communications majors gathered in Room 300 of the new Student Center on Tuesday Jan. 23, for PRSSA's Winter Kick-Off. A colorful snowflake sign and a nice spread of hors d'oeuvre welcomed students who were interested in PRSSA.

Member Relations Coordinator, Sammy DeMarco got things off to a good start. He ex-

plained the kick-off's theme of different snowflakes landing in the same field—"we all work with each other in end," he said. He let the attendees know that PRSSA is a great way to "learn hands on experience." As the liaison between PRSSA members and the E-Board, DeMarco turned the floor over to the E-Board members to give their input on PRSSA.

President, Maria Burkel, touched briefly on internships and the upcoming Chicago trip and winter

committees.

Bre McKamie, the VP, mentioned how PRSSA doesn't strictly revolve around meetings; there are monthly socials aimed to get to know members and begin networking skills.

Bryan Smith, the PR Coordinator, stressed that his job was to make members aware of upcoming events or anything that would be beneficial to them.

**Please see kick-off page 3**



**Editor: Bessie Gergely**  
bgergely@emich.edu

Della DiPietro from Ford Motor Company speaks at the Winter Kick-Off



**"We far surpassed our goal of bringing in new members this semester. I am very pleased with the turnout. Great job on spreading the word everyone!"**

-Sammy DeMarco



Erin Schmidt mans the registration table at the kick-off.

## From the President...

*By: Maria Burkel*

Hello Everyone!

I hope everyone's semester has started out on the right foot! Just think Spring Break is only a couple weeks away!!

Next month we are getting ready to go on the 4<sup>th</sup> Annual PR Tour to Chicago. I am very excited to say that we will be going to the Art Institute of Chicago, Golin Harris PR and ABC TV. We went last year to the Art Institute and Golin Harris PR and had a blast. It was a great way to get to know the Market in Chicago as well as how a day runs in these companies. A new stop on this year's tour is the ABC studios. I thought this would be a good change, since as PR practitioners we will have to deal with the media almost everyday.

It will be good to see how their day works. If you are interested, please let me know. We have room for 12 people to go! It is about \$119.00 per person for two nights at the Holiday Inn for PRSSA non-members and \$94 per person for PRSSA members. You are on your own for your transportation to Chicago. Most people are taking the train. See more if you have any more questions.

It is hard when everyone is so busy to try to be an active member of a student organization. That is why with PRSSA, we try to give members other opportunities, besides coming to meetings to get involved. We have committees headed by E-board members for just about anything you can think



contact our vice president, Bre McKamie.

Also, a great way to get involved is to write for *The Source*. I know Bessie, the newsletter editor, would appreciate some help writing the newsletter. Let her know if you have an idea for an article or would like one assigned.

## Great Internship Opportunities with the Plymouth Whalers!

*By: Kelsey Poddany*  
*PRSSA Member*



Obviously you can learn everything there is to know about public relations in the classroom, but you will never really know what it's like until you get out there and work in the real world- that is why internships are very important and are required for PR majors.

I knew right away that I wanted my internship to be

in the sports field because that is what my interest is, and as soon as our advisor, Melissa Motschall, told me about the Plymouth Whalers, I knew I had to apply.

The Plymouth Whalers are a minor league hockey team. They are also known as the "farm team" for the North Carolina Hurricanes. The Whalers have been one of the most competitive teams in the Ontario Hockey League since their inception.

Every season the team hires game night interns that complete various

tasks. This internship incorporated public relations, marketing, sales and special events, game night administration, game night operations and promotions all in one. With PR being my major and marketing being my minor, I was excited to find an internship that was willing to offer me experience in such a wide range of areas.

During my internship with the Whalers, I learned a lot about working under pressure. At times we had events that didn't go as planned. You have to think fast and together to get the problem solved. I

also had the chance to write for some of their publications. I wrote a news release about a home game, as well as some features about the different promotions I worked on.

I spent most of my time working during home game nights. I worked with a team of interns together to make the Whalers' games an entertaining event for everyone.

I also had the opportunity to help with ticket sales, fan assistance and promotions. Working in promotions was my favorite part. on the ice during the intermissions

Continued on next page.

# Letter from the Editor

*By: Bessie Gergely*

Our semester is quickly approaching the half way point and we still have a lot to do before finals are here.

As mentioned on page 1, committees could still use the extra help finishing up projects

The Spring Gala committee is working on designing the perfect invitations and picking

matching decorations for the April 17 induction/awards banquet and dinner. The committee will definitely be needing extra hands setting up, please see Bre McKamie if you would like to help.

Fundraising committee is busy working on ways to raise money for the Spring Gala. They are (hopefully) working hard to come up with ideas for funds so the ticket prices are inexpen-

sive and everyone can come. See Maria Burkel if you have any ideas!

Also, we only have two issues of the *Source* left for the semester and I'm counting on you all to help me out!

With Spring Break coming soon, I'd like to get the March issue rolling before we leave. I know that no one wants to do school-work during breaks, so I'm going to make

**Monday, Feb. 26**, the deadline for articles. If you have any ideas or just want to write but don't know where to start, let me know.

I would like to make the April issue an extended issue, meaning I want you to write. I think it would be great if everyone wrote about his/her experiences in PRSSA so far. I'll have more details about that. See me if you ever have any questions.

**Kick-off**  
Continued from page 1

Secretary Shannon Satchel, informed perspective members about dues and mentioned her latest project involving Lutheran Social Services and the Detroit Shock.

Student Development Conference Coordinator, Michael Munie, had moved on since the SDC and was in charge of the Audio/Visual for the evening.

Melissa Motschall, the faculty advisor, talked about how far EMU's PRSSA chapter has come since it started 10

years ago when it had only 10 members.

Public relations, advertising and marketing professional, Della DiPietro, was the guest speaker for



the event. DiPietro started off with a circus analogy; if there were a circus coming to town, advertisers would use radio, promoters would have a parade and those

in public relations would have to make the Major laugh at the catastrophe of an elephant escape.

This example proved that different channels can work toward a common cause, relaying again, the theme for the night, as DeMarco pointed out. She had a great presentation that covered what she's done in her current position at Ford Motor Company. She is a leader in the Ford Edge vehicle launch—a multimillion-dollar "gamble" that is the largest digital marketing campaign. An ice storm in Texas hit during Ford's Ride and Drive event;

DiPietro saw the bad weather as good luck.

The PR team took advantage of the surprise and made the debut of the Super Duty even more impressive. She went over the importance of relationships by using the combination between car and driver and the Ford Fusion, as an example. DiPietro said that the most important quality a PR professional needs is the ability to "write well."

In closing, DiPietro said "We cannot afford to work in isolation," PR professionals need to have various skills and the ability to work with others in contrasting fields.

**Continued from Page 2.**

Passing out prizes to fans, and helping with the different events on the ice during the intermissions was a lot of fun. I also assisted with the team

autograph night and Stanley Cup Night.

I have always been interested in the sports field; however hockey was never my sport of choice. The Whalers taught me a lot about public relations

and marketing as well as the sport of hockey itself. Like most, this internship was unpaid but I would definitely recommend the Whalers to anyone interested in this sector of PR and marketing. The organization makes sure you are

involved and constantly a part of the experience. If you're interested you can check out [www.plymouthwhalers.com](http://www.plymouthwhalers.com)

This is a great starting point for anyone interested in the sports field!



### Membership Fees

Dues are due by Feb. 16, that's this Friday! If you paid during the fall semester, you do not owe until next fall, but if you paid winter '06 semester, your membership has expired! Membership is \$55 and can be paid in check, to "EMU-PRSSA." (Cash is preferred) See Shannon Satchel if you're not sure if you owe.

### February

26: Spring Break begins

### March

6: Classes resume

13: General Meeting 7 p.m.  
310 B Student Center

15-17: Chicago Trip

27: General Meeting/E-board  
elections 7 p.m.  
310 B Student Center

### WE'RE ON THE WEB!

Keep checking for updates!



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

## Just a Reminder! Upcoming PRSSA Events

### PR Agency Tour

We still have four open spots for the Chicago agency tour! Cost is cheaper if you are a PRSSA member, so hurry up and get those dues in! See back page for deadlines!

### Spring Gala

Spring Gala is our annual induction ceremony. It will be held on April 17 at the Student Center in rooms 310 A and B. This affair is for family, friends and mentors to celebrate and hear exactly what you've been doing all year. The current executive board will pass their positions to

the new executive board and selected members will be awarded for their outstanding work and contributions to PRSSA. This year's Spring Gala is extra special because we are "Celebrating 10 Years of Public Relations Excellence." More information will be coming soon!

The events we have planned for this semester are awesome and we hope to see you at all of them.

### Committees

There are plenty of ways you can gain real-world experience through PRSSA and joining a committee is

the **best** way to have fun in the

Want to try your hand at event planning and decorating? Ask Bre McKamie how you can help plan the Spring Gala!

Interested in non-profit but don't know where to start? Ask Maria how joining the fundraising committee will give you tons of experience and add a great addition to your resume!



### We have a new office!

Our new home is 342 I in the new Student Center! We don't have office hours scheduled yet, but keep checking for updates! And as always, e-mail any one of us if you have questions!



### 2006-2007 Executive Board

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