

Vol. 3 Issue 5
January 2007



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2007 PRSSA events

Bre McKamie
Vice President

Happy New Year and welcome back! Hopefully, everyone is refreshed because we have a lot planned this semester. Here is a look at our upcoming events.

Winter Kick- Off

Come kick-off the New Year with PRSSA on Jan. 23. Along with a new year comes change, so this year's Winter Kick- Off will be held at the Student Center in room 300 from 6- 8 p.m. Member Relations Coordinator Sammy DeMarco will inform future members about the benefits and opportunities available through our organization. Also, guest speaker Della DiPietro from Ford Motor Company, will discuss her background in journalism, marketing and public relations.

In addition, this event is an occasion for new and old members to mingle, share experiences and eat tons of free food! The kick- off is free so bring a friend, or two. We hope to see you there! For more information, please

2007 Winter Kick- Off

Sammy DeMarco
Member Relations Coordinator

PRSSA will hold its first major event this semester on Tuesday, January 23. The event is called Winter Kick-Off and will serve as an opportunity for students studying public relations, journalism, marketing, English, political science and communications to learn about the benefits of joining PRSSA.

Students will learn about benefits such as gaining internships, scholarships and learning to cultivate their skills

contact Sammy at sdemarco@emich.edu

Socials

Although work, studying and class are beneficial to our careers, too much work and no play can make us go crazy. So what is the solution? Fun! Our first social of the year will be on Jan. 30. Since winter is finally here, ice-skating seems like a grand idea. However, if you prefer the indoors, maybe laser tag would be more interesting? Check our Web site and your e-mail for more information about January's upcoming social.

We would like to have at least one social every month, so if you have any ideas please contact me at breezie_wee04@yahoo.com.

PR Tour

Do you have plans for St. Patty's day? If not, take a trip with us to Chicago for our annual PR Tour. Who knows, you may land a job at one of the PR agencies that we visit

GolinHarris, Paramount Public Relations, and the Art Institute of Chicago are just a few of the organizations we may tour.

For more information about the exact dates and cost, please contact Maria Burkel at prssa_president06@yahoo.com.

Spring Gala

Spring Gala is our annual induction ceremony. It will be held on April 10 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.

through first- hand experience and networking with career professionals in PRSSA's parent organization, PRSA.

Free food will be served and PRSSA will feature a guest speaker from Ford Motor Company.

Della DiPietro will discuss how different communication majors are all interconnected at the workplace.

The kick-off is also an oppor-

tunity for the EMU-PRSSA Executive Board members to introduce themselves and discuss their goals for the winter semester. They will answer any questions attendees may have about PRSSA.

The Winter Kick-Off will be held at the Student Center in Room 300 from 6- 8 p.m.

Please see Della DiPietro bio page 3

"In an attempt to increase membership, everyone should try to bring a non-member with them to the kick-off!"
- Shannon Satchel

From the president...

Welcome to the year 2007!!! I hope you all had a great break, even though it did seem like it went by awfully fast. I spent most of my vacation in the great state of California visiting my sister and it was very hard to come back to Michigan weather!!

All the members of the executive board and I are extremely excited for this semester! We would like to make it the best semester ever, so all suggestions are welcomed!

This January is very busy for PRSSA! We have a general meeting on Tuesday, January 16 from 7:00- 8:00 p.m. As well as our Winter Kick-off on Tuesday, January 23

from 6:00 – 8:00 p.m. Then, we are having a social on Tuesday, January 30. We are still working out the details, but if you have any ideas, please e-mail Vice President Bre McKamie at breezie_wee04@yahoo.com.

As well as meetings, we also have different committees general members may join. There are committees for the Winter Kick-off, Spring Gala, Shock, athletics and fundraising. If you are interested in joining any of these, please e-mail me at prssa.president06@yahoo.com.

Also, if you have not paid your dues or feel you are up, you will need to pay to keep your membership active. I will let



you know when the deadline is.

I am very excited for the upcoming semester and am looking forward to working with everyone!

Maria Burkel

PRSSA President 2006-2007

10th Annual SDC... it's a wrap!

*Michael Munie
SDC Coordinator*

Whew! As I wipe away the sweat from my brow I take a moment to look at my fingers. My nails are starting to come back... along with my sanity. The Student Development Conference is done for another year. We started working on SDC in April and completed it in December. Hmm, that's nine months. I think we just



"This year was my first year to attend the SDC and I'm glad that I did because it was a great experience and I got an interview!"

-Bessie Gergely

had a baby.

Kidding aside (but only for a moment), the Student Development Conference was a complete success. If you made it, that's awesome. We hope that you took the opportunities to network with professionals and other students and will use them for all they are worth. One of the key components of SDC was the chance for students to talk with professionals from the various entities of public relations and we made sure to invite speakers that understand the impact they can have on students.

Our three keynote speakers, Rose Glenn, APR, from Henry Ford Health System; John Bailey of John Bailey and Associates; and Glenn R. Foldessy, APR, PRSA-Detroit

President Elect, were all phenomenal. Each offered insight on what will make us better public relations professionals once we graduate and begin our careers. In addition, we had a tremendous representation of professionals from automotive, retail, nonprofit, sports and entertainment, government, health care and agency public relations. Students also got the chance to sit down with a professional for a resume critique session and learn how to make them stand out in the job market.

Of course, SDC could not have been the magnitude that it was without the help of many people. First on the list, and in my mind most important, is PRSSA President Maria Burkel. Her organiza-



tional skills and attention to detail are beyond comparison. Second, the entire e-board: Vice President Bre McKamie; Secretary Shannon Satchel; Member Relations Coordinator Sammy DeMarco; Newsletter Editor Jessica Aten; and Public Relations Director Bryan Smith. Though everyone had their own role to play, everyone came together as one, as any good team does.

Please see SDC page 3

Letter from the editor

Hi everyone!

I would just like to welcome everybody back for another exciting year of PRSSA!

I am excited to edit this semester's newsletter and am open to any suggestions you may have about ways to improve/maintain *The Source*.

As you may know, or will quickly learn, public relations is all about writing.

Getting articles published to showcase in your portfolio, something, (as Ms. Bre McKamie can testify) that I knew nothing about until a few months ago, is very important and shows potential employers that you have what it takes to be in PR. So, whether you would like to write an advice column each month, an article spotlighting an internship you've had, or

just want to write a review for a book that would be useful to PR students, please send me an e-mail or catch me around campus and let me know how I can help.

This being my very last semester at Eastern, I know that I am very eager to participate in all of our activities that we have planned for the winter semester. I

am anxious to help you all in any way that I can and would like to get everyone involved this term. With that being said, if you cannot normally make it to any of our general meetings but would still like to participate, please e-mail me or visit any one of us at the office, 342 I in the Student Center.

Bessie Gergely
bgergely@emich.edu

SDC

Continued from page 2

And sticking with the team analogy, no team is successful without a good coach and manager and ours is Professor Melissa Motschall, PRSSA Advisor. We'd also like to thank the members of the James S. Measell Chapter from Wayne State University. This is the first year that Eastern teamed with another chapter for SDC and they did a great

job of hosting the social held after the conference. We look forward to working with them on future events.

Now, if you didn't make it to the conference, fret not. This year will bring a host of events, meetings and socials, all with the intent for you to meet the people that will play roles in your career.

Again, thanks to all involved in making the 2006 SDC a success.

Michael and Maria
after the successful
conference!



Della DiPietro Bio

continued from page 1

Della DiPietro, APR, has worked for 18 years in public relations with one of the world's largest industrial corporations, Ford Motor Company.

She has held management positions in a wide variety of areas including Director of North and South American Public Affairs Operations and Director of global internal communications.

She also has led communications for Ford Credit (world's largest auto finance company) and Ford manufacturing (110 plants in 25 countries). In her current position as Director of Public Affairs for Automotive Components

Holdings, she oversees communications for a temporary company created by Ford to sell or close more than 20

automotive component facilities transferred from Visteon Corporation in October 2005. Before joining Ford, she was an award-winning broadcast journalist. During 12 years in television broadcasting, she worked as a reporter, news anchor, documentary and news series producer and talk show host and was honored by Radio-TV News Director's Association, UPI and others.

She holds a Master in Communications Arts degree from Western Michigan University and a Bachelor in General Studies from University of Michigan.

Students can find out more by contacting me at sdmarco@emich.edu.

Dates to remember**January 2007****23– Winter Kick- Off****30– Social****February****13– General Meeting****7 p.m. in 310 B
Student Center****26– Winter Break****March****6– General Meeting****7 p.m.****Student Center****13– General Meeting****7 p.m. in 310 B****Student Center****15- 17– Chicago Tour****27– General Meeting****7 p.m. in 310 B****Student Center****April****10– Spring Gala****310 A & B****Student Center****4th Annual PR tour to Chicago is in the works!***Maria Burkel – President*

This year marks the 4th year we as a chapter are going to be going to the windy city of Chicago, Illinois to get a good sense of the PR industry there. Tentatively, the trip will be around the St. Patrick's Day weekend, Thursday, March 15 – Saturday, March 17.

You may wish to either get to Chicago by train or airplane, but the train will be less expensive.

We are going to be staying at the Holiday Inn Chicago City Center right off of Ohio Street walking distance from Michigan Ave. We stayed there last year and were very impressed with the service and the location.

Our tour will either be on Thursday or Friday (this will depend on the availability of the companies to speak with us). Companies we may be visiting include: Weber Shandwick International, Hill & Knowlton and Paramount Public Relations. We are going to go to at least one PR agency, *The Chicago Tribune* and the Art Institute.

When we are on the PR Tour, we will be visiting the offices of these companies. They will have a presentation ready for us about their job and will give us a chance to ask questions. Because PR is all about networking, it is extremely recommended that you bring your resume!

This would be a first for

our chapter to do, but I think it would be a great opportunity to meet other PRSSA chapters and make those relationships that are so essential in the PR world.

Social plans for Friday night are up in the air, but it may be fun to do something as a chapter. Last year we went to the comedy club and out to dinner. It was a lot of fun!!

I am working hard to make this trip both memorable and interesting, so if you have any suggestions or concerns, please e-mail me at prssa.president06@emich.edu.

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!

**WE'RE ON THE WEB!**

Keep checking for updates!



www.emich.edu/studentorgs/prssa

2006-2007 Executive Board

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