

From the president



First of all, on behalf of The Eleanor Wright Chapter of the Public Relations Student Society of America, I'd like to welcome both our new and returning students to the 2004-2005 school

year. We have a lot of great events and networking opportunities planned this year.

For those of you who don't know, PRSSA is a professional student organization that introduces serious students into the public relations world by interacting with professionals and students alike. More importantly, PRSSA provides an opportunity for professional development and networking with members of our parent organization, the Public Relations Society of America (PRSA).

The executive board of the Eleanor Wright

Chapter has been working exceptionally hard over the summer to develop strategic lists of events that entirely benefit the PRSSA member. This year's executive board is comprised of students with both knowledge and experience.

We are currently in the process of developing our meeting agendas, guest speakers, social events and preparing for the Student Development Conference which will take place on Saturday November 13. On behalf of the executive board, I'd like to invite you to join us at our first meeting, which will take place on Monday September 20, 6:30 to 8:00 p.m., in the Alumni Room of McKenny Union. I'm looking forward to reconnecting with everyone and also meeting some new people. If you have any other questions, please e-mail us at STU_prssa@emich.edu.

Cheers!

Melissa Hunt, President
PRSSA Eleanor Wright Chapter, EMU

Benefits of PRSSA

Casey Frazee

If you join only one college organization, let it be PRSSA. The benefits of becoming a PRSSA member are countless. You can write for the monthly newsletter, go on agency tours of big cities, network with local professionals to get your foot in the employment door, learn from fascinating speakers about a broad range of topics, or get an internship...or

two...or three!

Being in PRSSA means that your face gets out into the professional world. You have opportunities to go to local and national conferences to develop your professional skills. Also, when you graduate you can move into PRSSA's parent organization, PRSA, at a very reduced fee. Add PRSSA to your resume and you'll be pleased with the response.

More information about PRSSA can be found at www.prssa.org.



PRSSA goes national

Melissa Hunt and Melanie Seasons

The Eleanor Wright Chapter is taking on New York City. The PRSSA National Conference is a time for professional development, networking, and enlightening experiences.

Simultaneously, PRSA will be holding their national conference in NYC. Both will feature seminars, meetings, agency tours, and networking opportunities for all that attend.

PRSSA National Conference

When

October 22-26, 2004

Where

New York, New York

Pre-Registration

\$235 for PRSSA members/\$265 for nonmembers

Onsite Registration

\$245 for PRSSA members/\$275 for nonmembers

\$140 per day for PRSSA members/\$150 per day for nonmembers

Hosted by

Fashion Institute of Technology
PRSSA Chapter

Students will benefit especially from the “Summer in New York” Internship Fair. It will offer the opportunity to meet with PR firms and discuss the possibility of landing an internship in New York for the summer of 2005.

The conference will also feature “Crossfire Sessions.” The crossfire sessions will give attendants the chance to hear both sides of often opposing PR sides such as, “In House vs. Agency PR,” the “Practitioner v. the Professor” and “PR v. Journalism.” These sessions are aimed to answer questions that face young PR professionals everyday.

Speakers at both conferences include Al Roker, Larry King and Donald Trump. Trump will be speaking to PRSA and PRSSA members alike about weathering negative publicity; creating and communicating an image; and the art of persuasion.

Delegate from EMU’s PRSSA chapter will be attending. If you are interested in going as a group, e-mail stu_prssa@emich.edu.



Don't miss out on the exciting opportunities that PRSSA has lined up for you this year!

- ◆ Agency tours that prepare you for a look into the *real world* of public relations
- ◆ Engaging public speakers from different PR sectors
- ◆ Student Development Conference coming in November!

Ways to get involved

Casey Frazee

You may be asking yourself, “How can I get involved more in PRSSA?” Well, here are a few things that EMU’s chapter of PRSSA offers its members:

◆ **Newsletter staff writer**

Be a staff writer for PRSSA’s *monthly* newsletter, *The Source*. Writing for this publication gives you clips that you can add to your professional portfolio to take with you on job interviews.

◆ **Plan a meeting or event**

Like to plan events? Talk with any of the executive board members and you could plan a PRSSA meeting/event. Planning is a resource that everyone can benefit from. This is also experience that you can add to your portfolio.

◆ **Talk to the E-Board!**

Talk to any of the members on the PRSSA executive board about opportunities that may be available to you. If you have an idea of something you would like to do, the door is always open.

Summer FUNd-raising

Melanie Seasons

The executive board of PRSSA worked hard all summer to prepare for upcoming events. They met every couple weeks to discuss fund-raising and to prepare for the national conference in October.

Starting with an ice-breaker session at the Ritz-Carlton, Dearborn, the group called to order their first official meeting of the summer during which each member shared her plans for the organization.

In June, the executive board and several devoted PRSSA members helped raise nearly 100 dollars toward



Members of PRSSA at the car wash fund-raiser in Belleville.

national conference at the first fund-raising event of the year, a carwash at the Belleville K-Mart.

“At one time we had five cars in line to be washed,” said Lori Vail, e-board secretary. “Everyone was really

enthusiastic and I think that helped our business.”

This month, the e-board is hosting a concessions fund-raiser at Rynearson Stadium for a Sept. 18 concert.

Treasurer Tatiana Grant, set up the opportunity for the fund-raiser.

“These sorts of events get us so much closer to the national conference,” said Grant. “We want to make it so that anyone who wants to go will be able to.”

Anyone interested in helping out on Sept. 18 football game should contact Tatiana Grant at tgrant@emich.edu.

Dates to remember

- Sept. 7** - Student Organization Fair, 11-2 p.m.
- Sept. 9** - PRSSA Open, 11 a.m.
- Sept. 13** - Fall Kickoff Event, 6:30-8:30 p.m. Alumni room, McKenny Union
- Sept. 18** - Concessions fundraiser at Ryneerson, 3:30 p.m.
- Oct. 22-26** - PRSSA National Convention
- Nov. 13** - PRSSA EMU Student Development Conference (SDC)



Members of PRSSA at the 2004 Chicago Agency Tour in April.

PRSSA Meeting Schedule

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

- Sept. 20 in the main lounge
Sept. 30 in the main lounge
Oct. 4 in the main lounge
Oct. 12 in the reception room
Oct. 18 in the main lounge
Oct. 26 in the reception room
Nov. 1 in the main lounge
Nov. 9 in the reception room.
Nov. 15 in the main lounge
Nov. 23 in the reception room
Nov. 29 in the main lounge
Dec. 7 in the reception room
Dec. 13 in the main lounge

2004-2005 Executive Board

Melissa Hunt, President
Mhunt2000@aol.com

Casey Frazee, Vice president
Cfrazee@emich.edu

Lori Vail, Secretary
LoriV14317@comcast.net

Tatiana Grant, Treasurer
Tgrant@emich.edu

Melanie Seasons, Newsletter Editor **Jill Bobicz, Member Relations**
Mseasons@emich.edu JillyBean187@yahoo.com

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.

New E-mail address!

PRSSA has a new e-mail address!

stu_prssa@emich.edu

Add us to your address book!

