

Vol. 2 Issue 1

September 2005

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Editor: Maria Burkel
mburkel@emich.edu

Meet the New PRSSA E-board for 2005-2006

The new e-board is very excited about the upcoming year. Each member has written something about their goals and objectives for PRSSA.

Meghan Brosch-Shank, president:

Look under, "From the President" on page 2.

Amy Wiseman, vice president:

"Hello, members! My name is Amy Wiseman, and I will be serving as the 2005-2006 Vice President. I am a senior majoring in written communication and minoring in graphic communication. My primary goal for the year is getting our members as much portfolio experience as possible. I

have been working with various campus organizations to try to find projects that not only offer valuable experience, but are fun as well.

For instance, Meghan and I have set up projects with the athletic department. There are also opportunities available to work for the Career Services Center. If anyone has any questions or wishes to get involved with any special projects, please contact me at vp_amy@hotmail.com. Looking forward to meeting everyone this year!"



Crystal Kusiak, secretary:

"I know this is going to be a great year for our chapter! I'm very proud to be a part of it. Aside from my basic duties as secretary for the 2005-2006 school year such as keeping records of attendance and calendar listings as well as taking notes at meetings and making sure all members are up to date on the

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Fall Kick-off Planned for September 21!

Diana Nati
Member Relations

Kick off the new semester the right way... with us!

The Public Relations Student Society of America Fall kick-off event is being held Wednesday, Sept. 21, 2005 at Bob's Lakehouse from 6 p.m. to 8 p.m. Take a break from studying and come socialize and find out more about our great organization. If you aren't PRSSA member yet, what are

you waiting for? This is the perfect time to become one. You can get to know your fellow members and classmates in a relaxed, casual setting, and get a sneak preview of all of the exciting things we have planned for throughout the school year. So grab your roommates and come enjoy an evening with food, fun and friends!

What: PRSSA Fall Kick-Off

When: Wednesday, Sept. 21 6 p.m.-8 p.m.

Where: Bob's Lakehouse

Who: Journalism, English, Communications, Business, Public Relations and PR related majors

Why: FUN!



From the President

Welcome back to school! I'm sure you are all just as excited as we are to dive into the upcoming year (or to get it over with, whichever suits you)!

As the incoming President of the Eleanor Wright Chapter of the Public Relations Student Society of America, I'd like to let you all know what our new executive board is all about and what we've been working on this summer.

We are committed to giving our members the most educational and FUN experience that we can. We've all gotten a lot out of PRSSA so far, and would love to share that experience with you. In order to do this, we have many opportunities for you as a member to participate and expand your professional experience and perhaps make a few friends.

Several of our upcoming events are listed in this newsletter, but I'd like to touch especially on a few of them. First of all, National Conference in Miami is coming up in October, which will be VERY exciting.

For the first time ever, we are introducing a points system for our members who would like to earn money towards your trip, with chances to win free registration and hotel rooms! Points are based on participation and commitment to the organization, and the program will be explained at our first meeting. We are VERY excited to offer this program to our members.

Also, the Student Development Conference will be coming up in November. We need your help and input! We want to know what you want to learn, what you want to see, and what you think will help you develop professionally.

Members will also have the opportunity to join a committee that will work on planning this conference, which is a great thing to add to your resume and portfolio.

We are also proud to announce a new partnership between PRSSA and Eastern Michigan University's Athletic Department. We would love to invite you to help plan special events and



work on sports promotions.

We want to make this year as much about the member experience as possible. We will be having at least one social event per month and we will also be doing plenty of networking with professionals. We want to be here to give you input, help with school projects, listen to ideas... we are open to any and all ideas for improvement and growth.

We look forward to a spectacular year!

Meghan Brosch-Shank
 president 2005-2006

New E-Board Overflow

Continued from page 1

happenings of our organization, I am also here to help members and other e-boarders with PRSSA tasks and knowledge. I can be a great "go -to " person. I am also available as a first step for EMU students who might be interested in joining our chapter. I'm looking forward to a fun and eventful year!"

**Nichole Aro, treasurer/
SDC coordinator**

"All summer we've been working hard to plan many educational and social events for the

members. As treasurer, I hope to make this possible by helping with fundraising and ensuring funds are utilized in the best interest of the members.

As Student Development Conference coordinator, I have been working with the SDC committee in organizing a very successful and exciting conference. We want to hear your suggestions and ideas about things you'd like to learn at the conference. We are still looking for members to take advantage of several portfolio opportunities available in organizing

this conference."

**Diana Nati, member
relations**

"I am very excited to meet all of the new (and existing) members and get to know what their goals are for the new year as well as share mine with them. I am looking forward to helping make PRSSA a positive experience for everyone."

**Maria Burkel,
newsletter/web site
editor:**

"I am really looking forward to this year. As the newsletter editor, I want to help bring all of

the exciting events and opportunities our chapter is doing this year to the members through the newsletter. This year I want to make the newsletter personable with more articles about members of PRSSA. There will be a member and an internship spotlight in every issue. Any member of PRSSA can write an article for the newsletter. If you would like to do so, e-mail me at mburkel@emich.edu. "

**We are all looking
forward to a great year!!**

SDC: "Paving the Road to your Career: Public Relations"

Nichole Aro
Treasurer

The 9th Annual Student Development Conference (SDC) will be held on Nov. 12, 2005, at the Eagle Crest Marriott, Ypsilanti. "Paving the Road to your Career: Public Relations" is the theme for this year's conference. In recognition to the redevelopment and revitalization occurring in the city of Detroit, the conference will focus on building a community from a public relations perspective.

National retailers have rediscovered Detroit and made the decision to grow their businesses in the city. Detroit continues to attract new corporate workers to

work and live downtown. This is evident on all the major highways – construction – to make the drive smoother to the city. As students, soon to become professionals, our roads are slowly being paved to a better and prosperous future.

This conference is designed around the students in order to provide them with new understandings and knowledge to move forward to their next future challenge. It provides them with amazing networking opportunities with professionals in the field, informational breakout sessions, and beneficial and valuable resume critiques.

In attendance at this annual

event are top PR professionals from a variety of sectors, including corporate, nonprofit, agency, government, fashion, sports and entertainment public relations. It is a valuable opportunity for students in public relations, journalism, communications and marketing to attend, learn, mingle with their peers, and maybe collect a couple of business cards from professionals to later contact for an internship or future job.

Pick up a registration form from any Executive Board member. Pre-registration is \$25 for PRSSA member, \$30 for nonmembers. Onsite



registration will be \$35 for PRSSA members and \$40 for nonmembers.

SDC is two months away and we still have plenty of projects PRSSA members can help with. This is a great opportunity to contribute to those vital portfolios. If you are interested in helping with SDC, please contact me at nicholearo@hotmail.com.

We hope to see you all there!!!

Athletics at EMU Needs Our Help!!

By Amy Wiseman
PRSSA Vice President

PRSSA is excited to bring a new opportunity to members this year: Athletic Public Relations!

Over the summer, PRSSA set up a meeting with Doug Kose, the Assistant Athletic Director in charge of Marketing and Promotions. The meeting was a success, and a new relationship was formed.

Although projects with the athletic department will be a

year-round opportunity, football season is coming up right around the corner and we will need member volunteers to work on projects such as tailgates, game attendance, and promotion of the student spirit group, Gang Green. A major project will be promoting this year's game at Ford Field. The athletic department would like to see a large increase in this year's attendance. These projects are just the starting points; members are encouraged to make suggestions if they have any ideas. All the football

projects would be fantastic opportunities for students looking to get involved in promotions.

A large project planned for later in the year will be organizing an educational outing for area elementary schools. The schools will be bussed to EMU to attend a special a.m. women's basketball game. PRSSA will be involved in the planning and execution of the event. We need member volunteers to help make this a success! This is a great opportunity for anyone who would like to



"A major project will be promoting this year's game at Ford Field."

become involved in event planning.

These are the projects that have been discussed at length, but there will be others as well. If you would like to get involved in any of the activities involving athletic PR, please contact PRSSA at stu_prssa@emich.edu. We hope to see you out supporting our teams!

National Conference

Feel like going to Miami, Florida, then why not do it with members of PRSSA? The PRSSA 2005 National Conference, "Turn up the Heat Blending Voices and Perspectives" is set for Friday, Oct. 21 through Tuesday, Oct. 25. The Fee to go is \$275 for members and \$310 for nonmembers.

For more information see the National Conference Web site at:

<http://www.prssa.org/conference/2005/>.

Let any member of the E-board know if you would like to go. Hope to see you there!!



Career Service Center

◆ The Career Service Center (CSC), located in 311 King Hall, is a resource that few people on campus know about. The CSC sponsors various job and volunteer fairs throughout the year, and teams up with PRSSA and the Communication and Theater Arts department to put on the Professional Development Series. In addition to these special events, the CSC offers resume critiques, interviewing tips, assistance in finding internships and part-time jobs, schedule advising, and more!

◆ PRSSA will be working on a year-long project to promote the CSC and its various events. We need to get the word out on campus about everything the CSC has to offer. Projects will include writing releases and articles, designing print pieces, promoting the CSC, and more. If you are interested in working on the CSC project, please contact Amy Wiseman at vp_amy@hotmail.com.

◆ **SAVE THE DATE! Upcoming CSC Events:**

◆ **Sept. 8: Meijer Madness 7-11 p.m.**

◆ **Sept. 27: 4th Annual Volunteer/Non-Profit & Career Fair 3-5**

Dates to remember in
September

September 14 and 28

General Meetings at 7p.m.in the McKenny Union room 208

September 21:

PRSSA Kick-off at Bob's Lakehouse on EMU's campus

September 29:

Fundraising Banquet at Polo Field's in Ann Arbor

Mark your Calendars in Advance!!

October 21-25:

PRSSA National Conference in Miami

November 12:

Student Development Conference

PRSSA Meeting
Schedule

**General meetings every
Wednesday
from
7 p.m. to 8 p.m.
In the
McKenny Union
Faculty Room
208**

WE'RE ON THE WEB!

www.emich.edu/studentorgs/prssa/



Open Positions on E-Board!!

Want to get more involved in PRSSA? There are two positions open on the E-Board for 2005-2006:

PR Director Duties Include:

- Increase campus awareness of PRSSA through speaking to classes, having tables at McKenny and getting flyers to potential members.
- Write and submit press releases to local media outlets when required

- Clip articles with PRSSA mentions
- Maintain PRSSA bulletin board, sixth floor Pray-Harold

- Help with publicity for the Student Development Conference

Internship/Special Events Coordinator Duties include:

- Continue to add internship contacts to the internship spreadsheet
- Work with members on

- finding internships
- Plan social events for members, at least one per month
- Assist in planning the fundraising banquet
- Assist in any other special projects
- If either of these positions sounds like something you would like to do, e-mail PRSSA at- stu_PRSSA@emich.edu with your inquiries.

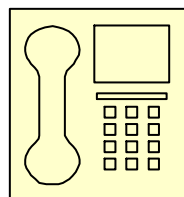


Note from the Treasurer:

You can pay your yearly dues of \$55 anytime you would like. The sooner you pay and become a member, the sooner you get all the benefits of being a member!! (Make Checks payable to EMU PRSSA)

Office Hours

The PRSSA office is in the back of the Student Organization Center in the basement of McKenny Union. Look for the door with the palm trees on it!!



- Monday:** 12 p.m.– 8 p.m.
- Tuesday:** 11 a.m.– 12 p.m. and 2 p.m.– 3 p.m.
- Wednesday:** 12 p.m.– 7 p.m.
- Thursday:** 11 a.m.– 12 p.m. and 2 p.m.– 3 p.m.

2005-2006 Executive Board

www.emich.edu/studentorgs/prssa/officers.htm

Meghan Brosch-Shank, *president*
Megmmm@aol.com

Amy Wiseman, *vice president*
vp_amy@hotmail.com

Crystal Kusiak, *secretary*
ckusiak@msn.com

Nichole Aro, *treasurer*
nicholearo@hotmail.com

Diana Nati, *member relations*
dnati@emich.edu

Maria Burkel, *newsletter/web editor*
mburkel@emich.edu

Position is open, internship/special event Position is open, PR coordinator