

EXPRESS

DEPAUL
PRSSA'S
MONTHLY
E-NEWSLETTER
TO KEEP YOU
IN THE LOOP

VOL 1 ISSUE 6



DePaul PRSSA at the PRSSA National Conference

November 2010 Issue

please visit our website at www.depaulprssa.com & follow us on twitter at @depaulprssa



Hana Yi - President

Letter from the President

DePaul PRSSA has finished the Fall Quarter with a bang! This month I am especially proud of our Chapter because our outstanding accomplishments throughout the year have led us to national recognition at this year's PRSSA National Conference in Washington, DC. We were finally able to see how hours of hard work, careful planning and the power of team work have led us to stand out above other Chapters, especially in the areas of community advocacy and philanthropy.

This is a great sign that our Chapter is growing in strength as a team and within our community. Additionally, we have realized our Chapter is able to spark a change which in turn causes a difference within the communities that surround us. We have learned that as young professionals, we can teach each other things that are not found in text books and inspire others to do the same.

We have some great things planned for Winter Quarter already, but we are always eager to hear your ideas, comments, suggestions and or requests!

And, good luck with finals!

Sincerely,

Hana Yi

In this issue:

Page 1- Letter from the President
Page 2- Member Profile & Chapter Updates
Page 3- Upcoming Events, Mentor Program, Professional
Partners Program, Alumni Information & PR Trivia
Page 4- PRSSA National Conference 2010

My PRSSA Journey



Lucas Centeno

I first heard about PRSSA when Alyssa Bronkowski (DePaul PRSSA's Immediate Past President) came to my

Introduction

to Public Relations class. To be honest I was unsure of my degree choice, but when Alyssa spoke of all the amazing things PRSSA had to offer, it made me look at PR in a whole new perspective.

Since pursuing my Public Relations degree I have learned so much in terms of media relations, social media and campaigns and met countless amazing people. I have also attended DePaul PRSSA's many speed networking events which give aspiring Public Relations students the ability to meet amazing professionals in the industry.

Thanks to one of these speed networking events I was able to meet Jackie Mitchell, the Director of Marketing and Communications for the American Red Cross of Greater Chicago. Jackie is a pioneer in the Marketing PR Industry. We spoke for a while after the networking event and kept in touch through Twitter. After learning of my military background she offered me a summer marketing internship position at the Red Cross.

It was such an amazing experience to work for the Red Cross. I learned so much about the industry and my contribution as a field reporter helped improve the image of the organization. I look forward to PRSSA's many upcoming speed networking events. Thanks again PRSSA!

*By Lucas Centeno,
DePaul PRSSA Member*

Social Media & how it changes businesses



Amy Ravitorkin & Mari Lugrath

The DePaul PRSSA meeting on October 18th featured two distinguished guests: Mari Lugrath, the owner of Foiled Cupcakes and Amy Ravitorkin, also known as Interactive Amy (follow her on Twitter @interactiveamy). Lugrath created the first cupcake delivery business in the Chicago area and Ravitorkin is the founder of her own interactive social media

consulting business. Both spoke to the fact that what they do today is not what they would have ever expected for themselves. Mari majored in entrepreneurship and never took a Public Relations class and Amy has had exposure to so many different facets of communications including media buying, sales and marketing.

Almost immediately, both business founders expressed the importance of good PR and how it can make a business more successful. As social media is becoming more prominent in people's lives, Mari shared how she used Twitter as a platform for her business. Members were surprised to hear Mari say she originally did not talk about cupcakes on her businesses' twitter account but instead talked to her target demographic and things they related to. This clever idea became such a great branding opportunity for her business and make Foiled Cupcakes a success!

The most important idea that Mari and Amy shared is PR students can start "adding value to what you are saying." By just creating a dialogue between yourself, business professionals and others you have the power to create a name for yourself.

Thanks Amy and Mari for your great insights on the power of PR and social media!

By Lisa Rodriguez, DePaul PRSSA Member

PR Case Studies

On Monday, November 1st DePaul PRSSA members were able to put everything they learned in school into practice by working on real life PR cases. They were also able to meet new friends as they worked together to solve these Public Relations crises.

Members worked on two different case studies that had been presented at the PRSSA National Conference in Washington, DC. The first case study takes place a year ago, before the news of Tiger Wood's infidelities came out. It explored the different options his PR representative was faced with before being interviewed by Sports Illustrated, which may have information about his alleged affairs. The representatives had four choices: 1) ignore the information, 2) ignore the editor, 3) inform your client of the allegations and 4) drop your client.

The second case study is about a more recent event involving a writer for Marie Claire magazine who blogged about the CBS show *Mike and Molly*, which stars an overweight couple who met at Overeaters Anonymous. The blogger made disparaging remarks about the show and obese people in general. The two questions this case brought into perspective are: What would you do as a PR representative for Marie Claire? And How would you handle the situation if you worked for CBS?

Using real examples helped me to better understand how tricky PR can really be and how many different ways there are to handle one situation. In either case, I realized that making the wrong decision could have serious repercussions that one might not expect.

By Emma Sheer, DePaul PRSSA Member

November Events	PRSSA	E-Board	DePaul
	November 1 PR Case Studies Meeting	November 9 E-Board Meeting Cancelled	November 16 Last day of school
	November 9 PRSA Luncheon	November 14 Winter Quarter Planning Meeting	November 23 Last day of finals

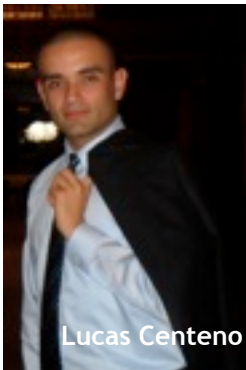
Professional Partners Program

Are you a PR professional looking to give back to the Public Relations student community? If so, *The DePaul PRSSA Professional Partners Program* is for you!

The program connects DePaul PRSSA members with PR professionals in order to provide professional mentors, resume reviews, opportunities to network and job shadowing. As always, the program can be customized to your organization.

For more information about the program or other potential ways to get involved with the DePaul University PRSSA Chapter please contact our VP of External Relations, Rowena Mackay at Rowena.Mackay@gmail.com.

Member of the Month



Lucas Centeno

DePaul PRSSA is thrilled to announce that our Fall 2010 Member of the Quarter is Lucas Centeno! He is being recognized for his contribution to our exPress newsletter and for his enthusiasm about public relations and PRSSA!

Lucas stood out to our Chapter this quarter because he took initiative by approaching one of our speakers after a meeting to ask about internship possibilities. After speaking to Jackie Mitchell, Director of Marketing and Communications for the American Red Cross of Greater Chicago, Lucas landed himself an marketing internship. We are so excited that Lucas has demonstrated exactly what we hope students will do in this organization: advance your pre-professional career through networking, education, internships and experience.

We hope that stories like Lucas' will inspire other members to be active and aggressive towards their career goals. Congratulations Lucas!

Although everyone's efforts are always noticed, the Member of the Quarter is someone who has gone above and beyond in our Chapter. There will be a new Member of the Quarter in Winter 2011 based on writing contributions, participation in meetings and events and much more.

To nominate someone for Member of the Month, please contact our VP of Membership Services, Cristina Pineda, at Pineda.Cris3@gmail.com.

Alumni

Attention soon to be graduates!

Interested in joining DePaul PRSSA's alumni program? The program aims to educate our members about the PR industry, while allowing the DePaul PRSSA alumni to give back to the community. Alumni have the opportunity to volunteer to serve as mentors to our current members, speak at meetings or events, review resumes, or provide job shadowing or other job inquiries.

For more information about the program or other potential ways to get involved with the DePaul University PRSSA chapter please contact Sarah Keep, VP of Chapter History and Alumni Relations, at SarahMKeep@gmail.com



PR TRIVIA

Q: What award did DePaul PRSSA win at the PRSSA National Conference last year?

A: The Teahan Chapter Award for Outstanding Regional Activity.

PRSSA National Conference 2010

As one of eight Chapters selected to present a Chapter Development Session at the PRSSA National Conference in Washington, D.C., members of DePaul PRSSA E-Board prepared to educate students on a topic beyond agencies, resumes and the ever talked-about social media: philanthropy.

One of our goals this past year was to take a step beyond the traditional PR aspect by providing a way to immerse our Chapter in the idea of giving back to the community. From volunteering at charitable 5Ks, raising funds for families without water, or increasing awareness for a local non-profit event, we made it a point to offer more involvement opportunities.

We aimed to inspire peers on multiple levels sharing our examples of this year's success. How could they tailor philanthropy to their members? What resources can they turn to find more volunteer opportunities? Where will they create connections that make a difference to them? By choosing to lead an interactive session comparable to Advocacy and Philanthropy 101, we hoped to light the spark for change and jump-start a PR movement.

As the session came to a close, glances of exuberance and relief were exchanged between the presenters. After our performance we were thrilled to find out DePaul PRSSA was being presented with PRSSA's Presidential Service Award, standing for exceptional commitment and service to PRSSA. Needless to say, it was a defining moment for our Chapter and well worth every practice, meeting and rehearsal endured.

By Katie Wilkes, VP of Chapter Development



DePaul PRSSA Chapter Development Session Presenters

This year, DePaul PRSSA was honored with the Teahan Award for Outstanding Chapter Website at the Public Relations Student Society of America National Conference in Washington D.C. This award is given to the Chapter that has an effective website that is helpful to internal members of the organization and to external communicators who want to connect with students.

DePaul PRSSA's website is an effective outlet for DePaul PRSSA members to keep up with our Chapter. Once a student becomes a member of our Chapter website, they gain access to our opportunities page which features internships and networking events. The website also features: exPRess: DePaul PRSSA's monthly e-newsletter to keep you in The Loop, a blog, and a calendar of events and minutes from meetings. Additionally, the site integrates our Chapter social media platforms by streaming our Twitter feed and our Flickr photos straight to the homepage.

DePaulPRSSA.com gives PRSSA students an the upper hand on keeping up with what is going on not only with our chapter, but the Chicago PR community. DePaul PRSSA's Digital committee will continue to improve the website and work towards full social media engagement with the PR community and beyond to stay on top of the digital world.

*By Marissa Karlins & Lauren Snyder,
Digital Committee*



DePaul PRSSA at the PRSSA National Conference



Hana Yi & Lauren Snyder



DePaul PRSSA at the PRSSA National Conference

For more information about *exPRess: DePaul PRSSA's monthly e-newsletter to keep you in The Loop* please contact Rowena Mackay, VP of External Relations, at Rowena.Mackay@gmail.com.