

PRSSA PROFILE

Sept. Edition

Sept. 30, 2018

CMU

Building community alongside portfolios



Public relations is a competitive industry. Each job interview you go to will have countless other applicants who are just as skilled as you are. Being involved in PRSSA can help give you an edge.

PRSSA provides unique networking and professional development opportunities that will help you become the best PR professional you can be. You have the ability to join committees or CMU's student-run firm PR Central and gain hands-on experience, as well as the opportunity to network and listen to professionals from the PR world.

Not only will you be able to network with professionals, but you will build a community with other public relations students. The same people who sit next to you in class may one day be working beside you at your future job or helping you score an interview with your dream employer. Use PRSSA to get to know them.

PRSSA is an asset to public relations students seeking to advance their hands-on skill set and grow their professional network while gaining lifelong friends along the way. Take advantage of it.

Upcoming Events

- Oct. 10 | 6:30 p.m. General Meeting
- Oct. 10 | 8 p.m. October Social
- Oct. 28 | 2 p.m. Can Drive Fundraiser

Blog Mentions

Five public speaking tips
By: Tezrah Dyer

PR pro's guide to photos and design
By: Madeline Tunison

We're Social



@CMUPRSSA

PRSSA PROFILE

What You Missed

General Meeting: Sept. 12

PRSSA's first general meeting was Sept. 12 in ET 116 at 6:30 p.m. The first meeting included a chapter ice-breaking activity, a discussion on the benefits of PRSSA and introduced the three committees within PRSSA. The committees include:

Publications, Anna Kendall: Mondays at 6:30 p.m. in Moore 111, biweekly

Chapter Events, Jenna McDonnell and Nicole Bowers: Mondays at 6:30 p.m. in Moore 120, biweekly

Professional Development, Brianna Walter and Abby Fischer: Tuesdays at 6:30 p.m. in Moore 112, weekly

If you are interested in joining a committee, visit cmuprssa.com for more information.

General Meeting: Sept. 26

September is ethics month for PRSA. PRSSA members were given the opportunity to learn about ethics in the PR world from guest speaker Anne Marie Fortunate. Fortunate is an account manager at Franco in Detroit. She discussed her experience with ethics in the real world and answered questions on how to handle certain situations ethically.

Las Senioritas Fundraiser: Sept. 26

Following the general meeting on Sept. 26, PRSSA members attended a chapter fundraiser at Las Senioritas. Members had the opportunity to mingle and create connections with other PR students and enjoy Mexican cuisine. A portion of the sales were donated to PRSSA.

Member of the Month: Jozlyn Gauthier



Major:
IPR

Minor:
Sociology

Hometown:
Shepherd, MI

Our September member of the month is Jozlyn Gauthier. She is a sophomore majoring in Integrative Public Relations with a minor in sociology. This is Gauthier's first semester in PRSSA. Her favorite part of being involved in the organization is the opportunity to develop her PR skills and gain materials for her resume and portfolio.

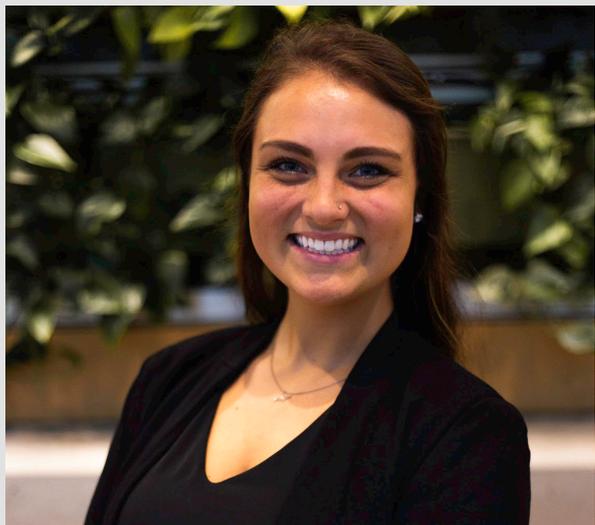
We're Social



@CMUPRSSA

PRSSA PROFILE

PR Central Update



PR Central held their first general meeting on Sept. 18 in Moore 110 at 7:30 p.m. Staff for the semester have been hired and placed in their client groups. Client group pictures and headshots were taken. They have finished their first newsletter of the year and are hoping to be implementing a blog this semester. For more information about PR Central, contact our CEO Karli Clausen at claus1kb@cmich.edu.

AP Style Tip

Unlike academic writing, AP style does not regularly use the serial, or Oxford, comma. This means you should omit the comma unless doing so would make the statement unclear.

Not AP style writing: He went to the store to get bread, milk, and eggs.

AP style writing: He went to the store to get bread, milk and eggs.

Committee Updates

Chapter Events: The chapter events committee is planning our October social. Their next meeting will be Monday, Oct. 8 in Moore 120 at 6:30 p.m.

Professional Development: The professional development committee is planning the internship fair. They are contacting companies to attend and creating promotional materials for the event. Their next meeting will be Tuesday, Oct. 9 in Moore 112 at 6:30 p.m.

Publications: The publications committee is working on blog writing. Stay tuned to the PRSSA website to see some of their materials. Their next meeting will be Oct. 15 in Moore 111 at 6:30 p.m.

Profile Credits

Victoria Vitale
Anna Kendall

Madeline Tunison

Jozlyn Gauthier
Tezrah Dyer

We're Social



@CMUPRSSA