

Why You Should Attend Conference

There are a million reasons to attend a professional conference in your field of work. However, no two conferences offer the same benefits. What separates Storytelling: Make Your Content Count is the topic, content creation!

Today's public relations field is heading deeper into the digital age. Newspapers and broadcast media outlets are no longer the only way to communicate to your audience. Public relations professionals are now tasked with new responsibilities and jobs. These responsibilities include:

- Social media calendars
- Creating videos
- Writing blogs
- Maintaining websites and more

This is all fine and dandy until you run into writer's block, the condition of being unable to think of what to write or how to proceed with writing.

Every writer will get writers block, it's inevitable. For the PR professional, writers block is a nightmare. Let's say your client has paid for a year's worth of social media posts. You're creating their seventh social media calendar and you've hit writers block. The thought may pass your mind; There is only so much original and engaging content that can be generated.

Before this becomes you, come to Storytelling: Make Content Count. A group of talented speakers will be covering topics such as:

- Creating Content (When You Have None)
- The Story That Won't Go Away, MSU vs. Nassar
- Storytelling That Stands Out in The Social Media Clutter, and more.

Anyone who considers themselves a PR practitioner has something to gain from our conference. In the digital age content is king. If you do not have content, you do not have followers. If you don't have followers, you're not telling your clients stories effectively. Learn how to make your content count with CMU PRSSA and White Pine PRSA at Storytelling: Make Content Count.

Upcoming Events

March 16 | 9 a.m. to 2 p.m. Conference

Blog Mentions

"Introverted vs. Extroverted"

By: Krystal Black



PRSSA PProfile

What You Missed

General Meeting: Feb. 14

PRSSA and CMU's chapter of the Society of Professional Journalists held a joint meeting centered around a Valentine's Day mock press conference. PRSSA members were asked to come up with a statement regarding a company crisis, while those belonging to the Society of Professional Journalists came up with questions to ask at the mock press conference. Both organizations were able to take away critical knowledge pertaining to press conferences and news media.

Polar Plunge: Feb. 17

Teddy Wingert, Angela Distelrath, Elena Panyard and Kara Hengesbach donned tourist clothing and jumped into a pool of freezing water while representing PRSSA at the Special Olympics Michigan Polar Plunge. Polar Plunge helps raise funds for athletes who participate in the Special Olympic games.



Ice Skating Social: Feb. 23



PRSSA members met up at the Isabella County Sportsplex Ice Arena and participated in open skate. While most of the group relied on one another for support, those who attended the social had a great time bonding with one another.



PRSSA Profile

Member of the Month

PRSSA's Member of the Month is Krystal Black. Krystal is a sophomore who joined PRSSA in the fall of 2017. She is involved with the Publications Committee through PRSSA.

Besides PRSSA, Krystal is also a member of PR Central. She used to write for Grand Central Magazine but transitioned to the PR team this semester.

Krystal chose PR as her major because she loves people, creating, problem solving and mostly the variety of potential careers. Krystal thinks that PRSSA helps guide students towards the variety of professional PR jobs.

"I'm excited to use what CMU has taught me in multiple careers," Krystal said.



AP Style Tip

Maintain your knowledge on AP Style with these Valentine's Day-themed style tips underlined below.

The group of girls went to see "Black Panther" on Valentine's Day.

The show starts at 9 p.m.

Only six of the 70 bouquets sold this Valentine's Day didn't have roses in them.

Valentine's Day falls on Feb. 14 every year.

Design Tip

Pick a color scheme of 3-5 colors and stick to it. Write down the hexadecimal codes or save them as a swatch in your design program so you can refer back to it. You may use different shades for graphics if need be to show more contrast, but do so sparingly to maintain uniformity.

White on black, not black on white. When choosing colors for the background, always try to keep it lighter than your text color. If a darker background is absolutely necessary for your design, try to keep the amount of white or lighter text against it to a minimum, since white on black is easier to read.

Profile Credits

Abby Fischer
Drew Forrest

Haley Les

Kara Hengesbach
Krystal Black

We're Social



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