

What PRSSA can give CSU students

Students of any major have the opportunity to learn what it means to be a professional through the Public Relations Student Society of America (PRSSA).

Members of PRSSA may participate in chapter events and national events and have the opportunity to network with public relations professionals and other students pursuing careers in public relations, gain leadership experience within the local chapter and on national levels, and obtain scholarships and internships.

One of the organizations goals is to help students realize their potential in the field and increase their knowledge and their marketability. Events such as Engage 09, the National Conference and Shadow Day are hosted by the national chapter to accomplish this goal.

San Diego will host this year's National Conference and PRSSA members from across the United States. During the four day conference, members will have the opportunity to network with students from across the country, attend exhibits held by the biggest public relations firms, attend professional development seminars, and listen to presentations on campaign strategies from nonprofit and crisis pr experts. PRSSA will support some of the costs for members attending the National Conference.

In addition to having access to these opportunities, the CSU chapter will invite professionals from around Colorado to speak at meetings, and hold professional advancement workshops.

A national membership is \$65 and will allow you to attend all meetings and workshops, social nights, and local PRSA events for free.

Shadow Day Offers Students a Glimpse Into Public Relations Careers

By Christi Kinsella

In the ever-changing world of public relations, it can be tough for students to figure out where they belong. But in Denver each year, Shadow Day gives students from nine different universities the opportunity to discover how and where they might fit into the field of public relations.

The Public Relations Society of America (PRSA) Colorado chapter organizes Shadow Day every spring, pairing students with public relations professionals from varied disciplines so students can gain insight into the tasks that these professionals perform each day. This year, 45 students and 36 host companies participated in the PRSA



Andrea Jenson (center) enjoys chocolate mousse with sponsors Ashley (left) and Warren (right)

Colorado Shadow Day University, University of Colorado, Metropolitan

program. Public relations professionals from agency, corporate, government and nonprofit settings from the Denver metro-area offered their time and expertise to interested students.

The students represented a wide range of schools, including Colorado State,

State University, University of Denver, and University of Northern Colorado. Also represented were four out-of-state schools, including Black Hills State in South Dakota, University of Texas, Kansas State University and University of Wyoming.

See Shadow on Page 3

Students Sell for High Prices at Gold Picks

By Angela Wilson

Members of CSU PRSSA took a break from studying for finals and drove to the Ritz-Carlton for a night of fancy dress, fundraising and networking. The annual Colorado PRSA Gold Pick Awards, held May 7, 2009 hosted over 175 local public relations professionals and an auction of the CSU members to serve as "mini-interns."

Upon arriving, the students were quickly put to work placing programs and bidding pallets around strategically placed tables. After posing for a quick picture, they were

released into a room full of networking pros, many of whom attended CSU themselves. Each of the "amateur net workers" were on a mission to market themselves as the night's best buy.

Traditionally, a silent auction would follow the Gold Pick Awards, but this year marked the beginning of the live, student auction aimed toward bridging the gap between experienced professionals and recent college grads. Students created auction bios explaining what skills they have, and how their knowledge can be applied to

benefit the bidders company. Students offered services like Web site update, how to twitter, and gift bag stuffing.

Students had to break out of their comfort circle and break the ice with working professionals. Students were directed to split up, not to network in groups. This was a challenge for many younger students with less networking experience, but after meeting one or two professionals, CSU chapter members quickly began to realize how willing the Colorado PRSA chapter members were to help students in establishing

See Gold on

2009 - 2010 PRSSA Officers



President, Ashley Frost

Hi, I'm Ashley and it's my third year at CSU, but with credits I can be called a senior. I'm majoring in Journalism and Technical Communication with a concentration in Public Relations, and minoring in Business Administration. I'm a Colorado native from the small town of Limon. I like the corporate side of public relations but I would like to start out in a PR firm for the experience and to see it from both angles. I've learned and gained experience from PRSSA more than what I would have from a classroom. PRSSA is a great way to start your pre-professional career.



RamPR Director, Katie Schmoker

Katie is a senior studying public relations and marketing. She grew up in Longmont, Colo. She hopes to pursue a career publicizing events and music, and enjoys creating posters, handbills, and advertisements for events. Attending PRSSA meetings has allowed her to network with other people who are passionate about public relations. She loves hearing about campaign strategies from the different guest speakers. Her favorite speaker was from New Belgium Brewery. She enjoyed hearing about how their marketing campaign had utilized new technology to spread their message in an environmentally-friendly manner.



Vice President, Sarah Millett

I am a senior technical journalism major with a concentration in public relations and Spanish minor. I am from Littleton, Colorado. My desired career is to work with an innovative public relations or marketing agency that caters to international clients, preferably in the South American market. PRSSA has helped me build strong relationships with fellow students and professionals which in turn will help open up more job opportunities in the future.



RamPR Codirector, Liz Focht

I'm a senior technical journalism major with a concentration in public relations from Boulder, CO. I'm graduating in December and can't wait to get into the "real world" to apply all the skills I have learned from PRSSA and RamPR. I am currently the public relations manager for Sustainable Schools International, a non-profit organization that builds and sustains schools in Cambodia. Last semester I was an intern for Milena-Distinctive Image Consulting, a personal styling company. My dream job would be to live in LA or NYC working for a fashion magazine's public relations department as an event planner.



Secretary, Jasmine Felix

Junior, Major: Journalism and Technical Communication concentrations in Public Relations and Television News Video Production, minor in Spanish
Where you are from: Lakewood Colorado
What your desired career is: Working in sports PR, maybe even for the Colorado Rockies
PRSSA has exposed me to the PR world by allowing me to network with working PR professionals. PRSSA has also given me great insight and advice on how to prepare for a career in PR.



Webmaster, Angela Wilson

Angela is a senior, majoring in technical journalism with a concentration in public relations, and minors in Business Administration and Ethnic Studies. Originally from Aurora, CO, she moved to Fort Collins halfway through her sophomore year, after transferring from the University of Colorado at Denver. She enjoys snowboarding, and spending weekends with her family. Upon graduation, she hopes to move to the Summit County area, where she would like to find a PR job in the Leisure and Hospitality Industry. She feels that PRSSA has contributed to her academic success by pushing her to do things outside of her comfort zone, such as networking, and taking on the task of managing the PRSSA chapter's web site.



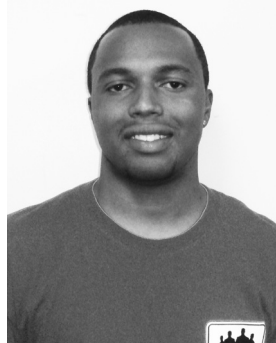
Treasurer, Derek Rupp

Senior, Major: Communication Studies, Minor: Business Administration
I am from the southwest suburbs of Chicago. My desired career would be in Event Planning for concerts or sporting events. If that doesn't work out I would like to be a Project Manager for a marketing firm. PRSSA has helped me network in ways I never thought was possible in college. I learned hands on experience at Shadow Day that you cannot learn in the classroom. I feel PRSSA is a great building block to prep you, before you graduate college.



PR Progress Editor and Communications Director, Diana Veatch

I am a junior technical journalism and business double major with concentrations in public relations and marketing also pursuing a minor in Spanish. I grew up in Centennial, Colorado (a city just south of Denver). I am interested in working in the fields of crisis communication and reputation management. PRSSA and RamPR are fantastic and easy ways for students to get career advice from professionals and experience working on real campaigns. They also provide valuable networking opportunities that can help you get a job right out of college.



Fundraiser and Social Chair, Mike Dinwiddie

Mike is a senior from Aurora, Colorado. He transferred from Metropolitan State College of Denver in search of a different college experience. He is majoring in communication with a concentration in public relations, and he is pursuing a minor in sociology. Upon graduating, he hopes to work in an industry that involves traveling. His experiences in PRSSA have broadened his knowledge of public relations practices, and the events that he participated in have helped him expand his network, which will hopefully make finding a job easier.



Liaison, Chelsea Brown

I am a senior PR major with a business minor from Lake City, CO. My desired career is to work in PR and to find a way to apply it to one of my passion - I believe I'll do my best work if it's something I care about! PRSSA has been an extremely valuable addition to my resume. It has helped me learn about the world of PR and what it takes to stay current and market yourself upon graduation. PRSSA has provided many amazing opportunities to network, participate in events and further my knowledge of the industry. I didn't change my major to PR until AFTER joining PRSSA, and I feel that my experience in the organization is truly what led me to choose the educational and career path that I have.

Upcoming Meetings and Events

<i>October 5</i>	National Conference Registration deadline
<i>October 7</i>	Social Night!
<i>October 10</i>	Engage 09, held at DU
<i>October 21</i>	Fourth meeting: Media tour of New Belgium Brewery
<i>October 23 & 25</i>	Volunteer for Trick-or-Treat Street
<i>November 4</i>	Fifth meeting: Speaker TBA
<i>November 6-10</i>	National Conference in San Diego
<i>November 18</i>	Sixth meeting: TBA
<i>December 2</i>	Last fall meeting: Party to send off the graduating seniors

Gold

Continued from page 1

their desired career.

Immediately following the Gold Picks Award ceremony, auctioneer JD McCartney, CEO of Xstatic PR, and CSU alum kicked off the student auction. Bidding began at 75 dollars, a small price to pay to lock down one of CSU's top PR students for a day.

"I was auctioned off first so to say the least I was terrified" says PRSSA president Ashley Frost. Many feared that they would not receive a bid. Thankfully, each of the participants was spared this embarrassment.

Jasmine Felix, a junior technical journalism student, was purchased by Andrew Hudson, creator of Andrew Hudson's Job List, a business card that every PR student wishes, and should have in their collection. Other bidders included Sharon Linhart, managing partner of Linhart Public Relations and Room 214 – a firm established by two CSU grads who met as roommates their freshman year in Durward Hall, room number 214.

Senior Sarah Millet, a Spanish minor fluent in both Spanish and Portuguese, marketed herself toward internationally focused professionals, who were in need of a translator. She was bought by Frankie Cervantes who works for PRNewsWire for 250 dollars.

In the end, PRSSA members earned over \$2,200 in auction proceeds and donations; money that will help to fund chapter members attending the upcoming PRSSA National Convention in San Diego.

The connections that can be made at PRSAColorado sponsored events are essential in developing a professional network, and the chance to network and build relationships with Colorado professionals is one that every student should take advantage of. Get to know these people now, use them as resources later, and have some fun stepping outside of your comfort zone. Events like these are what PRSSA is all about!

Shadow

Continued from page 1

Shadow Day coincided with the March PRSA Colorado luncheon at The Curtis Hotel in downtown Denver. The luncheon program featured guest speakers and offered students an added opportunity to engage with other PR professionals and peers from different universities.

Paul Raab, senior vice president and partner at Linhart PR, moderated the luncheon discussion with Mitch Head, managing director of the GolinHarris Engage practice and Sarah Bulgatz, director of corporate public relations for the Charles Schwab Corporation. The speakers addressed crisis and reputation management for two important industries, food and finance.

As a CSU JTC major concentrating on public relations, Shadow Day was the exact experience I was seeking. I was fortunate enough to shadow Tiffany Barnhart, director of communications at Denver Zoo. Shadowing Tiffany allowed me to see how I can put my schooling to use in the real world.

In just the first two hours that I spent on the job, Tiffany responded to coworkers questions and requests, organized the events calendar for the Denver Zoo web site, edited several press releases and short stories to be included in the weekly e-bulletin, and gathered information for upcoming zoo events.

Tiffany is responsible for planning and executing media events at the zoo, as well as handling all media relations. In any given week, Tiffany must handle any and all of the crises that are sure to arise when dealing with animals on a daily basis. She also manages the positive publicity that the Denver Zoo receives for its conservation efforts and new animal arrivals.

I learned from Tiffany that being director of communications makes for a very busy work day. The work week usually extends beyond 40 hours, but as Tiffany told me, it's worth it.

During Shadow Day, I also met several of Tiffany's coworkers in the marketing and communications department and learned a little bit about what each of their positions entails. I learned that everyone works together to gather and distribute information. For example, one member of the team shoots and edits videos, another person writes the story to accompany the video, and the webmaster puts everything online and makes it look good.

I am grateful for my Shadow Day experience. Not only did I learn more about how public relations skills apply to real-life situations, I met talented professionals and swapped stories with other students at the luncheon. My Shadow Day experience was definitely worthwhile.

Join us this spring for Shadow Day. Keep up with all PRSSA events on our Facebook page or the PRSSA Web site.



RamPR is Colorado State University's student-run public relations firm. We are committed to creating an organized and effective agency that serves the needs of multiple clients.

We seek to provide a diverse student population with opportunities from various clients in Fort Collins. We aim to represent these clients with professionalism and integrity to the best of our abilities.

This semester, RamPR is involved with campaigns for the Geller Center for Spiritual Development, local metal band 20XIII, and Pizza Casbah. There is also internship opportunity for students to get involved with the non-profit organization Sustainable Schools International.

The Geller Center for Spiritual Development

The Geller Center is a non-profit organization that helps to provide Colorado State University and the Fort Collins community a place to explore and deepen their spirituality and beliefs in a safe, open environment which supports individuality and growth. RamPR will be assisting in an awareness campaign as well as helping event promotion for the organization's annual "Dancing with the Geller Stars" gala.

20XIII

KBPI's best band in Denver has sought our help in several areas. 20X111, a rock/metal group from Fort Collins has asked our assistance to increase awareness of their band, increase attendance to their shows as they go between opening for national acts and playing local shows, and to create a press kit that will help pitch journalists in the local and semi-national area to write stories and print their shows in calendar listings.

Pizza Casbah

Pizza Casbah is a local pizzeria that specializes in serving up slices and pies of New York style pizza. Traditionally, the owner,

Deano, has depended on using coupons and \$1 slice nights to bring in business. RamPR is going to build a campaign to effectively build business around on-campus students and families in the area by addressing negative perceptions and differentiating their product from the many other pizza offerings of the community.

Sustainable Schools International

Sustainable Schools International (SSI) is a Fort Collins-based non-profit organization that supports education and rural economic development in Cambodia. SSI is seeking a public relations team to raise public awareness with the goal of gaining more supporters for the organization. The team will engage in creating local buzz for the first annual "Make Education Possible" campaign, seeking national news placement, and coordinating speaking events for SSI's executive director, Kari Grady Grossman.

Holocaust Awareness Week

Annually, we help several other groups on campus to promote Holocaust Awareness Week in the spring semester. In the past, we have created brochures, media advisories, pitch letters, and press releases for the various events held throughout the week. This is a great opportunity to add actual article clippings to your personal portfolio.

Changes to RamPR

RamPR has a few goals this year. Our first goal is to build and establish ourselves as a credible student-run public relations firm. This will allow the best clients to seek our services, giving the students who participate a better experience.

To do this, we are seeking out as many students as possible from various fields. This includes seeking participation from students outside the journalism department. This allows us to create awareness of public relations and

its related activities, and allows us to learn from students who have specialized in various fields that we closely work with. These fields include statistics, graphic design, marketing, speech communication, English, and several other disciplines.

In order to effectively tackle tasks and serve our clients well, RamPR will be set up internally a little different from last year. Instead of having twenty people try to work effectively on a press release together, we hope to set up specialized task groups to tackle challenges.

Publicity and Promotions: Students working in this area will focus their attention on creating newsletters, brochures, flyers, posters, etc, media relations, media kits and pitching, and sponsorship programs.

Event Planning: This group of students gain experience creating invitations, programming, logistics, and PR writing.

Planning and Research: Real-world research is needed to develop marketing plans for several of our clients this year. These development plans will help to shape themes, web sites, tones, and products.

Web Development: Students who are knowledgeable or want to gain more experience with web development are invited to work with copy design, graphics design, forms handling, and creation of web sites.

Program Planning: Tasks that include press releases, speech writing, Power Point presentations, interview kits, and broadcast materials will belong to this group of dedicated students.

A core group of students is needed to head up each of the above groups, and other students who are exploring their strengths will be allowed to work with several groups. A few special students will also be chosen to represent each client and follow up on tasks for their client.

Think of RamPR as a mini-internship: you gain authentic experience by helping real clients in the community...but you choose the level of personal engagement. Come once a month, or nominate yourself for a leadership position!

We look forward to your participation this year!

Article and logo written and designed by Katie Schmoker and Liz Focht

Chapter Contact Information
E-mail: colostateprssa@gmail.com Web site: lamar.colostate.edu/~prssa

Follow us on Twitter, CSU_PRSSA, to keep up with meetings and special events, or Friend CSU PRSSA on Facebook

For submission to PRogress, contact: dveatch@rams.colostate.edu