

DIANE S. KRIDER PRSSA CHAPTER

2022-2023

ANNUAL REPORT



A comprehensive summary of the operations and accomplishments of the 2022-2023 academic year.

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PRESIDENTIAL ADDRESS



I am incredibly proud of the accomplishments CMU PRSSA has achieved throughout this year. Last semester, we hosted an outstanding internship fair in the fall, seeing numbers grow with 25 businesses and more than 100 students in attendance. For the first time since the pandemic, our chapter attended PRSSA International Conference. Seven of our members, plus one alumna, traveled to Dallas, Texas for professional development sessions, networking events and transformative keynote speakers. We also planned a hugely successful midnight skate fundraiser, donating canned goods to the CMU Student Food Pantry.

This semester, we toured two of the top PR agencies in Michigan, traveling to Detroit for a visit of Franco and Truscott Rossman. We planned fundraisers through merch sales and partnerships with local businesses. Additionally, our Bateman Competition team designed and implemented a campaign to educate adolescents in Mount Pleasant about the importance of news literacy. This included a seminar and workshop conducted at Mount Pleasant High School, with special guest Dave Bondy. To cap off the year, we have planned a golden banquet to celebrate our achievements.

All of these accomplishments are thanks to our incredibly hard-working executive board, who continuously dedicate their time to the growth of this chapter. I also want to thank our members who are always eager to learn and contribute to the organization. I hope you all continue to take advantage of every opportunity PRSSA presents to you. I know it has meant the world to me.

Fire Up!
Leona Falconer

EXECUTIVE BOARD



LEONA FALCONER
PRESIDENT



MOLLY ANDERSON
IMMEDIATE PAST PRESIDENT
AND BATEMAN COMPETITION
COORDINATOR



KATIE HALEY
VICE PRESIDENT



SOPHIA WITTBRODT
PR CENTRAL CEO



ALLISON SPENS
SECRETARY



KYRA MACOMBER
DIRECTOR OF INTERNAL
COMMUNICATIONS



SOFIA RANDAZZO
DIRECTOR OF PUBLICATIONS



JOLIE CHENE
DIRECTOR OF SOCIAL MEDIA
AND DESIGN



ELLIE HERON
DIRECTOR OF MEMBER
SERVICES



RILEY KRUER
DIRECTOR OF COMMUNITY
ENGAGEMENT



CYDNEY FOSTER
DIRECTOR OF PROFESSIONAL
DEVELOPMENT

NATIONAL PARTICIPATION

BATEMAN CASE STUDY COMPETITION

This year, six chapter members worked to plan and implement a campaign to raise awareness of misinformation that is spread through social media and to send the message to those who use social media the most - young people! During the campaign, the team worked with Michigan celebrity, News Anchor Dave Bondy, to spread the message of the first amendment and free press to his following of over 600,000. They also coordinated and hosted a seminar and workshop at Mount Pleasant High School to help students grasp a better understanding of how news literacy issues are prevalent on platforms they engage with daily. By the end of the campaign, 94 percent of the participating students pledged to stop the spread of misinformation. The NEWS FLASH landing page also achieved noteworthy engagement with 49 page views, and the team also formed valuable partnerships with MPHS and Mid-Michigan News Anchor Dave Bondy.



2022-2023 STAR CHAPTER

CMU PRSSA was recognized by PRSSA National as a Star Chapter for their work throughout the 2022-2023 school year. In order to obtain this title the chapter had to meet eight national requirements including having a nationally affiliated firm and completing a community service project.

GENERAL MEETINGS

General meetings give members the chance to socialize, talk with professionals and participate in professional development activities. This year all general meetings were held in person.

SEPT. 7, 2022

First general meeting – an introduction to PRSSA and the executive board

SEPT. 21, 2022

PR ethics discussion and Mentor-Mentee Matching event

OCT. 5, 2022

Lindsey Hart from Truscott Rossman spoke about agency life

OCT. 19, 2022

Resume, portfolio and LinkedIn profile workshop

NOV. 2, 2022

Non-profit discussion with Brooke Adams, Director of Philanthropy at Life Remodeled

DEC. 7, 2022

Final meeting pitch-off

JAN. 18, 2023

Informational meeting

FEB. 15, 2023

Senior Manager at General Motors Tom Wickham discusses corporate communications and media relations

MARCH 15, 2023

Diversity, equity and inclusion in PR

MARCH 29, 2023

Senior Manager of Corporate and Employee Communications at the Detroit Lions Ellen Trudell speaks on sports PR

APRIL 12, 2023

Senior Public Relations Strategist at United Wholesale Mortgage Nicole Roberts hosts Pitch-Off Activity

APRIL 26, 2023

#FireUpIPR with Head of Marketing Communications at K12 Insight, Rachel Esterline Perkins

FUNDRAISING AND COMMUNITY SERVICE



MIDNIGHT SKATE

Dec. 1 – The Events and Fundraising Committee put together another successful year of the annual midnight skate event! Including a bake sale and hot cocoa, students skated the night away while donating canned goods to the CMU food pantry!

BLAZE PIZZA

April 5 – In order to raise money for chapter awards and scholarships, the Events and Fundraising committee organized a Blaze Pizza Fundraiser where 20 percent of the profit from each purchase was donated to PRSSA.



Enjoy yourself and support our cause at a special fundraising event for:
CMU Public Relations Student Society of America

BLAZE PIZZA WILL DONATE 20% OF PROCEEDS FROM YOUR ORDER BACK TO THIS ORGANIZATION!

Date: Wednesday, April 5, 2023

Time: 4:00 pm – 10:00 pm

Location: 1218 South Mission Street, Mt. Pleasant

Order Method:

FUND A

In Restaurant: Present this flyer or show a copy of it on your phone before paying.

Online & App Orders: Orders must be placed online at blazepizza.com or through the Blaze Pizza app. Enter into the "Coupon Code" field at checkout to have your transaction count toward the fundraiser. If entered correctly, you'll see a 20% discount applied to your check which confirms that 20% of your transaction will be counted into the total donation. **VALID FOR POUCH CARRYOUT AND CURBSIDE & DELIVERY WHERE AVAILABLE.**

VALID FOR ONLINE PICKUP AND DELIVERY AND CURBSIDE WHERE AVAILABLE THROUGH THE BLAZE PIZZA APP & WEBSITE. For online orders, 20% donation will show the promo code applied during the checkout. 20% donation amount will be counted toward the donation total. Donation amount excludes proceeds from the sale of gift purchases. Excludes hot party platters and pizza orders. FLYER DISTRIBUTION IN RESTAURANT PROHIBITED.



CANDY GRAMS

April 25 – For the final fundraising event of the year, PRSSA made candy grams for finals week! Students ordered in advance and then picked up their goodies for friends for finals week!

EVENTS

INTERNSHIP FAIR

Nov. 9 – CMU PRSSA hosted its annual internship fair in the UC Rotunda. The fair included 26 companies and more than 100 students in attendance. The event was a success and multiple students gave credit to the event for helping them land their internships.



ATTENDANTS

Office of Governor Whitmer
Catalyst Media Factory
Dow

Mary Ellen Brandell Volunteer Center
Traveling Teams

Office of Global Engagement/Study
Abroad

Mid Michigan College
9 & 10 News

Midland Center for the Arts
MAC TV Network
Fleishman Hillard

Ignite Donuts
SMZ

Airfoil Group
Art Reach of Mid Michigan
Truscott Rossman
Franco

West Michigan Whitecaps
Ciesca Inc.

Career Development Center
UComm

Media Graphix

Mt. Pleasant Area Community Foundation
Gud Marketing

Clare Area Chamber of Commerce

Introducing CMU PRSSA &
Department of Journalism's

INTERNSHIP FAIR

**Open to ALL students
and majors!**

NOVEMBER 9, | Free Entry
2022

9 a.m. to 3 p.m.

Questions? Contact:
rydjo1k@cmich.edu

 Bovee University Center Rotunda

Professional dress required

EVENTS



AGENCY TOUR

Feb. 17- Members of PRSSA went to Detroit to visit both the Truscott Rossman location and Franco in the GM Renaissance Building. They were very generous and gave us insight into the world of agency PR!

SPRING BANQUET

April 29 - Members celebrated the year's accomplishments and graduating seniors at the Golden Gala spring banquet. Hosted at Comfort Inn, there was a silent auction, speeches, drinks and food enjoyed by all!



CHAPTER DEVELOPMENTS

DEI NIGHT

Learn how diversity, equity and inclusion can help improve organizations and workplaces, and you as a professional

DEI NIGHT

Spring semester this year, CMU PRSSA began a will-be annual tradition of Diversity, Equity and Inclusion night. Members will talk about what those terms truly mean and how we can implement those ideas in both the organization and as professionals.

MERCH SALE

After creating a new logo last year, the chapter decided this was the time to create merchandise for members, family and alumni to be able to support PRSSA with their fashion! Designs were made and voted on by members of the chapter and then made available in both T-shirt and crewneck options.



CHAPTER DEVELOPMENTS

COMBINED COMMITTEE MEETINGS

Spring 2023 saw the three committees coming together to have all members participate in all committees. The events and fundraising, communications and professional development committees now meet all together every other week to help all committees be stronger than ever and ensure all members can participate in every committee.

Combined Committee Meetings!

Starting **April 5**, committee meetings will be **combined** so all members of PRSSA can participate in the committees!



#FIREUPIPR

Rachel Esterline Perkins returns to PRSSA with an interactive activity! She brought with her Dan and Jennifer Digmann, known online from their podcast and blog, A Couple takes on MS. PRSSA members broke off into teams to pitch a campaign to raise awareness about the pair and to increase their overall presence to a specific audience. The three "judges" deliberated and a winning team was chosen, with one of the prizes being an internship opportunity! This event was a success and the chapter has intentions of making #FireUpIPR an annual event.

PR CENTRAL

PR Central is a nationally affiliated, student-run public relations firm. It provides students with hands-on opportunities to work with clients in a variety of fields. Members gain portfolio pieces as well as real-life experience working in a public relations firm.

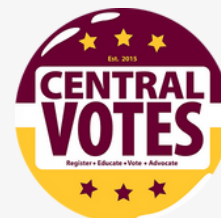
CLIENTS



IPR Council



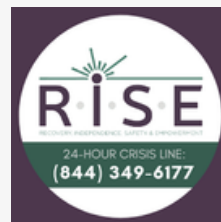
Ignite Donuts



Central Votes



Michigan Ovarian
Cancer Alliance



R.I.S.E. Advocacy

DUCK DERBY

On March 21, PR Central raised more than \$1,078 from the 11th annual Rubber Duck Derby. More than 500 ducks raced down the lazy river at the Soaring Eagle Waterpark and Hotel, with three lucky ducks winning the grand prizes. The money raised will be going towards funding for PR Central and student scholarships.



GENERAL MEMBERS

Molly Anderson
Akayla Baker
Ava Brewer
Carley Bulow
Jolie Chene
Leona Falconer
Cora Fassett
Cydney Foster
Katie Haley
Elizabeth Hamilton
Ellie Heron
Madison Hoffman
Jessica Johnson
Riley Kruer
Kyra Macomber
Samantha Matuszewski
Megan Mearnic
Cecile Nienstedt
Tony Pigott
Sofia Randazzo
Allison Spens
Christian Talley
Maddy Topolinski
Kendall Weishaupt
Sophia Wittbrodt
