



ANNUAL REPORT
2016-17

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PRESIDENTIAL ADDRESS



I'm happy to say we've accomplished a lot this year; a record number of general members, more than 30 organizations at our internship fair, added a design committee and are hosting seven brilliant industry leaders at our annual spring conference. While I'm extremely proud of these accomplishments, that's not the first item I hope our members take away from this year. My primary goal was to inspire members to be as active as possible in PRSSA. I also hope that is something I leave with PRSSA members: become as involved as possible. I can attest that through my active involvement I've met best friends and caring mentors that I wouldn't have otherwise and I'll be forever thankful for that. Someone once told me that your PRSSA membership is what you make of it, so do yourself a favor and dive into the opportunities this organization offers. I know I did, and I hope you all continue to do so moving forward.

All the best,

Dana Blankenship
CMU PRSSA President

CEO ADDRESS



This has been a wonderful year for PR Central. One of my main focuses for the firm was to increase our diversity in membership, and we exceeded every expectation that I had in the beginning of the year! I also wanted to branch out more with our clients, making the firm more beneficial for our members. We increased our client list to more than 13 companies, and because of all the dedication from our members we accomplished every task given. We now have clients ranging from horse ranches, to furniture stores, to yoga studios; and we've even partnered with other organizations on campus to help market concerts here at CMU. I am so proud of the hard work that has come from this group of students this school year. PR Central is a very time consuming organization and it would not be able to thrive without each one of my staff members. What I am most thankful for is the relationships I've built within this organization, and the growth I've seen from everyone involved. PR Central is not just an organization, but a family. We now look toward the future, in hopes of winning our first award at National Conference in the fall and being recognized for all the work we do every day. It has been an amazing journey with PR Central, and I can't wait to see the growth of this firm after I graduate.

With Love,

Kayla Collins
PR Central CEO

EXECUTIVE BOARD

2016-17 PRSSA EXECUTIVE BOARD



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BLANKENSHIP**
CMU PRSSA
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COMMUNICATIONS
FALL SEMESTER



**BRIANNA
BRUGEL**
DIRECTOR OF INTERNAL
COMMUNICATIONS
SPRING SEMESTER

NATIONAL EVENTS



REGIONAL CONFERENCE

Four members attended PRpalooza, a regional conference hosted by DePaul University in Chicago. The conference focused on entertainment public relations, with speakers from Allied Integrated Marketing, Reverb.com, React Presents and more. Agency tours allowed our students to see what it was like to do public relations for shows like Chicago Fire, book acts at House of Blues and work in studios where artists like Chance the Rapper have recorded. This regional conference showed a fun side of public relations and allowed executive board members Dana, Drew, Nicole and Elena to network with students from other schools.



NATIONAL CONFERENCE

Twelve CMU PRSSA members attended National Conference, and listened to and engaged with PR experts. Attendees learned about the entertainment sector of public relations, participated in networking events and explored Indianapolis. The conference focused in on "crossroads of public relations," and had experts on events, tourism and crisis communication.



NATIONAL ASSEMBLY

PRSSA National held National Assembly in Seattle. CMU PRSSA's 2016-2017 and 2017-2018 presidents represented our chapter as delegates and voted on bylaw amendments and next year's National Committee. The event had chapter development sessions that were used to talk about what our chapter could improve on for next year. Members were able to meet great leaders from other schools that could collaborate with CMU PRSSA in the future.

GENERAL MEETINGS

Fall 2016

SEPT. 14

The first general meeting covered the five committees within PRSSA. Directors of the committees made rounds to the different groups of members to explain their committee's overall function. The definition and general meaning of public relations was discussed.

SEPT. 28

Sherry Knight, vice president of University Communications at CMU, offered tips and tricks into the PR industry. Knight's advice to members included remaining proactive, direct, transparent and open in all communications no matter which organization you work for.

OCT. 12

Lucy Ciaramitaro, Austin Stowe and Shelby Paul visited and discussed their experiences as they progressed from PRSSA members, to interns, to full-time employees. The panel also offered valuable tips on how to prepare for interviews and stand out as a candidate.

OCT. 26

Erik Simon, assistant director of CMU Career Services, discussed the importance of having a personal website, ways to set yourself apart during internship fair and the importance of networking.

NOV. 16

Jim Wojcik, CMU PRSSA advisor and internship coordinator, discussed the IPR internship requirements. This included how to find internships, application etiquette and interview advice.

NOV. 30

The last general meeting of first semester was an ethics workshop. The workshop covered core values of public relations. Members broke off into groups and were given hypothetical PR ethical dilemmas and presented their solutions after brainstorming.

Spring 2017

JAN. 25

Ann Marie LaFlamme, anchor from WXYZ Detroit, spoke to members about personal and professional branding. LaFlamme highlighted three key points: post on social media to show that you are present and authentic, build on everyday qualities and perform tasks in a timely manner.

FEB. 8

Dr. Ed Simpson, journalism professor at CMU, talked about the do's and don'ts of working with newspaper publishing companies as a PR specialist. After his presentation, members were given a scenario and asked to pitch their ideas to a panel of student journalists.

FEB. 22

Pat Baskin, managing director at CKC Agency, talked about pitching stories to the media through research and creative approach. Baskin discussed the basics of pitching and highlighted the importance of opportunities that could help a client's brand or image. Baskin offered important insight into the world of agency communications through advice centered around personalized pitches, interesting hooks and follow-ups.

MAR. 22

Gina Zebell, director of leadership, led members in an activity to find out their leadership style. Zebell gave a scenario that pertained to a crisis event involving Netflix and explained how to handle it from a PR standpoint.

MAR. 29

Lessons in leadership were continued during the last March meeting. Members of the Leadership Institute presented and led members in an activity to help discover their top three values. They emphasized the importance of knowing your values and living by them as you pursue a degree and career in public relations.

SOCIAL EVENTS

Applebee's

SEPTEMBER

Our first social of the academic year took place after the first mentor/mentee meeting concluded. Chapter members carpoled to Applebee's to enjoy half-off appetizers and socialize with new and returning members.

Papa's Pumpkin Patch

OCTOBER

Chapter members got in the fall spirit at Papa's Pumpkin Patch. Members picked out pumpkins, took pictures and went on a hayride. Following the muddy adventure, members enjoyed cider and doughnuts.

Friendsgiving

NOVEMBER

Chapter members shared Thanksgiving cheer at the November social that took place at Elena Panyard's apartment. Each member brought a delicious dish to share that was enjoyed with friends, as well as playing several rounds of charades.

Kaya Coffee House

JANUARY

The first social of 2017 took place at Kaya Coffee House. Chapter members gathered, ordered coffee, other beverages and food. Members talked about PRSSA and life ambitions from 3 - 5 p.m.

Oscars Watch Party

FEBRUARY

Chapter members gathered at Elena Panyard's apartment to enjoy food, company and the Oscars. With good friends, snacks and watching the success of individuals on TV, the night was award-winning.

Pajama Party

MARCH

Chapter members enjoyed a stress-free evening of games and coloring in the UC. Pajamas were worn, Cards of Humanity was played; what more can you ask for on a Sunday evening?



Papa's Pumpkin Patch Social

OUR VISIT TO PAPA'S PUMPKIN PATCH

CIDER | DONUTS | HAY RIDES
PUMPKINS | APPLES | ANIMALS

Sunday
Oct. 16
2 p.m.

Carpool will meet at 2:00 p.m.
in Moore Hall Parking Lot



CMU PRSSA INVITES YOU TO

Friendsgiving!

Join us
Sun, Nov. 20
from
7 p.m. - 10 p.m.

- WEAR A FLANNEL
- BRING A DISH
- HAVE SOME FUN


EMAIL ELENA IF YOU'RE BRINGING A DISH AT PANYARD@CMICH.EDU

BRING A DIP!

Location:
Elena Panyard's
at Deerfield L1




PUBLIC RELATIONS/PUBLICATIONS




Publications committee members are the writers of CMU PRSSA's brand. Blogs, monthly newsletters, the annual report and other publications inform and educate target audiences. The publications are excellent peer-edited portfolio materials that provide a wide sample of writing ability. The role of the public relations director is to edit materials and guide committee members in creating quality and effective content.

PROFESSIONAL DEVELOPMENT



The director of professional development, along with the vice president, oversee the Professional Development Committee (PDC). In the fall, CMU PRSSA's PDC plans the internship fair. Committee members invite recruiters from businesses, agencies, campus departments, nonprofit organizations and government groups to share information regarding internship opportunities. They also plan an agency tour for members. In the spring, the PDC helps plan CMU PRSSA's annual conference with White Pine PRSA. This committee works to expose students to the PR industry and provides networking opportunities.

CHAPTER EVENTS & FUNDRAISING




The Chapter Events and Fundraising Committee members are in charge of organizing PRSSA's socials, fundraisers and end-of-year banquet. The members come up with creative ways to increase member engagement through their different events. The role of the director of member services is to oversee the Chapter Events and Fundraising committee as well as keep track of the point system that is used to encourage member involvement.

DESIGN



The creative director is in charge of coordinating a creative group of individuals looking to improve or utilize their design skills. The committee provides members with portfolio pieces and helps shape CMU PRSSA's branding through the creation of event marketing materials. In this committee, members walk away with a better understanding of design critique, project management, information layout and art directions. The creative director's role is to complete a large share of the design work for events, conferences and socials.

SOCIAL MEDIA



The social media director is responsible for handling all of our social channels including Facebook, Twitter, Snapchat and Instagram. The social media director is also responsible for running the social media committee. In the committee, members work together to manage all of the social media channels through promoting events, monitoring analytics and creating content.

CHAPTER EVENTS

DETROIT PR TOUR

Chapter members participated in corporate tours around the city of Detroit. Members received a behind the scenes look at public relations operations for the Detroit Lions, Blue Cross Blue Shield of Michigan and General Motors. Members learned how these brands utilize resources to increase the effectiveness of brand awareness, social media campaigns and marketing. Everyone left with a better understanding of what it takes to work in corporate PR.



DETROIT PR TOUR

DETROIT LIONS
BLUE CROSS BLUE SHIELD OF MICHIGAN
GENERAL MOTORS

Friday, Nov. 4
Leaving at 8 a.m.
Home by 4 p.m.

MEET IN MOORE HALL - DRIVERS NEEDED - PROFESSIONAL ATTIRE REQUIRED

Join us in Detroit to get an inside look at the PR behind these big brands.

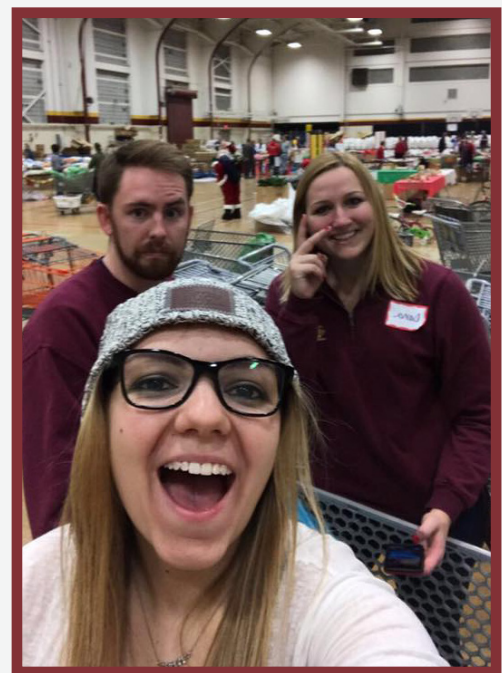
Hosted by
PRSSA
Central Michigan University

Interested in going? Contact Kim Sampson at cmuprssa@gmail.com



PHILANTHROPY

PRSSA volunteered with the Christmas Outreach program to distribute items and spread holiday cheer. Christmas Outreach of Isabella County provides for those in need during the Christmas season. PRSSA members guided attendees to different stations that provided clothing, hygiene products, toys, etc.



PR CENTRAL

PR Central is a nationally affiliated, student-run public relations firm located on the campus of Central Michigan University. They provide students with hands-on opportunities to work with clients in a variety of fields ranging from nonprofit to technology. Members gain portfolio pieces as well as real-life experience of working in a public relations firm.

CLIENTS

HOPEWELL RANCH

MOUNT PLEASANT HOT YOGA

**MICHIGAN HEALTH IMPROVEMENT
ALLIANCE, INC.**

**PROGRAM BOARD
WOOD'S HOUSEHOLD APPLIANCES**

CEDAR WHOLESALE SUPPLY

JOURNALISM DIGITAL DISCOVERY

**LEADERSHIP CAMP
MOREY COURTS RECREATION**

**MULTICULTURAL ACADEMIC STUDENT
SERVICES**

MID-CENTRAL AREA HEALTH EDUCATION

RUBBER DUCK DERBY

The fifth annual Rubber Duck Derby was March 22 at the Soaring Eagle Waterpark and Hotel. PR Central sold 1,500 ducks and raised \$2,000 toward scholarships for PRSSA members. Members use these scholarships to attend PRSSA National Conference in the fall, and PR Central receives part of the money to continue as a student-run firm. The rubber ducks race down a water slide and through a lazy river with the first three ducks winning prizes. First place prize won \$500, second place prize was a two night stay at the Soaring Eagle Waterpark and Hotel with waterpark passes and third place prize was a free night stay at the Comfort Inn and Suites.



PRC EXECUTIVE BOARD

2016-17 PR CENTRAL EXECUTIVE BOARD



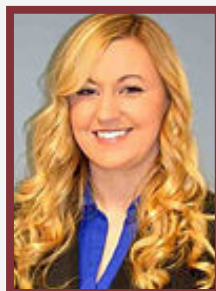
**KAYLA
COLLINS**
PR CENTRAL
CEO



**AMY
VOS**
VICE PRESIDENT



**MARIA
ABU-JOUDEH**
DIRECTOR OF
INTERNAL
COMMUNICATION



**KAYLAH
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DIRECTOR OF DIGITAL
COMMUNICATION



**CANDY
BOAKYEWAA**
DIRECTOR OF
OPERATIONS



**RACHEL
RIEHL**
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MEMBERSHIP

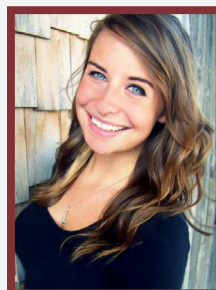
2017-18 PR CENTRAL EXECUTIVE BOARD



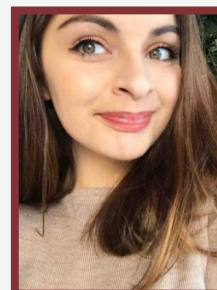
**KAYLAH
METCALF**
PR CENTRAL
CEO



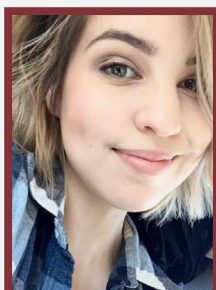
**RACHEL
RIEHL**
VICE PRESIDENT



**KAITILN
HORN**
DIRECTOR OF
INTERNAL
COMMUNICATION



**GINA
LIVINGSTON**
DIRECTOR OF
DIGITAL
COMMUNICATION



**BRIANNA
EDWARDSON**
DIRECTOR OF
OPERATIONS



**MARIA
ABU-JOUDEH**
DIRECTOR OF
MEMBERSHIP



**CANDY
BOAKYEWAA**
DIRECTOR OF
FINANCE

INTERNSHIP FAIR

The CMU PRSSA internship fair attracted students hoping to secure an internship in fields such as corporate, agency, nonprofit and healthcare PR. Some of the attendees included Special Olympics Michigan, The Dow Chemical Company, Quicken Loans and Weber Shandwick. Students were able to meet with potential employers and network with various businesses.



INTERNSHIP FAIR

Bovee University Center Rotunda
Wednesday, Nov. 9
10 a.m. to 3 p.m.

**Engage with professionals
about internship and job
opportunities in:**

- Corporate Public Relations
- Agency Public Relations
- Non-Profit Public Relations
- Health Care

HOSTED BY



ATTENDEES

SPECIAL OLYMPICS MICHIGAN
SS DIGITAL MEDIA
BLUE CROSS BLUE SHIELD OF MICHIGAN
ALLIED INTEGRATED MARKETING
THE DOW CHEMICAL COMPANY
MT. PLEASANT AREA COMMUNITY FOUNDATION
UNIVERSITY COMMUNICATIONS
95-3 CFX
PIPER & GOLD PUBLIC RELATIONS
BOSCH AUTOMOTIVE SERVICE SOLUTIONS
CITY OF MOUNT PLEASANT
WEBER SHANDWICK
CITY OF ALLEGAN
MSL GROUP
ART REACH OF MICHIGAN
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TANNER FRIEDMAN
KOHL'S
SAUGATUCK CENTER FOR THE ARTS
EISBRENNER PUBLIC RELATIONS
GOVERNOR RICK SNYDER'S COMMUNICATIONS DIVISION
CENTRAL MICHIGAN LIFE
ZIIBIWING CENTER
CMU ATHLETIC COMMUNICATIONS
FRANCO
GRAND CENTRAL MAGAZINE
STUDY ABROAD
CMU CAREER SERVICES

SPRING CONFERENCE

PUBLIC RELATIONS: AN AGE of POLARIZATION

Members listened to speakers explore and examine crisis PR and polarizing topics. Speakers from across Michigan, representing business and public relations firms, discussed various situations including preventing reputation damage, crisis planning and more. The conference was hosted by CMU PRSSA and White Pine PRSA.

JOE DiBENEDETTO

Lambert, Edwards, and Associates



KEYNOTES

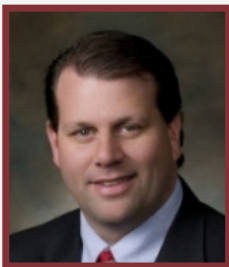


MATT FRIEDMAN

Tanner Friedman

JEFF MARTIN

The Dow Chemical Company



SESSION I SPEAKERS



PAUL KING

ROI Insite

RICK PLUTA

Michigan Public Radio Network



SESSION 2 SPEAKERS



LINDA SIMS

Saginaw Valley State University

SHERRY KNIGHT

Central Michigan University



CMU PRSSA and White Pine PRSA present

PUBLIC RELATIONS:
AN AGE
of
POLARIZATION

REGISTER ONLINE AT
www.PRageofpolarization.com
#AgeofPolarization

APRIL 20

GENERAL MEMBERS

Maria Abu-Joudeh
Brittany Allen
Casey Baetens
Erica Benham
Dana Blankenship
Candy Boakyewaa
Kaitlyn Bondar
Victoria Bowman
Brianna Brugel
Jack Cafretsas
Natalie Campbell
Alex Carol
Zachary Caudell
Karli Clausen
Kayla Collins
Shannon Cuff
Richelle Dernberger
Hollie Dickman
Brianna Edwardson
Jennifer Eskridge
Abigail Fischer
Drew Forrest
Corey Fron
Lindsay Gerber
Olivia Gibson
Michael Girard
Alexis Golfis
Alex Gonzales
Kelci Gormley
Mitchell Hatty
Kara Hengesbach
Ethan Hogan
Kaitlin Horn

Kelsey Horn
Abigail Isham
Alyse Jantz
Madison Johnson
Shannel Johnson
Brooke Judd
Casandra Kareus
Sara Kellner
Anna Kendall
Sarah King
Kris Kohler
McKenna Kolbusz
Chloe Kosinski
Isabella Krolikowski
Juliana Lancaster
Spencer Lebel
Patrick Lemanski
Marissa Lesch
Gina Livingston
Roger Lonzkowski
Cirsten Main
Madison Mariles
Angela Martin
Meghan McDermott
Jenna McDonnell
Catherine McIntosh
James Mclellan
Kaylah Metcalf
Samantha Meyer
Meghan Miller
Aren Milligan
Zachary Miracle
Shelby Murphy

Rachael Nicevski
Katherine Nunan
Catherine Pace
Elena Panyard
Rachel Pardun
Joseph Paul
Jessica Predium
Sydney Reed
Elizabeth Reyna-Hernandez
Rachel Riehl
Nicole Roberts
Kimberly Sampson
Sydney Scarbrough
Katarzyna Shurtz
Kierra Smith
Sydnee Smith
Lauren Sobecki
Victoria Spencer
Austin Stowe
Jacob Strom
Dominic Theodore
Elena Thomas
Alyssa Tippens
Victoria Vitale
Amy Vos
Brianna Walter
Kali Weiler
Kymberly Whitehead
Teddy Wingert
Allison Wozniak
Amanda Yats
Alexandra Yorkey
Regina Zebell

THANK YOU

CMU PRSSA extends its deepest gratitude to a number of people and organizations.

Our organization would not be possible without all of our devoted members. We hope you learned more about being a PR professional, and we thank you for being committed to the organization and attending general and committee meetings.

Thank you to Jim Wojcik, CMU PRSSA's advisor, for helping to reach our broad alumni network, calming us in times of stress and keeping this organization running smoothly from year to year.

Speakers often traveled from across Michigan to speak to our chapter, and enriched the educational experience of members through sharing tips and professional experiences. Thank you for taking the time to mold the PR professionals of the future.

We are able to host successful events and publish our writing with the help of sponsors. Thank you to The Dow Chemical Company, University Communications and the College of Communications and Fine Arts for supporting us.



NEW EXECUTIVE BOARD

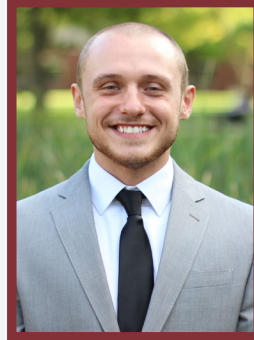
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PANYARD**
PRSSA
PRESIDENT



**KAYLAH
METCALF**
PR CENTRAL
CEO



**DREW
FORREST**
VICE
PRESIDENT



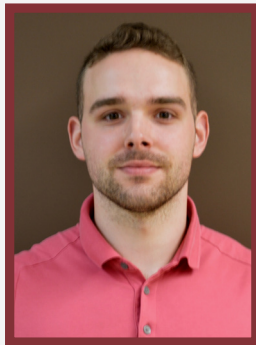
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**KARA
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CREATIVE
DIRECTOR



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DIRECTOR OF
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**ETHAN
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RECRUITMENT



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WINGERT**
DIRECTOR OF
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**GINA
ZEBELL**
DIRECTOR OF
INTERNAL
COMMUNICATIONS

Explore. Write. Communicate.

Learn how to craft compelling stories and promote them with maximum impact



Create content for social media, write news releases, pitch stories to the media and more as a University Communications Intern.

Apply for this paid internship today. Send your cover letter, résumé and writing samples to Rachel Esterline Perkins at ester1rm@cmich.edu.



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