

CMU

JANUARY 2022

PRSSA NEWSLETTER

Monthly Overview



@CMUPRSSA

PRESIDENTIAL ADDRESS: MOLLY ANDERSON

Welcome back, everyone, to a new and exciting semester of PRSSA! I am excited to announce that I will be serving as Central Michigan University's PRSSA chapter president for the 2022 academic school year. I am honored to follow in Rachel Bednarz's footsteps and lead this excellent chapter that we both love. With the help of an exceptionally hard-working executive board this past semester, we have increased member participation, hosted an in-person internship fair with 20 attendants and organized a successful Midnight Skate! I am looking forward to starting this semester with new and returning members. We have many new projects in the works to promote professional development and give all our members hands-on experience. If I could

provide you with one recommendation, it would be to get involved as much as possible. Whether that involves taking a leadership position, attending events or joining a committee, these moments help define and grow you as a PR professional. Since becoming a member of PRSSA, these opportunities have given me connections, portfolio pieces, skills and a great group of friends. If you believe you are too late in your education to get involved, know that you are not alone, and PRSSA will help prepare you for a successful career after CMU.



SPRING 2022 GENERAL MEETING DATES

1/19	2/9	3/2	3/30	4/20
1/26	2/16	3/16	4/6	4/27
2/2	2/23	3/23	4/13	

SPRING 2022 OVERVIEW

New member? Returning member? Find everything you need to know about CMU PRSSA's Spring 2022 semester here!

COMMITTEES

Our two committees this semester include **Events and Fundraising and Communications!**

Our **Events and Fundraising Committee** is responsible for planning all of PRSSA's socials, events and fundraisers. Last semester, there were several socials for members to relax, get to know one another and bond. We often visit fun locations such as Papa's Pumpkin Patch. In addition to socials, the Events and Fundraising Committee planned successful events like our Midnight Skate. This semester, Events and Fundraising will be planning another Midnight Skate in partnership with a local charity, along with many other exciting events! Perfect your event planning skills and collaborate with a group of talented PRSSA members in Events and Fundraising!

In our **Communications Committee**, much of the focus will be on sharpening your PR writing and AP style skills. Communications Committee members are foremost the writers of CMU PRSSA's brand. Weekly blogs, monthly newsletters, the annual report and other publications inform and educate target audiences. These publications are excellent peer edited portfolio materials that can demonstrate a wide sample of your writing ability. In addition, we will be exploring many other methods of communication such as graphic design, podcasting, public speaking and more!

Moving forward, all committee meetings will be held every other Wednesday at 6:30 p.m. This means every Wednesday will either be committee meetings or general member meetings depending on the week. This semester will be full of committee workshops and hands-on experience!

The first committee meeting "mixer" will be **Wed. Jan. 26 at 6:30 p.m.** in Moore 105. Members will have the opportunity to learn more about each of the committees and the group's goals for the semester.

Events and Fundraising:

McKenna Pierce
pierc1md@cmich.edu
Jessie Johnson
johns3jv@cmich.edu

Communications:

Leona Falconer
falco1l@cmich.edu
Elizabeth Hamilton
hamil1ep@cmich.edu

E-BOARD UPDATES

We have two new E-Board members joining us this semester — **Leona Falconer and Samantha Matuszewski!**



Leona Falconer - Director of Internal Communications



Samantha Matuszewski - Director of Social Media and Design

Join us in welcoming our two new additions! We're excited to see the amazing accomplishments they will achieve this semester.

**Dues are
Due!!
March 1st**

DUES

Pay your dues at rise-prssa.prsa.org. You only need to pay dues if you **HAVE NOT** paid in the past 12 months.

Dues must be paid by March 1 in order to attend committee meetings and to join PR Central.

We want **EVERYONE** to join PRSSA, regardless of income or economic status. If you are unable to afford paying dues at this time, please reach out to PRSSA President Molly Anderson at ander7mm@cmich.edu or Faculty Adviser Jim Wojcik at wojci1jj@cmich.edu for assistance.

PR CENTRAL

PR Central is looking for new members and we highly recommend getting involved! If you're interested, contact CEO Bailey Talaska at talas1bn@cmich.edu with any questions. PR Central meets weekly every Tuesday at 7:30 p.m. PR Central's next meeting is **Tuesday, Jan. 25 at 7:30 p.m.** in Moore 108.

PR Central's Eighth Annual Rubber Ducky Derby is once again taking place at The Soaring Eagle Waterpark and Hotel! At 10 p.m. the ducks will race around the lazy river to the finish line.

For \$2, your adopted duck is entered into the Rubber Ducky Derby. Ducks can be purchased from PR Central members or on any of PR Central's social media pages. Ducks will also be available for purchase at The Soaring Eagle Waterpark and Hotel leading up to the event. You do not have to be present to win. 1st and 2nd place winners will earn a cash prize or two-night stay at the Soaring Eagle Water Park. PR Central will also be live streaming the event on Facebook!

Follow **@PR_Central** on Instagram, Twitter or Facebook for more details. Please email prcentral@gmail.com with any questions or concerns.

PR Preparation with PRSSA

By: Leona Falconer

For anyone considering a future career in PR, PRSSA is your key to success. This organization will be any IPR major's best friend. As a member since my freshman year, I can't stress enough how much PRSSA has impacted my professional development and rounded my experience as a PR student at Central Michigan University (CMU). I've come to realize why PRSSA is essential to any CMU student pursuing a degree related to public relations.

Connections:

PRSSA offers a limitless opportunity for connections. Networking is one of the most important aspects of being a PR professional; even more so for college students building their resumes, searching for internships and entering the workforce. In PRSSA, you can earn connections with other IPR students who can offer knowledge and expertise on their time at CMU and advice in the PR world. As a sophomore, I've already met several upperclassmen that have become like mentors. They've helped navigate me through new PR work, challenging courses and life as a college student in general. It also offers connections to faculty within our department, which can foster potential internships or job offerings. Even outside of the members and professors, PR Central's name alone can open many doors and offer connections to job opportunities.

Real-World Experience:

PRSSA offers real-world experience that would normally never be available in a class setting. Students are able to practice real PR work in one of our two committees: Events and Fundraising and Communications. Becoming involved in a PRSSA committee will set you apart from competitors and even fellow classmates. In addition, a PRSSA membership automatically allows students to join PR Central. In student groups void of faculty supervision, the PR work is coordinated directly with the clients, emulating the exact function of out-of-house PR in the real world. Through this experience, I've been able to develop a better idea of the tasks and objectives a client would assign a PR professional. This experience is invaluable for students entering the workforce or looking for more experience.

Out-of-class Learning:

While you can learn about PR tactics and AP style in class, PRSSA is the only place where you can build upon these skills and apply them to real practices. Since joining PRSSA, I've had the opportunity to create newsletters, brand proposals, press releases, social media graphics, brochures, media lists and much more. I've also gained experience in event planning and leadership. None of these experiences have been available in any of my classes. PRSSA truly gives its members an advantage over non-members, building immensely on the skills discussed by professors.

I highly recommend joining. We accept new members at any point of the year and encourage all grades to join. For current members, try to get involved further through our two committees or by joining PR Central!