

P R o m o

PRSSA - ROWAN UNIVERSITY
ANTHONY J. FULGINITI CHAPTER

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1

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A Message from Your President

Welcome to PRSSA! I hope you are as excited as I am to be a part of such an amazing student organization. Together we will develop into professionals while building strong friendships. I want everyone to feel important and included. Please feel free to come to me with any questions or concerns. Become active members and reap the benefits of PRSSA – and PRAction!

Brittany Vella
Chapter President

Meet Your Go-To Guy

Hey everyone! My name is Rich and I'm your General Manager for the 2008-09 school year. Welcome back! If you ever need an update on events, fundraisers, or any happenings within PRSSA, feel free to e-mail me with your questions or concerns. Every Wednesday from September 17 to October 22, we will be holding a bake sale in the Bozorth lobby from 9 am – 3 pm. Please donate your time and baked goods if possible. The money we raise will be put towards our trip to National Conference. The sign up sheet will be in the closet. Also, we will be having some PRSSA intramural teams this year. If interested, send me an e-mail with the sport you are interested in playing. I look forward to getting to know you all. Have a great rest of the semester and good luck in your classes!
rrosenblum417@gmail.com

Rich Rosenblum
General Manager

Get Involved: Darfur Day

In June 2005, President Bush stated the violence occurring in the Sudan is genocide. Now, over three years later, innocent people are still being murdered. According to MSNBC, over 400,000 people have been murdered and five million displaced.

Members of PRSSA, along with several students outside of our organization, are taking action to draw attention to this humanitarian crisis. A day-event is in the planning stages for this November.

The committee's goal is to educate the Rowan community about the crisis in the Darfur in effort to create change and stop the mass murder.

If you want to make a difference, come join our committee to promote education, understanding—and change. For more information please contact Leia D'Amboise, VP of Advocacy and Diversity at LeiaDamboise@gmail.com. If you want to learn more about the situation in the Darfur visit: SaveDarfur.org.

Leia D'Amboise
VP of Advocacy & Diversity

In This Issue

- ◆ Today's Speakers - Jessica Longmire and Courtney Eitel -- *Page 2*
- ◆ Let's Talk PRAction -- *Page 2*
- ◆ Guess Who? -- *Page 2*

Internships, Internships, Internships! -- *Page 3*

- ◆ Lights, Camera, Intern! -- *Page 3*
- ◆ Interviews: The Make or Break Process -- *Page 3*

Internship: The Intimidating "I" Word -- *Page 4*

- ◆ Internship Itinerary -- *Page 4*

Let's Talk PRaction

PRaction is Rowan University PRSSA's student-run public relations firm. This year, PRaction proudly celebrates its 25th anniversary as the most honored student firm in the nation.

Students serve as firm executives, account executives, account managers and team members for a wide range of pro bono accounts. All majors are welcome to join, and PRaction is especially valuable to communications majors.

In addition to providing excellent networking opportunities, PRaction is a unique resume item. Work for the firm involves hands-on public relations experience that prepares students for the industry. Past PRaction employees have become presidents, vice-presidents, and directors at PR firms, corporations and non-profit organizations. The knowledge and skills gained in PRaction are invaluable.

Please join us every other Wednesday in Campbell Library's room 226. For more information visit www.rowanpraction.com or e-mail us at PRaction@gmail.com.

Christina Marcus
PRaction President



Today's Speakers

Meet Courtney Eitel:

Since graduating Rowan University in 2003, Courtney has worked in several different settings, including a management position at a facility maintenance company which included several communication aspects such as creating and editing a company newsletter, planning internal events and leading a team of six overseeing 150 maintenance projects daily. After a few years of gaining business experience, she moved on to Vonage (the internet phone company) as a Public Relations Associate where she focused the majority of time on events (both internal and external) and worked with the media (especially during crisis). Courtney also served as the leader for Vonage's volunteer group, Vonations. She has always enjoyed helping people, so after

Vonage, Courtney pursued a career in non-profit, where she is currently serving as a Regional Director of Communications for the American Heart Association. She oversees the communications for six counties, working with media, collateral development and serve as a liaison for the fundraising teams.

Meet Jessica Longmire:

Since graduating Rowan University in 2006, Jessica Longmire has found a position at the American Heart Association utilizing her PR skills in the Field Ops department. Specializing in black tie galas, Jessica has begun her third cycle on the Northern New Jersey Affair of the Heart Ball. Each event in New Jersey requires a team effort and Jessica has worked on pieces of each of the 10 Start! Heart Walks, two Heart Balls and two Go Red For Women Luncheons. Each event requires work in basic correspondence, logistics and volunteer management.

Lauren Bottazzi
VP of Recruitment

Guess Who?

"I don't eat or drink anything that is white!"

Which member of the Eboard does this quirky fact belong to? Get together with your friends, put your brains together and stay tuned to next month's issue for the answer!



Internships, Internships, Internships!

As a Communications Major, you need to complete your Field Experience requirement. An internship is a great way to build your resume and help sharpen your skills as you become a professional PR practitioner. This month, PRomo features internship and interview stories and tips from fellow students and professors. Use this as a guide to land a promising internship of your own.

Lights, Camera, Intern!

This summer I was lucky enough to intern in New York City for Ami Lapinski of Universal Pictures promotions. Keith Olsen, a former E-board member, recommended the internship to me last year—proof that networking in PRSSA really benefits your career. I can't describe the butterflies in my stomach my first day on the job, insane! However, after five minutes with my boss and a quick overview of my duties, my butterflies transformed into excitement.

Every day I interned I got a taste of working in the city, researching target audiences and turning creative promo ideas into action. I never felt like an outsider, and I always played an integral part of every movie promotion. Not only was the internship right up my alley, but also my boss was amazing—easy to talk to, learn from and admire.

On the most exciting day of my internship I worked a red carpet event for the hit movie Mamma Mia. I escorted movie stars and mingled with them at the after party event! Some advice—don't be scared to ask questions, take charge when needed and always do more than asked or expected. If you follow those three rules your reputation will be on the perfect path—it might even get you to a red carpet event!



Meghan Mitchell

Local Liaison

Interviews: The Make Or Break Process

Congratulations. You are officially an upperclassman. Internship and job interviews are knocking at your door. It is finally time to step out into the renowned "real world." But before you do, be prepared.

Knowledge is Power

Make sure to do your research. Know some information about the company you are interviewing at. Include some of your findings in what you say. It will make you look informed and on your feet.

Dress To Impress

Don't wait until the last minute and pull out those old dress clothes you wore to your friend's sweet 16. Look professional – invest in some business clothes.

Location, Location, Location

Know exactly where you are going and leave some extra time to arrive. Being too early is not a problem. Just remember, early is on time, on time is late, and late is unacceptable.

Documents?

Don't go empty-handed – bring your resume, a portfolio, some business cards, etc. Show them what you are capable of.

Documents?

Don't go empty-handed – bring your resume, a portfolio, some business cards, etc. Show them what you are capable of.

Prepare For An Inquisition

Have answers ready for certain typical questions that are asked in all interviews. Questions like "Where do you see yourself in five years?" are not answerable with an "Um... I'm not sure." Also, always keep eye contact and smile. Look like you want to be there.

Thank You And Good Night!

Shake the interviewer's hand when leaving and thank him or her for their time. Follow up the interview with a thank you note. Do not send a thank you e-mail!

Don't Stop And Stare

Just because you went on one interview doesn't mean you can't go on more. Continue to apply and interview. Keep your options open. Don't be disappointed by rejection either. When one door closes, another door will open.

Rich Rosenblum

General Manager

Internship: The Intimidating “I” Word

Getting your foot in the career door can be challenging in the rapidly growing public relations field. While internships might seem intimidating, they are great for showing potential employers that you have “real world” experience in addition to a degree. Landing an internship isn’t always easy and it can be confusing if you don’t know where to start, but the tips and advice below will give you an idea of where to begin.

Advice from an Intern: with Rebecca Timms. Rebecca’s internships include Thomas/Boyd Communications, Cornerstone Bank, and the Philadelphia Convention & Visitors Bureau.

Q: What did you learn from your internships that can help you become a better public relations practitioner?

A: Internships teach you new things about public relations and the sector in which you’re working. You’ll learn your strengths and weaknesses and how to enhance or compensate for each. Aside from beneficial portfolio pieces, resume boosters and on-the-job experience, you’ll also gain insight on potential career paths.

Q: What advice would you give someone looking for his or her first internship?

A: First, make and maintain valuable connections. PRSSA meetings allow you to network with practitioners and PRSA members who already have an interest in helping students. Attend national and regional events to foster relationships with individuals from various places.

Second, put yourself in a position to be noticed and wanted by internship providers. Work hard in your classes and dedicate a portion of your time to PRSSA’s career-advancing opportunities. Your knowledge of public relations tactics and theories, combined with a litany of solid work help make you a desirable candidate.

Third, follow your interests. Your tastes and extracurricular activities can often guide you to an internship that fits you best, but also keep an open mind and don’t be afraid to try new things.

Finally, intern early and often. The more experience you have before graduation, the better.

Professor’s Perspective:
with Larry Litwin, APR, Fellow PRSA

Q: What are three reasons students can benefit from internships?

A: One, it gives students a firsthand look at the real world- the good, the bad and the ugly. Two, the right internship affords students the opportunity to earn experience they will take with them for the rest of their lives (if they take advantage of it). Three, internships are a major step toward compiling a portfolio that - properly maintained - can propel students into the public relations profession.

Kim Ciesla

General Member

Internship Itinerary

- ✔ **Look for an internship**
 - ◆ School resources (CAP center, PR bulletin boards, PRSSA internship binder)
 - ◆ Visit agency websites (contact THEM first)
- ✔ **Prepare for the interview**
 - ◆ Build up a great portfolio (treat class assignments as real work)
 - ◆ Gain experience by joining PRSSA & PRaction, writing for school paper & publications, reading PR trades and volunteering to help promote community events
 - ◆ Research company and clientele
 - ◆ Keep up with current events and be prepared for a writing task
 - ◆ Make copies of your portfolio to leave behind
- ✔ **Land the internship**
 - ◆ Be on time and enthusiastic
 - ◆ Ask the boss about “their story”
 - ◆ Be prepared to discuss your strengths and weaknesses
- ✔ **Expand your experience**
 - ◆ Meet deadlines
 - ◆ Keep copies of everything for your portfolio
 - ◆ If at an agency, ask to spend a day in another department
 - ◆ Pay attention to detail

PRomo is a monthly newsletter published by the AJF/RU PRSSA.

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