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WSU's Chapter of PRSSA Bests, MSU, EMU to win First Place and \$500 at Competition

Detroit – The Wayne State chapter of the Public Relations Student Society of America won \$500 in a competition to create a public relations campaign designed for Lutheran Social Services of Michigan.

The competition was held at Eastern Michigan University's campus in conjunction with the 12th Annual Student Development Conference on Saturday, January 31, 2009. The competition dubbed PR ApPRentice took Donald Trump's hit reality TV show *The Apprentice* and had PRSSA Chapters from Eastern Michigan, Michigan State and Wayne State universities preparing a public relations campaign to be presented to Lutheran Social Services of Michigan.

LSSM is the largest foster care agency in Michigan, and the campaign focused on increasing awareness for the need for foster care parents and mentors in the State of Michigan. Each school prepared a written proposal and verbal presentation for how they would utilize the company's public relations budget in 2009.

The James S. Measell Chapter's winning campaign focused on a community book exchange for children and adults called "Open a Book, Open Your Heart." The core of the campaign was to duplicate the personal interaction that drive people to making investments in the lives of others.

As the winner of the competition, WSU's PRSSA Chapter will receive \$500 and a trophy to display for the university community. The participants for this year's competition were PRSSA members Jenna Huskinson, Nubia Brewster, Erica Rogers, and Liz Trudeau.

More information regard PRSSA may be found at www.prssa.org. More information regarding LSSM and the foster care network may be found at www.lssm.org.

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In 1968, 20 years after its own establishment, the Public Relations Society of America (PRSA) founded the Public Relations Student Society of America. The declared purpose of PRSSA is to cultivate a favorable and mutually advantageous relationship between students and professional public relations practitioners.