

fall 2003

# [ SALUTE ]

*salute*

wayne state university public relations student society of america

## IN THIS ISSUE

PRSSA NATIONALS  
COVER

CHRISTINA  
LOVIO-GEORGE  
II

PRSSA  
PRESIDENT'S  
MESSAGE

III  
INTRODUCING  
THE NEW PRSSA  
OFFICERS

IV  
CLASSIFIEDS

VII  
DEPARTMENT  
THANKS

VIII  
SHAUN WILSON  
SPEAKS

IX  
STUDENT LETTER

X  
DINNER WITH  
PRSA

XI  
PRSSA  
VOLUNTEERS  
XII

## WSU Recognized At PRSSA Nationals

By: Stacey Selleck

When someone hears New Orleans, Louisiana, the first thing they think about is Mardi Gras and Beads. Hundreds of college students, however, had a different agenda when visiting the "Big Easy" in late October.

Three students from Wayne State University's chapter of the Public Relations Student Society of America (PRSSA) were afforded the opportunity to join hundreds of other students from around the nation to learn, network, and of course, have fun. Students were sponsored by The Detroit Chapter of PRSA, and the Department of Communication.

The PRSSA National Conference took place in a city full of history, culture, great food and superb music. PRSSA



Stacey Selleck and Donna Gardner hold the "Best Newsletter Award" which was presented to WSU

called it a place where "Opportunity Meets Excellence," and that's exactly what happened. From seminars, to motivational speakers, to socials, to an awards ceremony and a farewell breakfast, students couldn't have asked for anything more. This was an invaluable opportunity for professional development.

Wayne State University (WSU) was nationally recognized at the awards ceremony the last night of the conference. Representatives from WSU were attending the dinner awards banquet, conversing with other students at their table and enjoying some great down

SEE NATIONALS (page 8)

Christina Lovio-George  
*Inspirethinkcreatereach . . .*

By Bridgette LaRose

...That is what Lovio-George Inc, a leading public relations agency in Detroit, promises each of its clients. This is also what Christina Lovio-George, founder, president, and CEO of the company, did for many WSU students during a PRSSA meeting held the evening of October 8<sup>th</sup>.

Many public relations students took time from work, time away from family, or simply skipped class to hear Lovio-George speak. Hearing this leading public relations professional speak was definitely time well spent. No one could have imagined that this woman would inspire us in the way that she did. She created this energy and magic that transferred to all of us. By the end, some were emotional, others were awe-struck, but all of us were excited and amazed. Lovio-George described herself as once being a working student. She is definitely a WSU alum! As for the 12 years she worked during the day and went to school at night,

she did more than just go to school—she went out and experienced the professional world as well. She admits that this was not easy, yet she urges us to do the same.

When asked if she was required to do “grunt work” in her early days, she responded by explaining that “grunt work” is actually teamwork and everyone must help out with that teamwork. Even today, as the president of the company,

she runs copies and takes turns brewing the coffee. Lovio-George is a charismatic, enthusiastic, and accomplished woman, committed to her career, and more importantly committed to the city of Detroit. She gave students invaluable advice pertaining to the field of

public relations. She uses the umbrella analogy when describing what public relations is:

Like an umbrella, public relations “covers” research,

25% of what the public relations organization does. Public relations asks the question “What impacts behavior?” She urges us to answer this question.

Lovio-George says that public relations requires “short, punchy, off-the-chair writing.” PR also requires constant reading of newspapers and industry publications. When reading publications, she tells us to ask ourselves why the article was written. Know why a story becomes a story. She also recommends that public relations professionals figure out how we might neutralize a negative story or respond to it if we represented that organization.

She differentiates between public relations firms and public relations within a corporation. She says that firms are offensive and pro-active. Firms also have multiple clients. The agency life is also different because you never know what each day will entail.

**SEE LOVIO-GEORGE** (page 7)



**Christina Lovio-George**

marketing, advertising, sociology, and anthropology. She also describes public relations as a “behavior” business. The ultimate goal is to get the message of the organization seen so that behavior changes. She claims that branding the image of an organization is

# Greetings From the Prez

## A Message From the PRSSA President

Greetings!

Let me begin by welcoming everyone back to school for the 2003-2004 school year. I hope this semester is going well for each of you. If not, there is still time for academic improvement.

For many of you, graduation is just around the corner. For others, I am sure you are working hard to see that great day. Please, do not forget how important experience will be when seeking employment in public relations. If this is still a concern for you, let PRSSA lend you a hand.

Getting involved in PRSSA provides great opportunities to:

- View internship postings
- Write articles for the Salute newsletter
- Plan and coordinate special events
- Meet public relations professionals
- Attend informative meetings
- Hear remarkable speakers
- Become an officer
- Form cool study groups
- Have fun!



You have heard the saying, "Membership has its privileges." Well, that is certainly the case with becoming a member of PRSSA. Do not miss this opportunity to enhance your pre-professional career.

So enjoy reading this edition of the Salute. Get to know the officers profiled in this newsletter, and have a great semester!

*-Demetrius Anderson*

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# Meet the New PRSSA Officers

By Jennifer Gumm, Rosanne Militello, & Caroline Neuendorf

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## President | Demetrius Anderson



Demetrius is a junior majoring in public relations. As a dedicated public relations professional, Demetrius launched his own agency, Anderson Communications, nearly two years ago. Demetrius coordinates activities in media and community relations and special events planning for several non-profit clients. Additionally, Demetrius is interning with Pulte Homes, Inc. as a public relations specialist. Demetrius believes that the key to success in any profession is diligence. His future plans include concentrating on developing his business. Outside his professional career, Demetrius is the proud father of Raena Elizabeth, his beautiful 8-month old daughter with wife Katrina.

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## Vice President | Stacey Selleck

Stacey, a senior majoring in public relations, is returning to PRSSA after serving as last year's special events coordinator. As coordinator, Stacey successfully planned WSU PRSSA's First Annual PRSSA Student & Alumni Recognition Luncheon, which brought more than 50 professionals to WSU's campus. Currently, Stacey is interning in the Detroit Red Wing's Marketing Department. She was a member of her high school's student council where she was responsible for planning several special events including dances and conferences. Stacey also worked on a fund-raising committee for an organization that assists abused and battered women and children. Stacey also represented Wayne State University at the PRSSA National Convention this past October in New Orleans.



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## Secretary | Shana Williams



Shana, a senior majoring in public relations, plans to graduate this winter. She completed an internship with Fox 2 News in the summer of 2002 and interned with 105.9 WDTJ in the summer of 2003. Currently, Shana is a secretary at Oak Park High School. She also put in 250 hours of volunteer work for Habitat for Humanity during the summers of 1998 and 1999. Shana said that she joined PRSSA for the educational programs it has to offer and is hoping to learn more public relations "techniques" along the way. Outside of school and work, Shana is the mother of a six-year-old son. Her interests include reading, shopping and interior design.

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**Donna Gardner | Treasurer**

Donna, a third-year student, is majoring in interdisciplinary studies and minoring in public relations. Donna found time in her busy schedule to start her own company, Flair Detroit, in March 2002 while working full time in the Technology Transfer office at Wayne State. Flair Detroit specializes in publicity for independent record labels, DJ's and producers. Donna has contributed her time and talents to PRSSA by successfully carrying out the tedious and frustrating task of budget proposals and submissions. Donna is also a member of the National Trust for Historic Preservation. Outside of school, she lends her creative eye to the art of photography.



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**Jennifer Gumm | Special Events Coordinator**

Jen is a senior majoring in public relations. Her planned graduation date is May of 2004. Jen has been very active in the PR world. She is currently interning for John Bailey & Associates in Troy and recently completed an internship with The Detroit Red Wings. Along with these demanding internships, Jen also holds a managerial position at Sam's Club in Roseville. Jen's love in life is helping and working with people, and these qualities helped her steer toward a PR degree. She decided to run for an officer position to become more involved and also to network with other professionals. In her spare time, Jen loves to draw, cuddle with her two kitties and also watch a Red Wings game or two.

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**Vence McBride | Newsletter Editor**

Vence is pursuing a career in the public relations field. Currently, he is the Director of Graphic Design for Anderson Communications. Vence has worked hand-in-hand with several local businesses. He has also been involved in promotional work for an independent film-maker. Vence joined PRSSA for the opportunity to network and get his name out in the public. Vence said he likes the variety the PR field has to offer. In the future, he hopes to start his own agency specializing in publicity and entertainment.



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**Rosanne Militello | Assistant Editor**

Rosanne is a senior majoring in public relations. She is very excited to be a part of PRSSA. Rosanne said she is looking forward to having an opportunity to network with other PR professionals and gaining experience along the way. Rosanne is an avid sports and Detroit Lions fan. She interned with WDFN Sports Radio, 1130 AM in the winter of 2001 where she worked with her "idol" Bob Wojonowski, a sports columnist for the Detroit News. Rosanne hopes to do an internship with an agency in the winter. She plans to attend graduate school this spring and pursue a career in teaching.

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**Adam Hudson | Internship Coordinator**

A returning officer, Adam is a senior majoring in public relations. After almost 10 years in college, Adam will graduate in the spring. He joked that he has changed majors more than one changes underwear. Adam finally chose Public Relations as his major because he likes the variety in the field. Public Relations gives him the opportunity to be creative. Adam is returning to PRSSA after serving as last year's web designer. This year Adam will work closely with Jack Lessenberry to seek out and publicize internship opportunities for Public Relations majors. Adam also has completed freelance promotions work for Hockeytown Café.



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**Malcolm Nelson III | Publicity Coordinator**

Malcolm, a recent transfer student, is a senior majoring in public relations. Malcolm received his associate's degree in business and arts from Henry Ford Community College in 2000. He will graduate from WSU with honors in the spring. Until then, he is hoping to take advantage of internship possibilities along the way. Malcolm's background includes serving for the U.S. Navy for almost ten years. He was also a police officer for the Wayne County Sheriff's Department from 1996 to 1998. Malcolm is a member of the WSU chapter of Golden Key International Honor Society and Lambda Pi Eta National Communication Association Honor Society. His future plans include attending WSU's law school and assuming the role and responsibility of public affairs officer for the Wayne County Sheriff's Department.

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**Peggy Fitzpatrick | Speaker Coordinator**

Peggy is one of the few journalism majors to hold a position on the PRSSA committee. She can attribute much of her writing ability to the fact that she has had several articles published in Wayne State's *The South End*. Another highlight to add to her senior year, is that she has completed two internships, the first being at the Detroit Radio Information Service (DRIS) as a production intern, the second at Margo E. Williams's public relations agency. Through all her experience, the most important lesson Peggy has learned has been the importance of finding a career that you have a passion for. Along with being a jovial, outgoing person, she is an asset to the community with her volunteer work. Not only did she work with the college program at King, Chavez and Parks high schools, but also as an on-air reader for the blind and visually impaired.



# PRSSA

Public Relations  
Student Society  
of America

## LOVIO-GEORGE | From 2

Lovio-George surprised each one of us with how committed she is to the city of Detroit. She celebrates the city. Not only is her office located in the heart of Midtown, she serves on many committees for the city of Detroit. She founded her company 23 years ago, in an ivory-covered building on Forest and Third, at a time when most businesses were leaving Detroit. She believes that we need to encourage tourism, welcome change, and stand by our city. She asks us to take action in and around Midtown. Midtown is the heart of Detroit, located from I-94 to I-75 on

Woodward, extending to Brush and Fourth Street. She made us want to explore Detroit and see it for more than where we go to school everyday.

Needless to say, she got me! She made me want to find out everything I can about Detroit. I left that night on a mission. I called my friends, my mom, and my boyfriend telling them about this inspiring woman. Instead of moving to Chicago, like I previously planned, I think I'll give Detroit a chance. Yes, Christina Lovio George inspired us all. She deserves our heartfelt thanks!

## CLASSIFIEDS

### EMPLOYMENT

Detroit Receiving Hospital is looking for a student willing and able to produce an employee newsletter, handle marketing and media relations and also plan special events. This opportunity will begin in January and entails 20 hrs a week, working around the student's schedule. This internship focuses on providing real-world PR experience. In addition, the interns gain marketing experience, because the department creates all the ad campaigns and brochures for the hospital. This job pays \$10/hr. Please contact or send your resume to:

Karen E. Wood  
Phone: (313) 745-8260  
Fax: (313) 966-7206  
email: kwood@dmc.org

### ANNOUNCEMENTS

#### PRSSA Holiday Reception & Clothing Drive

Wednesday, December 3, 2003  
2:00 p.m.  
Japanese Room  
Manoogian Hall

## NATIONALS | From FRONT

home cooking, when to their surprise they heard “And the award for Chapter Newsletter of the Year goes to Wayne State University.” PRSSA has over 7,000 students in 227 chapters across the country and Wayne State pulled through with shining colors. WSU was granted a plaque, and a monetary award to go toward the funding of this year’s newsletters.

The electronic newsletter reaches over 200 Detroit area professionals, students and faculty. “The students really work hard on that newsletter – from writing to design and layout. It really has put a face on our chapter. I’m very proud of former Editor Jason Clancy and all of the students who contribute regularly to *Salute*,” said Dr. Shelly Najor, PRSSA faculty advisor.

Throughout the five-day conference attendees were surrounded by professionals from every angle of the public relations field. Students could attend breakout sessions in every area possible. The sessions ranged

from agency representatives, non-profit, sports entertainment, media relations, television entertainment, crisis communications, travel and tourism, law, internships, fundraising, community relations, corporate, ethics and diversity training.

During a breakout session Matt Shaw, Vice President, Council of Public Relations Firms spoke to students about agency work. Shaw said agency is a great starting point in the field of public relations, because it gives you the opportunity to expose yourself to several industries. He also stressed the importance of internships. “Every internship has transferable qualities...and relationships are everything, they help you find a job, keep a job and get a better job,” said Shaw.

Students also had the chance to network with members of the Public Relations Society of America, the founding organization of PRSSA. There were different occasions where all students were shuttled from their hotel over to PRSA’s hotel to attend parts of their international

conference that was being held the same week the PRSSA students were there.

Students had the privilege of hearing Mary Matalin and James Carville, stars of HBO’s television show “K Street,” who spoke to the professionals and students about how work in public relations is like a movie, there is a set up, a conflict and a resolution. Carville said that you also have to be willing to take on the negative of situations and work hard to turn them around.

Students were also shuttled over again early Monday morning for a “Rise and Shine” coffee break with PRSA professionals. This was a treat for the students because they had time to mingle with professionals and ask them questions about the future and the business, and the professionals were more than willing to offer their knowledge and advice.

If you are interested in receiving Wayne State’s nationally awarded newsletter *Salute*, please e-mail the chapter at [M.A.NAJOR@wayne.edu](mailto:M.A.NAJOR@wayne.edu).

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## EXTRA! EXTRA!

**The Department of Communication wishes to thank all those students in Dr. Najor’s COM 4170 Public Relations Writing course who graciously conducted telemarketing as a fundraising effort for the Department. This effort was a request from the University. Thanks for spending your evening with the “phone to ear !”**

## | GUEST SPEAKER |

Shaun Wilson  
**Networking Is Key**

By Rebecca Lee &  
Bridgette LaRose

Shaun Wilson is a walking PR textbook! With one exception—he brings it to life and makes you want to keep turning the pages. Oh, and he tells you all the little secrets.

On October 15, 2003 Shaun Wilson, of WilsonBowens Public Relations & Marketing, spoke at our October PRSSA meeting to a crowded room of students about the “ins and outs” of public relations.

One of the key points that he pounded into our minds was the need to network in the field of public relations. According to Wilson, “It’s the biggest asset of public relations professionals, yet it’s not taught in textbooks.” Wilson also stated, “Who you know will greatly impact your success.”

Wilson reinforced the idea of networking to the audience by telling us to “know people.” In the PR field it is important to establish personal, yet professional relationships with journalists, clients, and bosses. Know their names! Remember the content of previous conversations. This establishes a connection that may lead to a mutually beneficial, and friendly relationship.

Wilson also urged us to be a “sponge for information.” He

implored us to read newspapers on the local and national levels. He also stressed the importance of knowing “who’s who” in the media. It is also imperative to know the journalists’ style, their likes and dislikes. Basically, know what they write about!

Another key point that Wilson told us is that there are two sides to every story. When reading a newspaper article, ask yourself “How did this make it to the paper?” According to Wilson, “If something negative is being conveyed in a newspaper about one of your clients, you need to RESPOND.” He also said that the response is not always a direct approach.

Wilson made a profound statement. He said that PR practitioners have to act as counsel to their clients. According to Wilson, “Don’t be afraid to tell your client that he or she is heading in a direction that is not in the company’s best interest.” Wilson stated that his firm must protect their clients—even from themselves!

Wilson also stressed his ten-point plan for PR students:

**1. Write, Write, Write:** You will be judged on your writing skills.

This includes writing grammatically correct emails.

**2. Be prepared to go through certain steps:**

**a. Entry level jobs are not always glamorous.**



Shaun Wilson addresses PRSSA

**b. Be the “go get it” person, from getting coffee to cutting clips**

**3. Learn how to use office equipment, such as a fax machine. Practice proper office etiquette.**

SEE WILSON (page )

# Public Relations Gets a Little PR

## PRSSA Student Appreciate Detroit's Top Speakers

*Dear Ms. Lovio-George,*

*You recently were the guest speaker at a PRSSA meeting I attended at Wayne State University. I felt compelled to write you and tell you what an impact you had on me. As I sat in the second row, I know you could see the changing expressions on my face at the turn of each new subject you discussed. I was captivated. Your personal struggles of graduation and career advancement relate to my own experiences, yet I was in awe of your achievements.*

*I am a newcomer to Michigan, and brought with me my own thoughts and impressions of the area, especially Detroit. However, when you spoke of this being your hometown, I cannot imagine how anyone could ever get the impressions of the people or history that I had in my mind. Your passion for this place really came through in your speech. Never have I seen such charisma and determination emulate from one person about the revitalization of this city. People around me were literally charged with emotion, pride, and a renewed sense of hope for the future of business in the downtown area. You instantly became one of the most impressive speakers I have ever seen. Your persuasive speaking skills are amazing. I can only say in conclusion, that the bar of what I envisioned public relations to be has just been raised. Thank you for a positive experience, and a lesson in charisma.*

*Sincerely,  
-Your Biggest Fan*

WILSON | From 9

4. Find a good role model in the field of public relations and develop your career goal.

5. Get involved in various organizations; become a person who is recognized in the community. Network, Network, Network. PRSSA is a very good start.

6. Be dedicated to your job 24 hours a day.

7. Know who the key people are in the industry in which you operate.

8. Dress to impress. Again, dress to impress. Again, dress to impress!

9. Read the paper, watch the news — it's important to know what's going on, especially in the local area.

10. Have Fun!

Wilson also stated how important it is to use technology as a tool in public relations. According to Wilson, "Technology is the tool for the practitioner. Today, email, newswire, blast fax, and even basic tools, such as the printer and copier are necessary tools for the practice."

Wilson urged the students to use these tools. "Be in the media's face," Wilson said. "In PR you are under pressure to sell your story." These skills and many more help agencies and account executives effectively work in the field of public relations.

## PRSSA Students Mingle With Professionals

By: Stacey Selleck

In light of a generous sponsorship from General Motors three lucky PRSSA students were given the opportunity to be guests at PRSA Detroit Chapter's Annual Meeting at the Detroit Yacht Club on Belle Isle. With more than 180 professionals in attendance the students were able to spend the evening networking with folks from all over the Detroit area.

"The atmosphere of the PRSA annual dinner was certainly enjoyable! Not only was this event entertaining, informative and a perfect resource for making contacts, but also it reinforced my commitment to the profession and to the WSU PRSSA Chapter," said Demetrius Anderson, PRSSA's Wayne State Chapter President.

Mary Henige, PRSA Detroit's President, WSU's PRSSA professional advisor and the person who made it possible for the students to attend remarked, "I think it's important for students to be part of something like this, and it will benefit their future."

A special thank you goes out to General Motors, Mary Henige and all members of the PRSA Detroit Chapter for allowing students to be part of this event and giving them an opportunity to catch a glimpse of what to expect in their future.



Demetrius Anderson and Mary Henige wine and dine at the PRSA dinner.

## In The Community

# PRSSA Students Help Big Shots

By Jennifer Gumm

WSU's PRSSA students stepped out into the community Mon., November 10 to help senior citizens and residents of homeless shelters prepare for flu season at the annual Big Shot event hosted by the Detroit Medical Center (DMC).

The event provides free influenza vaccinations to senior citizens and homeless people at ten clinics and homeless shelters throughout Detroit. PRSSA students were responsible for assisting patients with registration and ensuring that patients did not have any adverse effects to the shot before leaving.

Tim Beaker, a PRSSA member, volunteered at the West Davidson Center. "I wanted to do something to help the community," he said. It was a good opportunity for me to get involved."

Another PRSSA volunteer, Krystal Miller was nervous before she volunteered, but felt differently after her experience at the Delray United Action Council Senior Center.

"The friendly, warm atmosphere motivated me to want to volunteer again."

Persons over the age of 50 and residents of nursing homes, chronic care facilities and homeless shelters are considered high risk of catching the flu. The Big Shot event aims to prevent some of the dramatic

the event that provided more than 400 flu shots to the community.

"I really appreciated the help of the PRSSA students. They were on the front line for me and with their help, the program was a success," said Tolbert.

A \$500 donation was given on behalf of Seyferth Spaulding Tennyson Inc. to the PRSSA for their help with the event.

Suzanne Kaniewski, a member of PRSSA, helped serve refreshments at the Coalition on Temporary Shelter location. "I personally like to be involved in the community and I like to help out," she said.

The program, in its third year, was partnered by The Detroit Medical



**A Big Shots worker delivers a flu shot to a senior citizen.**

Center, the Southeast Michigan Weapons of Mass Destruction and Bio-terrorism Preparedness Consortium (Special Volunteer Project Grant), McDonald's Corporation, and other DMC community partners.

effects the flu can have on these high risk people. Tiffany M. Tolbert, Assistant Account Executive at Seyferth Spaulding Tennyson Inc. that represents the DMC, coordinated