

[SALUTE]

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

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WAYNE STATE
UNIVERSITY

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Mary Henige, APR, speaks to PRSSA students about the importance of visibility in the organization. Photo by Matthew Wisotsky.

By Shannon Komondy

Mary Henige, director of communications for Pontiac GMC and WSU PRSSA's professional advisor came back to visit and check in with our group.

She was very excited and encouraged to hear from Faculty Advisor Shelly Najor, that the Wayne State University chapter of PRSSA added about 70 new names to the active members list thanks to the most recent membership drive.

"Now that you've joined, don't be afraid to get active within the group," Henige said. "Go to meetings, try to be at as many PRSSA events as you can and offer to help where you can." Henige also said that she wishes that she had been more active when she was a member of the group, but confessed that lack of confidence prevented her from taking on leadership positions as a student. Because written communication is such an important part of public relations, students should take as many opportunities to

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An offer of advice from an alumnus



Shaun Wilson speaks to students at recent PRSSA meeting.
Photo by Matthew Wisotsky.

by Dawn Wegner

“Dress to impress and read the news.” These are just two of the many tips that Shaun Wilson, President and CEO of Wilson Public Relations offered Wayne State University students at the November 17, 2004 PRSSA meeting. Some of the other tips included having a role model, being active in PRSSA, knowing how to write correctly and effectively and becoming familiar with the key players in the field. When discussing young professionals, Wilson suggested networking, knowing and thinking like the media, knowing the

industry and your client. Wilson also emphasized to the students the importance of a strong personality and the “make it happen” attitude. He pointed out that focusing on teamwork is more important than working individually.

The meeting was a combination of Wilson speaking and the students responding with questions. The discussion ended with Dr. Shelly Najor requesting some personal stories from Wilson. He concluded the meeting by sharing with the students both a crisis story and a positive situation that left him feeling proud and accomplished of working in the field of public relations.

WSU/PRSSA celebrates the holiday season

by Beth Walker

On December 8, WSU PRSSA celebrated its annual holiday party in the Japanese room of Manoogian Hall. Festivities ran from 1:45 to 4:30 and several faculty members and students from other communication majors attended. Everyone present was in the holiday spirit, donating gifts for, Toys For Tots of Detroit.

Refreshments were served, and E-board members supplied pizza and snacks. Nellie Shin, Wayne’s PRSSA special events coordinator, is to be congratulated for another job well done. The party was a great success and served as an excellent recognition of the season.

QUICK FACTS

PRSSA-Nationals
www.prssa.org

PRSA-Detroit
www.prсадetroit.org

PRSA-Nationals
www.prsa.org

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Learning about the world around me:

A personal account on networking at the PRSSA/PRSA Meet-N-Greet

by Suzanne Kaniewski

Networking, libations, and hors d'oeuvres were enjoyed by all at the PRSSA/PRSA Meet-N-Greet held November 23, 2004 at Big Rock Chop House in Birmingham. The event was created so students could meet professionals working in the field of public relations. Professionals in attendance were from several organizations including Airfoil Public Relations, Bianchi Public Relations, John Bailey and Associates, Comerica and General Motors. Students representing PRSSA chapters from Eastern Michigan University, Michigan State University and the University of Michigan-Dearborn were also in attendance.

It can be nerve-racking networking with



Located at 245 S. Eton St. in Birmingham, Big Rock Chop House recently sponsored a networking session for PRSSA and PRSA members.

professionals for some students while others don't hesitate to walk up and introduce themselves. I was of the students a little nervous, but I still had success in meeting a few helpful people. I was standing by myself when Mike DeVilling, APR, Senior Vice President at John Bailey & Associates was nice

enough to introduce himself. Because of how highly I expressed my interest in working in public relations once I graduated, DeVilling gave me some advice and a connection to a possible employer. He encouraged me to join PRSA after graduating from WSU because it's such a great way to maintain

professional relationships within. The Meet-N-Greet provided students with a great opportunity to network in a nice atmosphere. Special thanks to Big Rock Chop House for sponsoring this event. For more information on Big Rock Chop House, please visit their website at www.bigrockchophouse.com.

WSU students tour the town

by Bridgette LaRose and Krystal Miller

From the quaint white-trimmed office building at the corner of Square Lake and Adams to the Top of Troy with a birds-eye view, last semester WSU-PRSSA students visited three respected and reputable PR agencies.

Eisbrenner PR, Bianchi PR and John Bailey & Associates are three Troy-

based PR firms with very similar clients but very different internal cultures. Each firm has a unique and defined culture, hierarchy and way of doing things. The three competing firms invited students into their workplace, gave a tour of their facilities and talked about the PR profession.

The response from WSU students astounded each firm. In previous tours hosted by each firm only a

handful of students had attended. When it came to WSU-PRSSA members; however, the response was quite different. Approximately 25 students attended each tour, many attending more than one agency. The agency visits gave students the opportunity to get out of the classroom and see the PR professionals in their atmosphere, culture and everyday work environment.

During each tour,

the professionals recognized PRSSA membership as a great benefit to those actively involved. Students who participate in the organization not only have a better understanding of the PR profession, but are also better prepared and more skilled when entering the workforce. Because of these important factors, each firm expressed interest in taking on PRSSA members as interns. In fact, SEE TOUR, PG. 6

FROM GET ACTIVE,
PG. 1

exercise these skills. Write for the Salute. Write for the WSU student newspaper. Write for an organization where you volunteer. In many situations, written communication, even something as small as an e-mail can make an impression. The key is to be clear and correct.

Another subject discussed at the meeting was the networking opportunities that are open to WSU PRSSA members. The Detroit Chapter of Public Relations Society of America- the parent organization of PRSSA is the fifth largest chapter in the United States.

As PRSSA members get closer to the transition between College and the professional world, students will have the opportunity to join PRSA and have their foot in the door. Mentors are available within the community who are willing to help and support students as they work towards their goals.

Finally, students were given some inside details about one of Henige's most recent and well-known projects: The Pontiac G6 Giveaway on the Oprah Winfrey show.

Airfoil representatives lead mock interview session



Elin Spahr and Tim Wieland reviews PRSSA members' resumes and offers tips on how to have a successful interview. Photo by Matthew Wisotsky.

by Lori Utash

As the Wayne State University chapter of PRSSA grows, the opportunities for the members grow as well. With a record membership this year at WSU students are eager to seize the opportunities presented to them. The PRSSA meeting on December 2, 2004 was no exception. Several members gathered for a meeting in the Romanian Room in Manoogian Hall, where public relations professionals Tim Wieland and Elin Spahr held a resume critique and mock interview session.

After presenting facts about Airfoil Public Relations, where Wieland and Spahr are employed, and answering the students' questions about Airfoil Public Relations, Wieland

and Spahr held an impressive mock interview with PRSSA member Shannon Komondy. "I thought it was a great opportunity which helped me identify what I need to work on the next time I interview," Komondy said. Although Komondy executed an extremely impressive interview, Wieland and Spahr provided the PRSSA members with helpful hints on how to achieve a successful interview.

As graduation nears for some of the PRSSA members that attended, it was an extremely insightful and helpful workshop. Whether you are entering into the internship or professional world in the near future, it is important to take advantage of the many opportunities that PRSSA has to offer.

CALL TO ALL ALUMNI!

Are you working in the PR industry? Do you own a business? Are you still in the area? We would like to know what you're up to! Please submit an update containing your name, year of graduation and current job to nmyoung@wayne.edu or dave.nielsen@sbcglobal.net. Your update will be published in future issues of the Salute!

EMU Student Development Conference '04

by **Nicole M. Young**

On any normal Saturday morning students either choose to sleep in or catch up on late assignments. On the morning of Saturday, November 13, 2004, PR students from across the state attended the Student Development Conference hosted by the Eleanor Wright chapter of PRSSA at Eastern Michigan University.

Professionals representing various branches of public relations including government/public affairs, sports/entertainment, non-profit, corporate and agencies were present to lend their knowledge of the industry. David Weime, Director of Strategic Communication for Palace Sports and Entertainment, was the morning keynote speaker.

He offered suggestions on how to advance in the field. He encouraged students to have and continue grooming fundamental skills. "Knowing your situation will help you 150 percent," said Weime. "Take writing and public speaking classes, anything that would develop your credibility."

Weime also suggested keeping in contact with former employees. As a high school student, Weime worked as a statistics runner for the Pistons. Having that position helped him gain his current job. Not only did he know the organization as a participant and spectator, Weime knew the people that would hire him for a position.

Jennifer Day, the 2005 president of the Detroit chapter of PRSA and the director of public affairs for the Greak Lakes Division

the International Joint Commission, was the afternoon keynote speaker. She emphasized the importance of getting involved with PRSSA. "To be truly successful, get involved and stay involved," said Day. "It is important to make yourself visible in the organization. There are many reasons to stay involved with PRSSA including building professional and leadership skills, making a name for oneself in the field and networking with other PR students and professionals."

Between the morning and afternoon speakers, students had the opportunity to attend breakout sessions, a small sample of the types of PR careers available. Breakout sessions included speakers from the Super Bowl XL Host Committee, Ford Motor Credit, Berg, Muirhead and Associates

and Olympia Entertainment.

Special thanks to the Eleanor Wright chapter of PRSSA for hosting the event.

ARTICLE SUBMISSIONS TO THE SALUTE

Would you like to write for the newsletter? The Salute is looking for articles relating to a current event on campus or in the metropolitan area relating to public relations or on a PRSA/PRSSA event. For article submission guidelines, please contact

Nicole Young at
nmyoung@wayne.edu or
Dave Nielsen at
dave.nielsen@sbcglobal.net.

PR WATCH
www.prwatch.org

COUNCIL OF PUBLIC RELATIONS FIRMS
www.prfirms.org

THE INSTITUTE FOR PR
www.instituteforpr.com

INTERNATIONAL PUBLIC RELATIONS ASSOCIATION
www.ipra.org

THE PUBLIC RELATIONS MUSEUM/NYC
www.prmuseum.com

NATIONAL BLACK PUBLIC RELATIONS SOCIETY
www.nbprs.org

PR NEWSWIRE
www.prnewswire.com

MARX LAYNE MARKETING AND PUBLIC RELATIONS
www.marxlayne.com

WOMEN EXECUTIVES IN PUBLIC RELATIONS
www.wepr.org

THE ASSOCIATION FOR WOMEN IN COMMUNICATION
www.womcom.org

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many of the employees working in the three agencies are former interns. Eisbrenner PR has hired several former interns, one of which is the vice president of the company.

The firms are similar in that each firm has a team-oriented atmosphere with highly focused employees who truly enjoy the PR profession. Also, the three agencies have a strong tie to the automotive industry. Although the link in clients is similar, each firm's internal culture is different.

Eisbrenner Public Relations has a laidback, family atmosphere. The majority of their clientele lies in the automotive industry. With approximately 30 employees, Eisbrenner offers their clients a full range of PR and marketing services. Onsite PR teams, a special events group and a graphic design department allows Eisbrenner PR the ability to fulfill all of their clients' need. Some clients include Automotive Alley, Bosch, Dana and Motorola.

Bianchi Public Relations has a much different atmosphere. With approximately 10 employees, the environment is an extremely close-knit group. There is a very strong and obvious family atmosphere amongst 'Team Bianchi.' Bianchi offers a wide range of services to their clients including

media relations and crisis management. Their clientele is highly focused but not limited to the automotive industry. Some of Bianchi's clients include: Johnson Controls, Inc.; Ricardo, Inc.; and TRW Automotive.

John Bailey & Associates is a very diverse firm. With approximately 30 employees, John Bailey & Associates has a wide variety of clients. JB&A serve clients such as Marshall Fields, The North American International Auto Show and AAA of Michigan. Though each team works on separate accounts in different areas of commerce, the firm is very team-oriented.

The agency tours proved to be very successful for students. The students walked away with a better understanding of PR as a profession. The opportunity to experience the difference in atmospheres in three similar but very different local PR firms was very helpful for the students. Now, we know where to send our resumes.

Thank you to Eisbrenner, John Bailey & Associates and Bianchi for hosting the WSU-PRSSA agency tours.

UPCOMING EVENTS

Sandy Hermanoff
"Get Your Creative Juices Flowin"

Monday, January 24, 2005

6 PM

150 Manoogian Hall

Agency Tour: Airfoil Public Relations

1001 Woodward Avenue

Downtown Detroit

Friday, January 28, 2005

4 PM

For more information or to reserve a spot,
 please e-mail WaynePRSSA@hotmail.com.

IN THE NEXT SALUTE...

Airfoil Public Relations Agency Tour
 Jennifer Day, the 2005 president of PRSA-Detroit
 Sandy Hermanoff

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