

[SALUTE]

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

WAYNE STATE
UNIVERSITY

NOVEMBER 2004

FROM THE PRESIDENT

by Bridgette LaRose, Chapter President (2004-2005)

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Welcome PRSSA members! WSU-PRSSA focuses on advancing members' professional development to better prepare them for the transition from student to working PR practitioner.

The Public Relations Student Society of America (PRSSA) is not just another student organization on campus. PRSSA is a long standing, nationally recognized organization committed to advancing its members in the field of public relations. As a member, you have the opportunity to be invited to PRSA events including monthly luncheons, meetings and conferences. Also, as an added benefit of membership, students are given a chance to travel to cities across the US to participate in professional and leadership development programs. Each year, PRSSA hosts

several national and regional event. For example, the 2004 National Conference was held in New York City and it featured Donald Trump as the keynote speaker!

Despite the name, this organization is ideal for students majoring in communication, journalism and public relations. PRSSA opens doors. Not only do professionals raise their eyebrows when they see it on your resume, it gives you the competitive edge to "nab" the internship or job that you want.

WSU's PRSSA Executive Board is geared up for a busy and prosperous year! We have organized agency and corporate tours, resume/portfolio workshops, mock interview workshops and speaking engagements. The tours are designed to help you gain a better understanding of public or corporate affairs. The workshops are meant to fine-tune skills in preparation for that BIG interview! We

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FROM THE EDITOR

Greetings and welcome to the first issue of the Salute for the 2004-2005 School Year! We're looking forward to bringing you what's happening in WSU-PRSSA and around the metropolitan area. If you wish to submit an article for future newsletters, please contact us at nmyoung@wayne.edu AND dave.nielsen@sbcglobal.net.

Best wishes during the year!

Nicole M. Young
Newsletter Editor

Dave Nielsen
Assistant Newsletter
Editor

A Letter from our Faculty Advisor

by Shelly Najor, PhD

**WSU PRSSA CHAPTER
Executive Board
2004-2005**

Faculty Advisor
Shelly Najor, PhD
m.a.najor@wayne.edu

Professional Advisor
Mary Henige
mary.henige@gm.com

President
Bridgette LaRose
bridgettelarose@yahoo.com

Vice President
Scott Kefgen
ai5234@wayne.edu

Treasurer
Krystal Miller
kmiller283@yahoo.com

Special Events Coordinator
Nellie Shin
af5312@wayne.edu

Membership Coordinator
Jamessa Reed
ar7245@wayne.edu

Publicity Coordinator
Donna Scott-Lucy
Queenlucy@aol.com

Internship Coordinator
Beth Walker
computerbeth@canada.com

Marketing Liaison
Matthew Wisotsky
aj3401@wayne.edu

Newsletter Editor
Nicole Young
nmyoung@wayne.edu

Assistant Newsletter Editor
Dave Nielsen
dave.nielsen@sbcglobal.net

Welcome to Fall 2004! While I am always eager to begin a new school year, this Fall is especially exciting. The PRSSA group has been meeting since the summer months, and the calendar of events is nearly full. I have found this level of energy to be very inspiring. I just hope it is catchy, especially come final exam time and the holidays! The PRSSA Executive Board has gone to great lengths to plan events that are beneficial to the undergraduate public relations student - activities that assist you in your own professional development.

Many times it's events that take you outside of the classroom that prove to be the most helpful when job hunting. I encourage you to participate in as many of these activities as you can. It's important that you all realize that the level of support that we receive from PRSA-Detroit and the greater community of public relations professionals is unprecedented, and without it, you wouldn't enjoy the many professional experiences that you do. So, a hearty thanks to all of you practicing professionals out there who continually remember the next generation of professionals over here. Thanks for investing in us! I know my students won't let you down. And a special



thanks to Mary Henige, PRSSA's professional advisor. Mary works closely with me and is very instrumental in opening professional doors for all of you. Thanks, Mary, for your commitment and dedication! I also want to mention that after having met my new crop of public relations students in the fundamentals course, I am confident that we will continue to move forward with the same level of zest that we presently enjoy. See you around!

QUICK FACTS

PRSSA-Nationals
www.prssa.org

PRSA-Detroit
www.prsadetroit.org

PRSA-Nationals
www.prsa.org

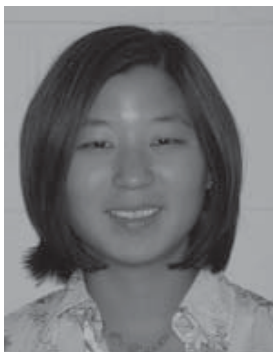
MEET YOUR WSU PRSSA E-BOARD

Bridgette LaRose (Chapter President) is a senior majoring in public relations with a minor in Spanish. Currently, she is interning with Eisbrenner Public Relations located in Troy. Aside from interning three days a week, she is a full-time student and working full-time as a server. Bridgette looks forward to graduating in May 2005.



Scott Kefgen (Vice President) is a senior public relations major. Currently, he is interning with the Alzheimer's Association, with past internships at Marx Layne & Co., and with the Detroit Pistons. He hopes to work in sports and entertainment after graduating this spring.

Krystal Miller (Treasurer) is completing her last year at WSU. Currently, Krystal is working as a server and bartender in Novi while attending school. Although she travels a great distance (she's from Highland Twp.), Krystal finds herself at home in Detroit. She is excited to be a part of WSU-PRSSA this year.



Nellie Shin (Special Events Coordinator) is a senior public relations major. She will be graduating in August 2005. Currently, Nellie is interning with Dr. Carol Vermallis in the Communication Department, helping to promote her book. Her future ambitions include starting her own non-profit organization for victims of domestic violence.

Jamessa Reed (Membership Coordinator) has been a member of PRSSA for two years and hopes that her position will encourage other students to join and use the same resources that were accessible to her. She has done PR work for various organizations and plans to start her own firm. Jamessa is expected to graduate in May 2005.



MEET YOUR WSU PRSSA E-BOARD



Beth Walker (Internship Coordinator) is a senior studying organizational communication and public relations. Currently, Beth is interning with the Lapidus Publicity Group, Inc., located in Royal Oak. In her free time, she likes to sail, talk with friends and cook. If you ever need help finding internships, don't hesitate to stop her in the halls of Manooagian.

Donna D. Scott-Lucy (Publicity Coordinator) is a senior public relations major with expectations of graduating in December 2004. She has been a member of PRSSA for two years. Currently, Donna is interning with the Michigan State Council of Churches in Pontiac. She enjoys visiting her favorite cities, Las Vegas and Chicago.



Matthew Wisotsky (Marketing Liaison) is a fourth-year senior at Wayne State University, majoring in public relations. He is the founder of SANAP, a music promotions/production/management company that since 2002 has since been working to bring entertainment to the Detroit area. He is interning with the *Metro Times* in event promotions and coordinating.

Nicole M. Young (Newsletter Editor) is pursuing an MFA in Theatre Management with the hopes of starting a management consulting and public relations firm for the arts and entertainment industry. She is a graduate of The University of Michigan with a Bachelor of Theatre Arts. Currently, Nicole serves as the Media Relations Coordinator for the Hilberry Theatre.



Dave Nielsen (Assistant Newsletter Editor) is a graduate of Michigan State University with a BA in interdisciplinary humanities. Dave will be graduating in May 2005 with a degree in public relations. He hopes to work for a non-profit or arts-based association, with dreams of starting a film society in Metro Detroit. Dave resides in St. Clair Shores with his wife.

The Windy City Hosts PR Conference

by Demetrius E. Anderson

I was fortunate enough to be able to attend "The Measure of Our Success through Reputation, Research, Resources and Results", the National Black Public Relations Society's (NBPRS) 2004 6th Annual Conference held in Chicago September 30th - October 3rd. Public relations professionals, members of the media, vendors and students from colleges across the nation attended this spectacular assembly. Throughout the weekend, there were many invaluable workshops open for attendees.

The conference included a career fair featuring several public relations agencies, non-profit organizations and corporations, all available for recruitment and employment information sharing.



Anderson and Pat Tobin, President of NBPRS and Founder and CEO of Tobin & Associates, Inc., attending the National Black Public Relations Society Conference.

Additionally, students were given an opportunity to attend a very valuable resume and portfolio review/critique session. One thrilling aspect of the weekend was hearing from the conference's guest networking luncheon speaker Terrie Williams, President and CEO,

The Terrie Williams Agency. Williams gave advice to the attentive listeners on ways to achieve personal success and fulfillment. She encouraged the group to always help and support one another. "Some of us are afraid to help someone light their

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Playmaking: The Newly Introduced PR Technique

by Dave Nielsen

Alan Kelly, CEO and managing partner of Applied Communications Group, spoke to an audience of both PR students and practitioners on September 28 at the General Motors University. This workshop entitled "Playmaking," was co-sponsored by PRSA-Detroit and General Motors.

"Playmaking" involves a set of plays that allows the practitioner

to practice a more aggressive brand of public relations. These plays allow for a public relations professional to use several communication methods to heighten their advantage over their competition. Included in the plays that make up this model are the acts of "fanning the fire," "rephrasing," "challenging," among many others. Kelly discussed the founding of the communication model, what

a practitioner can achieve through the application of plays and how to utilize the plays in an ethical manner.

Thanks to Mary Henige and Jessica Killenberg for sponsoring two WSU students to attend the workshop. For more information on Applied Communications Group and "Playmaking" visit www.appliedcom.com.

Success and the City: Framing the Future of Public Relations

by Bridgette LaRose

The streets were bustling with excitement while hundreds of PRSSA students made their way to the Grand Hyatt Hotel on Park Avenue in New York City. Whether by train, plane or automobile, students from across the country gathered together to “frame the future of public relations.”

“Success in the City” was the theme for the 2004 PRSSA National Conference held on October 22-26 and a success it was! PRSSA students from across the country made the trip to the “Big Apple” in an effort to gain a better understanding of the field of public relations.

The conference began late Friday morning with scheduled agency and organizational tours to the leading pr agencies in New York. Edelman PR, Hunter PR, and Rubenstein Associates, Inc. were some of the top PR firms the students visited. Each agency has a unique culture, diverse client base and fast pace!

Ron Alsop, news editor and senior writer for the Wall Street Journal conducted a seminar that focused on corporate communications and reputation management.



The key messages that he pounded in students’ minds were: “know *how* to manage reputation; run toward negative publicity because it is like a disease; people would rather work for, buy from and trust corporations with a good reputation; and, prove the corporation is sincere.”

Other activities included valuable interview tips from Jeffrey Ory, APR, senior communication strategist, Deveny Communications in New Orleans, crisis management guidelines from James Lukaszewski, APR, The Lukaszewski Group, Inc., and PRSSA/PRSA roundtable discussions

Nellie Shin, WSU-PRSSA Event Coordinator, participated in the PRSA roundtable discussions with PRSA National’s New Professionals Affinity Group. Jill Spiekerman APR, Public Relations Maytag Corporation facilitated the discussion on finding your place in the industry.

“I think as a student, it’s hard to find your niche,” said Shin. “Jill helped me better understand that finding your niche will happen if you explore the various industries in PR.”

Wayne State’s PRSSA professional advisor, Mary Henige, APR, communications director, Pontiac GMC, General Motors Corporation participated in the Agency v. In House PR crossfire session. This PRSSA special session was developed to compare and contrast agency work and corporate pr work. Sunday proved to be an interesting day for both PRSA and PRSSA members. Donald Trump, entrepreneur, author, executive producer and star of NBC’s hit series, “The Apprentice,” was the keynote speaker.

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**PRESIDENT
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also have many other events planned, so stay tuned and refer to our calendar of upcoming events.

This organization truly bridges the gap from student to professional. My advice is to be an active member and take advantage of every opportunity that comes your way. Also, don't hesitate to ask the officers questions. We are here for you!

AN UPDATE ON THE MEMBERSHIP DRIVE

by Jamessa Reed

I would like to personally extend a warm welcome to all the new and returning members of WSU PRSSA. Congratulations on a successful membership drive! We have a wide variety of events and plans in store this semester. With your membership, we plan to make this one of the most successful school years in PRSSA

history! PRSSA asks that you please take time and use your membership to the fullest of your capabilities because it is extremely beneficial to you. The E-Board is already planning for another successful membership drive in March. Once again, welcome to WSU's chapter of PRSSA!

**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

UPCOMING EVENTS

**Friday, November
19, 2004**

**AGENCY TOURS
TROY, MI**

Hosted by:

**John Bailey and
Associates, Bianchi
Public Relations, and
Eisbrenner Public
Relations**

**Monday, December 1,
2004**

**RESUME/
PORTFOLIO
CRITIQUE SESSION**

**Sponsored by
Airfoil Public Relations**

**Room 256 in
Manoogian Hall
6 pm**

For more information, contact WSUPRSSA@hotmail.com

Panel Discussion Timely and Informative

by Beth Walker

On the eve of one of the most anticipated presidential elections in American politics, the PRSSA chapter of Wayne State University was treated to a timely panel discussion on political public relations. While all eyes had been on the national candidates for the past year, those of us seated in the Greek Room of Manoogian hall on November 1st had the pleasure of focusing on Bob Berg and Karen Morgan, both seasoned professionals in the field of political PR. With faculty member Jack Lessenberry presiding as moderator, the panelists gave tips and recounted stories for students on the finer

points of political PR. Bob Berg, who was the former press secretary to Gov. William Milliken and Detroit Mayor Coleman Young and is now a partner of Berg, Muirhead and Associates, related many of the strategies that the political PR practitioner must use when dealing with the press. Karen Morgan, current press secretary to U.S. Representative John Conyers expressed that one of the most challenging aspects of her job is keeping informed of her client's often spontaneous decision making. She later went on to explain the importance of maintaining constant contact with Conyers when it was time

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PR practitioners Berg and Morgan speak at recent Political PR panel discussion. Photo by Matthew Wisotsky.

NATIONALS

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Think big, think reputation, never quit and be paranoid were the key points of his speech. Trump was very gracious toward the efforts made by PR practitioners. He said that with the work that's been done in PR, it's so surprising to believe that its so "cost effective."

The 2004 PRSSA Conference was over in a "New York minute" but the information and experience that the students gained will last a lifetime—not to mention help snag jobs after graduation!

Special thanks to PRSA-Detroit and Eisbrenner Public Relations for their generous donations to the WSU-PRSSA chapter to sponsor several students attendance at the 2004 PRSSA National Conference.

**PANEL
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to confront the media. Both professionals touched on the overall importance of attitudes, appearance and the ethical standpoint needed to become a successful political public relations practitioner. Since both Berg and Morgan work for local politicians, much of the evening was spent discussing the state's current political agenda. Proposal 1, the debate over the statewide casino vote, took front seat, with much concentration on the fascinating position that Gov. Jennifer Granholm has taken on the issue. The panelists spoke for approximately one hour, fielding many questions from audience members. They concluded the evening by relating to the audience the aspects of their careers that they enjoyed the most. Berg and Morgan both expressed that it was the structured yet spur-of-the-moment decision making required by their profession, and the positive impact their jobs had on society which gave them the greatest satisfaction in their careers as political public relations professionals.

**NBPRS '04
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candle, because we're afraid ours won't be lit or will be extinguished," said Williams. As a gift, 100 conference attendees received a copy of Williams' book, titled "*The Personal Touch*." This book is used as a guide at business workshops, lectures and corporate success courses given across the country. One panel discussion that stood out most for college students covered tips on what to do to increase your marketability. Some of the panelists' recommendations included: "Get a mentor; network with the best; have the proper attitude about the industry; and, read books, magazines and other publications in the industry."

The WSU PRSSA chapter would like to express a special thanks to Randye Bullock, VP of the NBPRS, and Antonetta Johnson-Gardner, Interdisciplinary Studies – CULMA WSU, for making WSU's presence at the conference possible.

For information about next year's conference, membership or any other details about the NBPRS, please visit www.nbprs.org.

**CALL TO ALL
ALUMNI!**

Are you working in the field of public relations? 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 and dave.nielsen@sbcglobal.net. Your update will be published in future issues of the Salute!

WSU Alumni and Student Recognition Luncheon

By Bridgette LaRose

Wayne State University is once again leading the way in producing the next generation of public relations professionals — and in honoring successful alumni. This past May, PRSSA and WSU's Department of Communication recognized Lisa Vallee-Smith, CEO and co-founder of Airfoil Public Relations, a WSU graduate, with the 2004 Alumni Achievement Award. Dr. Shelly Najor, faculty advisor to PRSSA, said Vallee-Smith was chosen because “she understands the power of words, reputation and competitive communications and exudes excellence in the PR profession.”

“There is no greater honor than a tribute from your peers,” Vallee-Smith said. She praised WSU for giving her an excellent educational foundation before entering the workforce. Vallee-Smith noted that PR is a whirlwind profession that umbrellas many other fields, such as advertising and marketing. “Public relations is the best profession on earth for people who truly enjoy communicating,” she said. Vallee-Smith, who grew up in Grosse Pointe, thanked her father for instilling in her an incredible work ethic, her mother for teaching her the importance

of volunteering in community service, and her family for their tremendous support and encouragement.

Jennifer Gumm, WSU PRSSA special events coordinator, was the recipient of the Renee Abraham Harries Memorial Endowed Scholarship. The scholarship is given to the student who best demonstrates excellent public relations writing and application skills and an ability to make a meaningful contribution to the practice of public relations. “Gumm represents all these qualities,” Najor said. She is a student who is committed to excellence and raises the standard for all those involved in the WSU program. Gumm graduated in May and

recently completed an internship with John Bailey & Associates, a PR firm in Troy. Najor describes Gumm as “grace under fire.” “I am excited to be honored with such an important scholarship in public relations,” said Gumm. “I have learned so much from my professors at WSU, who drilled the importance of experience and networking in my head!” Renee Abraham-Harries graduated from WSU in 1983 with a B.A. in Communication. At the time of her death, she was public information director for the College of Fine Performing and Communication Arts, where she was responsible for college-wide external and internal com-



Dr. Shelly Najor (left), faculty advisor of the WSU-PRSSA chapter, awarding Lisa Vallee-Smith the 2004 Alumni Achievement award. Photo by David Romas.

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**RECOGNITION
FROM PG. 10**

munications. Allyson Grayewski, a senior public relations major, was the recipient of the Jeannine Gregory Memorial Endowed Scholarship in Public Relations Leadership. Gregory was an alum and former president of PRSSA. Gregory was a first year law student at Pepperdine University in California when she was killed by a drunk driver in 1997. This recipient must convey a sense of resourcefulness and commitment to the WSU chapter of PRSSA, and Grayewski was the prime candidate. Grayewski, is committed to hard work and has an undying appreciation to everything that is given to her. She is extremely dedicated to her education and also dedicated to her two-year-old son. "I am honored that people in the public relations field have chosen me for this scholarship," Grayewski said. "I feel WSU has been doing a good job preparing me for the real world." Najor said that thanks to the WSU faculty and the university's alumni, PRSSA is an invaluable link between students and professionals. Our PRSSA chapter enjoys such strong support from PRSA Detroit that the students have many opportunities to receive mentoring, professional experiences and encouragement.



Allyson Graweski, Dr. Najor, and Jennifer Gumm during the 2004 Alumni and Student Recognition Luncheon. Photo by David Romas.



Vallee-Smith with last year's award recipient, James A. Bianchi, President of Bianchi Public Relations, Inc. Photo by David Romas.

Agency Leaves its 'Marx' on Intern: Student Recounts Interning Experience at Marx Layne and Co.

by Scott Kefgen

As an intern for Marx Layne, a marketing and public relations agency in Farmington Hills, you start out at a run, and before you know it you find yourself at a full sprint. The pace and workload can be intense and, as the company itself will say, Marx Layne is not for everyone. The opportunities, however, and experiences that you receive as an intern are well worth the time and effort.

On the day of my interview, I found myself walking through the front door and into a world that I had never experienced before. After being greeted by the receptionist I waited in the lobby for the internship coordinator to come and get me. I was soon taken to a conference room with what seemed to be the largest and coldest marble table I had ever seen. After the interview, I was asked to take a writing test. This included a grammar and punctuation test as well as being asked to write a press release and media list. I was also taken around the office to meet the partners, Fred Marx, Mike Layne and Don Tanner. After a few weeks of waiting, I received a call and was asked to be one of the summer interns.



From day one, Marx Layne provided a unique working environment. Almost every office has glass walls. Dress was business casual. There were no cubicles, but instead circles comprised of three desk "pie pieces". The halls, painted what I would soon come to know as "Mike Layne Green," were always filled with people coming and going to meetings. Everyone worked as a team and worked hard. My expectations of filing and photocopying were thrown out the window as I began my first day contacting media and calling national publications for advertising rates. By the end of my first week, I was working at a press conference attended by Mayor Kwame Kilpatrick. By the end of my second week, I was sent to the Special Olympics to take pictures and set up interviews for one of our clients who was volunteering at the event. There was no fetching coffee or

stuffing envelopes, but there was actual account work. Marx Layne represents a variety of clients. Each account is comprised of a team. From the beginning, you are given significant responsibilities as part of these account teams. As an intern, you are involved in every aspect of an account. You are taught how to research and compile media lists, draft press releases, acquire and maintain media contacts, and attend the events that you are publicizing. One of my biggest accounts was the Pontiac street festival Arts, Beats & Eats. The account was broken up into three separate events – Arts Du Jour, JAMbalaya and the Arts, Beats & Eats festival itself. My responsibility for Arts Du Jour, a benefit held at the Somerset Collection and featuring over 40 restaurants, was securing vendors. For JAMbalaya, a New Orleans themed street festival, and Arts, Beats & Eats, I was in charge of scheduling and executing two separate weeks of radio food drops. This included coordinating days and times for different vendors to provide food samples to radio sponsors. These weeks were some of the longest weeks, as I found myself meeting ven-

SEE MARX LAYNE, PG. 13

**MARX LAYNE
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dors between 6-7 a.m. in order to be at the stations by 8 a.m. A few of the stations even invited me into the booth while they were on the air.

What I took away from Marx Layne was a true understanding of how the public relations profession works. It's both fast paced and exciting, creative and at times a little overwhelming. Marx Layne provided me with amazing colleagues and experiences and helped me secure the realization that public relations was something that I wanted to pursue. I am extremely grateful for the opportunity to work with their company.

Without the benefit of internships, students never get the chance to see how the industry really works. It is important to take advantage of them and experience first hand what different organizations have to offer. For more information on interning at Marx Layne, please contact Susan Thwing-McHale at 248-855-6777.

HELPFUL WEBSITES

Airfoil Public Relations
www.airfoilpr.com

Bianchi Public Relations
www.bianchipr.com

Eisbrenner Public Relations
www.eisbrenner.com

John Bailey and Associates
www.baileypr.com

IN THE NEXT ISSUE...

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- **PRSA/PRSSA Relationship Month**
- **PRSSA Student Development Conference**
- **Agency Tours**