

SALUTE

The official newsletter of the James S. Measell Chapter of the Public Relations Student Society of America

October 2005

The James S. Measell Chapter Executive Board 2005 - 2006

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Co-Newsletter Editor

THE 2005 ALUMNI AND STUDENT RECOGNITION LUNCHEON: A RECAP

by Nicole M. Young



*Mary Henige, APR, Dr. James S. Measell and
Jessica Killenberg, APR*



*Dr. Matthew Seeger, Chair of the Department
of Communication, Michael Layne and
Dr. Shelly Najor*



*Nellin Shin, Scott Kefgen, Bridgette LaRose
and Sharon Vasquez, Dean of WSU's College of
Fine, Performing and Communication Arts*

The Third Annual PRSSA Alumni & Student Recognition Luncheon was held last April at the McGregor Memorial Conference Center. Congratulations to Michael Layne, Partner at Marx Layne & Co., for receiving the Alumni Achievement Award. And congratulations also to students Bridgette LaRose, Nellie Shin and Scott Kefgen. LaRose and Shin were recipients of the Renee Abraham-Harries Endowed Memorial Scholarship, and Kefgen received the Jeannine Gregory Public Relations Leadership Scholarship.

This year's luncheon celebrated two very special "beginnings." First, the Chapter was renamed after its founder, Dr. James S. Measell. The Chapter is now formally referred to as the James S. Measell Chapter of Public Relations Student Society of America.

Secondly, our Chapter of PRSSA along with the Department of Communication and the College of Fine, Performing and Communication Arts appointed a Public Relations Advisory Board. This Board is made up of professionals who are committed to the advancement and future of the public relations program at WSU. Inaugural board members include: Mary Henige, Jessica Killenberg, Christina Lovio-George, John Bailey, Debra Lacey, Wayne Mielke, Michael Layne, James Measell, Shaun Wilson, Al Sebastian, Lisa Vallee-Smith, Barb Palazzolo and Walter Kraft. Members are serving either two or three-year terms. If you are a local public relations practitioner and are interested in becoming a member of the Public Relations Advisory Board in the future, please contact Dr. Shelly Najor at m.a.najor@wayne.edu. The James S. Measell of PRSSA would like to thank everyone involved for their generosity in both time and effort!

NEW YEAR, NEW BEGINNINGS

A Welcome from the 2005 - 2006 President

by Schanel Moses

I would like to take this opportunity to welcome all PRSSA members and future members back for another great year at Wayne State University. Great things were accomplished last year. We had the opportunity to tour several PR agencies throughout the metro area, learn how to polish resumes and interview for that first job in PR. We also received wise advice from many distinguished public relations practitioners. We were given the chance to network with other students and PR professionals at the *PRSA/PRSSA Meet-n-Greet* hosted by Big Rock Chop House in Birmingham. But one of the most exciting events of the year was the naming of our chapter. We are no longer WSU-PRSSA; we are the James S. Measell PRSSA chapter at Wayne State University. I hope that we can honor Dr. Measell's name by growing this chapter not only by membership numbers, but by having a distinguished reputation, hosting quality events for our members, and most importantly, by creating opportunities for every member to be involved in activities that will nurture the skills necessary to be successful public relations practitioners.

This year's PRSSA Executive Board is planning events with this in mind. I have heard that many of you want to be involved, but haven't had the opportunity. I would like for you all to know that we are structuring our chapter so that opportunities to get more involved will be available to all members.

Throughout the year, committees will be formed to take on special responsibilities such as event coordination and writing articles for the newsletter. We will also have monthly general meetings to give everyone a chance to share ideas and have an opportunity to network with other students. You will be hearing more about these opportunities throughout the semester. And, of course, we will continue sponsoring agency tours, offering career workshops and social events, and hosting inspiring and informative guest speakers.

The James S. Measell PRSSA chapter at Wayne State University will only be what you make it. Be the change. Get Involved. PRSSA is a great organization dedicated to your growth. PRSSA has much to offer you, but I firmly believe that you have more to offer to PRSSA. I hope you all have a successful year!

A WELCOME BACK MESSAGE FROM OUR FACULTY ADVISOR

by Shelly Najor, Ph.D.



Welcome to Fall semester 2005! Our PRSSA Group is in full force, planning for a busy and productive academic year. Though our executive board members change each year, the level of enthusiasm and commitment remains consistent. I think it's this unchanging drive that defines our group. The Wayne State student is busy with life responsibilities yet still finds time to make a meaningful contribution. Our members actually carve out time to spend with us – which says a lot. The executive board has agency tours, guest speakers and fundraisers all marked boldly on

our calendar. Students - please stay tuned for notification of these events. Always check your email as well as the bulletin board outside of room 523 Manoogian. Professionals - we look forward to nurturing the many relationships that we now enjoy as well as the prospect of developing more. Enjoy the pictures and article honoring last year's PRSSA Alumni and Student Recognition Luncheon. We celebrate your commitment to us through the doors that you open and the wisdom that you share. Students and professionals – I look forward to another engaging, exciting year!

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Salute is produced three times a semester. This edition of the newsletter was created and edited by Rebecca A. Stevens and Nicole M. Young

MEET THE 2005 - 2006 EXECUTIVE BOARD



Schanel Moses (*President*) is a senior majoring in public relations. Currently, Schanel works at WSU in the Special Events and Services Department. Upon graduating in May 2006, she would like to begin her career by working with a public relations agency.



Kaileen C. Connelly (*Alumni Relations Coordinator*) is a senior at Wayne State University. She will graduate with honors in the spring of 2006 with a degree in public relations and a minor in political science.



Aswathy Mathew (*Vice President/ Special Events Coordinator*) received her Bachelor's degree in English and Linguistics from WSU. Currently, she is a second year graduate student studying public relations and organizational communication. Aswathy enjoys volunteering for Macomb Literacy Partners, where she teaches individuals to read and write.



David M. Krupp (*Internship/Membership Coordinator*) is a senior majoring in public relations. He is looking forward to being involved with PRSSA as an E-Board member. David hopes to pursue a career in the field of arts and entertainment public relations.



Heather Monaghan (*Secretary*) is a senior majoring in public relations. She has worked with Older Persons Commission for the Walk for Meals campaign. Heather hopes to pursue a career in travel and tourism public relations.



Rebecca A. Stevens (*Co-Newsletter Editor*) is a junior majoring in journalism at Wayne State. In 2003, she transferred to WSU from Washtenaw Community College, where she studied theatre and dance. Rebecca plans on a career as a magazine editor or public relations practitioner upon graduation.



Jason Watson (*Treasurer*) is a transfer student from St. Clair County Community College in Port Huron, where he earned an associates degree in journalism. Jason is majoring in public relations and minoring in journalism at WSU, and with plans to graduate in 2008. Jason is interested in pursuing corporate public relations.



Nicole M. Young (*Co-Newsletter Editor*) is a second year graduate student in the theatre management program. She received a Bachelor's degree in theatre from the University of Michigan, Ann Arbor. A member of the Hilberry Repertory Theatre Company, Nicole serves as the Assistant Director of Development for Wayne State University Theatres.



Karmen Hardy (*Graphic Designer and Publicist*) is a junior journalism and public relations major with a minor in spanish. In the future, Karmen wishes to improve the status of intercultural communication through international public relations and journalism.

GET INVOLVED!

The James S. Measell Chapter announces the
2005 Fall Membership Drive

by *David M. Krupp and Nicole M. Young*

A sweater and backpack have once again become a part of the daily wardrobe. Standing in long lines outside of Marwil's Bookstore is a requirement. It's becoming harder to find a parking spot on campus. What does all of this mean?

Not only have Wayne State University students arrived back on campus after a satisfying summer, PRSSA members are gearing up for yet another exhilarating and educationally fulfilling year.

The fall membership drive is well underway and we're looking forward to increasing our membership by large numbers again this year! For the next month, anyone interested in excelling in the field of public relations can join others who share the same aspirations.

From now until October 20, current members can renew their membership and interested students can become a part of an exciting tradition at WSU.

Becoming a member of PRSSA is more than just joining a student organization. PRSSA offers endless opportunities. The benefits of membership include: participating in agency tours, being recommended for internships at some of the top PR firms and corporations in Metropolitan Detroit, and receiving discounts on PRSA events and professional development workshops.

Membership applications are available in Dr. Najor's office, on the PRSSA bulletin board (fifth floor of Manoogian Hall), and in the Journalism office. If you have questions or would like to join PRSSA, please feel free to contact members of the Executive Board at wsuprssa@gmail.com. Look for us in the halls of Manoogian. Members of the E-Board will be visiting communication classes throughout the month of October. Join a legacy of the Motor City. Be in control of your future...get involved with PRSSA!



To All Public Relations Practitioners

Does your agency/corporation offer internships for college students? Do you have summer jobs available for upper-level public relations students? Is your agency/corporation available for tours? The James S. Measell

Chapter of PRSSA is looking for more networking opportunities for its members. If you are interested in sharing your knowledge and resources about the field of public relations, please contact the chapter's executive board at wsuprssa@gmail.com.

Article Submission Guidelines for the 2005-2006 Academic Year

Articles submitted for consideration must be relevant to PRSA/PRSSA events and the field of public relations (i.e., curriculum coursework, a conference, PR events in Metro Detroit, an internship, etc.). Currently, selected PRSSA members write for the newsletter. All others, please pitch article ideas. The editors will select ideas best suited for the publication. Each article must be at least 250 words. Please include name, major and year with every article submission. Each article must be e-mailed as a Microsoft Word attachment and sent to both editors. All submitted articles will be edited for style and content.

For further information, please contact Nicole Young at nmyoung@wayne.edu or Rebecca Stevens at ap7245@wayne.edu. The next edition of the Salute will be published in early to mid-November.

PRSSA GRAD TRAVELS TO THE “BIG APPLE”

by Scott Kefgen



As a recent graduate of Wayne State’s public relations program, I found myself looking for specific areas of public relations in which I could specialize. Thinking that I was most interested in sports and entertainment, I decided to explore academic options that were unavailable to me in Detroit. During the summer of 2005, I choose to enroll and participate in a summer intensive marketing course at New York University in New York City.

The course, Entertainment & Event Marketing, seemed like the perfect fit for me as it was geared toward the entertainment industry, as well as focusing on marketing as a whole as opposed to the media aspect of public relations. My instructor, Sylvia Allen, provided my classmates and myself with both lectures based on her experience in the field as well as allowing us to travel the city and interact with professionals. Allen, a leading marketing and public relations professional from New Jersey, began our class by introducing us to new creative and networking theories. The lecture included thinking-out-of-the-box exercises and ways to expand your networking opportunities.

In addition to the lectures, Allen explained the team project that the class was to work on throughout our time at NYU and present on the last day for our final evaluation - to create a marketing plan for The Silver Fox Club, an online men’s apparel and accessory store.

One of the first guest lecturers we were introduced to was David Polinchock, CEO of the Brand Experience Lab. Polinchock explained how technology was changing the way marketers create lasting brand awareness. Continuing with the idea of a company’s brand, Jeff Pedone, President of Silver Lining Consulting, used a case study to stress the importance of implementing a brand marketing strategy.

Other lecturers included Jeff Carr, President/CEO of Marketing Foundations, Inc., who demonstrated “fundamental marketing planning strategies” and taught us the basic concepts in writing a marketing plan. Another speaker was Renee Warren, Founder & Partner of Noelle-Elaine Media Consultants, who discussed developing a concept into an actual event using the example of her company’s involvement with celebrities and their participation in Live 8. As a conclusion to our media studies, the class was able to host a media panel with participants Eric Ober, President of Crosstown TV; Mike Thompson, Programming Director for ESPN Radio New York; and Joe Weinholz, of Radio Disney. The panel relayed their personal experiences in starting out in the marketing/public relations field as well as offered insights on how to become involved in the entertainment business.

By leaving the classroom, we were able to take advantage of the many entertainment-marketing opportunities available in New York. During our first week of class, we took a tour of New York’s Radio City Music Hall and learned the marketing strategies used to keep the landmark one of the most influential entertainment venues. Also, we took a tour of Time Square, looking for marketing strategies as they related to billboard placement, as well as exploring Virgin Records and Broadway’s Theater District.

By the second week of class, my team was continuing our project of developing a marketing plan for The Silver Fox Club. With our media, venue and branding concepts nearing complete, we began to put together our presentation. By contacting media outlets, Trump Taj Mahal Hotel & Casino (our chosen location) and graphic design representatives we were able to plan a poker tournament known as the “Ace in the Fox Hole” to be held in Atlantic City while still staying just below our modest \$50,000 budget. The tournament would serve as a launching ground for The Silver Fox Club’s online store as well as raise money for the Alzheimer’s Association.

I feel that my time at NYU was the perfect way to end my college experience. Being able to take what I had learned at Wayne State as well as my own experiences in Detroit’s public relations environment and then apply them to the similar field of marketing was an unparalleled opportunity. I would recommend anyone who is interested in the public relations/marketing industry to consider studying at NYU as a means of exploring academic opportunities and hands-on training to further prepare you for employment as a recent graduate.



WEBER SHANDWICK OPENS ITS DOORS TO STUDENTS

by Kristen Meyer

On September 30, members of the James S. Measell Chapter of PRSSA had the privilege of receiving an agency tour of Weber Shandwick-Detroit. I was one of the students fortunate enough to attend the event.

Located on West Maple Road in the city of Birmingham, the Metropolitan Detroit office is one of more than 75 offices worldwide. Weber Shandwick is one of the world's leading public relations and communications management firms. Weber Shandwick-Detroit services include product launches, sports marketing, technology and electronics, crisis management, consumer marketing and corporate communications. This office also offers expertise in technology public relations, public affairs, strategic communications planning, information technology public relations, brand communications, editorial services and event management.

When I entered the impressive conference room, the employees of Weber Shandwick cordially greeted us, provided a brief history of the company, and listed its many locations, as well as the clients they serve around the world. Each employee presented a short profile of him/herself and described the positions they held within the company. They were generous in their sharing of details when asked about their "typical work day."

Wayne State Alumna and Weber Shandwick Associate Kristina Adamski then led us on a tour of the beautifully remodeled ultra-modern office space. While on the tour, we were greeted and made to feel so very welcomed as we passed through each area. Following the tour we were invited back to the conference room for a quick Q&A session with Kristina, who commented on how she worked in the typical nine-to-five world before her employment with Weber Shandwick, and how everyday used to feel like the same thing over and over again. Now it was so different! It was encouraging to learn that in the world of public relations, you are never doing the same thing twice. Adamski said that she works in a career field that she truly enjoys.

I feel this was an essential learning experience and I am thankful for the opportunity to meet with the staff and employees at Weber Shandwick. Thank you to the associates at Weber Shandwick for hosting the James S. Measell Chapter of PRSSA for the recent agency tour. For more information on Weber Shandwick Worldwide, visit www.webershandwick.com.



SCHOLARSHIP OPPORTUNITY

The Donald P. Durocher Memorial Scholarship Award is sponsored by the Scholarship Committee of the Detroit Chapter of the PRSA. Two scholarships are made available through the chapter's Education Fund.

Established in 1992, the Education Fund supports students in their pursuit of public relations education and professional development. The scholarship was named in honor of the late Donald P. Durocher, APR, Fellow PRSA, who was an active PRSA Detroit member, past East Central District chair and National PRSA Board member. Mr. Durocher was a principal in the Detroit-based firm Durocher*Dixson*Werba.

Award Amounts: 2 for \$2,000 each

Criteria: Any Undergraduate Student Majoring in Public Relations, Journalism, Communications or a Related Field May Apply.

Students must respond to a series of questions in essay form and be available for a possible interview by the Scholarship Committee judges.

Deadline: October 31, 2005

For information contact Robin Thompson

Phone: (313) 300-0933

Email: rtompson@wilsonpr.com

An application is available online at: www.prsadetroit.org

Links to PR-related websites

Public Relations Society of America (PRSA)

www.prsa.org

PRSA - Detroit Chapter

www.prsadetroit.org

PRSSA - Nationals

www.prssa.org

Council of Public Relations Firms

www.prfirms.org

Institute of Public Relations

www.instituteforpr.com

The Museum of Public Relations

www.prmuseum.com

"A NIGHT AT THE THEATRE"

HILBERRY THEATRE

FRIDAY, NOVEMBER 18, 2005

8 P.M.

Join members of PRSSA for the opening night performance of Tennessee Williams' *Sweet Bird of Youth*. Tickets are free, but space is limited. For more information or to reserve a spot, please contact Nicole Young at (313) 577-6798 or nmyoung@wayne.edu.

The Hilberry Theatre is located on the campus of Wayne State University at 4743 Cass Avenue on the corner of Cass Avenue and West Hancock.

This show contains adult language and situations.

Grill-n-Greet
A fundraiser for the James S. Measell
Chapter of PRSSA

Wednesday, October 19, 2005
BD's Mongolian Barbeque
430 S. Main Street
Royal Oak, MI 48067

Seating begins at 6 p.m.

For more info, e-mail wsuprssa@gmail.com

CALENDAR OF EVENTS

"Grill-n-Greet," a fundraiser for the James S. Measell Chapter of PRSSA

Wednesday, October 19, 2005
 BD's Mongolian Barbeque
 Royal Oak, Michigan

Last Day for the Membership Drive
 Tuesday, October 20, 2005

Sandra Hermanoff, APR
 CEO and President
 Hermanoff and Associates

"Favorite Campaign and Crisis Campaign:
 Sharing Experiences"
 Monday, October 24, 2005
 6 p.m. - 8 p.m.

David Wieme
 Director of Strategic Communication
 Palace Sports and Entertainment
 Monday, November 7, 2005
 6 p.m. - 8 p.m.

PRSSA Student Development Conference
 Hosted by the Eleanor Wright Chapter of PRSSA
 Eastern Michigan University
 Ypsilanti, Michigan
 Saturday, November 12, 2005

"A Night at the Theatre"
 Friday, November 19, 2005
 Hilberry Theatre
 8 p.m.

Opening Night Performance of
Sweet Bird of Youth by Tennessee Williams

For more information on all events, please contact the Executive Board at wsuprssa@gmail.com