

Vol. 1 Issue 1

OU PRSSA's Newsletter



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Looking forward: Visiting Dallas Agencies

The winter semester OU PRSSA trip is coming up soon! It will take place on Friday, December 6. We will be heading to Dallas, Texas and visiting four different public relations agencies: The Power Group, Droese Public Relations, Hill + Knowlton Strategies and Champion PR + Consulting. Each company will provide a unique insight into the field of public relations and different ways students can explore their major. The Power Group is a larger corporation that deals with big name brands such as Red Bull and McDonald's, while Droese Public Relations focuses largely on local Dallas clothing stores. Many students may not realize the flexibility and diversity of a degree in public relations. Touring different agencies and speaking with professionals provides students with an incredible inside look at the details and tasks a job their with degree might entail. OU PRSSA's trips are a fantastic opportunity to meet with and learn from public relations professionals and even potential employers for future jobs and internships. "Seeing these people in action, that's why we do these trips; so that we can actually get experience from their experience," said Jessica Holley, the programming director executive. All OU PRSSA dues-paying members are welcome on these beneficial trips.



Co-programming

This semester, OU PRSSA began its partnership with the OU Athletics Department. Several members of OU PRSSA volunteered at soccer games over the course of the semester. In total, the club volunteered at four different games and had nine volunteers participate. The volunteers served as Sideline Enforcement Crew during the soccer games and helped raise money for the club. They were able to raise \$300 for OU PRSSA. Outside of monetary benefits, Steven Clements, the treasurer for OU PRSSA, also talked about other advantages



that come along with partnering and fundraising with the OU Athletics Department. "We created a partnership with the athletics department that we will be able to grow in the future," said Clements. A fundraising opportunity such as this will greatly benefit the club. Clements hopes to be able to continue building the relationship with the OU Athletics Department, particularly with the Marketing Department as they played a big role in helping OU PRSSA organize the partnership and fundraising opportunity. All members are highly encouraged to participate next semester.

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Bonus Meeting

Thursday, November 14, OU PRSSA held a bonus meeting with three public relations professionals as guest speakers. It was aimed towards juniors and seniors looking for advice on how to nail interviews, how to stand out to an employer, the do's and don't's of applying for internships and the common mistakes made by aspiring professionals getting their start in the field. Public relations professionals Landis Tindell, a Digital Communications Specialist, Kaitlin Stringer, owner of Red Paw Creations, and Mary Ellen Kilpatrick, Senior Strategy Director for Gooden Group, were able to share their expertise with OU students.

They shared their own personal stories on how they made it in the field. They talked about how they started their own company and different job positions they have held and what they learned from it. Although it was focused towards the students searching for internships and jobs, the meeting was open to all members of OU PRSSA. Kaitlyn Dill, a public relations junior in the club, attended the meeting. "I am currently applying for interviews and I found the advice the speakers gave us super helpful," said Dill. Those who attended got an insider's look at the qualities, traits and experience employers are looking for in new employees as well as the things they are looking to avoid.

Betsy Plank Case Study

OU PRSSA President Bri Rhodes was recently chosen along with four other OU students to take part in the Betsy Plank Case Study. The participants for the study were chosen based off certain criteria, such as diversity of the students' backgrounds and the leadership potential they possess, said Rhodes. The study itself occurred from November 14 through 16 on the Southern Methodist University's campus. The case study was "to help Toyota recruit and retain Hispanic and Latinx employees," said Rhodes. It was her and her team member's job to research the best way to reach out to these specific members of the Toyota community and create a campaign to pitch to Toyota and public relations professionals. The team began researching two month prior to the event officially starting. Rhodes said she worked mainly on the action-oriented ideas that could be implemented, such as paid advertisements. They worked separately, gathering research and data and collaborated during the time of the case study. Saturday, they presented their project in front of the professionals who would choose the best presentation. In total, four groups presented. But, Rhodes group was chosen as the best campaign idea and was given the Betsy Plank Award.



Five Benefits of Joining PRSSA

Joining a club like OU PRSSA offers several advantages for its members. Here are the top five:

- 1) Members hear the advice and personal success stories common rookie mistakes of experts of the public relations field. Speakers also share the mistakes commonly made and how to avoid them. Members of OU PRSSA gain all the experience and knowledge about what employers are looking for from the guest speakers who share their expertise.
- 2) Being in OU PRSSA allows members to familiarize themselves with more of the Gaylord faculty. Connecting with faculty leads to more opportunities, resources and more knowledge in the area of public relations.
- 3) During meetings, members get an feel for the various jobs available to a public relations professional. Members can explore different paths and find which aspects of the field they're most interested in and learn about others they may not have considered.
- 4) Professor Bob "Pritch" Pritchard said one outcome he saw countless times from students who got involved with the club was a development of student leadership skills. OU PRSSA committees provide leadership opportunities for students to take advantage of and learn from.
- 5) "One benefit is networking, in a group with freshmen, sophomores and a few upperclassmen, that's who you're going into the business with," said Pritch as he explained the importance of using OU PRSSA to make connections with your classmates and future coworkers.

Cover Sheet

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Likely major: Public relations

Project type: Newsletter

Target Audience: Public relations students

Sources:

1) Expert source- Robert "Pritch" Pritchard

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2) Expert source- Jessica Holley

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3) Expert source- Bri Rhodes

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5) living-the-experience source- Kaitlyn Dill

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Secondary source:

1) thepowergroup.com/work/