

A PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA AT LSU PUBLICATION



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A Letter from the President

Hello everyone!

As I begin this year, I cannot help but think of the three amazing women to hold this position before me. Mallory, Paige and Dee worked hard to build such an awesome Chapter for us all. I cannot wait to continue on that path!

PRSSA at LSU played an integral part of my time at Manship, and I value the opportunities I gained through my involvement. It all started with one great talk by Brandi Boatner, and I was hooked. I joined a committee, and the rest was history.

Since the beginning, I have felt at home here in PRSSA. I want every one of you to feel the same way. This Chapter affords incredible opportunities for our members to grow and develop as PR pre-professionals.

Whether it is through joining a

committee, attending National Conference or writing for Chapter or National publications, I urge you to get involved in something new this year and to really take advantage of all that this great organization has to offer. As someone intelligent once told me, "You will only get out of something, what you put in."

So put in all you got, and let's take this year farther than ever before. This year's executive board is excited for the chance to serve you. If you have any questions or just want to talk, feel free to contact any members of the e-board. We look forward to hearing from you!

Best wishes,
Tara

Tara Hebert
President
Manship Senior
@THbear94



Tour de PRSSA

Thursday, Sept. 24

Committee Taster Event



Mark Your Calendar: FALL 2015

September











Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10 	11 	12 
13	14	15	16	17	18	19
20	21 	22	23	24 	25	26
27	28	29	30			


-  - Meetings/Gatherings/Workshops
-  - Service Events

October


Su	Mo	Tu	We	Th	Fr	Sa
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4	5	6	7	8 	9	10
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November

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8 	9 	10 	11 	12 	13	14
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22	23 	24	25	26	27	28
29	30					

-  - National Conference in Atlanta, Georgia

December

Su	Mo	Tu	We	Th	Fr	Sa
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27	28	29	30			

The Year of Engagement

Exciting changes headed to PRSSA will enhance your experience and increase overall engagement

The word of the year for PRSSA at LSU is “engagement.” We have some exciting changes your way to better your PRSSA experience and to increase overall engagement.

To start off, here are some **additions to our digital media** so you can be in-the-know:

- See PRSSA behind the scenes on our Snapchat (prssalsu)
- Contribute to discussions on our LinkedIn Group (PRSSA at LSU)
- Stay up to date with our text message alert system
- Log in to our “Members Only” page on the new and improved website (prssalsu.com) to join committee groups, view an exclusive internship database or get the up-to-date point totals

Speaking of points, be on the lookout for an **improved point system**. This new system will reward socialites, service-oriented students and active committee members.

Perhaps our biggest focus on increasing engagement is our **new themed months**. Here’s how it works: one of our bimonthly meetings will be a traditional business meeting with a speaker specializing in that month’s topic. The second bimonthly meeting will be an engaging, hands-on meeting where you will participate in workshops, discussions and friendly competitions to **learn the skills** you may not cover in class.

This year we are so lucky to have two new advisers help us out with these changes. Our professional adviser is **Stafford Wood**, APR, owner of Covalent Logic, and our faculty adviser is **Sadie Wilks**, APR, a Manship public relations professor. They are looking forward to getting to know you!

Here’s to an engaging year with PRSSA at LSU!

Danielle Kelley
Vice-President
Graduate Student
@daniellenkelley



Make Your Lasting Impression

with **IMPRINT**
communications

Are you an aspiring public relations professional looking to gain real hands-on experience with real Baton Rouge clients this semester?

If so, then ImPRint Communications wants you!

The mission of ImPRint Communications is to provide PRSSA at LSU students with the real-world experience needed to prepare them for their career. ImPRint seeks to train, advise and inspire future public relations practitioners by creating professional working environments, upholding high ethical standards and building positive relationships between clients and colleagues.

ImPRint has some great things in store for the upcoming fall semester. The **firm’s design, media relations, promotions, research, and social media departments** will be hard at work producing high quality work to present to clients.

ImPRint can assure you that as an ImPRint Communications firm member, you are guaranteed to walk away with an unforgettable experience and a remarkable portfolio.

If you are interested in learning more about how you can become an ImPRint Communications firm member, be sure to attend the ImPRint informational meeting on **Thursday, Sept. 10 in the Journalism Building** (immediately following the 6 p.m. PRSSA meeting). ImPRint looks forward to seeing you there and receiving your application for firm membership soon!

JoLena Ann Broussard
ImPRint Communications
Co-Director
Manship Senior
@jolenaa_ann



PRSSA National Conference 2014 Recap

From the time our PRSSA President announced that the 2014 PRSSA National Conference would be held in the historic city of Washington, D.C., I knew that it was not only an opportunity to end my school year with a bang but also a chance to embark on a journey that I would be forever grateful for.

It was my time to shine and time for me to get a glimpse into the real life obstacles that lied ahead. Graduation was right around

the corner, and thinking back on my fellow PRSSA members and the experiences

they had on previous years – being in San Francisco my first year as a member and Philadelphia the next – it became my number one priority to finally leave LSU with those experiences of my own.

The days leading up to conference were a hectic bunch – having an outdated LinkedIn account and no business cards to hand out – but once my new headshots were in and I opened my first official box of cards I was ready to take on D.C.

Our group at conference had 17 members total in attendance, which was surreal because these 17 girls became my happy place, my home away from home.



People I had seen around campus and at PRSSA meetings with this fire in them to all want the same things, but had never exchanged more than a few words with, became the very people I answered to at every beck and call.

Aside from the unbreakable bonds that brewed over those few couple of days, I also saw first hand the importance of networking and just how strong of an impact it would have on my future endeavors in PR. Going into my conference mindset, there was nothing more that I wanted than to be working for New York Fashion Week or doing PR for some of the top retailers in the world. Mind you, I was 100% devoted to all things fashion.

But session after session, I was able to step outside that box and outside of my comfort zone. The speakers were phenomenal and our LSU Chapter had the pleasure of

meeting up with IBM's Digital Experience Manager Brandi Boatner – a former PRSSA at LSU guest speaker. It was her insight that actually tugged on my strings and really got me thinking about what I wanted to set out and accomplish.

Some sessions were no brainers for me, one of which being the ever popular PRSA general session with Good Morning America's Amy Robach. Of all

sessions we attended, this one was the only one that left session goers in tears

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with Robach's tale of such a remarkable battle with breast cancer and the work she did to raise awareness.

Other favorites of mine included breakout sessions on rebooting your résumé, hospitality/ tourism PR, entertainment PR, and none other than retail PR with speakers from the luxury brand Neiman Marcus.

Overall, the time spent in D.C. was a unique experience in itself. When we weren't notepad deep in a breakout session, we were granted the opportunity to really explore the capitol for all it was. From the White House to the Arlington Cemetery, we became train traveling extraordinaires.



Washington, D.C. had so many opportunities, and in the weeks following my return to Baton Rouge, I was overwhelmed with mixed emotions. A sense of accomplishment, a sense of belonging, extreme exhaustion, and just sad to see that it was all over. That being said, with conference right around the corner this year, I'd love to see even more members go and create the memories I had the pleasure to create. They really pay off, and if I had the chance to do it all over again – I'd be the first to sign up!

Chelsea Cousins
PRSA Member
LSU Alumna
@chelsbelsss



Stay connected!



PRSSA National Committee:

@lauradaronatsy
@victoriaklewis
@garingiscaring
@sjo_94
@_jennshafer
@efink101
@no_miles
@_joshgordon
@veronica_min
@HeathHarder
@BrianDPrice

PRSSA at LSU Eboard:

@THBear94
@daniellenkelley
@jolena_ann
@alainabrooke831
@marissaladams
@RigolMiranda
@darlanguyen_
@hannahhalkadi
@Mark_Landry1
@jasapharr
@sbank16

PR News:

@PRNews
@PRDailyNews
@PRSSANational
@PRSA
@PRWeekUS
@EdelmanPR
@KetchumPR

A Never-Ending Journey

This year, view LSU's Chapter of the Public Relations Student Society of America (PRSSA) as a new opportunity to advance your future, all while meeting like-minded and driven peers.

The beginning of the school year is an exciting time for many students across the country. New faces. New classes. New opportunities. This year, view LSU's Chapter of the Public Relations Student Society of America (PRSSA) as a new opportunity to advance your future, all while meeting like-minded and driven peers.

As the immediate past president of PRSSA at LSU, I have seen the power of this organization. Members have had the chance to make connections with **top-level public relations professionals** from a variety of concentrations. With each meeting focusing on a different topic, there is never a dull moment and you will truly get the chance to delve into which area of PR is the best fit for you.

That's not all. The Chapter and National internship databases have provided members with **job opportunities of a lifetime**.

For example, I had an incredible chance to intern with General Motors in Detroit, Michigan this summer all thanks to PRSSA. However, if corporate PR isn't for you, there are agency, healthcare, and sports options, to name a few.

The internship databases are purposely unique and diverse to give members a variety of experiences.

Aside from networking, internship possibilities and many other perks, I have seen **PRSSA at LSU become a home away from home** for hundreds of students, including myself. This organization is a family designed to uplift and support fellow leaders. Just ask former members. The people become your best friends and future co-workers, and the possibilities are absolutely endless.

I encourage you to pick up a copy of last year's **PRogram** to see all of the goals, events and accomplishments of just the 2014-2015 year. Then take the pride and encouragement I'm sure you will develop from reading it to turn the 2015-2016 year into an even better story.

Welcome to the PRSSA family.

De'Andra Roberts
Immediate Past President
Manship Senior
@deedroberts

