

# THE PROGRESS REPORT

A Public Relations Student Society of America at Louisiana State University Publication



## Did You Know?

There are minority associations for public relations professionals such as the National Black Public Relations Society (BPRS), the Hispanic Public Relations Association (HPRA), and the Asian American Advertising and Public Relations (AAAPRA).

PRSA and other major public relations organizations are increasing minority scholarships, organizing career fairs, and giving awards to local chapters that institute diversity programs.

\*Via diversity.prssa.org

## Stay Connected with your Executive Board:

- @THBear94
- @daniellenkelley
- @jolena\_ann
- @lilbri\_bri
- @marissaladams
- @RigoIMiranda
- @darlanguyen\_
- @hannahalkadi
- @Mark\_Landry1
- @jasapharr
- @sbank16



## A Letter from the President

I can't believe that the semester is already over! As I write this letter, I can wholeheartedly say I am proud of everything our chapter accomplished in such a short time.

You may have heard that LSU was a hit at National Conference, and I am glad to confirm. We came home with nine awards – more than ever before! Get caught up on all things about PRSSA National Conference in the recap on page 4.

The only reason PRSSA at LSU achieves such success is the dedication and hard work of our members. (Psst, that's you!)

Whether it's writing a blog post, designing a Halloween card for kids in need or showing your PRide with a new PRSSA t-shirt, it all makes us a stronger organization.

Don't forget to join us on Dec. 3 as we celebrate the best of the best

within our chapter at the holiday social.

As we round the last corner to finals, keep your chins up and look ahead to a great spring with PRSSA at LSU.

We promise to continue working hard to bring you better programming, bigger opportunities and the best year yet. After all, every year is the best year in PRSSA.

Cheers,  
Tara

Tara Hebert  
President  
Manship Senior  
@THbear94



## Fundraising Event: Rotolo's Pizzeria









4343 Nicholson Dr., Baton Rouge, LA 70808  
Thursday, Nov. 19 at 4 p.m. to 9 p.m.

Mention "PRSSA at LSU" to donate 15% of your total



# Mark Your Calendar: Fall 2015

## November

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					




- National Conference in Atlanta, Georgia

- Service Events

- Meetings/Gatherings/Workshops

## December

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			

## Diversity Day at PRSSA at LSU

Merriam Webster defines diversity as “the condition of having or being composed of differing elements: variety; especially: the inclusion of different types of people (as people of different races or cultures) in a group or organization.

PRSSA at LSU’s Diversity Day event focused on culture and individuality in order to advance the organization as a whole.

The event was split into three stations with the first led by community service director, Sabrina Banks. The event began with an interactive discussion on cultural appropriation. Guests were asked to take costume cutouts and pin them on a “yes” side or “no” side. Banks then explained why some costumes were acceptable to wear and why others may have been offensive. History was also given on the topics of blackface and transgender costumes.

Vice president Danielle Kelley continued the diversity

discussion by having everyone find commonalities and connections with the rest of the group. Guests also had the opportunity to talk about using their unique traits to advance themselves in the public relations field.

Lastly, treasurer Miranda Rigol led a discussion on religion. Members were given facts about several religions and asked to place the facts under the appropriate religion. Afterward, Rigol revealed the correct answers and surprised guests at the final outcome.

Overall, Diversity Day was a hit, and members learned more about themselves and others. Attendees gained insight of how to be an open-minded and marketable public relations professionals in the future.

De’Andra Roberts  
Immediate Past President  
Manship Senior  
@deedroberts



# PRSSA at LSU Guest Speakers In-Depth

**“My favorite part about being in public relations is that no day is identical. You’re never stuck in a rut doing the same thing, mindlessly, over and over.”**

Manship Professor Dr. Jensen Moore-Copple held a press release workshop for PRSSA members Oct. 22. “News releases must be newsworthy,” Moore-Copple said. “They are still the foundation of what journalists are looking for. Everything you’re reading in USA Today, Washington Post...60 percent has come from a news release.” She introduced members to the news release template and the inverted pyramid. She also advised members to not “spray and pray.” This refers to sending a news release to anyone and hoping for someone to pick it up. She emphasized the importance of forming relationships with media.

Moore-Copple began working part-time doing on-court promotions for an International Basketball Association (IBA) team in Rapid City, SD. She also worked part-time as a sports writer/photographer for the Black Hills (SD) relations/public relations spot opened up in the Continental Basketball Association (CBA) as she had the combination of writing and promotion experience that they wanted.

Moore-Copple received her doctorate from the Missouri School of Journalism (2007), her Master’s from the University of Minnesota (2003) and three bachelor’s degrees from Black Hills State University (1999). She worked professionally in sport public relations for basketball and baseball before deciding to become a college professor.



**Jensen Moore-Copple**

Manship School  
Assistant Professor,  
Former PRSSA at LSU  
Faculty Adviser

@MagicalPR



**Brandi Boatner**

Digital Experience  
Manager of IBM’s  
Technology Services in  
New York City

@ThinkBluePR

**“My favorite part of public relations is that it is always changing. No day is the same and I am always learning. The ability to learn is one of our greatest competitive advantages.”**

Boatner is the Digital Experience Manager for IBM’s Global Technology Services in New York City. She will present “The Diversity Advantage: What Makes You Different” to PRSSA at LSU membership Nov. 19. Boatner is an advocate for diversity and the next generation of leaders in the public relations professionals, speaking around the country to various colleges and universities about the future of the industry.

“We have entered a new age of diversity across the business landscape. In every corner of the world, the composition of the global workforce is more diverse today—culturally, ethnically, geographically, and by gender, lifestyle, and age group—than ever before. When we innovate, technology becomes smarter for clients and creates new opportunities for growth. When we incorporate diversity into our business, we create better innovations and

outcomes.” Brandi is a New Orleans native born and raised in Metairie. She received a Bachelor of Arts in Public Relations from Loyola University of New Orleans and Masters of Arts in Communication from Hawaii Pacific University.

# PRSSA National Conference 2015 Recap

On Nov. 6 to Nov. 10, 12 members represented LSU at the PRSSA National Conference in Atlanta, Georgia. Its theme was “Rethink, Rebuild, Renew” which was inspired by Atlanta’s progression, growth and energy, as well as the evolution of public relations. PRSSA National Conference is a professional development and networking event for students in the public relations field. Over 1,000 students attended from universities nationwide.

“I left the PRSSA National Conference feeling very inspired,” PRSSA at LSU member Niara Woods said. “I plan to get more involved in the public relations field, and I realize that just doing work on campus isn’t enough. I’ve already filled out applications and hope to be sharing what I’ve learned with an actual company.”



PRSSA at LSU members Marissa Adams, Miranda Rigol, Tara Hebert, Kayla Magee, Brittany Little, Kim Stephens and JoLena Broussard represent the chapter on the first day of the PRSSA National Conference.

Members spent the four days in Atlanta attending workshops, professional development sessions and career development exhibitions. This allowed members to receive insight of the public relations industry such learning about social media marketing trends and how to strategically execute a nonprofit communications plan. The conference allowed members to network with professionals who were speakers at the conference from companies such as General Motors, UPS, American Red Cross, and many more. With preregistration, attendees could

also tour select Atlanta agencies, including Edelman, Coca-Cola and Weber Shandwick.”

With free time between sessions, attendees explored Atlanta. Despite the rain, our members enjoyed touring the World of Coca-Cola.

**“My own peers inspired me with their tenacity and hunger for success. Most importantly, though, I fostered strong connections with my own PRSSA chapter. The relationships I’ve built and experience I had are irreplaceable.”**

“The PRSSA National Conference exceeded my expectations beyond belief,” PRSSA at LSU member Kim Stephens said. “I was able to tour agencies and network with public relations professionals that I hope to emulate in my career. My own peers inspired me with their tenacity and hunger for success. Most importantly, though, I fostered strong connections with my own PRSSA chapter. The relationships I’ve built and experience I had are irreplaceable.”

A highlight of national conference was PRSSA at LSU receiving nine awards on behalf of work during the 2014-15 school year. The awards included three Teahan Awards, the Star Chapter Award, second place in the National Organ Donation Awareness Competition (NODAC) and four individual awards. The Teahan Awards are the highest honors at PRSSA National Conference. The awards are given in honor of the founder of PRSSA, Chris Teahan. PRSSA at LSU received Teahan Awards for community service, chapter website and diversity.



PRSSA at LSU Public Relations Director Darla Nguyen talks to the representative of Elon University’s Master of Arts in Interactive Media program at the Career Development Exhibition.



# PRSSA National Conference (continued)

PRSSA at LSU received the Star Chapter Award for completing at least eight of ten essential criteria. The Star Chapter Award distinguishes chapters that excel in programming and relationship building. The requirements for this award include completing a community service initiative and strengthening the relationship with a local PRSA Chapter.



PRSSA at LSU receives the Star Chapter Award which distinguishes chapters that excel in programming and relationship building. From top left: Marissa Adams, Miranda Rigol, Rodney Hebert, De'Andra Roberts, Kim Stephens, Kayla Magee and Mark Landry From bottom left: Tara Hebert, JoLena Broussard, Brittany Little, Niara Woods and Darla Nguyen

In one of Dr. Jinx Broussard's spring 2015 campaigns classes, a group of eight Manship School of Mass Communication students executed a campaign to spread awareness of organ donation across campus, leading to this year's second place NODAC Award.

Manship School senior JoLena Broussard was presented with two scholarships. She received the Marcia Silverman Minority Student Award and the Stephen D. Pisinski Memorial Scholarship. Broussard also received the National Gold Key Award for her leadership and academic achievement in the field of public relations.

Current PRSSA at LSU president Tara Hebert received the National President's Citation for her leadership and contributions to PRSSA at the local and national level.

The PRSSA at LSU 2015-16 executive board is more than motivated to continue the hard work and achieve more awards next year. The 2016 National Conference will take place in Indianapolis, Indiana.



Current PRSSA at LSU President Tara Hebert and Immediate Past President De'Andra Roberts accept the three Teahan Awards for PRSSA at LSU. Hebert also received the National President's Citation Award. Manship senior JoLena Broussard received two scholarships and the National Gold Key Award.

## Save the Dates

Nov.  
19

**Meeting with Brandi Boatner on "The Diversity Advantage: What Makes You Different"**

Dec.  
3

**Holiday/Awards Social & Toiletry Drive**

Nov.  
20

**Exclusive IBM Tour with Brandi Boatner**

Jan.  
21

**First meeting of Spring semester**

Nov.  
25

**Service event at St. Vincent de Paul Shelter**

NOTES:

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