

THE Professional

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Brigham Young University PRSSA

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UPCOMING EVENTS

January
Opening Social

February
Social Media Panel

March
Closing Social

April
Golf Event

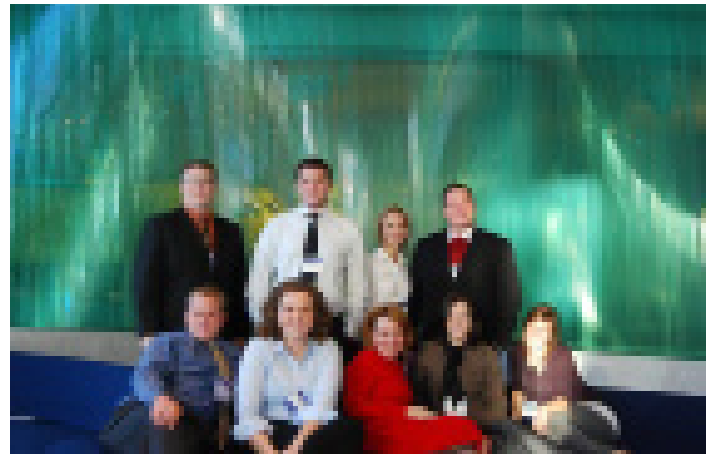
HAVE A MERRY
CHRISTMAS
AND A HAPPY
NEW YEAR! SEE
YOU NEXT
SEMESTER

The Future of Public Relations

By MICHAEL WILSON

Over the last few months, we have seen financial markets across the world fluctuate as much as our national leaders' policies and platforms. While times are unsure and dark clouds may be on the proverbial horizon, it is essential to remember that now, more than ever, public relations, in all of its fields, is becoming an increasingly more essential part of any business or organization.

As an executive board, we recently returned from the 2008 PRSSA National Conference in Detroit, where we had the opportunity to rub



shoulders and network with professionals from some of the nation's biggest companies and most prominent organizations.

While at the conference,

we experienced a very polarized environment. The atmosphere was blanketed by a somber mood, accentuated

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Social Media: What it means for the future of PR

By STEPHANIE HUNT



The importance of print media and classic channels of public relations are soon at an end. Social media networks, such as MySpace, Facebook, and blogging are becoming the new trend. It hasn't even been 20 years from the time people could mostly be reached by forms of print media and other more traditional forms.

Those who have been in public relations for many years have to adapt to these changing times and several are doing so, but with some difficulty. Advice to those having difficulty comes from Mark Nowlan, senior vice president of marketing and communications at PR Newswire.

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“The best PR tactic for you is to be aware of what’s available and not be too cautious to try different techniques and formats,” said Nowlan.

For example, the standard text news release has been redesigned to help bloggers and reporters provide the information they find important in the format they want.

Presenting the information online opens up the general public, appealing to more people.

Companies are questioning whether using social media will benefit or harm their business, a question that depends on the situation. Most of the industries that have made the transition are the entertainment, technology, and youth-based industries.

Although the traditional trends are changing, the 50 year old version of news releases is not going to become extinct. The most important factor is getting the news out and in a way that proves to be effective.

Social media networks, like Facebook, targets the younger generations and those who don’t want to take the time to research and

search out information, but mainstream media will continue to focus on the non-youth audiences.

Other trends that are expected to evolve are online press and news rooms, search engines, content publishing, social bookmarking, and Google News Alerts.

BYU public relations receives top honors

By EMILY SMITH

The BYU public relations program just celebrated its 18th year of certification by the PRSA. BYU is the first university to receive this prestigious honor, and is proud to have kept up the great work.

“This should give students an edge with seeking internships and jobs,” Communications department chair, Brad Rawlins said. “More importantly, it should give students the confidence that they have received the kind of education that will help them be competitive throughout their careers.

Certification in Education for Public Relations is the only certification exclusively for the field of PR. According to the PRSA, this certification is a seal of approval for programs that provide the faculty, curriculum and resources needed to prepare students for entry-level positions in public relations.

Only 20 programs currently hold the CEPR.

Earlier this semester, two officials came to BYU to review the public relations curriculum, faculty and students. The two visitors, Peter Hollister from a private PR consulting agency and Diane Witmer, a professor from Cal State Fullerton provided a report very complimentary of the program, according to Rawlins. They even said it was one of the best programs they had ever reviewed.

The reviewers met with a group of students asking questions about their experiences in the PR program at BYU. The certification board was interested in the student’s relationships with the professors, as well as public relations professionals in the area. The PRSSA Interlock program, the speed networking event and how those two programs help students obtain



mentoring opportunities were discussed in detail. Many students also considered the Bradley PR Agency and internship requirements helpful tools in gaining necessary skills early on in their public relations careers.

“My internship has really helped me grow and expand my skills,” said Natalie Mitts, a senior majoring in Public Relations. “There’s a big difference between doing work

for a class and doing it for a job. Internships help us take our work seriously and prepare for our future careers.”

The PRSA’s zgoal in CEPR is to give students an edge in competing for internships and jobs. It also provides a program with strength in acquiring resources and continuing growth and improvement through six-year reviews.

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by economic uncertainty. But, fortunately, it was also contrasted by a sentiment of hope and anticipation for the future of American industry and the role that PR practitio-

ners play in protecting not only their companies' images, but commerce as a whole.

As students, we now have the challenge and opportunity to push forward with a steadfast assurance that we are

the future face of business in America. We, now more than ever, have the responsibility to stand up for what is right and act as an ethical beacon that calls both companies and individuals to action.

It is my hope as both a

member of the PRSSA executive board, and a student at BYU, that we do our part to fulfill our roles as future leaders of industry, dedication and ethics-driven performance.

Member Spotlight: Angela Fischer:

Major:

Senior majoring in Public Relations

Favorite Quote:

"Enjoy here while you're here, 'cause there's no here there" - Ziggy

Experience in PR:

PRSSA VP external relations (PRSSA member four years), -Bateman campaign internships, -years of Bradley, French Embassy (Washington, D.C.), LDS International Public Affairs NYC

Interesting Face:

Half Brazilian

Kind of PR hoping to go into:

International PR; work with inter-cultural communications for non-profits



Community Updates:

As you all know, our goal in PRSSA is to give you tomorrow's experiences today. While we have hit a few roadblocks this semester with our chapter clients, we are definitely pushing forward and making great strides here in our local community. For those of you that have signed up for one of our committees, thank you. Please know that your efforts are recognized and that we appreciate all that you do.

So far, just as an update, we have been able to provide HELP International with some media tools and news releases to promote some of their fundraising events, we have been able to work with Alpine Community Theater's director to host a fundraising gala and we have been able to contribute to their Web site and, finally, we have been working with a new client promoting his new book here in the local, Utah County area.

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BYU PRSSA Speed Networking

By Carrie Van Dusen

Is it possible to learn all there is to know about a sector of public relations in less than 10 minutes? Probably not. Actually, most assuredly not—you'll need a lifetime in the field for that—but BYU PRSSA's Speed Networking event held on Nov. 19 gave students an introduction to seven possible different sectors.

Organized into small groups of three or four, students met with professionals from all different walks of PR. Professionals were then given five minutes to answer questions about their specific field of expertise. What

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For those of you that contributed to, and worked on, our food drive efforts - thank you. We were able to greatly increase our department's contribution to the annual "Food Fight" with the University of Utah. For next semester, if you have any suggestions for a chapter service project, please let me know. As a chapter and an arm of BYU, we are driven to help serve those in need.

This semester has provided our 2009 Bateman Team great opportunities to apply their public relations skills and further our chapter's efforts here in the

does it take to keep up in a fast-paced agency world? What is it like doing internal and external PR for a corporation? How can I learn design skills now that will help benefit my career in the future? Where should I look for sports PR internships? Agency, corporate, design, high tech, international, non-profit and sports were all sectors of PR represented at the event.

Not only did students gain new insights about their possible future careers, but also made connections with influential professionals in the local area. There has even

BYU community. We have prepared research proposals to the university and we are waiting for approval to push forward and really delve into the more nitty-gritty aspects of the competition.

As a PRSSA Executive Board, we are very excited and proud to have a team that is so dedicated to representing both our chapter and our university. If you are interested in working with the Bateman team as they prepare to launch their campaign early next year, please contact me, Michael Wilson, at your convenience.

To conclude, we are very pleased with what has been accomplished this semester. We fully recognize that you

been talk of a few internship opportunities because of it. Whether you came for the information, networking, or the exotic mango mojitos, those in attendance would all agree the event was a success.

Professionals in attendance: John Pilmer, President and Founder of Pilmer-PR; Brittany Maxfield, Public Relations Manager at VitalSmarts; Mark Fredrickson, General Manager of the e-Commerce Division for TopTenREVIEWS; Tracy Schilly, Creative Director/Manager of Focus Design; Jeff DuBois, current man-

are all very busy and that PRSSA is only one of many activities that pull on your time and resources and we greatly appreciate it.

By way of announcement, there will be some significant changes in the structure of our committees and programs next semester. If you have any questions about becoming involved, please speak with any member of the e-board. We are here to help you succeed and provide you with opportunities that give you an extra edge over your competition.

Merry Christmas and have a Happy New Year. We can't wait to see you next semester and we hope to make the upcoming year even better

ager of the Bradley Public Relations Lab and teacher at BYU; Devin Knighton, Communications Director for Mozy; Robert Wakefield, public relations professor at BYU specializing in cross-cultural communications; Erica Hone, Communications Director for CommunityAction Services and Food Bank; and Val Hale, Vice President of Institutional Advancement at UVU.

If you would like to follow up with a professional, please contact Carrie Van Dusen at prssa.interlock@gmail.com.

than this one!