

Event: PRSSA NE Conference
Date: October 4, 2007
Time: 9:45am-10:30am

Topic: You're Hired! Now What?

Presenters: The panel consisted of three Alumni that have recently graduated from college. They spoke about their first job experiences and internships.

Matthew Clark, Homeland Security

Colleen Kiser, Manager of PR for VisitRochester

Jessica Ward, Account Executive, Text 100 Public Relations

Question presented to the Panel: When you started your first job, what was your first duty?

Colleen: Event Planning and web based marketing.

Matthew: Writing press releases

Jessica: Writing press releases and cold calling to magazines attempting to get a story covered.

Question: What was your first office space like?

Colleen: A big office with no window. She explained that a typical day consisted of checking e-mails, meetings, updating news releases and following up on projects.

Matthew: A cubicle. He said that reaction time to a story is imperative. Your reporters must be first on the scene. That created a great new release.

Jessica: She had a desk in a wide open space with others around her. She advised to always update your press list because job titles change everyday.

Question: Were your internships helpful?

Colleen: She expressed that she didn't like her first internship. It was time consuming and she didn't learn much. On the other hand she did shadow some PR specialist at other companies and she enjoyed it. She said it was awesome.

Matthew: He said that his intern experience was awesome. He recommends that you network and never forget a name or number. One must always interview with confidence.

Jessica: Always ask a lot of questions. Don't be afraid to say that you don't know.

Question: What is the best advice you would give to individuals on their first job?

Colleen:

Matthew: Learn how to respond to reporters and know what not to say from what to say.

"Asking a question doesn't make you incompetent, it makes you sound interested."

Details are very important. Know your co-workers. Know their strength and weaknesses. If you are planning an event that a speaker is needed, make sure that you research his prior speaking engagements back ground and speaking style.

Jessica: When calling a magazine or a news station, make sure you know your story in and out. If they ask you a question that you don't know the answer to, DO NOT LIE OR MAKE UP AN ANSWER. Tell them that you will call them back with that information at a specific time. Make sure that you are pitching your story to the right person. Office voice messages for editors and PR specialist are hardly checked. Get an e-mail address. If you have to make a phone call, try to call them at least twice a day.

Tips: Always interview with confidence.

Network and remember names.

Get business cards.

Don't be afraid to ask questions.

Know where you're accepting a job and the cost of living involved.

Update press list.

Event: PRSSA NE Conference
Date: October 4, 2007
Time: 1:45pm-2:30pm

Topic: PR Ethics for Students and Recent Graduates

Presenter: Deb Silverman, Ph.D., APR, assistant professor, Public Communication, Buffalo State College

Note: The presenter spoke about companies that have violated the PR code of ethics and the crime committed.

Question: Why does ethics matter?

Answer: Building relationships, risking company credibility and crisis control.

PRSA Mission Statement:

Mission: With the vision to unify, strengthen and advance the profession of public relations, the Public Relations Society of America (PRSA) has established itself as the pre-eminent organization that builds value, demand and global understanding for public relations.

PRSA is the world's largest organization for public relations professionals. Its nearly 21,000 members, organized into more than 100 Chapters, represent business and industry, technology, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations.

Chartered in 1947, PRSA's primary objectives are to advance the standards of the public relations profession and to provide members with professional development opportunities through continuing education programs, information exchange forums and research projects conducted on the national and local levels.

PRSA builds the public relations profession and the public relations professional in three core areas:

I. Advancing the Profession

To attain the overall goal as the standard bearer for public relations, PRSA maintains and continually enhances all existing Professional Development programs using media opportunities at all levels individual member, chapter, section and national concentrating on Accreditation and the Code of Ethics.

II. Strengthening the Society

While constantly seeking new strategies to increase membership and enrich member services, the Society will strive to develop cohesion among the national staff, board and the local operating units of the society. The Society will continue to develop a governance structure well adapted to change and one which will constantly measure the effectiveness of its performance.

III. Establishing Global Leadership

In order to position PRSA as the acknowledged worldwide brand of public relations excellence, PRSA is dedicated to strengthening alliances with other public relations organizations throughout the world, internationally marketing its products and services, and continuing to extend Accreditation worldwide.

Website to the PRSA Code of Ethics: http://www.prsa.org/aboutUs/ethics/preamble_en.html

Companies that violated the PRSA Code of Ethics:

Enron: Accounting fraud

Arthur Anderson Firm: Accounting fraud

Worldcom: Accounting fraud \$11 billion

Cable TV/ Adelphia: Money Laundering

Martha Stewart: Insider Trading