

Spring 1992

UA68/13/5 PR Perspectives

Kelly Thompson Chapter, Public Relations Student Society of America

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PR Perspectives

 WESTERN KENTUCKY UNIVERSITY

WKU attempts Russian sponsorship

by Heather Hauer

Western Kentucky University's Kelly Thompson Chapter is attempting to make history by sponsoring the first Public Relations Student Society of America chapter in Russia.

In July, Russia opened its doors to public relations with the founding of the Soviet Public Relations Society (SPRS). SPRS is the first PRSA chapter to be established in Russia. Plans to help the Russian chapter include sponsoring select members to attend Western for one year. Sponsorship through Western's chapter includes

paying PRSSA dues and serving as their liaison to other chapters in the United States. The Russian chapter would be responsible for finding members to meet national PRSA and all other requirements as outlined by the PRSSA by-laws.

An added benefit to sponsoring a Russian PRSSA chapter is that WKU's Society of Professional Journalists is already sponsoring a chapter in Russia. The combined efforts of both chapters will give Western's Journalism Department an edge over other universities.

If established, an exchange pro-

gram may be started between the Russian chapter and the Kelly Thompson Chapter. This program would allow both Russian and Western students the chance to experience a new culture as well as learn about public relations in another country. •

JOB SEARCH '90s *Style* : 1992 seminar a success

by Eric Davis

Ask anyone what the two hottest topics of 1992 are, and they'll surely tell you jobs and government. At the 1992 Annual Kelly Thompson PRSSA Seminar, held on February 26, both items were covered thoroughly.

Frank Ashley, the press secretary for Kentucky Governor Brereton Jones was the keynote speaker

for the seminar's luncheon. In his address, Ashley, who has a rich history in journalism and government, gave his perspectives of the Kentucky media, with respect to his current position.

"Nowhere is there a tougher, more professional group of reporters than we have in Kentucky," Ashley said, and as far as

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**Congratulations
Graduates!
Good Luck!**

PRSSA Round-Up

•NEWS "FLASH!"

PRSSA is selling t-shirts. The shirts are white with red lettering that says, "Department of Journalism Western Kentucky University," featuring a flasher with the back of his overcoat reading, "Expose Yourself to Communication." The shirts are \$10 and are available in the PR Lab. Contact the Journalism Dept., 745-3143, in summer.

•New Secretary

The vacant secretary position was filled by Denise Page for the spring semester. Denise is a senior who will graduate in December of 1992. She heads the banquet committee and is involved with Perspectives. "Although I am not eligible for an office next semester, I plan on being involved with PRSSA until I leave in December," she said. Former secretary Krista Shartzter left for an internship.

•Your first impression should be your best!

First Impressions, a professional resume writing service, is off and running! PRSSA can write and produce a professional resume tailored to *your* personality for just \$20!

•1992 Awards Banquet

The awards banquet was held April 13 at Mariah's Restaurant. Suzanne Wright, public relations director for the Kentucky Derby Museum, was keynote speaker. Scholarships were awarded to Eric Davis, Denise Page and Heather Hauer. Other awards were presented to Nina Kissinger, Most Valuable Member and Heather Hauer, Most Outstanding New Member.

•National Assembly

National Assembly was held March 13-15 in Nashville. Eric Davis, program director, was the delegate from Western. National dues were raised \$5 and national PRSSA officers were elected. •

Seminar continued

PR is concerned, "WKU has maintained the best public relations, journalism and communication departments in the state. I'm pleased that WKU is at the top."

Ashley, a 1965 graduate of Western Kentucky University, spoke to more than 50 guests, which included students, faculty, and members of city and county government.

No matter what school a person attends, and regardless of the excellence of their field of study, all undergraduates have to agree

the job market of the '90s is quite bleak. A good entry-level position is almost no where to be found, and it's causing a lot of anxiety for today's students.

That's why the theme for this year's seminar was "JOB SEARCH: '90s Style".

The purpose of the day-long seminar was to help students with their job search in the public relations field. To accomplish this task, all of the bases had to be touched. Consequently, presentations were given on entering the job market, resume writing, interviewing skills, and internships. •



Frank Ashley (left), press secretary of Gov. Brereton Jones, talks with Bowling Green Mayor Johnny Webb (center) and Dr. Bob Blann, (right) PR professor, after his keynote address.

Alumni Update: Where do they go after graduation?

by Sally Krauss

What happens to students after they hear their name echoed through the rafters of Diddle Arena each May? Graduates of Western's public relations program have found themselves in a variety of positions and organizations. The following are some examples.

In 1981, graduate **Anna White's** first job was with the Horse Cave Theatre. She worked for three months as box office manager before taking a position at Jack Guthrie & Assoc. in Louisville and later with Humana Hospital in Florida. Presently, White is the Director of Public Relations and Marketing at Humana Hospital in Louisville.

White works in media, community, and employee relations. She said she has such a wide variety of responsibilities that there is "no room for boredom."

White's advice to public relations students is to gain

experience with an agency.

She said her experiences with Jack Guthrie & Associates were valuable to her career because it gave her an understanding of all aspects of public relations and "a good feel" for what she wanted to do.

Elizabeth Clark, a 1984 graduate, worked for nine months at The Actor's Theatre of Louisville as an intern. She was promoted to public relations and marketing associate and is currently senior associate of public relations and marketing. Her main responsibility is working with international, national, regional, and local media.

She recommends students gain as much experience as possible through internships. Clark said, "The more people you know and the more experience you have, the better."

Thomas Denk, 1982 graduate, spent a year as an investor

relations consultant in North Carolina. He also worked as a general assignment reporter at a Knoxville newspaper before taking his current position in the public relations department of Clayton Homes of Knoxville.

Denk's responsibilities include writing press releases, marketing, media relations, producing videos, and all company photography. "The company's annual and quarterly reports and newsletters are also his responsibility. Enjoyment in his job stems from getting broad exposure to many different areas. But said, "sometimes it's hard to keep up with everything."

Denk encourages public relations students to gain some experience by working for a newspaper. "Newspaper work is low pay but it's excellent training ground for public relations," he said. •

One of Detroit's most influential shares "Top 20 Tips"

The 1992 District Conference, held in Detroit April 3-5, included a host of professional speakers that discussed topics ranging from media relations to owning your own public relations firm. Jeffrey Caponigro, president and CEO of Casey Communications Management, Inc., Detroit was the keynote speaker at the Saturday luncheon.

Caponigro gave attendees a top 20 list of tips he suggests when

looking for that first job and after landing a job. These tips can benefit everyone. They are:

1. Maintain a positive attitude.
2. Be objective.
3. Develop a strong work ethic.
4. Have a hunger for learning.
5. Act mature.
6. Work to improve your writing.
7. Dress fairly well.
8. Accept criticism and direction.
9. Show initiative.

10. Be confident in yourself.
11. Be disciplined, stay focused.
12. Treat people well.
13. Be a team player.
14. Invest the time.
15. Learn the basics of PR then go beyond conventional thinking.
16. Learn to think strategically.
17. "Test" your decision-making.
18. Learn from others.
19. Follow through with promises.
20. Be patient with your career. •

Members 'Shift Gears' with Ohio Valley in Detroit

by Nina Kissinger

The East Central and Ohio Valley Districts made PRSSA history by holding a joint district conference April 3-5. *Shifting Gears in Public Relations... Together* was the theme for the 1992 conference hosted in Detroit at the Westin Hotel by Wayne State and Central Michigan Universities.

Many PRSSA members enjoyed a night on the town after Friday's registration. Some students rode the People Mover to Greektown and a number of other Detroit "hot spots." Others stayed at the Westin where there was plenty to do including shopping at the mall and museums in the hotel's Renaissance Center.

Saturday began early with breakfast and roll call in which

each school displayed their spirit with a cheer. The PRSSA national President-elect, Michael Neumeier and Vice President-elect, Trevor Hale also gave some opening remarks.

The conference sessions began at 10 a.m. and continued through 6 p.m. Topics included health care, corporate, government and internal public relations, special event planning, crisis communication and many others. The final session was a Big Three panel discussion between the public relations managers of Chrysler Corp., Ford Motor Co. and Cadillac - General Motors.

The conference concluded Sunday morning with district meetings. East Central District

Director, Jenny Gold presented several awards. WKU received an honorable mention for Chapter Development, and Eric Davis, program director, was awarded a District Director's Citation.

"District Conference gave me a chance to get to know the new district director (Sonya Popp, Ball State), members from other chapters and learn about plans for next year. After attending, I feel like I have a greater understanding of what PRSSA means," said Greg Putman.

Seven Kelly Thompson-members attended, including Stephanie Alexander, Deven Carigan, Eric Davis, Bobby Johnson, Nina Kissinger, Sally Krauss, and Gregory Putman. •

PR Perspectives

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