

Pipeline

VOLUME 8, ISSUE 1

APRIL 2003

INSIDE THIS ISSUE:

Regional Activity	1
Lunch with the PROs	1-4
Value of Networking	2
Teacher Feature	2-3
April Events	3
PRSSA Contacts	4
Editor's Note	4

Crisis and Communication

By **Melissa Clary and Brianne Lunzmann**

The Frederick C. Whitney chapter of Public Relations Student Society of America at SDSU is showing off its skills by planning a regional activity for April 11-12, 2003 at the award-winning Doubletree Hotel San Diego in Mission Valley.

The event, entitled "Crisis and Communication: The Lifeboat to Your Sinking Ship," focuses on crisis communication and etiquette protocol in the field of public relations.

More than 15 PRSSA chapters throughout the western United States as well as non-PRSSA members and college students have been invited to attend the event. San Diego-based public relations professionals are expected to attend, with several professionals judging a mystery crisis communication case study

competition.

The itinerary includes an etiquette protocol dinner featuring keynote speaker Gustavo Friederichson, director of corporate communication and multicultural services at Sharp HealthCare.

Brianne Lunzmann, PRSSA director of public relations, said, "We're developing our chapter through the planning of this regional event and providing a quality program for other PRSSA chapters."

The chapter's 67 members look forward to the regional activity and providing participating organizations with access to future public relations professionals from the western United States in addition to practitioners from San



Diego.

The regional activity logo was designed by Lunzmann.

To get involved and for further information about PRSSA's regional activity visit www-rohan.sdsu.edu/~prssa.

Lunch with the Pros: Tackling the Super Bowl

By **Tom Magnetta**

On February 18, more than 50 PRSA members and four San Diego State PRSSA members attended the monthly PRSA luncheon to listen to a panel discussion regarding how San Diego tackled public rela-

tions issues during the planning of Super Bowl XXXVII.

The luncheon, which was held at the Hilton Hotel in Mission Valley, took both students and professionals of public relations on a guided tour through the inner work-

ings and complexities of handling such a large event.

Concerns ranging from traffic issues to possible terrorist attacks were addressed in the months leading up to the Super Bowl, in

(LUNCH, continued on page 2)

SPECIAL POINTS OF INTEREST:

- PRSSA's regional activity focuses on crisis communication.
- PR professionals tackle the Super Bowl.
- A reflection on a dinner with a PR firm's president.
- The many achievements and experiences of Professor Dwight Daniels.
- Calendar of April events in PRSSA.
- PRSSA board members' contact information.
- Editor's Note

The Value of Networking

By Gina DiCicco

Some students are misled into thinking that just showing up to class is enough preparation for the real world. In today's competitive public relations market, "who you know" can ultimately play to your advantage.

Bill Trumpfheller, President of Nuffer, Smith, Tucker, Inc., said, "Networking is the difference between getting a job and not getting a job."

Trumpfheller recently hosted a networking event entitled "Dinner with 12 Aztecs," which is coordinated by the SDSU Student Alumni Association. The organization acknowledges that students need more than the classroom to develop professional skills and connections. Six students and six profes-

sionals gather to dine and discuss a shared field of study. The professionals are introduced to potential employees, while students are able to inquire about possible future careers.

"Opening up allows the alumni to help me in any way they can, whether it be for advice or job opportunity," senior James Gray said.

Dr. Glen Broom, public relations professor, advisor and author, said that "making connections" is essential.

"Getting connected and acquainted

with your potential colleagues can give you an opportunity to demonstrate what you know and what you can do," Broom said.

Broom and Trumpfheller believe that networking is extremely valuable and both recommend joining organizations such as PRSSA and SAA. The cliché-- it's not what you know, it's who you know-- might not be such a cliché after all.

For further information about the Student Alumni Association visit www-rohan.sdsu.edu/~saa.



Teacher Feature: Dwight Daniels

By Julia Newman

An experienced professional reflects passion through, commitments, challenges, successes and the dedication to pass knowledge on to others. Dwight Daniels, a lecturer at San Diego State University, exemplifies this description. Daniels is the newest addition to SDSU's School of Communication.

It is Daniels' first year teaching, while he continues to write for the *San Diego*

Union-Tribune. Teaching and journalism add to a long list of hard work and accomplishment for Daniels.

Daniels began his journey after graduating from Pacific Lutheran University with a bachelor's degree in broadcast journalism. He immediately joined the Air Force-- in his father's mili-

tary footsteps-- which gave him a variety of valuable opportunities.

At 21, Daniels was the deputy chief of the public office for the nation's largest nuclear missile base in Great Falls, Mont. In Montana, he hosted two radio shows, a monthly TV show and was editor of the local Air Force newspaper.

After three years of communication experience, Daniels' opportunities only broadened. Through the Air Force, Daniels was assigned a position on an
(DANIELS, Continued on page 3)

At 21, Daniels was the deputy chief of the public office for the nation's largest nuclear missile base...



(LUNCH, continued from page 1) addition to many issues which occurred behind the scenes.

It was the job of the San Diego Super Bowl Host Committee to not only reassure San Diegans that the Super Bowl would go off without a hitch, but to also handle relations with the NFL and to prepare the city for a huge influx of people.

Media were provided with and assigned spaces for their tents at Qualcomm Stadium, in addition to key vantage points along the San Diego Bay

and downtown. The committee also worked out a plan with San Diego's hotels to ensure room availability for the media, the NFL and ABC Sports.

Out of San Diego's 57,000 hotel rooms, the NFL alone required 18,000 rooms for its people, which included both of the teams. Almost every hotel and motel room was booked several months prior to game day.

"This isn't just a one day event anymore," said Rick Schloss, director of media & community relations for the committee. "The Super Bowl is now a

10-day event that is filled with activities happening all around San Diego."

One of the challenges that the committee faced was ensuring San Diegans that special events were not only worth attending, but that the city had a fine-tuned plan to handle traffic, parking and security.

Despite having planned a seamless operation, the committee also had to handle situations arising through the media. Schloss recalled one issue in particular that heated up as game day

(LUNCH, Continued on page 4)

SCHEDULE OF EVENTS

- *April 1-4: Have a great Spring Break!*
- *April 6: Don't forget to set your clocks forward one hour.*
- *April 7: See you in school!*
- *April 8: General meeting at 5 p.m. in Calmecac and PR agency tour at 4 p.m.*
- *April 11-12: Everyone's at the Doubletree Hotel in Mission Valley for the regional activity.*
- *April 14-17: Spring Fiesta activities take place... Earn points for PRSSA!*
- *April 15: Officer meeting at 5:30 p.m. in PSFA 200.*
- *April 22: General meeting at 5 p.m. in Calmecac.*

April 2003

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Spring Break	2 Spring Break	3 Spring Break	4 Spring Break	5
6 Day-light	7 Back to School	8 General Meeting/Tour	9	10	11 Re-regional	12 Re-
13	14 Spring	15 Spring Fiesta/ Board meeting	16 Spring	17 Spring	18	19
20	21	22 General	23	24	25	26
27	28	29	30			



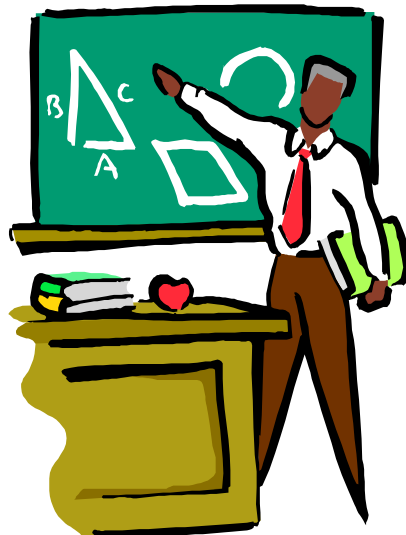
(DANIELS, Continued from page 2) intelligence base in Crete, Greece. He published newspapers and wrote speeches for commanding officers, some at the top-secret level. He also hosted visits by intelligence agencies and congressional leaders, such as the Speaker of the House.

Daniels' career has grown with his experience in radio and television news, in addition to editing and publication as a public relations professional.

Still, with a drive for more, Daniels decided to attend graduate school at the University of Missouri, where he wrote his thesis on the history of military and media relations and completed his master's in print journalism.

Later, Daniels moved to Ohio to become the director of public affairs for a graduate school of the Air Force. With his public relations skills, he helped design a national media marketing program promoting the accomplishments of the institute. His program succeeded, gaining national attention from CNN and CBS, along with major news magazines and national newspapers.

After leaving the military, Daniels moved to San Diego and did freelance writing for major wire services. He has been a reporter for the *San Diego Union-Tribune* for 13 years, covering a variety of beats such as law enforce-



ment, government, military and several other features.

Daniels has won numerous reporting and writing awards in journalism contests sponsored by the California Newspaper Publisher's Association, the Society of Professional Journalists and the San Diego Press Club. He also judges other cities' professional writing contests.

On a path of success, Daniels faced the challenge of overcoming severe carpal-tunnel syndrome. He was unable to use his hands for more than a year and a half. After surgery and rehabilitation, Daniels was able to use his hands again. Now more than ever, he values what seemed so easily taken away from him.

Throughout the years, a professor he once had has remained a close mentor to him. Daniels hopes to have the same impact on students at the university. Daniels said he holds the following mentality: "Catch someone doing something well, and reinforce that."

The Frederick C. Whitney Chapter of Public Relations Student Society of America



Our Mission Statement

To serve our members by enhancing their knowledge of public relations and providing access to professional development opportunities; to serve the public relations profession by helping to develop highly qualified, well-prepared professionals.

Visit our Web site:
www-rohan.sdsu.edu/~prssa

- ★ PRSSA Officers 2002-03
- ★ President Tom Magnetta
tmagnetta@yahoo.com
- ★ Vice President Jenae Garrett
jenaegarrett@yahoo.com
- ★ Secretary Julia Newman
jewels711@aol.com
- ★ Treasurer Lorena Nava
lorenanava@yahoo.com
- ★ Director of Public Relations
Brianna Lunzmann
blunzmann@msn.com
- ★ Director of Special Events
Athena Bumanglag
amb13@ureach.com
- ★ Director of Community
Events
April Banker
incuail5o@yahoo.com
- ★ Pipeline Editor Melissa Clary
mclary00@hotmail.com
- ★ Historian and Webmaster
Caroline Cao
ccao@rohan.sdsu.edu
- ★ PSFA Representative
Katie Bycsek
kbycsek@yahoo.com

Editor's Note

Melissa Clary

The Pipeline is a unique opportunity for students to voice their opinions and make their ideas public. This newsletter aims to foster professional growth for PRSSA members and their writing skills. You can utilize the Pipeline to further your own writing abilities today by contacting me at mclary00@hotmail.com. You can also email any story ideas, PR news, comments or suggestions.



(LUNCH, Continued from page 2)
neared, becoming the center of attention.

"Everyone was worried about the Raiders fans causing trouble," said Schloss. "That issue was really hyped up by the media. But in the end, there weren't any major problems."

Schloss said communication flowed smoothly between the committee and its publics, due to its official Web site, which was used to update people on changes as they occurred.

Another issue discussed was how the committee managed communication with security among the many local and federal agencies.

The San Diego Police Department worked with the FBI and the Homeland Security Agency to cover all

possible threats. A no-fly zone was established over Qualcomm Stadium on game day, in addition to strict parking regulations.

Qualcomm's expansive parking lot, which is normally filled with tailgating fans and a sea of vehicles, was devoid of any such festivities-- with the exception of busses, limos and media tents.

More than 800 million people tuned in to watch the game on Super Bowl Sunday. What the viewers saw unfold in a three-hour TV production was an event preceded by over a year of intense planning, in which public relations played a major role.

PRSA luncheons are a great way for PRSSA members to meet professionals and to gain insight into the applied world of PR. Luncheons also afford PRSSA

members the opportunity to learn how to function in a professional setting, better preparing them for the future. Many of the PRSA members that attend luncheons are leaders of PR in the community. Don't wait until you graduate to introduce yourself. Become visible now and build your future today by attending a luncheon.

PRSA luncheons are held once a month and cost \$15 for PRSSA members. For detailed information visit: www.prsasandiego.org.