

Pipeline

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A PRSSA Regional Activity Success

By **Brianne Lunzmann**

A day in the life of a typical public relations student does not usually include getting PR advice from award-winning public relations practitioners, dining with industry professionals or presenting communication plans to Public Relations Society of America members. For one weekend, 30 public relations students had the chance to network with some of the most respected professionals in the industry.

Students credit these experiences to attending the Public Relations Student Society of America regional activity titled "Crisis and Communication: The Lifeboat to Your Sinking Ship." The event was hosted by the San Diego State University chapter. The two-day conference, held at the Doubletree Hotel in Mission Valley on April 11-12, focused on crisis communication, media training, ethical practices



and business etiquette.

Members of PRSSA from San Jose State University, Northern Arizona University and SDSU were in attendance, as well as the PRSSA immediate past president Dirk Munson, and the newly elected Regional Activities Director Nichole Felix from Clark Atlanta University.

The event kicked off with an etiquette dinner presented by Robbie Greene, CMP, vice president of the Governance Institute for Conference Services, who illustrated the differences between American and Continental eating styles for the guests. After the etiquette protocol presentation, most diners

were mindful of their manners and eating habits, as well as practicing the international style of dining. The dinner gave the students a chance to talk to professionals and educators in attendance on a more casual level.

Keynote speaker Gustavo Friederichsen, Sharp HealthCare vice president for communication and multicultural services, spoke candidly on his involvement with the Santana High School shootings. He provided insight on how to create key message points and a communication plan within minutes of a crisis, as well as how he and his team

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PRSSA Members Take a Look Inside Bailey Gardiner

By **Julia Newman**

The fast-paced atmosphere and diverse client accounts of a public relations agency are a valuable experience before entering into any branch of public relations.

PRSSA members toured Bailey Gardiner, a local

agency. The firm is an integrated marketing agency that includes public relations, advertising, promotion and graphics. Jon Bailey, co-founder and San Diego State graduate, spoke to students in a large conference room.

"That's what differenti-

ates us. It's not just about working with reporters. It's about promoting, showing and creating news," Bailey said.

Each of the 16 staff members has specialized skills. The team incorporates *(TOUR, continued on page 2)*

SPECIAL POINTS OF INTEREST:

- PRSSA's regional activity results.
- PRSSA members take a PR agency tour downtown.
- A PRSSA member's reflection of Singapore's PR program.
- The PSFA holds an inspirational luncheon.
- PRSSA recognizes May 2003 PRSSA member graduates.
- PRSSA board members' contact information.
- A note from PRSSA President Tom Magnetta.

Differences between Singapore and SDSU's PR Programs

By Jackie Griffing

Imagine that test-taking curriculum for San Diego State public relations classes will be changing. Under the new curriculum, tests will be worth 70 percent of the final grade. The remaining 30 percent will be based on presentations, papers, class attendance, class participation and quizzes. For all SDSU public relations majors: welcome to reality in Singapore.

The program consists of four years of study for public relations majors as it does at SDSU. The first two years of college begin with general studies that integrate communication and journalism fields in Asia. General studies also include culture, politics, sociology, psychology and science technology. There

are no requirements outside the School of Communication and Information in Singapore like there are at SDSU. At SDSU there are lower general education studies requirements for life science, physical science, language and math, but that is not the case in Singapore.

Students who want to pursue education at the university level must have high marks to enter. Students attend tertiary schools before their university education. All students take exams in their final year at a tertiary school. The exams test the students' knowledge in all subjects. The students who perform well on these exams go on to attend a university. Students enroll in the major that reflects their best performance area.

A public relations internship is com-

pleted during year three at SCI as compared to one's fourth year at SDSU. Students return to school with their internship knowledge that they can apply in their fourth year of studies.

In addition, the internship helps the students prepare for their final year project, due at the end of the fourth year. The final year project is open to whatever the student wants to achieve and is not limited to certain issues. A panel of professors grades the final year projects. Sometimes students receive job offers based on their final year project.

Students graduate after four years and begin their career five weeks after final examinations.



PSFA's Inspirational Luncheon

By Kathryn Bycsek

On April 23, 2003 the College Council of Professional Studies and Fine Arts held its first luncheon entitled, "Inspiration Luncheon... because even great minds need inspiration." The luncheon gave faculty, staff and students the opportunity to get together outside of the classroom to mingle and get to know more about each other and the different organizations within PSFA.

The event, which took place in

Scripps Cottage at San Diego State University, was set up like an open-house. Several organizations within the college set up exhibits to provide information about their organization and display the work of their members.

Each organization was also given the opportunity to nominate an inspirational faculty member to receive an award at the luncheon. Nominated by PRSSA, Dr. Glen Broom received an award for "Outstanding contributions in their professional fields and the university." Broom was nominated based on his

dedication to both the public relations profession and his students at SDSU.

After months of planning, the luncheon was a success. Many faculty members turned out for the event and enjoyed themselves while meeting the students and learning about the different organizations within the college. The college council hopes the luncheon will become an annual event.

(TOUR, continued from page 1)

those skills when working on projects together.

Bailey presented a Power Point presentation featuring some of the agency's recent case studies that the agency shares with potential clients. Examples included the San Diego W Hotel, House of Blues, Viejas Outlet Center, Barona Casino, Del Mar Race Track, Tiffany & Co. and many more.

Bailey explained that clients provide the information regarding what they want from the agency. He adds that everyone involved with an account must

be satisfied with the results in order to call a project a success.

"Be confident and take control of your client. You are your client's advocate and you must always consider the worse case scenario," Bailey explained.

Bailey introduced Christine Skorupski, the account coordinator of PR. Skorupski is also a San Diego State graduate and was hired after completing an internship at the agency.

"SDSU teaches ideal PR, and then you face the reality of PR with money," she said.

Skorupski spoke about her experi-

ence in dealing with media relations, event planning and community outreach.

"Everyone excels at something. It's about the vision of knowing the best shot," Skorupski said.

She also said that the value of PR comes with credible coverage. PR differs from advertising because you can never pay to be the front-page news story, Skorupski said.

"Variety is what I like most about what I do— and the parties," she said.

Skorupski led everyone out of the

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felt throughout the media coverage of the event.

"Gustavo did a great job of answering our questions and explaining to us what it's really like in a crisis situation," said Athena Bumanglag, regional activity director.

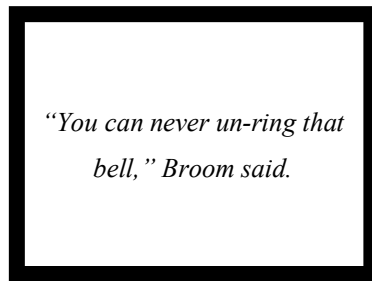
What he emphasized most was media relations and the importance of the relationship between the journalist and you, the PR practitioner. He said it is very important to get answers back to reporters as soon as possible and remain a credible source of information.

An ethics session during Saturday's breakfast by Glen Broom, SDSU professor and co-author of *Effective Public Relations*, established the importance of ethical practices in the

public relations profession.

Broom on the implications that follow you for life when you make unethical decisions, stated, "You can never un-ring that bell."

Following Broom's speech was a media training session by Julia Simms, APR, Julia Simms Public Relations. Simms highlighted the important relationship between PR professionals



and journalists. She discussed the main

points of media relations and the communication outlets used between the two, such as press conferences and media kits.

Simms created fictional crisis situations to illustrate the importance of creating key message points and a clear, strong statement. Students acting as elected spokespersons dealt with a list of realistic questions from the media, played by the audience, in mock press conferences.

Norberto Santana Jr., winner of the San Diego Press Club Best of Show award and writer for *The San Diego Union-Tribune*, presented the mystery crisis: the Red Cross San Diego chapter's Alpine fire crisis. Students had three major issues to combat with a crisis communication plan including, major misappropriation of Red Cross funds for the Alpine fire victims, an alleged excessiveness of the chief



executive officer's salary and the Red Cross's evasive communication with the public.

Students worked on crisis communication plans in groups of four people, mixing chapters and allowing them to gain different public relations knowledge. Judges included, Bill Trumpfheller, president of Nuffer Smith Tucker; Mary Schmidt-Krebs, APR, founder of MESA PR; Joe Schneider, professor of journalism at SDSU;

Brendi Rawlin of Porter Novelli; Tedi Jackson, media and communications officer for the San Diego Water Department and Julie Walke, founder of Walke Communications. In presentations to the judges, students used key message points to create communication and action strategies ranging from overhauling the Red Cross Web site to a Red Cross-sponsored community day devoted to charity donations.

Trumpfheller, who is also an SDSU alumnus and past president of the SDSU Alumni Association Board, gave an impromptu account of how the Red Cross emerged from its crisis situation. Trumpfheller's firm was responsible for essentially taking over the chapter and dealing with the crisis from the ground up. He commended the students for their efforts and noted that many of the communication strategies were those actually utilized by the Red Cross.

The feedback from judges and the

PRSSA Wishes The Best of Luck to Graduating PRSSA Members!

Abreu, Ellenike
 Andeck, Brent
 Anzalone, Kristi
 Bennett, Shauna
 Breedlove, Becky
 Bylund, Courtney
 Dominguez, Silvia
 Fransson, Sandra
 Freedman, Shannon
 Lacey-Welsh, Charity
 Nikoletich, Kristie
 Savena, Kara
 Thayer, Devon

Yumul, Christina
 Zizian, Richelle

PRSSA would like to recognize the accomplishments of our May 2003 graduating PRSSA members. We wish each graduating senior the best of luck.



HURRAY FOR THE SENIORS!



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

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A Note From Tom Magnosta, PRSSA president

As the spring semester wraps up and we look forward to our summer plans, it would be regrettable not to reflect upon the success and accomplishments of this year's PRSSA chapter. I take great privilege in highlighting the year.

Although it got off to a slow start— probably an average of eight members per meeting— the chapter steadily picked up steam throughout the school year and blossomed into a strong, healthy and viable organization on campus.

Membership greatly increased and active participation picked up nearly 500 percent. We participated in several on-campus events and were well represented at many PRSA luncheons, which further strengthened our tie with the parent organization and provided excellent networking opportunities.

The 2002-2003 executive board was successful in laying a good foundation for the chapter, providing members with several informative presentations, securing a considerable treasury and providing a smooth transition for the 2003-2004 executive board.

This past year members enjoyed in-depth presentations by speakers from a variety of PR fields, including public affairs, agency, sports and entertainment. Members also gained knowledge from a lecture on building a strong resume and were able to take part in an agency tour.

During the busy semester, the chapter also found time to host a major regional conference and was extremely successful in the planning, organizing and execution of the event. The event, titled "Crisis Communication: the Lifeboat to Your Sinking Ship," will be considered for the national Regional Conference of the Year award. I am proud to have taken part in such a huge success.

This year also witnessed makeovers in the chapter Web site and *Pipeline* newsletter, both of which represent a high level of professionalism and maturity while serving members solid, relevant and beneficial information in a timely manner. These two communication materials are well on their way to success, as next semester will unveil.

As the story goes for any non-profit organization, success takes funding. With the cost of a major conference, administrative expenses and several activities to fund, the chapter negotiated a serious monetary challenge and raised over \$3,000 through a variety of fundraisers.

I am confident that this is only the beginning of what will be a rewarding and exciting future. Next semester will bring all new programming and offer many opportunities for members to broaden their scope, build professionalism and foster a solid relationship with the PR community.

As the president of this fine organization, I salute all of you who have made this year a success and I look forward to working with all of you next semester. Have a great summer!



(TOUR, Continued from page 2)

conference room and into the main office. She introduced the firm's media buyer, and showed PRSSA members the executive row office space, including where the PR and advertising account supervisors sat. The hallway circled around and led to the creative team, that included the graphic designer and in-house copy editor. Additional office space is also available for current clients to use in the Bailey Gardiner office.

"Anyone that works here must be deadline oriented and work well under pressure. You are constantly juggling and moving from one thing to another," she said.

Brent Andeck and Christina Yumul are senior PRSSA members currently interning at the agency. Andeck arranged the tour so

other PRSSA members could get a feel for the day in the life of a PR professional.

"An agency experience helps bridge the gap between what you think you know about a public relations agency and realizing

More information about Bailey Gardiner can be found at the Web site:

www.baileygardiner.com.



how it really ticks," Andeck said. "It opens students eyes past the classrooms and textbooks, and gives them a practical public relations point of view in what practitioners really do," he said.

Participants were impressed by the tour and found the interactive experience a valuable addition to their classes.

