

NEW YEAR'S Resolutions

1 Get an internship!

Athens is home to numerous businesses and opportunities for college students of any major to find an internship. An internship is a great way to get experience in the field. Use Dawglink or ask your advisor about looking for an internship. It's the beginning of the semester, so now is the time to start.

Having your own blog is a great way to practice your writing. This doesn't mean you have to write every day or even every week. Just write as often as you can. Blogging is a great way to prepare for future writing, and you can choose your own writing topics.

2 Start a blog!

3 Join a PRSSA Committee!

PRSSA has numerous committees to choose from to help you become more involved. Whether you want to help future PRSSA members, coordinate meetings, volunteer in the Athens community or many more, there is a committee for you. Contact Jenny Holmquist at Holmquist.j@gmail.com.

Writing is something all PR practitioners will have to do throughout their careers. Gaining experience early is a great way to plan, and being able to show future employers your writing experience and skills may put you above the rest.

4 Write for the *PREcedent* or the *Red & Black*!

5 Get in shape!

Although one of the most popular New Year's resolutions is to lose weight, get in shape another way. Put your best foot forward and research a Grady Alumnus. There are many job and internship opportunities out there, and Grady Alumni are all across the country. Looking up a Grady grad may get your foot in the door of his/her company. Be proactive and get to know your Grady Alum.

– Written By: Stacey Thomas
senior from Stafford, Va.





Chick-fil-A's Unwavering Business

Chick-fil-A has some of the highest prices in the fast-food industry, yet thrifty college students still flock to the restaurant, even in light of economic crisis. What keeps college students returning to Chick-fil-A? The company, one of the strongest PR proponents in the industry, uses a broad spectrum of tactics to reach potential customers, including entertaining ad campaigns, nonprofit relations and community relations.

While most people know of Chick-fil-A's commercials and involvement with Camp Win-Shape, the restaurant's local community ties deserve a spotlight. More specifically, the new Chick-fil-A in east Athens has been successful in reaching out to the Athens college community. The month of October was dubbed "College Month," and every Wednesday morning Chick-fil-A gave away free breakfast entrees with no purchase necessary. Many people remember last semester's "Receipt Night" at the Chick-fil-A in Beechwood where patrons were told

to save their receipts from the previous week and were rewarded with free food on Receipt Night.

Chick-fil-A's free giveaways do not sacrifice service.

Along with being polite and efficient, servers at both locations bring food to tables and refills to customers, making Chick-fil-A unique among fast-food establishments. At Chick-fil-A, students can enjoy good service and great deals. Chick-fil-A has used PR effectively to convey their brand as virtuous and caring and will continue to reap the benefits. Chick-fil-A is a prime example of how effective public relations can allow a business to remain extremely successful, even in the middle of an economic downturn.

"Chik-fil-A has effectively used PR to convey their brand as virtuous and caring and will continue to reap the benefits."

– Written By: Anna Sexton, senior from Stone Mountain, Ga.



Fewer employers may be hiring in 2009, but those that are increasing salaries, offering more flexible work arrangements and focusing on green jobs.

CareerBuilder survey (*bNET.com*)



We all want to have our dream job; the one that meets or exceeds our security, social and ego needs, and of course, the financial needs. But after talking to Julie, my boss at the Division of Academic Enhancement, I have decided that the most important aspect of a job is the happiness it brings.

After college, we will be looking for full-time jobs. Full-time means Monday through Friday from 8 a.m. to 5 p.m. with many days that start earlier and end later, and some that also require nights and weekends. In essence, we will be devoting more time to our careers than anything else in our lives, so why not have a little fun with it?

Julie once told me to find my passion and make that my career. It may seem a little farfetched, but when you break it down it's very achievable. Find one aspect of your passion and let it be your guide into the career field. For example, if you love working with people on a daily basis, then use that as personal requirement when applying for jobs. The job may not fall perfectly into every category, but at least you won't find yourself dreading each workday.

Students need to realize the importance of having a job they enjoy, because we will all work full-time at some point. It is achieving these satisfactions that will keep us motivated in the working world and help us to truly believe that work can be fun.



– Written By: Caroline Smith, junior from Jonesboro, Ga.

Fall '08 Creative Consultants *winners*

1st Place: Imagine Group A

2nd Place: Cine

3rd Place: Ferst Foundation

With the pressure of finals week looming on the horizon, members

of Creative Consultants miraculously managed to squeeze in time for end-of-semester presentations at the PRSSA meeting on December 3. With a time limit of five minutes, each presentation was judged on professionalism, creativity and speaking skills by Dr. Bryan Reber, Dr. Karen Russell, Justin Pettigrew and Ashley Harp from Jackson Spalding.

Creative Consultants is PRSSA's not-for-profit, student-run PR firm made of various teams that work on an account for a year. This year, various clients range from the Athens MS Walk to *The Red and Black*, and the list continues to expand.

Each team is headed by an account executive and is made of members chosen by application. Even though it is student-run group, it is extremely organized and professional and gives students a glimpse of how PR works in the real world.

Being a part of Creative Consultants is a great way to put your PR skills to work, but the best part is that it offers free, valuable work for an organization that may not fully understand the benefits of PR.

Presentations emphasized how client relations, social media and word-of-mouth were some critical strategies that many groups utilized to get their client's name out to the public.

For groups who faced difficulties with clients, it was simply working with what they had and "rolling with the punches" that catalyzed creative ways to provide their client's needs. From Facebook groups to a classy Frenchman mascot,

the sheer commitment to ethical, inventive PR was evident from each and every team.

The top three teams of the competition were: Imagine Group A, Cine and the Ferst Foundation. Prizes for winners included a \$50 gift card to Last Resort and agency tours with Jackson Spalding, Edelman or Cookerly Public Relations. For more information on these firms, visit jacksonspalding.com, Edelman.com and cookerly.com. Congratulations to all of the Creative Consultants teams for your hard work!

For more information on Creative Consultants, visit ugaprssa.org. Whether or not you are a PR major, discover how you can be a part of an organization that is changing the world, one client at a time.



– Written By: Angela Yang, junior from Marietta, Ga.

“Any agency that says things are hunky-dory is living in a fantasy world. Virtually every... area of spending is coming under scrutiny.”

– Bob Feldman,
courtesy of *PRweek*

Only
10 percent of
online users engage
in social networking
conversations!

Want to know what’s being said about you online? It’s easy. Go to google.com/alerts and create a Google Alert for your name. Each time your name appears on the Internet, you’ll receive an e-mail alert and link.

Press Kit 411

A press kit is a handy collection of information that a company, organization or entertainer gives to the media. Reporters use the press kit as a one-stop shop to find the information they need to write an article promoting who or what the press kit is for.

Press kits are given out for many reasons including (but not limited to) product launches, large events, CD releases or news conferences. All of the information in the press kit should be printed on company letterhead and put in a professional folder.

The following items may be found in a press kit:

• **History** – History and ideals of the company, organization or entertainer.

• **Fact Sheet** – Key points of interest, specific statistics or positive quotes for the company, organization or entertainer. The main point of a fact sheet is to include relevant information in a small amount of space. Entertainers can include a list of previous and upcoming shows here.

• **Bios** – Bios of key executives or entertainers

• **Past Press Coverage** – A collection of positive press coverage from magazines, newspapers, newsletters, etc.

• **Photos** – High-resolution photos of key executives, entertainers, logos, products, etc.

• **Press Release** – The press release includes information about why the press kit is being handed out (product launch, merger, CD release, etc.).

• **Contact Information** – A sheet containing the contact information for representatives of the company, organization or band – usually for the PR department, company spokesperson or the band’s label, manager or publicist.

• **Discography** (entertainers only) – Previous albums released by the band.



– Written By: Becky Atkinson
Sophomore from Peachtree City, Ga.



Dr. Kaye Sweetser, third year professor from Oshkosh, WI

Favorite TV show? Gossip Girl, Real Housewives, Grey's Anatomy, Doctor 90210

Favorite musical artist? Death Cab for Cutie, Imogen Heap, The Shins

If somebody bought you a wall calendar, what theme would you want it to be? Sailing or yorkies

If you could have dinner with three people, who would they be? My mother, my boyfriend Tim Tebow and Thomas Jefferson

Have you ever owned a strange pet? The only pet I have ever had is my puppy, Ali Gator.

What would your last meal consist of? We would start out with mimosas, then some mussels and chicken fingers for appetizers with bread dipped in oil and seasonings. For the main course we will have homemade macaroni and cheese, mashed potatoes, London broil, chicken fried steak and green beans. Dessert is a huge, warm, gooey brownie with vanilla ice cream.

What's hanging on your refrigerator? Nothing. I don't believe in having anything on countertops or refrigerator. I like things very clean.

How do you like your steak cooked? Medium, but I really like it red. I like it mooing a little bit.

Any New Year's resolutions? Yes. I want to spend more time enjoying life. I also want to get tenure. This is the year I go up.

What did you want to be when you were 10-years-old? skinny

Is there a restaurant where you refuse to eat?

Several. On the Border is one, and it stems from a time when I was sitting on the patio with friends and I saw a mouse scurrying around the deck. I told our server, and he said, "Oh, he's always here."

What is the most outrageous stunt a student has ever pulled with you? I had a stalker one year. The student stood outside my office door for 30 minutes just staring at my doorknob. I finally opened the door and my student was standing there crazed. From then on, I held office hours with someone else in the room.

Do you have any unusual talents? I am a wonderful first mate on a sailboat.



– Written By: Thomas Stewart, senior from Bethlehem, Ga.

Her major is... **what?**

Every time my friends ask what my sister's major is, I get the same response - "What's PR?" I was stumped by the question, not completely understanding the field myself. It got me wondering what does PR do and why do young people not know about it?

I did some research and got the generic response, "PR is the communication between a company and its public." Surely the subject that my sister and many others are so passionate about must be more than that!

Additional investigation proved the integral part PR plays in our world. Unbeknownst to me, along with protecting a company's reputation, PR is responsible

for educating the public of the workings of the company and providing representation during crisis.

It is astonishing how a profession, which is literally all around us, promoting every aspect of our lives, gets so little attention itself. After reading the characteristics of PR professionals, I thought of the many people at my high school that fit the description seamlessly. Though they are nearing graduation and thinking of career paths, I have not heard a single one consider PR.

The question, "What's that?" proves the lack of promotion to younger generations. Public Relations itself could use a publicity boost.

– Written By: Hawley Emanuele, HS junior from McDonough, Ga.

President
Stephanie Perrett
stephanie.perrett@gmail.com

Vice President
Jenny Holmquist
Holmquist.j@gmail.com

Creative Consultants
Director
Kaitlyn Darr
krdarr@uga.edu

PR Director
Julia Rowe
juliaprowe@gmail.com

Treasurer
Aaron Barton
abb23@uga.edu

Secretary
Lauren Rausch
lrausch1@gmail.com

PRcedent Editor
Leslie Emanuele
lmanuele@gmail.com

Webmaster
Katherine Strate
Strate87@gmail.com

Historian
Kelli Hammock
khammoc1@uga.edu

Faculty Advisor
Dr. Betty Jones
betjones@grady.uga.edu

Professional Advisor
Neil Hirsch
neil.hirsch@solvay.com

New Leader Spotlight: Katherine Strate

Back in 2005, Katherine Lane Strate left her hometown of Morristown, Tennessee and moved to Athens. She's been involved across campus ever since.

Last summer she interned with Jackson Spalding, Athens where she coordinated all publicity for the Athens Volunteer Expo and developed a communications plan for the Athens Area Homeless Shelter.

Katherine holds a Leadership Certificate from Terry College of Business. Though she no longer lives in Morristown, she is still a contributing writer for the local paper, *The Citizen Tribune*.

After her junior year, Katherine interned with the Atlanta Convention and Visitors Bureau. She formed their Green Committee, compiled quarterly service reports and edited and wrote copy for their Web site. This experience launched the start of her personal blog, *Dawg Food*, www.dawg-food.com.

Since starting *Dawg Food*, she has jumped headfirst into the social media scene, and this summer she developed the new PRSSA Web site, www.ugaprssa.org.

But her work for PRSSA didn't start then. Katherine has served on E-board for the past two years.



Upcoming Events

February 6 • Roundtable Discussion of Emmy Award winning drama *Mad Men*
(Miller Learning Center Room 148 – 4:00 p.m.)

February 11 • Journalism and Mass Communication Career Fair
(*The Classic Center* – 2:00 p.m.)

February 11 • PRSSA Meeting (The Shepherd Center – Sanford Hall 213 6:30 p.m.)

February 20 • Grady Day (The Shepherd Center – Drewry Room 3:00 – 4:30 p.m.)