

Welcome Back!

It's a new year and PRSSA is back and better than ever!

After a summer of internships, traveling and preparing for college, everyone is ready to see old friends and meet new ones. The 2009-2010 PRSSA E-board is ready to get to know you!

This year we are excited about enhancing your college experience. From attending meetings with top PR professionals to supporting a Creative Consultants team's special event, PRSSA provides opportunities to grow professionally while breaking the ice with classmates. Members will connect with peers, professors and professionals to soak in knowledge about the communications industry.

Since public relations includes a broad spectrum of career choices and many areas of expertise, PRSSA thrives on the chance to unite these dimensions through speakers, committees and Creative Consultants. Come to meetings featuring nonprofit, corporate and agency public relations to narrow down your best fit. Learn what an intern or new professional is encountering in the field. Meetings are a great place to network and learn the latest trends and the oldest techniques.

To some college students, the mere mention of resumes, interviews and internships causes angst, but PRSSA members are prepared for these adventures. Getting involved will give you the PR experience necessary to walk into an interview confident about your abilities to succeed.

From National Geographic and the Georgia Aquarium to Coca Cola and Butterfinger, members of the Drewy Chapter earn top internships in exciting locations. These are the achievements of your classmates and could be your's, too.

As you begin the year wondering where to meet awesome friends, how to get involved, and when to prepare for the future, realize that here and now with PRSSA is the way to go.

And just a friendly reminder, display and improve your writing skills by submitting articles to the *PRecedent*. From different backgrounds with different experiences, each of you can share a new perspective. Let us see what you have to say.

Cheers to a bright new year!

Lizzy Nephew, *PRecedent* Editor



Get Involved

PRSSA Committees

As early as freshman year, you may be concerned with how to find your niche at The University of Georgia. UGA offers more than 600 student organizations to join, and although it may seem to be a daunting task, getting involved is easier than you think by following three steps.

Join a professional organization:

The Drewry Chapter of the Public Relations Student Society of America offers students interested in public relations, communications and journalism opportunities to build their network, apply for and receive scholarships, and gain leadership experience. From the plethora of committees that we offer, you can get involved in all aspects of public relations, from event planning and fundraising to creating campaigns, which are all important undertakings for any Grady student.

Creative CONSULTANTS

We want you on a Creative Consultants team! Creative Consultants is PRSSA at UGA's not-for-profit, student-run public relations firm.

Creative Consultants aims to strengthen the public relations skills of its members through real-life experience as well as to provide creative, cost-efficient public relations services to its clients. We accept applicants from all skill levels and all majors. Whether you're a fourth year PR major or a first year fashion merchandising major, if you have the drive, Creative Consultants wants you!

Be active in PRSSA:

By serving on a committee or applying to chair a committee, you are effectively helping to build the chapter and build your network. If you are interested in serving as the chair for a committee, the deadline to send in your one-page statement of interest is September 4. If you are interested in serving on a committee, please send in your top three choices to **Erica Holland** at ericah88@gmail.com by September 9.

Serve your community:

The Service and Outreach committee is a great way to get involved in Athens and PRSSA. Athens is the fifth poorest county in the nation based on its population, so as UGA students, we should contribute to improving the community. You will have the opportunity to work with a select organization in the community and give your time and talent to making it better for the year. You will also have the opportunity to educate others on the field of public relations, ethics and journalism in general.

– Written By: Erica Holland, senior from Roanoke, VA

- Committees:
- Fundraising
- Service and Outreach
- Professional Connection
- Diversity
- Publicity
- Meetings
- Mentoring

Each team consists of an account executive, junior account executive, and three to four additional team members. We are currently accepting applications for account executives and junior account executives. Previous Creative Consultants experience is not necessary to apply for a leadership position; however, you must be a member of PRSSA and have some leadership and/or public relations experience.

Come to the information meeting on Wednesday, September 2 at 6:30 p.m. in MLC Room 102. Application can be found at ugaprssa.org.

– Written By: Katie Pniewski, senior from Alpharetta, GA

Internships

Where were your friends this summer?

360 Media, Atlanta

Sara Lett

Aflac, Columbus

Drew Bloodworth

Anoroc Agency, Raleigh

Lauren Coppage

Athens Regional Medical Center, Athens

Melanie Murphy

Emily Kittle

Brandware PR, Atl

Lizzy Nephew

Butterfiner, New York

Debbie Ebalobo

Chick-fil-A, Atl

Brittney Watson

CNN, Atl

Brittney Haynes

Lauren Rohde

Coca Cola, Atl

Hannah Keating

Cookerly Public Relations, Atl

Leslie Emanuele (entry level)

Anna Sexton

Kaitlyn Darr

Creative Communication Consultants, Atl

Stephanie Perrett

CRT Tanaka, New York

Debbie Ebalobo

Digitas, Inc., Atl

Lindley Curtis

Edmonds Events, New York

Ashley Teale

Engage Digital, Atl

Kathlene Hestir

Epting Events, Athens

Katie Hart

Flammer PR, Cartersville

Courtney Garmhaus

Georgia Aquarium, Atl

Caitlin Neglia

Home Depot, Atl

Katie Holcomb

IGR Group, Washington D.C

Jordan Tate

International Collective, London

Lauren Groblewski

Jackson Spalding, Atl

Katherine Strate

Kudzu Interactive, Atl

Susan Sloan

Latin American Association, Atl

Rebecca Holton

National Geographic, Washington D.C.

Sarah Alongi

NBC, Los Angeles

Angela Yang

Nouveaux Dimensions, Atl

Claire Doiron

Nurun Interactive Ad Agency

Claire Scully

Peebles, Ink, Vail, Colorado

Elizabeth Ragland

Peppercom, NY

Jessica Slevin

Pineapple Public Relations, Atl

Kristen Fraser

Q100 Radio, Atlanta

Allison Cass

Rally Foundation, Atl

Kristin Thornton

Republican National Committee, Washington D.C.

Katie Cahill

Rubbermaid, Charlotte

Erin Gentry

Senator Chambliss, Washington D.C.

Caroline Smith

Senator Jay Rockefeller's Office, Washington D.C.

Julia Rowe

Solvay Pharmaceuticals, Atl

Ellen Greenwell

State Senate Press Office, Atl

Caroline Smith

Spoletto Festival, Charleston

Kimberly Nogi

Telenet Communications, Bogart

Jessica Southern

The Georgia Club, Athens

Amanda Herrington

The Governor's Office, Atlanta

Carrie Edwards

Truth Be Told PR, New York

Erin Dwyer

Turner Broadcasting, Atl

Vivian Giang

University of Porto, Portugal and Yamaha, Atl

Jacquelyn Daane

UGA Office of Admissions, Athens

Erica Holland

US Lacrosse, Baltimore, MD

Mary Featherstone

Walton-Gwinnett Animal Clinic

Lesley Anne Dickerson

Waste Management Inc., Southern Group

Erica Holland

Weber Shandwick, Dallas

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Words Words Words

Write for the *Precedent*

Every PR student knows writing is crucial to a communications career, but knowing this is different from acting on it.

The *Precedent* provides the perfect opportunity to get published, share PR knowledge with peers, and connect with with PR professors, students and professionals.

This year's *Precedent* will focus on making the best of your time in Grady and becoming a more marketable job applicant. Articles will feature what members have accomplished in the past, what PRSSA is doing today, and opportunities it's providing for the future.

If you're worried about the time commitment, stop causing yourself wrinkles! These articles are short and informative. The ideal length is between 200-300 words, but interesting statistics or quotations are always useful.

Having published writing increases your chances of landing an internship and pads your portfolio, so take the extra time to write an article; it could help you get a dream job!

Send your articles to Lizzy Nephew at LizzyNephew@gmail.com by the first of each month.

Important Dates

August 26: PRSSA Meeting MLC 102

September 2: Creative Consultants Meeting - MLC 102

September 4: Committee chair statement of interest deadline

September 9: Last chance to join a committee!

September 9: PRSSA Meeting (Lockheed) - MLC 102

September 23: PRSSA Meeting (Edelman) - MLC 150

October 7: PRSSA Meeting (Reynolds) - MLC 102

October 21: PRSSA Meeting (Interview Meeting) - Sanford 213

November 4: PRSSA Meeting (Susan G.) - MLC 150

November 11: Professional Connection

December 2: PRSSA Meeting (CC Presentations) - MLC 102