2010 PRSSA National Conference

BY ANNAROSE ROTONDI

Coming together with thousands of PRSSA members from across the nation for National Conference 2010 was an incredibly inspiring experience. We had the opportunity to attend many workshops and sessions where knowledgeable and experienced PR professionals shared their tips, advice, and wisdom.

Having the opportunity to attend sessions on Entertainment and Sports PR, Social Media, Travel and Tourism PR, Crisis Communications, Non-Profit PR, and many others gave PRSSA members an inside look and the opportunity to learn from experts. For me, one of the most eye-opening sessions was listening to the keynote speaker at a PRSA General Session, Bettina Luescher.

Luescher is the chief spokesperson for the United Nations World Food Programme (WFP.) I sat in the grand auditorium amongst thousands of PRSA and PRSSA members alike attending a conference with hopes of gaining the knowledge to help better myself and start my career. But as Luescher spoke, I listened to her words carefully.

(Continued on page 2)

Close to Another Connection

PRSSA’s First Step to a Lasting Relationship

BY MELINDA BIEGEN

Making connections and acquiring contacts is essential in the public relations industry. In order to gain connections, one must first obtain an acquaintance. This semester, the Fashion Institute of Technology’s Public Relations Student Society of America aimed high to make new lasting connections.

PRSSA has had much success with forming strong, lasting relationships with industry professionals. With these contacts, PRSSA offers guest speakers at club meetings, internship opportunities, and an annual networking event for

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and a light bulb went off in my mind – it’s not all about me. It’s not even about all of the members in that auditorium. Because outside of that comfortable hotel there’s a whole world out there that is in desperate need of help.

Teary eyed, I looked to my friend sitting next to me, and she too was crying. It was inspirational to hear all of the success stories of nations and individuals WFP has helped. But it was heartbreaking to hear how many people in this world are starving and dying from hunger. Being students, our budgets are tight, but I’ve decided I can give up one latte a month and have signed up as a monthly contributor to WFP.

My favorite part of being in public relations is telling the unique story of a company. As chief spokesperson of WFP, Luescher did an amazing job in doing just that. I feel privileged that I had the opportunity to hear her and learn about such a notable cause. If you would like to learn more, please visit www.WFP.org.

Media Artist and Relations Coordinator...WHAT?!

Our Chapter Gets a Glimpse of the Music PR World Through the Eye of a Past Member

BY JENNIFER MENNELLA

It’s always reassuring to see that FIT graduates are making it in the real world; it’s even more reassuring to see that PRSSA@FIT alumni are making it. On Thursday, October 28th, we had the pleasure of having Jenna Rosen, Media Artist and Relations Coordinator for Razor + Tie and previous Vice President of Chapter Development for PRSSA@FIT, provide us with insight into the music PR field.

When you hear “Media Artist and Relations Coordinator” you may immediately think to yourself, “What?” But Jenna describes her job requirements as creating press releases, coordinating band interviews, constantly updating the media about tours, and always being there for the artists.

Besides providing us with a job description, Jenna gave us tips for success in the PR world. Number one tip- network. Stating, “It is the most important thing you can do.” She supplied us with her email and wanted to see just how many people actually emailed her. She encouraged us to do everything that we can to stand out and to hold on to the connections that we make.

If you are thinking about getting into the PR field, Jenna suggests having great writing and speaking skills, these two attributes are crucial to this career, along with being “personable.” She also adds not to be insulted by criticism. “You may think you write the best press release in the world- you don’t.” She made her point of this by sharing an experience of writing a press release for the first time at Razor + Tie. After receiving a paper full of red ink back from her supervisor, she quickly learned that she had to adjust her writing style to match the voice of the agency she worked for.

Rosen suggests that students work on changing their writing voice to better adjust...
Networking Tips

BY ALYSSA MONTI

Networking is an important factor in the Public Relations industry. You never know who you are going to meet, and how useful they can be in your future career. The following tips will help you increase your networking confidence:

1) Powerful Introduction
When meeting a professional, make sure your introduction is powerful, that way they will remember who you are.

2) Separate Yourself From The Others
When a professional says “tell me about yourself” try to avoid the long, dragged out speech about your experience and education. You want them to be aware that you are qualified, but also allow them to see your personality.

3) Listen and Respond With Open-Ended Questions
You want the person you are conversing with to know that you are solely paying attention to them. By asking open-ended questions you are lengthening the conversation, which can only work to your benefit.

4) Be Genuine
No one likes someone who is only interested in themselves. Make sure you ask questions about their past careers, experiences in the industry, and overall just about themselves. This will show the person that you aren’t just interested in making a contact, you are interested about who they are as a person.

5) Follow Up
After meeting someone, either obtain their contact information or business card so that you can follow-up with a “Thank You” just to let them know you are grateful for the time they took to meet with you. Include something about what you two discussed, that way they remember exactly who you are and also know that you were devoting your attention to them by remembering the conversation.

Close to Another Connection (contd.)

(Continued from page 1)

paid members, the Connections Dinner.

This semester, our chapter welcomed Bluefly, an online retailer, to our contacts. Bluefly is an incredible connection for PRSSA, and we look forward to the experience we will attain from this new connection. If we can create a relationship with a famous E-tailer, there is no connection limit for PRSSA.

Recently, PRSSA attended a community service opportunity thanks to a new acquaintance. PRSSA@FIT attended the St. Jude Give Thanks walk on Saturday, November 20th 2010. New York and Company, a national women’s fashion retailer and platinum sponsor of St. Jude Children’s Research Hospital, invited PRSSA to join them in the walk.

The St. Jude Give Thanks walk took place within the Shops at Columbus Circle. The walk started with warm-ups and quickly began with laps around the mall’s levels. Registered walkers received complimentary face painting, carousel rides, and ice-skating in Central Park.

PRSSA members had a great time meeting New York and Company employees and enjoyed helping the patients of St. Jude Children’s Hospital through this amazing community service opportunity.

With dedication, I believe FIT’s PRSSA chapter can turn any acquaintance into a connection.

Exercise and Social Media

BY ALYSSA DREIFUS

After sweating for hours on the treadmill and later gluing my eyes to my computer screen, I’ve come to the conclusion that social media and exercise are more similar than I originally thought. Though I hate the days when I feel like curling up and watching reruns of “Glee” rather than exercising, I know I must do it anyway to keep my body healthy. Though I hate the days where my Google Reader exceeds 400 documents, I know that I must trudge through my account to keep my mind healthy. Though at first glance these interests have nothing in common, they actually have an incredible connection for PRSSA.”

-Melinda Biegen
overlap in four very important areas.
In order for you to be successful in exercise or social media, you must possess:

1. **Self-awareness:**
   Know what you’re good at and what you can’t stand. If you can’t run, DO SOMETHING ELSE. If you can’t edit video clips, DO SOMETHING ELSE. While learning is valuable experience, stick with what you’re good at until you feel more comfortable to expand your horizons. Don’t feel bound by that treadmill in the basement: go outside and use your ten-year-old bike. If you feel bound by a blog format that is boring, switch to one with crazy new colors and offers photo options. With the ever-expanding worlds of exercising and social media, there is always room to explore.

2. **Constant attention:**
   In both social media and exercise, attention is key. You have to pay attention while you are bench pressing, or gravity will play a cruel trick on you. With social media, you are constantly connected to Twitter and Facebook while keeping track of the blogs you follow daily. In either activity, you must follow the current trends and be aware of what you are doing.

3. **Never-ending passion:**
   Without a drive to master exercising or social media, you will never do it. If I don’t want to go on a bike ride every day, I don’t have to. In social media, if I don’t feel like updating my blog every day/week, I won’t. Both of these disciplines require my desire to do them.

4. **Hard work:**
   For me, it’s not easy work pedaling up hill and down hill in Central Park. In the same way, social media is also not easy. Though it is intuitive, you must actively seek or create great content to share with those who follow you.

So even though tackling social media and exercise seems daunting, both of these activities are extremely worthwhile.

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**PRSSA@FIT at Fashion Week 2010**

*By Annarose Rotondi*

Going to the Fashion Institute of Technology, it’s an all too common misconception that every student is a fashion major. But when FIT’s chapter of PRSSA volunteered at the Nicholas Lindsey fashion show, it was their interest in Public Relations that got them invited. Many members are interested in the world of Fashion PR so it was exciting when the chapter was invited to volunteer. On September 11, 2010, three members got the opportunity to work besides Nicholas Lindsey’s head PR pro, Kion Sanders. Sanders served as the 2009 – 2010 VP of Chapter Development on PRSSA’s National Committee and knew he could count on fellow PRSSA members to get the job done. Mindy Biegen, Vanessa Ponce and AnnaRose Rotondi eagerly accepted the invitation and couldn’t wait to see the behind the runway scenes of the Fashion PR industry.

The first lesson learned was to be up for anything at anytime. The night before the fashion show at IIFM there was a last minute venue change. Alerting the guest list was taken care of immediately, but upon arrival the day of the show, there was a lot to do to get the space ready for a fashion show. The original task given (Continued on page 7)
PRSSA@FIT Turns 20!

BY JAMIE GAMBUZZA AND JAMIE CAIAZZO

A DJ, cakes, cupcakes, cookies, chocolates, party hats… sounds like a birthday bash, doesn’t it? On November 11, the Public Relations Student Society of America FIT Chapter held a bake sale in the A lobby in honor of the chapter’s 20th “birthday”.

The baked goods were endless and the response was outstanding. PRSSA raised over $300 by selling a variety of cookies, cupcakes, truffles, macaroons… you name it, they had it!

The club is extremely proud for holding such a successful and admired bake sale, and there is no doubt that students look forward to the next one!

PRSSA Members Rally to Save NYC’s Fashion Industry

BY MELINDA BIEGEN

New York City is the epicenter of fashion. New York offers world-class shopping, holds unforgettable runway shows during fashion week, is home to multiple fashion design and business schools, and boasts a famous Garment Center where all the behind the scenes action takes place. Unfortunately, over recent years, New York City’s Garment Center has shrunk due to the rise in the outsourcing of manufacturing.

When garment and accessory production is outsourced to foreign countries, New York’s economy and available job market suffers. The Garment Center used to be home to over 200,000 fashion-related jobs, but that number has dropped dramatically. Today, the Center is home to about 100,000 jobs, and sadly, that number keeps decreasing. Although outsourcing is cheaper, some manufacturers

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What Interning Taught Me That School Never Could

BY SHELBY TRAMEL

Over the Summer, I had the privilege of interning with McGuckin Entertainment PR, a music PR firm in the live-music capital of the world, Austin, TX. At the beginning of the summer I was eager for it to be over since I would soon be moving to NYC for school, little did I know that I would have the time of my life while at my internship. Interning with a music PR firm is as exciting as it is hard work, especially if you are passionate about music. Throughout my time at McGuckin, I was able to attend all of our clients’ concerts, go back-stage, and have one-on-one conversations with the bands.

Funny story: One of the first concerts I went to with my

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Interning (contd.)

(Continued from page 5)

boss, Jill, was with one of their clients, Kyle Park. After walking right past the security and the bouncers because of my boss’s “publicist” badge, we were back stage and I was carrying on a conversation with this cute guy. After about 10 minutes of talking to this guy, my boss walks up and says, “Shelby, I’d like you to meet Kyle Park!” gesturing to the guy I had been talking to without even knowing he was the lead singer of the band. I quickly explained to him that I had never seen a picture of him and that I felt like an idiot for not acknowledging him and saying how much I loved his music. Learned a huge lesson that night... ALWAYS know what the clients you represent look like.

Tips and heads-ups for interning at a music PR firm:
• Press clips, press clips, and more press clips. Get used to putting them together.
• Know how to use photo shop and a scanner.
• Be prepared to do research and learn how to use Cision or huge Beacon’s books to look up media.

DON’T act star-struck or get tongue-tied when talking with bands.
• If your boss invites you to a concert for one of their clients... GO! Chances are that they will introduce you to some pretty important music biz peo-
• Musicians have all kinds of personalities.
• If calling Rolling Stone, don’t call the editor. Just don’t do it.
• If you don’t know much about music, by the end you will know who Sid Vicious is and every band member and their birthdays and all of Jack White’s bands. That’s a lot.
• Have fun. The music industry is a little bizarre, but at the end of the day you will appreci-ate the art of the music.

“If calling Rolling Stone, don’t call the editor. Just don’t do it.”

-Shelby Tramel

Celebrating Diversity Week with Porter Novelli

BY ANNAROSE ROTONDI and MAMOONA UDDIN

If a group of twenty students were asked to design a public relations campaign, upon presenting, there would be twenty different, unique, original campaigns and that’s the beauty that lies within diversity. Both PRSA and PRSSA have initiatives to continue the growth and development of diversity within the public relations industry.

We were fortunate to be invited to attend Porter Novelli’s Diversity Week Celebration. On October 26, 2010 we were greeted by the

PRSA 2010 Chair of the Diversity Committee, Sonia Sraka as we entered the event. Sraka was incredibly friendly and created an environment where every guest, regardless of how diverse, enjoyed themselves and everyone’s company.

Porter Novelli Global President and CFO, Anthony Viceroy spoke about the importance of Porter Novelli’s Diversity Committee. “Truly effective diversity—the kind that sparks deep human insights, draws from a broad palette of global values and fully leverages a team’s cultural intuition—

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Razor + Tie (contd.)

(Continued from page 2)
when they begin their career. If you are wondering how you can work on your writing she suggests reading other peoples’. This can show you different writing styles and what not to do.

Jenna emphasized the importance of interning stating, “I am a big fan of interning as much as you can.” Interning allows you to try new things that you may have never thought you would like. She got involved in the music industry because there was a paid internship available. She also mentioned to be careful about what you put on social networking sites; it is easy to forget that potential employers will be looking at our every post. Along with encouraging us to monitor what we put on the Internet she recommended that everyone get a LinkedIn account because it is a great way to keep in touch with people.

Not only is it amazing to see that we have such successful people who have graduated from FIT and were involved in PRSSA, but it is also comforting to know that they can provide us with such relevant insight.

Fashion Week (contd.)

(Continued from page 4)
to the volunteers was to seat the VIP guests and make sure that members of the press were escorted back stage after the show. But as true team players, the PRSSA volunteers stepped up to the plate and helped in anyway they could to make sure the show was a success.

From taping down the runway lines to setting up chairs, our chapter’s volunteers put in 110% and it paid off because the show was a hit and received great press coverage. Fashion is full of glitz and glamour, but the moral of the day was that fashion PR cannot be defined by one or two words— it’s constantly changing, demanding and unpredictable but if you’re passionate about it, it truly can

Garment Center Rally (contd.)

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turers are ultimately hurting our city.

On Tuesday, October 19th 2010 the Fashion Institute of Technology’s students marched up to the Garment Center to participate in the “Save the Garment Center” rally. FIT’s Public Relations Student Society of America joined to fight for future jobs, and to end outsourcing. Students were lead by FIT professor Daniel Levinson Wilk, and were encouraged to raise awareness by distributing flyers and creating signs.

The inspirational rally kicked off with Robert Savage, husband of Nanette Lepore (an FIT grad) and president of the Nanette Lepore brand, moderating the event. The rally’s speakers included politicians, designers, factory owners, union workers, and students.

Congressmen Tim Ryan and Jerry Nadler, followed by Manhattan Borough President Scott Stringer, validated everything. It was amazing to see politicians focused on keeping the Garment Center in New York City, and keeping production from going overseas.

Arianna Huffington, Malia Mills, and numerous union workers gave excellent speeches. The crowd especially loved a local factory owner, Mr. Park, who would yell with pride randomly throughout his speech

One of the most motivating speeches came from an FIT student, Amanda. The fashion design student spoke about experiences that can only come from attending school in NYC, the fashion capital of the world, and the proximity of the Garment Center.

Nanette Lepore, the highly anticipated speaker delivered an informational speech full of unique ideas and goals. She wishes designers would produce at least one item in New York, and slowly decrease the amount of products outsourced. Nanette also plans to put incentives into effect. For example, less tax on items produced in the Garment Center. Lastly, Nanette and her husband Robert wish to implement “Garment Center Day,” a day full of fashion, parades, and rallies.
TO HAVE THE OPPORTUNITY TO:

- START BUILDING A RESUME AND PORTFOLIO
- GAIN KNOWLEDGE OF CURRENT THEORIES AND PROCEDURES OF THE PROFESSION
- START NETWORKING AND BUILDING RELATIONSHIPS WITH PUBLIC RELATIONS PROFESSIONALS AT PRSSA MEETINGS AND EVENTS
- LEARN FROM PRSSA RESUME WORKSHOPS
- TRAVEL TO EXCITING CITIES ACROSS THE COUNTRY TO PARTICIPATE IN PROFESSIONAL AND LEADERSHIP DEVELOPMENT PROGRAMS

WHY JOIN PRSSA?

MEETINGS:
EVERY THURSDAY
1-2PM ROOM A337

Porter Novelli (contd.)

(Continued from page 6)

requires a serious organizational commitment.”

Getting the opportunity to network with PR professionals through PRSSA has been quite the experience. We’re impressed with the diversity that exists in this field and how different individuals come together and work as a team. Regardless of the differences in cultures, backgrounds and lifestyles, these individuals have found ways to network, relate, connect, and help each other’s businesses grow. Many companies have begun implementing diversity programs into their organizations. This initiative shows how businesses are becoming international, and it stresses the importance of global awareness and diversity within companies. These professionals are opening doors for our generation…all we have to do is step in and step forward!