Barbie Took Ken Back!

The world was shocked on February 14, 2004 when Mattel announced Barbie and Ken had called it quits. The couple moved out of the Malibu Dream House and pursued success on their own. Barbie celebrated her 50th birthday, traveled France with Christian Louboutin, and designed a Fantasy Suite at the Palms Hotel and Casino Resort in Las Vegas, Nevada. While Barbie was living a fabulous post break-up life, Ken spent the past seven years revamping his style and trying to win Barbie back.

After the release of Disney’s Toy Story 3, the world could see the flames were definitely still there! Mattel soon announced a new campaign that could potentially reunite everyone’s favorite couple. The twist, the fate of the relationship was left in the world’s hands via social media.

Mattel created a website (www.barbieandken.com) to allow fans to vote, “Should Barbie take Ken back?” with “Yes or No.” Voters received the message from both Barbie’s and Ken’s active Twitter and Facebook accounts. Ken also utilized Youtube and Foursquare to leave videos and memory tips at

(Continued on page 2)

A Match Made on Seventh

“Love is in the air!” On April 8th, 2011, FIT’s Public Relations Student Society of America (PRSSA) held their 2nd annual speed-dating event.

During common hour, students may have seen PRSSA’s sales committee selling tickets for their speed-dating fundraiser. The sales committee went to neighboring colleges, such as NYU, Columbia, and Stevens Institute of Technology to recruit men and women for the event. On April 8th, about 120 students showed up to the fundraiser in search of love.

Doors opened at 6:30 P.M. Tickets needed to be purchased previously and only cost $7 to find your true match. The event was held in the Great Hall Auditorium. The culinary club donated an exquisite variety of food and beverages and a guest DJ played the latest hits all night to keep the party going.

At the event, students had the opportunity to go on about sixty dates in one night! Every min-

(Continued on page 3)
Barbie (contd.)

As a huge Barbie fan, (seriously, I buy a membership every year) I was excited to learn the results were in, and that Barbie had taken Ken back! After the voting process, the happy couple now shares the same Twitter and Facebook account, went on the search for more of America’s greatest boyfriends, with Hulu TV show Genuine Ken, and introduced a line of Valentines Day cupcakes for Ken-tastic boyfriends to buy exclusively from Magnolia Bakery. This entertaining love story is the perfect example of Public Relations at its finest. Mattel created and implemented a successful campaign that raised awareness, engaged with consumers, and created a lot of buzz. While I do not know if this campaign was created because Ken doll sales were down, his 50th birthday would not be as exciting without Barbie, or if it was just time to rekindle the flames. One thing is for sure, this Barbie fan is happy for them and can’t wait to see what is next for the couple!

PR Gets Political!

Who doesn’t enjoy watching for the first signs of spring? One perennial sign that spring is on its way is the campaign signs for town council and school board elections. Before long, these campaign signs cover all the street corners and dot every yard. The candidates become the main topic of the town paper and the talk of the community. This past spring, members of Seven Communications, PRSSA@FIT’s student-run public relations firm, helped in a school board election campaign and experienced just how public relations and politics intertwine.

Seven Communications first learned of Jared O’Donnell’s campaign for a position on the Hazleton Area School Board from Sarah Hutchison, a member of PRSSA and Seven Communications. Jared is only a college freshman, but he’s running for a position on his high school’s board.

Over the past four months, Seven Communications firm members: AnnaRose Rotondi, Sarah Hutchinson, Molly McFad-
National Assembly 2011

BY MELINDA BIEGEN

Each year PRSSA members are invited to the National Assembly to discuss long-term decisions on the future of our society, vote on any proposed bylaws, and elect the new National Committee. PRSSA chapters across America and one in Argentina are encouraged to send a Delegate to represent the chapter as a whole in a professional manner.

It was an honor to be voted as PRSSA @ FIT’s Delegate last semester and represent us on a national level. I represented our chapter at the National Assembly in Seattle, Washington March 31st to April 3rd, and always had our chapter’s best interest in mind.

As Delegate, I had the opportunity to attend leadership training, personal development, and chapter development sessions. After attending these informative break-out sessions, I gained new knowledge of our society’s benefits and learned important PR career tips.

During the leadership training session, the National Committee members encouraged chapters to follow BASE (Bid, Apply, Submit, Engage). I learned of many great learning and networking opportunities that can benefit our chapter and ourselves. The National Committee encourages us to Bid to host Regional Conferences, Apply for scholarships and internships, Submit Chapter News, Bateman, and enter in national campaign competitions, and finally to Engage on the PRSSA Twitter, Facebook, and LinkedIn accounts.

On the evening of April 1st, Delegates and other chapter members were invited to attend the “Connect and Kinnect” networking event hosted by national PR firm, Edelman. The networking event was complete with complimentary prizes and Xbox 360’s to test out Kinnect. After attending the networking event, I learned to always be professional, especially when you are representing your chapter. I also learned to always follow-up with everyone you meet. You never know where your connections can lead you.

The Assembly meeting took place on April 2nd, and eight hours later, the 2011-2012 National Committee was elected. Delegates vote on each position after candidates deliver speeches and participate in a thorough question and answer session. Candidates running showed knowledge of the positions, dedication to provide us with new ideas and platforms, and most of all, passion for PRSSA. The new National Committee will take office June 2011 and will provide guidance to all PRSSA chapter members.

PRSSA @ FIT’s Firm Director AnnaRose Rotondi showed determination to make every chapter “even better,” as she ran for National Committee positions. AnnaRose shared her innovative ideas and love for PRSSA, and although she was not elected to the National Committee, I am extremely proud of her dedication and passion. Next year, AnnaRose will continue to make our chapter “even better,” as Vice President of Chapter Development. AnnaRose Rotondi will always be a winner in my eyes, and I wish

(Continued on page 4)

Match (contd.)

(Continued from page 1)
ute, the guys would alternate to the next seat, starting their next date. Keeping in mind that it may be challenging for the speed-daters to introduce themselves, there were conversation starters placed at all the tables to help even the shyest daters. With each transition, and a little help from cupid, each student was led closer and closer to finding their “Match Made on Seventh.”

There were conversation starters placed at all the tables to help even the shyest daters.
Assembly (contd.)

(Continued from page 3)

her the best of luck when she graduates next semester. I left National Assembly with a new sense of knowledge, innovative ideas and platforms, and leadership skills. As incoming President, I am looking forward to making next year a success. I am looking forward to working with the Executive Board to guarantee we set and implement our goals and ideas to make every meeting, fundraiser, and event beneficial.

Most importantly, I am looking forward to working with all members in the chapter to guarantee you leave PRSSA each semester with new skills and a growing passion for Public Relations.

PRSSA@FIT’s Annual Connections Dinner

BY ANNAROSE ROTONDI

Each spring semester, our chapter hosts an annual networking dinner. At many PRSSA events throughout the year our members are able to network with PR professionals, but none offer a unique opportunity like the Annual Connections dinner does. For every three students in attendance at the event, one PR professional attended - giving each member the chance to get to know the professionals and ask questions about the PR industry.

As a learning experience for members looking to improve networking skills, an icebreaker allowed students to be paired up with a professional, interview him/her, and then introduce the professional to everyone. This set the scene for an evening of friendly discussion and insightful conversations about Public Relations. It was an honor for our Professional Advisor, Grace Leong of Hunter PR to give a special introduction to our Faculty Advisor, Professor Roberta Elins.

Our chapter members were fortunate enough to meet professionals from various sectors of the Public Relations industry.

(Continued on page 5)
Connections Dinner (contd.)

(Continued from page 4) Professionals from various sectors in the Public Relations industry. Professionals from both the agency and corporate sides shared advice and gave insights to their respective fields which included Technology, Beauty, Fashion and Consumer PR. At the end of the dinner, each professional received a folder with each member’s resume.

It was inspiring to see four former PRSSA members who now hold successful PR careers. Claudia Wu, a former PRSSA @ FIT Chapter President, Jason Brownley, who started PRSSA @ FIT’s student run firm – Seven Communications, Jamie Castaldo, former PRSSA @ FIT Chapter President and Brandi Boatner, former PRSSA National President. Our members truly appreciated the attendance and encouragement of every professional. All who attended would agree that the evening was a success.

Member Highlight: Mindy Biegen

Joining PRSSA @ FIT as a freshman, Mindy Biegen had little networking experience and hadn’t attended pre-professional events before. At her first Connections Dinner in May 2010, Biegen interviewed and introduced our Faculty Advisor, Professor Roberta Elins. This experience set the foundation for the strong networking skills Biegen has today. Biegen was elected to represent our chapter as Delegate at the 2011 PRSSA National Assembly, and not a second of her trip was wasted. Biegen even networked on the plane ride trying to recruit a new client for our chapter’s student run firm. After recent elections, Biegen will take office as the PRSSA @ FIT 2011 – 2012 Chapter President. We wish her luck and can’t wait to see how her skills will help our chapter advance and grow.

Political (contd.)

(Continued from page 2) Jenna, Theresa DeLuca, Mindy Biegen, and Brittany DeMarco learned how to use social media to generate press for Jared and his campaign. The firm members first turned to the form of social media they know best, Facebook. The Jared O’Donnell for Hazleton Area School Board Facebook page was started immediately and currently has 187 “likes.” Jared’s Facebook page was then used to announce and promote Jared’s website, which was created by the firm. The website also included an updated blog with posts written by firm members. The blog covered various topics ranging from how to register to vote to Jared’s position on how to improve the school board and provide a quality education for the students of Hazleton, PA. Also updated daily was Jared_O’Donnell, a Twitter feed with posts written by firm members encouraging Hazleton Area township citizens to vote for Jared.

Through the use of conference calls, firm members worked with Jared to learn about the issues facing the Hazleton Area School District. They then used the information to plan how to directly inform voters of Jared’s positions. The Hazleton Area School District primary elections will take place on Tuesday May 17. Until then, the members of the Jared O’Donnell account will continue using social media to reach the Hazleton community and encourage them to vote!

If you are wondering how you can work on your writing she suggests reading other people’s. 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 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 our chapter, but also it is comforting to know that they can provide us with such relevant insight.
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

MEETINGS:
EVERY THURSDAY
1-2PM ROOM A337

WHY JOIN PRSSA?

Look out for more great news coming your way soon!