

Salute



WAYNE STATE UNIVERSITY

PRSSA

Public Relations
Student Society
of America



2022-2023

2022-2023 Executive Board



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Letter from the President



Dear All,

For the last year, I had the honor to serve as your chapter president. It has come to the end of my undergraduate degree and I am beginning to reflect on my time served. We kicked things off last August with Festifall where I was able to meet potential members, students, faculty, and other organizations. I had the pleasure of moderating Happy Hour Zoom sessions while learning from PR professionals in our area. The professional development advice received was immeasurable and has helped boost my confidence.

Attending the ICON conference last November, I was able to network with other student PRSSA chapters and PRSA professionals. I received knowledge and insights on latest trends all while soaking up the Dallas rays. It was a fun and memorable time.

I am proud to represent this chapter that has provided myself and members value and opportunity. Our chapter raised over \$10,000 this year in efforts to further our chapter. Thank you for your time and donations that continue making our chapter successful.



Jade Guerin,
Chapter President

A Festival of Fall

Wayne State Students gather to celebrate Festifall. PRSSA had a booth open for registration. This booth allowed students to get to know members of the organization, and how to get involved. Thank you to those who stopped by!



*Festifall '22
WSU PRSSA*



Former PR Student-athletes Homecoming at Comerica Park

*From Wayne State Warrior to Houston Astro *Sourced From Today at Wayne**

Before becoming a standout on the mound, Hunter Brown aced his way through his College of Fine, Performing Communication Arts courses. His final semester at the university in 2019, before being drafted by the Astros, saw him earn a 4.0 term GPA while being an All-American pitcher and having numerous scouts at every outing.

To help commemorate Brown's homecoming, the Tigers offered a special ticket price to the Wayne State community for the entire series. With a warm welcome home, students and staff were able to go and support an important student in the Public relations community.



Hunter Brown at the Tigers vs. Astros game

Key Takeaways for Professional PR

By: Kate Bielanski

The Virtual Happy Hour with Carrie Paveglio acted as a way for her to speak about her experiences in public relations and give students insight into the workspace. To me, this event went above and beyond my expectations. Carrie Paveglio spoke about her experiences before starting her carrier but also about her current projects. The part of the Happy Hour that gave me the most insight was the first part of the event. During this time, I was able to take three large facts from Carrie about beginning a career in public relations.



First, she gave us information about our first interviews, pointing out that even if an internship interview does not go well, always follow up. There are a couple of tools that help in an interview such as having an experience folder, writing samples and a cover letter. Having a website with examples of your work can replace an experience folder for enhanced organization. Writing samples are also a big deal. Many PR agencies are looking for creativity.

Second, Carrie gave us examples of personality traits needed to work in this area. These include being flexible and being able to take on a challenge. For example, Carrie spoke about her first time working with social media after her social media manager left for a better opportunity. She then struggled with making sure she met the expectations of the organization. Treating people well and with respect will also take you a far way. Treating people with kindness will create a better culture around you.

Third, Have a mentor. A mentor is a very important tool, even if they are not directly related to your field. It could be a professor or friend that can help bounce ideas back and forth. You need to have a support system in order to improve your mental health and performance.

Overall, Carrie Paveglio was very willing to speak with me about social media and the “pros” versus “cons” about working with social media accounts. This Virtual Happy Hour was an eye-opener into the public relations sphere. She is a very successful Wayne State student, and she makes me proud to be a student here.

Keeping it Ethical with Influencers

By: Shannon Burke

I attended the **PRSA Detroit Keeping it Ethical with Influencers event**. The purpose of this event was to show the different sides of influencing, explain what goes into it, and how to keep it ethical. There were four panelists that took turns talking throughout the discussion. The monitor, Nikki Little, helped to start the conversation and kept everyone on track. The panelists were Sabrina Pare, Hajj Flemings and Curt McAllister.

Sabrina Pare is an influencer and Co-Founder of @Eco.Tok on Tik Tok. She is an influencer who also works full-time at a different job. She explained very well her life as a full-time influencer and how she manages doing it. She explains in this seminar how she is very big on sustainability, so any brand she works with is usually sustainable. She said she's pretty picky when it comes to her partnerships since she does have another full-time job, so she needs to be allotted proper time when promoting a brand. If the brand isn't willing to work with her on that, then she is most likely not going to work with them. She talks about how she discloses with her audience every time she is getting paid for an ad to ensure safety and transparency. If you do not disclose this information, you can be considered unethical.

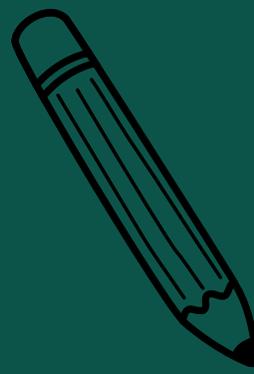
Curt McAllister is the Midwest Public Relations Manager of Toyota North America, so he gives us a good explanation on the other side of things. He talks about how influencer contracts are built. He also explains how Toyota gives a lot of creative freedom to their influencer, which I thought was great. Most importantly, he stressed the rise of influencers and how his company personally uses that to its advantage.

Hajj Flemings gave us some similar insight to Pare. Flemings is a Serial Entrepreneur, Brand Technologist and CEO of Rebrand Cities and The Mod Athlete. He detailed how to properly advertise brands as an influencer and how to get some potential brand deals. He said in his experience, there have been many times he has loved a brand and just started posting about them for fun and then organically, a partnership happened because the brand liked the posts he was doing.

Overall, it's good to know that I could have a job on the business side of public relations and still be successful as an influencer. I think a good takeaway to know is to always disclose if a partnership is paid. I did not know that information until this event and learning that made me realize how unethical it is if you don't tell your audience you were paid for promoting a product. Lastly, I feel like an important takeaway is learning the importance of an introduction call. Influencers like it when you set up introduction calls rather than just emailing them back and forth to set up some sort of formality with one another. Since I want to pursue a career in public relations, I found this to be a very helpful hint that Sabrina gave. All in all, I felt like this webinar really helped to put things into perspective that goes into being in the public relations field and I am excited to explore more about it.



Advising and Revising



PR/Resume professionals from Wayne State gathered with students in October 2022 to edit and revise their resumes. Offered just before the internship fair, it provided students with opportunities to tweak their resumes. Thank you to Shawn Wright, Jill Wurm, Jessica Arthur, and Rachel Dupree for facilitating this valuable event!



Fancy Fundraiser at DAC

By: Veronica Weisenbach



Thanks to our gracious hosts, Nick and Lorna Abraham, we were able to host a cocktail reception at the Detroit Athletic Club on November 2, 2022. This night brought together alumni, faculty, friends of the program, and current students to mingle and enjoy food and drink while helping us to reach our fundraising goal. Chapter President Jade Guerin along with Dr. Najor spoke about upcoming plans for our PRSSA chapter and thanked our guests for their attendance.

The rest of the evening was spent socializing and enjoying the sunset on the patio overlooking the city. We met our goal and were able to raise a total of over \$10,000 for our chapter. Thanks to a generous anonymous donor, the first \$5,000 raised by the event was matched. Thank you to our supporters, the donations will fund PRSSA activities and student travel.





Top Five Takeaways from Public Relations Courses

By:Giselle Wiley

When learning or wanting to take on something new, you will most likely need a handbook, where all the rules are upfront. When learning about public relations, you get the basics; “Never SPIN; “Your priority is the client;” and, “Trust is essential between your client and the public.” Yet, there are additional things you learn while taking each PR course.

Here are five helpful takeaways presented to me throughout my PR courses:

1. Building relationships is crucial.

Whether it be with your client or other PR professionals, it is in your best interest to build and maintain relationships in the PR field. When you build a relationship with another PR professional, that relationship can be very beneficial. You and the other PR professional can learn from and assist one another. When it comes to having a solid relationship with your client, it makes the flow of communication smoother. Client trust helps to make this connection and boost your career further.

2. Knowing who your publics are will help you hone in on how to understand what they want or need.

Knowing your client’s product or what they are trying to sell is essential, but knowing the public’s wants and needs can help you better assist them in promoting their product. Without public PR professionals, companies can’t promote their brands.

3. Maintaining your credibility is critical when entering public relations.

Suppose previous clients and even the PR realm know that you are trustworthy. Having credibility associated with your name can benefit you and your clients. Losing your credibility can destroy your reputation and damage your career.

4. Ethics matter in the world of PR.

Remaining ethical when being a PR practitioner is necessary for your career and for the work you complete for your clients. Scenarios with an evident sense or hint of being unethical can harm you and diminish your relationships with your client or PR colleagues. Ethics need to be incorporated in all plans you create as a PR professional.

5. Understanding your code of ethics will help you navigate situations that may arise in your career.

Knowing yourself and your personal code of ethics can help you avoid unethical tasks you may be asked to complete. Also, knowing your code of ethics can help you choose which organization you want to work for and if their values align with yours. A clear understanding of who you are and what you will or will not tolerate will help you stand firmly and confidently in your PR practices.

Navigating from Student to Professional

By: Jozlynn Blankenbaker

I attended the Virtual Happy Hour event featuring Sam Krahn. The event's purpose was to give members of PRSSA insight into a real-life graduate from Wayne State that works for a PR agency. It allowed us to hear what he had to say about working in internships and positions involving the public relations field.

Sam introduced himself explaining that he graduated from Wayne State last spring and is a dual major in PR and Journalism. He was also on the swim team and had an internship doing journalism for a small company that wrote different pieces on muscle cars. He then was an intern at Lambert, which led to a full-time position after he graduated. He now works full-time as a PR associate at Lambert



Sam talked about how it can be challenging having to work on press releases coming out of school. In a workplace environment, it can be more challenging because in school we have a syllabus that shows us when we will have a press release to write and when it is. But when you go to work for an agency you don't have a set schedule for all the press releases. You only know the clients you are working with. He also said that some weeks you could have zero press releases you are working on but then on other weeks you might have six. Sam mentioned that it's okay to sometimes tell your boss that you can't take on another assignment if you already have a lot on your plate. Sometimes in the workplace people are pressured to always say yes to things because they want to look good to their bosses and coworkers, especially when in the internship position.

Lastly, Sam gave a few good tips for working in the PR field. First, stay up to date with news regarding your client's industry. Another good tip was the first sentence of your press release is the most important. Journalists typically receive hundreds of press releases a day, so yours needs to stand out. The last tip from him that I found informative was to apply to multiple different internships. He found different internship opportunities from Handshake, LinkedIn and different companies that he enjoyed. He would then just go to their website and apply right from there.

Overall I found this event to be beneficial to me. It was interesting to see a real-life PR graduate from Wayne State talk about his experiences with his career. I will be using his tips and applying those to my journey when finding an internship in the future.

Progression Rather than Perfection

By: Jade Guerin

This past November was the first ICON International Conference held in person since 2019. ICON took place at the Gaylord Texan Resort in Dallas, Texas, showcasing the power of influence. PRSSA, in collaboration with PRSA, came together to network with students and professionals while also broadening our professional development skills. It was an unforgettable weekend.



It was an honor to hear from influential keynote speakers such as award-winning BBC journalist and anchor, Katty Kay. She is a New York Times bestseller for her book, *The Confidence Code*, from which she showed valuable information. She spoke about searching for perfection and ruminating are the killers of confidence and how it should help turn our thoughts into actions. She gave an interesting analogy of how people should think of building confidence as building a brick wall. Every time you do something confidently, you add a brick and no one can take that brick away from you. As you build your wall, you are also developing your own self-confidence.

DIVERSITY, EQUITY & INCLUSION

The conference included various fireside chats with hot topics. One of those chats included Ethan Chiu and Sena Pottackal, junior associates at Current Global. They both serve as Diversity, Equity, and Inclusion (DEI) and accessibility communication specialists. They strive for progress instead of perfection. An estimated one billion people globally are living with a disability. This is a large audience with low representation. Ethan and Sena explained that we must do our research. Review disability etiquette and refrain from ableist language. One way we can do our part and be inclusive is through self-description. People with or without vision disabilities take in a great deal of visual information about the people and environment around them. To be able to offer context for all, it is appropriate to provide a brief visual description of yourself and your surroundings.

I was able to sit in on conversations about building your online brand presence, crisis communications, how to communicate luxury, and more. Also, many recurring themes throughout the conference were authenticity, empathy, and creativity. The ability to learn and connect with others made this trip a once-in-a-lifetime experience.



ICON National Conference Recap

By: Julia Kirkpatrick

As we near the end of my time being a part of Wayne State's PRSSA executive board, I feel inclined to consider all of the incredible opportunities we have had the chance to experience. A clear highlight of my experience was the opportunity to attend the 2022 PRSSA International Conference - PRSSA ICON, in Grapevine, Texas. This was a four-day event that celebrated PRSSA's 75th anniversary, all about the power of influence. Through many of general sessions, breakout groups, fireside chats and networking opportunities, ICON was the perfect way to introduce students to the professional world of public relations.

On the first evening, I attended **"Inclusion Through Accessible Communications"** moderated by Shanita Baraka Akintonde. The speakers were Ethan Chiu, Junior Associate in DEI Communications and Integrated Media at Current Global, and Sena Pottackal, Junior Associate in Accessible Communications at Current Global. This informative fireside chat discussed Accessible By Design, a new program that was created to assist communications and PR professionals in creating accessible and inclusive content. The Accessible By Design website includes research and guidelines that will help professionals curate content that is accessible to all.

CREATING A CLASSIC

"PepsiCo's Communication Strategy" with Ashley Capps, Director of External Communications at Frito-Lay, and Garrett Shipman, Senior Manager of Digital Communications at PepsiCo. was an incredibly informative presentation. They outlined Frito-Lay's brand and commitment to their employees, communities, and consumers through three pillars - employer brand, consumer, and corporate citizenship. One tidbit that specifically stuck out to me was the slogan "real voices hold the real power." With this slogan in mind, Capps and Shipman enact strategic channel placement, constantly driving a positive brand sentiment.

It was such a great opportunity to meet and network with peers who may end up as co-workers in the professional world. Thinking back on all of the experiences I have had through Wayne State's PRSSA, this was definitely the highlight. It was a privilege to learn from so many public relations professionals. ICON 2022 has catapulted my drive and determination as I make my entrance into the professional PR world, and I feel so inspired to begin.



Defining Issues in Difficult Ethical Situations

By: Benjamin Grunwald

The process in which difficult stories are covered plays a huge role in the world of public relations. Panelists Felecia Henderson, Sam Robinson and Kristin Shaw outlined their specific job roles, and how they've been affected by the coverage of important information, while also putting their personal identity/ethical code at risk.

Samuel provided an engaging and shocking story about his coverage of a proud boys' rally that occurred in Detroit. This protest included incidents of violence and unjust arrests. His coverage of these events, and the actions of the police not taking the violent actions seriously, eventually led to huge fights and violent outbreaks. Along with this, he was the only reporter at the event and was eventually arrested by one of the officers. He faced an impeding traffic charge, which was dropped the next day. However, M-Live News decided to stop using Sam's byline due to the arrest/his covering the story, which led to multiple threats against him/his profession being put in danger.

Felicia described the ethical codes that undermine her job in the PR field. Both the SPJ code of ethics and The Trust Project present ethical ways of presenting content to the public. SPJ follows four core principles as the foundation of ethical journalism and encourages its use in its practice by all people in all media. These are: Seeking the truth and reporting it; Minimizing Harm; Acting independently' and, being accountable and transparent. The Trust Project however is a program that was built by asking individuals what they value in the news, and what wins and loses their trust. It's a collaboration between Google, Bing, and Facebook, to present news readers with knowledge of trustworthy content. This plays a prominent role in journalism by presenting eight key trust indicators, which include many different aspects of professional journalism.

Kristin outlined her experiences writing and publishing a book about gender. When she went to turn it in to the publishing company, they claimed the cover was too "whimsical" and that it needed to be changed. She then told the publisher "no" due to having paid the artist for commission This prompted them to almost shut the whole thing down. Representing your ethical beliefs in this way ultimately respects those you work with, while ensuring transparency within your practices.

Each of these different perspectives helped to meet the purpose of the event, as themes and ideas from all the panelists tied into a general theme of journalistic integrity. Ensuring your ethical code is upheld in a way that benefits positive business is something important to recognize in the everyday world of public relations.



Felecia Henderson
Maynard Institute for
Journalism Education
Veteran journalist & DEI
consultant to newsrooms



Samuel J. Robinson
Axios Detroit Reporter
Wrongly arrested while covering
Proud Boys rally. Covered
Whitmer kidnapping plot.



Kristin Shaw
Author
Women Driven Mobility:
Rethinking the Way
the World Moves

Building Awareness Around News

Literacy

By: Tania Gomezdelcampo

Attending the News Literacy Panel that featured **Dr. Elizabeth Stoycheff, Antonice J. Strickland, Constance R. Thomas, and Jeff Adkins** was a remarkable experience for me as a pre-professional communications/PR student. The purpose of this panel was to discuss the significance of news literacy in public relations when it comes to misinformation and how to promote responsible communication practices. The panelists provided valuable insights and advice for effectively communicating with the audience, controlling the narrative, and building strong media relationships.

During the panel, the speakers emphasized the importance of verifying the facts and sources before disseminating any information. **Antonice Strickland** highlighted that as an individual, one cannot always know what is real or not. Therefore, it is crucial to double-check statistics and facts with verified sources to ensure the accuracy of the information. This point is particularly relevant to communication professionals because any misinformation or false information may cause significant damage to a brand's reputation or cause panic among the public.

Another key takeaway from the panel was the importance of building strong relationships with media partners. The panelists suggested that public relations professionals should have a trusted relationship with media partners to help them with news coverage and outreach. This advice is crucial because building such relationships can aid in promoting positive coverage, which ultimately strengthens a brand's reputation.

Furthermore, the panelists discussed the significance of hosting events for the public and media to allow for outreach and delivery of specific messages. **Jeff Adkins** provided an example of how Henry Ford hosted panels for questions about the pandemic and the vaccine. This event allowed the organization to deliver news, build trust, and promote transparency.

Constance Thomas also emphasized the importance of understanding the audience and pushing messages with corresponding urgency. She gave an example of how the school district pushed messages through robocalls, robo-texts, social media, email, news, website, and shareable links to inform parents about school shutdowns due to power outages. This practice is crucial because it ensures the message reaches the target audience through various channels. In conclusion, the News Literacy Panel was an enlightening experience that provided valuable insights and advice for pre-professional communication/PR students. The panelists emphasized the importance of news literacy, building media relationships, controlling the narrative, and understanding the audience. I found this event to be valuable, and I am grateful for the opportunity to have attended it.

PANELISTS:



Dr. Elizabeth Stoycheff
Associate Professor
Wayne State University



Antonice J. Strickland, MPS
Public Relations Marketing Executive
98Forward



Constance R. Thomas, M.A.
Marketing Campaign Manager
Detroit Public Schools Community District



Jeff Adkins
Senior Public Relations Specialist
Henry Ford Health

Internship Reflections

WSU Reflection by: Maya Kasprzak

On Thursday, December 4, I attended the **“Leverage your Experience with Internships”** seminar hosted by Maureen Johnson and Nannette McCleary from Career Services. This presentation was loaded with information about important things to know when searching for internships, the process of hiring, what to expect out of an internship and where to find them. As I'm aiming to find an internship by the summer, this seminar was very helpful in my search and prepared me for exactly what to expect.

Ms. Johnson began the discussion with the benefits of internships, including learning skills from professionals, determining career goals, accumulation of professional experience, and the possibility of full-time employment after graduation. Ms. Johnson mentioned that internships strengthen and reinforce your academic learning in an employment position, and this really stood out to me. Ms. Johnson addressed productive ways to search for an internship. She showed us how to navigate sources like Handshake, O-NET, and Wayne's online internship portal. Knowing what you want, finding what you want, creating opportunities and platforms, and networking were explained as important parts of the process.

Another key takeaway was that resumes are crucial to the hiring process, Ms. Johnson described resumes as “matching games.” Employers and people evaluating applicants are looking for a clear match from the applicant to the company or organization. When finding an internship that interests you, it is helpful to edit your resume to emphasize experiences or qualities that make you the perfect match for the company. When comparing paid internships to part-time jobs, unpaid internships, micro-internships, volunteer work and other programs, Ms. Johnson emphasized the flexibility and understanding that comes with an internship. Most employers in an internship will understand that interns are students, and are more likely to develop a schedule around classes, exams, and other academic responsibilities. This flexibility is not always promised with part-time or full-time employment. Employers of internships are also more likely to provide feedback that works toward your overall goal because you are ultimately taking an internship to learn about the field.

The purpose of this seminar was to discuss the ins and outs of internships, and what to expect when looking for one. Ms. Johnson was very clear and detailed when it came to explaining all the information students need to know when thinking about interning. I believe this purpose was reached because I feel more educated about internships and a lot more confident to begin my search for one.



Professionalism and Personhood

By: Jessica Zachara

Listening to Stephen Jones' story about his crisis management situation sounded like something from a movie. I can't believe he had to deal with such high-status individuals that were so tone-deaf to social issues at this point in our society, but he handled them with a great calm, which is very impressive.



To summarize his experience, he was hired by Scantell Properties to soothe tensions between Scantell and Amazon (their client). This crisis was due to the discovery of two separate instances of nooses found at the site, suspected to be placed there as a racist symbol. It is important to note that upon the discovery of the original noose, Scantell did not address it and 'swept it under the rug' which led to further miscommunication from the press to the public. Stephen said that CNN reported at one point that there were eight nooses discovered at the site which was incorrect information and made the situation sound much worse than it already was. It was confirmed that two of the eight nooses were legitimate and the other six were knotted in the construction-style protocol.

Sooner PR involvement could have corrected that information before it became a rumor. Stephen also stated that his first priority in this crisis was the well-being and safety of the employees. Per his recommendation, two easy and important tactics were employed by Scantell in this matter. The first was to provide emotional counseling to their employees without higher management involvement; the second was to add the presence of additional surveillance and security to make employees feel safe to come to work. The next priority was to work with local law enforcement to ensure a partnership with the hired security. Originally Police Chief Donald Melanson did not validate the concerns of the employees and did not think the nooses were an immediate threat.

I know that Stephen was especially offended by a comment made toward protest groups from a professional regarding a high-pressure water cannon to remove them from a protest that he found while monitoring social media. It was classless for that comment to be made but I learned from his ability to keep a "poker face." I think he had a relatively unnatural perspective when discussing potential protesters entering the property and potentially getting hurt or killed because they are unaware of construction zone dangers and protocols. I thought that was a great takeaway to promote because the natural response would be something along the lines of "serves them right for intending to cause harm," but Stephen's perspective of caring for their safety even if they are likely inflicting a hateful statement toward his client and their associates is a considerate approach. He maintained advocacy, transparency, fairness, honesty, and proper disclosure of information.

Congratulations to the 2023 PR Scholarship Award Recipients



Renee Abraham-Harries Memorial Endowed Scholarship in Public Relations

- Breanna Peterson
- Marina Johnson
- Allyson Petty
- Raquel Kinsky

Michael and Judy Layne Annual Scholarship in Communication

- Chelsea Hollins

Jeannine Gregory Leadership Award

- Mya Smith

Berg Muirhead Scholarship for Public Relations Student Advancement

- Lynzee Blanks



Letter from the Editor

Dear Readers,

I hope you all enjoyed the 2022-2023 edition of the PRSSA Salute. It has been a pleasure to read and engage with the writing of my peers while becoming more involved with PRSSA as a whole. Being a more recent member of PRSSA, witnessing the multitude of networking opportunities and hosted programs through this organization has made me reflect on how grateful I am for the chance to write to you all today.

These newsletters wouldn't be possible without all the hard-working Metro Detroit students and staff who continue to further this field through solid writing and professional persuasion. Allowing communication to flow through every aspect of what we do ultimately provides us with the means to become as successful as possible in the future. Therefore, our chapter recognizes and appreciates all the hard work and time you've all spent to further your involvement in the field of Public Relations.

Your Salute Editor,
Ben Grunwald





We are the James S. Measell Chapter of the Public Relations Student Society of America that was created in 1983 on the campus of Wayne State University.

Our mission is to provide guidance, motivation, and opportunity to up-and-coming professionals in Detroit. We create programming and opportunities so students can keep pace with the ever-changing industry.

Our workshops complement our classroom studies. Our tours give us insight into potential careers. Our shared events with PR professionals help us build networks. Our executive board positions teach us leadership skills.