



MEET NEW EBOARD MEMBER: JACOB CZOPEK

Written by Jacob Czopek

My name is Jacob Czopek and I'm from Macomb Township, Michigan. My major is integrative public relations and my minor is multimedia design. I am honored and thrilled that I will be taking on the Director of Operations role on PR Central's executive board this Spring. I have a lot of ideas regarding the newsletter in the coming months, as well as the website, and I cannot wait to get started on this process. I have big shoes to fill in the Spring semester since former Director of Operations Krystal Black has graduated. With the help/guidance of fellow executive board members, I know I will continue to live up to the excellent standard my predecessor has put in place.



My goal this semester is to include some new, interesting elements to the newsletter such as surveys from CMU students regarding their knowledge of PR and the integrative public relations major, a piece on the history of PR Central, interviews of individual PR Central members and many other options. Another thing I want to do this semester is to add multimedia elements to the current PR Central website to create a more diverse and varied experience for audiences. I'm really excited to get started as soon as possible and make an impact on the executive board and PR Central as a whole.

MEET NEW EBOARD MEMBER: NATALIE BATTEN

Written by Natalie Batten



Hi, I'm Natalie Batten from Hartland, Michigan and I am in my sophomore year at CMU for the IPR major and a finance minor. I am passionate about public relations because I love building relationships and creating win-win situations for everyone. Being a part of PR Central has been amazing because I have had a lot of opportunities to make friends and I have gotten several valuable experience working with real clients.

I am so grateful for my new eboard role as the Duck Derby Coordinator and I am excited to plan a great Duck Derby with an awesome team! I'm not exactly sure where my PR journey will take me but I am especially interested in agency work or investor relations.



COMMUNICATION IS KEY

Written by Sophia Schulte

Communication plays an important role in almost every aspect of life, but it plays an even bigger role in the public relations world.

It is important for PR professionals to know and communicate with each party they are representing in their careers. The PR organization needs to completely understand what it is that their company or client wants to be exposed to and how they want to be portrayed. Without communicating between the two parties, it would be impossible for the PR professional to know what their client wants from them.

A known misconception within the world of PR is professionals do not tell the truth. This idea itself is a lie as PR people simply want to open the eyes of other people, spread information and hopefully change the way society works. When you have positive communication, people can rely on others and learn new ideas to better spread information to the public. Below are some important tips to follow when it comes to PR:



- **Emphasize Your Key Messages:** The key messages are the most important part of communicating the company's strengths and ideas to the public.
- **Be Interactive:** Interacting with the media is a vital step in any communicative process. Let the media know they are important to the goal of the company. This allows for reliability and a positive relationship between the public, media and you.
- **Know How to Share your Story:** Do not fall into the misconception that PR professionals lie, rather tell the story straight. Explain to the company and the public on how the business began and why they have the goal that they have.
- **Make "Active Listening" of your Strengths:** As PR professionals, our clients want to know we truly care about their ideas and what they have to say rather than just their money. Get to know the company or the client and participate in their events and business.

These are only some of the most important communication tips to get you on the right track. It is important to communicate and understand why you are working for the company that you do and what they are asking of you. This will make the relationship between yourself, your coworkers and your client much more positive.



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PR AT THE SUPER BOWL



Written by Andy Glezen

The Super Bowl is one of the most anticipated events in today's society. Even non-football fans gather around the television with a group of friends to take in the atmosphere and pageantry, and even commercials during the game.

This makes the Super Bowl a huge opportunity for the public relations industry. There are PR opportunities to create advertisements, host events and market anything around the Super Bowl.

Many PR professionals will analyze their audiences and try to find unique ways to reach them through the platform provided by the Super Bowl. A few companies have done a model job of reaching their audience in unique ways for Super Bowl LIV (Super Bowl 55).

One of those companies is Barstool Sports, a sports and pop culture media company. Barstool is hosting amateur boxing and an after-party event called Rough-N-Rowdy. The event will be the Friday before the Super Bowl, and it fits the interests of its main target demographic, which is men ages 18 to 34.

Another company that is using the Super Bowl as a unique platform is Courtyard by Marriot. Courtyard by Marriot invited a contest winner to sleep in a replica of a suite at Hard Rock Stadium, the location of Super Bowl LIV. This year's winner is Denise Ammon, who can invite three friends to sleep in the suite and wake up inside the stadium on Super Bowl Sunday.

A neat coincidence to keep your eye on will be the advertising done by LIV Nightclub at Fontainebleau. LIV Nightclub is located in Miami, the same city where this year's Super Bowl LIV will be played in. Super Bowl week is a great time for advertising, events, stories and moments. It is a PR professional's dream, even if you aren't involved in sports.





PROFESSIONAL AREA OF PR: PUBLICISTS

Written by Jacob Czopek

With award season underway, the most critically acclaimed and successful films and performances of 2019 are being honored at award shows such as The Golden Globes, The Screen Actors Guild Awards and The Oscars. If a film professional can win or even be nominated any of these awards it means they have been recognized by a group of experienced and respected industry leaders as being some of the best in the craft. This could open doors for artists to go on to do more projects that would showcase their talents. When the winners of these awards make their acceptance speech, they will thank their loved ones, their co-stars, and of course their publicists. Publicists are PR professionals who are responsible for the public image and perception of high-profile clients such as celebrities, filmmakers, and companies and sometimes act as a spokesperson.



Awards are decided by a collection of voters from all parts of film including actors, directors, editors, writers, costume designers, etc. and an actor or director's publicist is tasked with promoting their work to these voters. Publicists will highlight things such as past accomplishments and titles, positive reviews and will even reference personal statements about the professionals they represent. Publicists can even help draft acceptance speeches to help their public perception. Publicists are an important part of the entertainment industry and their importance is highlighted during award season.

OPEN INTERNSHIP: MICHIGAN FARM BUREAU



The Lansing, Michigan Branch of Michigan Farm Bureau Insurance is looking for interns who will be able to assist the PR, advertising, and communications teams with coordinating events and working on various PR projects. If you are interested, click the Michigan Farm Bureau Logo.