



Central Times

New Changes to PR Central

Dora Zhang

Our new CEO, Karli Clausen implements her changes to PRC along with the rest of the group. This is a year of new members, new E-board, new clients and a new website design.

New Members

PR Central is home to 26 members this semester. The organization welcomes new faces to the student-run public relations firm. New members will gain client work experience and enhance their knowledge.

IPR 101 students are joining the team this semester. These students are just starting their careers in the PR field. It is never too early to gain experience and make connections.

Every new member will have the chance to add to their portfolio this year.



New E-board

CEO: Karli Clausen

Vice President- Kelci Gormley

Director of Operations- Sara Trine

Director of Internal Communication- Kaitlyn Bondar

Director of Digital Communication- Danielle Muench

Director of Finance- Ashlee Croy

Director of Membership- Jaime Kesteloot

Director of Development- Aaron Wittbrodt

New Website

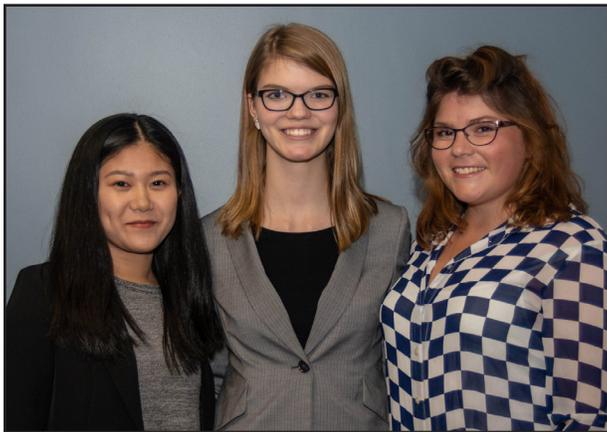
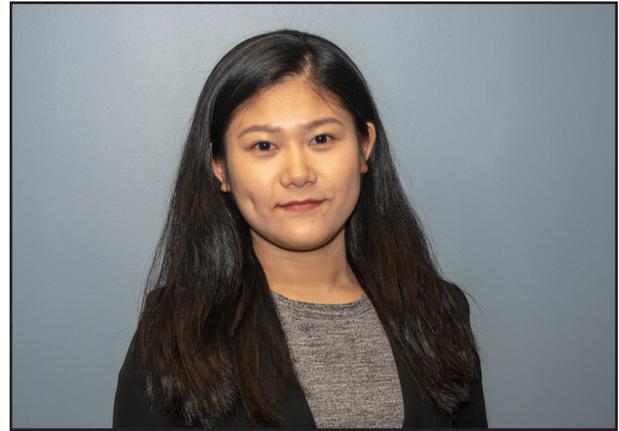
The organization is creating a sleek and professional design for the new website. Inspiration will be gathered from some of the top public relations agencies in order to best showcase group goals.

New Clients

This year PR Central has ten clients for students. New clients include Best Forever's Podcast, Presentation Skills Center, IPR Council, Big Brother Big Sisters and more.

Member of the Month

PR Central's Member of the Month for October is Song Wang. Wang is a senior majoring in journalism with a PR concentration. She is a consultant for Speak Up Speak Out in PR Central. Wang had an amazing opportunity this summer to work for Weber Shandwick in Beijing, China. She worked with the International Student Organization as a PR and Media Chair.



Client Group of the Month

PR Central's Client Group of the Month for October is Speak Up, Speak Out. The SUSO Client group completed a variety of task to this semester including planning and executing two forums.

The forums focused on social media planning, poster creation and sending pitches to different media outlets and faculty at CMU.

"Teamwork divides the task and multiples the success"

-Unknown

Where are They Now

Kaitlyn Bondar

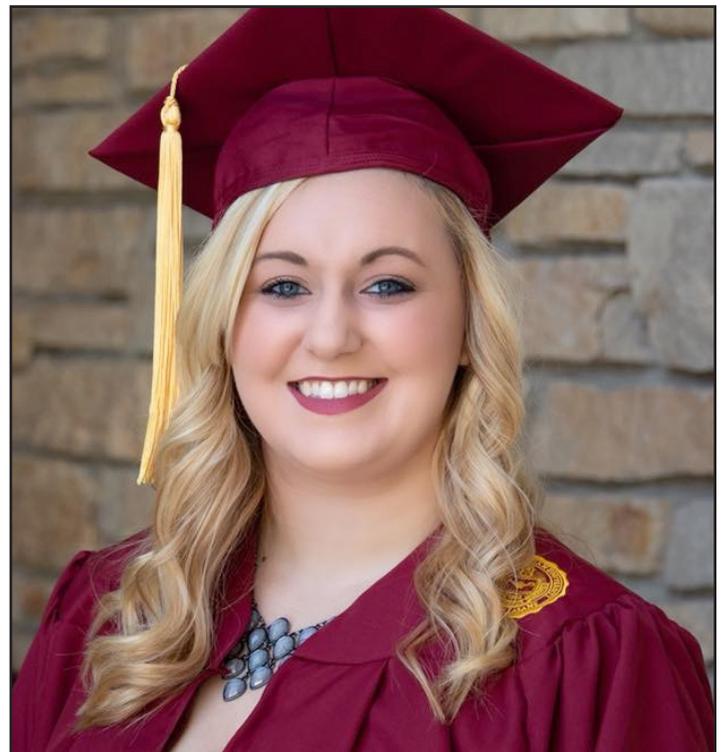
Kaylah Metcalf is the previous PR Central CEO from the 2017 - 2018 academic year. Metcalf graduated from CMU in May 2018. When involved in PR Central, Metcalf learned many applicable skills.

"I learned how to start from scratch when companies don't have any set structure in place," Metcalf said.

Her advice for individuals majoring in the public relations program for newcomers is, "to get involved [in the IPR program] and stick with it.

"You will be able to find the right path [by interning at places] before you have to go out and pay bills," Metcalf said.

She now works as a golf communications manager for Inverness Club, a top 100 golf club, located in Toledo, Ohio.



PRSSA Updates



This month, a few members of PRSSA went to the PRSSA National Conference in Austin, Texas. Students learned about the “Art of PR.”

They listened to speakers talk about their careers and learned tips and tricks on a wide array of topics. These topics focused on storytelling, building your brand and coding for public relations.

Students met with CMU alumni to learn more about where the IPR degree took them and where it can take students as well.

This month, PRSSA also had a fun pumpkin painting social. Members of PRSSA had a fun night getting to know each other while also getting ready for this Halloween season.

PR Crisis—Avoiding Insensitivity After a Tragedy

Kelci Gormley

The 2013 Boston Marathon bombing changed general security in America forever.

Sensitive events require careful consideration when discussed, even years after they occurred.

Unfortunately, Adidas found itself in crisis after a poorly worded email was sent out to its customers in 2017.

The day after the Boston Marathon, customers received an email from the brand with the subject line “Congrats, you survived the Boston Marathon!” Just four years after the tragic incident, this insensitive headline caused backlash from the public.

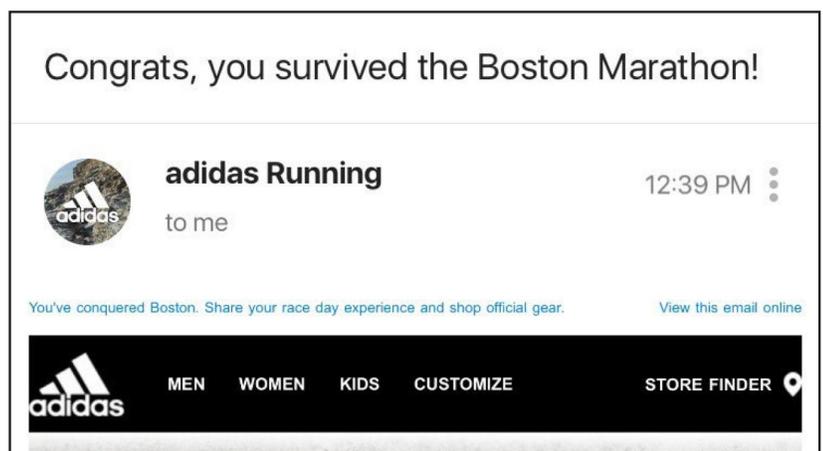
Adidas spokeswoman Maria Culp issued an abrupt apology.

“We are incredibly sorry. There was no thought given to the insensitive email subject line we sent Tuesday. We deeply

apologize for the mistake,” Clup said.

The quick, heartfelt and public apology was the right move to make. The whole scandal serves as a reminder to PR professionals.

The way words and phrases are used matters, especially when dealing with a tragedy.



PR Central Client Updates

Rachel Casaccia

PR Central staff is working hard this semester.

This month client groups were formed. Account executives started to meet with their perspective clients.

The Best Friends Podcast is working on a new website and updating social media platforms.

IPR Council is working closely with Dr. Ren to create surveys from current students involved in the IPR major.

Ever used the app Icebr8ker? The client group is working hard to spread the word about the app and update their social media.

This is the first full month of working with clients. Some clients are still deciding what the year is going to look like.

Our groups helps businesses create goals for the semester.

Speak Up Speak Out has been busy this month. The group is working on their upcoming forum, creating posters and social media to advertise their next event.

The Big Brothers Big Sisters client group is working on social media and creating a media list for their company.

Presentation Skills Center is setting goals this semester.

The group wants to create awareness throughout campus.

The group is working on social media posts and creating brochures.

Michigan Health Improvement Alliance is marketing their upcoming event called "Live Your Life on Purpose." The event focuses on providing information to the public about how to improve their overall health.

The goal is to try to increase the number of college students attending the event.

AP Style Tips and Tricks

Ashlee Croy

Every PR professional knows that AP style is the backbone of PR writing. As prospective professionals, it is important to stay up to date.

There are ways to keep AP style fresh in your mind:

1. Read a few pages of the book each day.

This way you are learning and reviewing something new every day.

2. Take online AP style quizzes.

These are a great way to help identify common mistakes you might make while writing, along with giving real life applications to AP rules.

Senior Legacy

Rachel Casaccia



Kaitlyn Bondar, integrative public relations major, is graduating in May.

Bondar is involved in PR Central, PRSSA, Phi Mu Fraternity and Lunch Buddies.

She decided to go into PR because she accidentally ended up in the PR session during orientation. She wanted to investigate the communication/journalism session. Instead Bondar accidentally ended up in the IPR room.

She fell in love with how multi-faceted PR is. Her favorite class while attending central has been JRN 340.

"Even though it was extremely difficult, I gained skills that not every public relations practitioner is going to have," Bondar said.

One of her biggest influences while attending Central has been Jim Wojcik.

"He changed my attitude about public relations and I cannot thank him enough for all that he did for me."

Internship Experience- A Look Inside Ford

“Enlightening.”

The one word Ethan Hogan used to describe his experience at Ford Motor Company.

“When you immerse yourself in the world of public relations, especially in a corporate setting, you find that there’s so much more than what you learn in class,” Hogan said.

He credits Central has provided him with the baseline public relations professional.

Hogan served on the corporate communications team. He focused more on global employee and retiree communications.

His daily workload varied by the day, the financial cycle and what had come out of our weekly brainstorming meeting.

“One day I could be working to put together an employee drive event, inviting employees and retirees to participate in driving a new Ford or Lincoln vehicle. Another day, I could be staffing the team at the Michigan Central Station to assist government officials, meeting Big Sean and assisting in the station’s tours.”

One of the largest factors about his internship that made is incredible was his boss, Jenn, Global Employee and Retiree Communications Manager.

A major opportunity, Hogan remembers, was being assigned team lead for North American retiree communications.



In this role, he was tasked with transitioning retirees to digital communication platforms, attending monthly luncheons at the Dearborn Country Club hosted by the Ford Retired Engineering Executives (FREE) and benchmarking with other businesses and government agencies that interact with older audience.

Hogan will never not be able to talk about my time at Ford without mentioning how Jenn’s leadership and desire to teach is why he am confident.

Our Clients

