

# IMPRESS

University of Oregon PRSSA | Vol. 2 | Issue 1

**DUCKS**  
**♥ DOGS**

**Develop Your  
Professional Brand  
Over Break**

**+ Take a Peek at  
Winter Term's Events**

# SNAPSHOTS



# FROM THE PRESIDENT

Callie Gisler | Chapter President | @calliegisler

**Dear PRSSA members, friends and supporters,**

As ImRPess enters its second year, I have to stop and consider all the amazing things it has documented this past school year. From record-breaking meeting attendance and overwhelming Chapter involvement, to a great selection of guest speakers and wonderful (and rainy) events, this term has been a special one for UO PRSSA.

My favorite memory from the term has to be the 2013 PRSSA National Conference in Philadelphia. Our Chapter brought home two national awards from the event. In addition, we were honored to receive second place in the 2013 National Organ Donor Awareness Competition, along with the Dr. F.H. Teahan Chapter Newsletter award. The national recognition speaks to UO PRSSA's continued success and growth over the last two years.

UO PRSSA would also like to thank the faculty, professionals and the SOJC for their continued support. Personally, I couldn't be more proud of the many successes that our Chapter has celebrated this year. With a new year just around the corner, our executive board team is already busy planning agency tours in Seattle; our annual Winter Workshop series; and a long list of Chapter events.

I thoroughly enjoyed working with the dedicated team of UO PRSSA members that put together this term's issue of ImRPess. Take a moment to browse through our Chapter news, how-to articles and all the accomplishments of our members this past term. But also keep an eye out the great things UO PRSSA has planned for 2014!

Thank you for your continued support,

Callie Gisler



# DUCKS ♥ DOGS

Danielle Friend | UO PRSSA Member | @d\_friend7

Puppy love filled the air and the hearts of students at UO PRSSA's third semi-annual Ducks Love Dogs event on Nov. 7, 2013 on the Memorial Quad. Every fall and spring term, UO PRSSA partners with Greenhill Humane Society to host the event and promote pet adoption and volunteerism. All proceeds support UO PRSSA and Greenhill, a Eugene animal shelter that saves the lives of more than 2,000 animals each year and relies on charitable donations.

The wet weather didn't keep dog lovers away! Ducks Love Dogs was a major success, raising \$448 and exceeding last fall's proceeds by \$40.

"We were really surprised by the outcome of the event," said UO PRSSA Events Director Kylee Plummer. "Despite the weather conditions, people came out to support Greenhill, which means so much!"

More than 45 students and faculty rented twelve furry friends at \$8 dollars for 15 minutes, \$15 dollars for 30 minutes or \$30 dollars for one hour. Participants choose a dog of their preference, such as a cuddly pit bull or the verbal German Shepherd, Kenzo. Students flocked to Kenzo as a Greenhill volunteer asked him to repeat "I love you" in which he did! The German shepherd's unique skills made him a crowd favorite and the most rented dog of the day.

Along with raising funds, the event provided students a much needed study break from midterms and an outlet to curb homesickness and separation anxiety from their own pets.

Missed out? Ducks Love Dogs will return spring term for another fun day with the Greenhill pups!



# THE IMPORTANCE OF NETWORKING

Chloe Loveall | UO PRSSA Member | @ChloeLoveall

Networking is an important career tool, but it's one that some undergraduates overlook. According to a 2011 survey from Adecco Staffing US, 29 percent of recent college graduates wished they had better prepared for the job market by spending more time networking while in college. Networking is a time-consuming endeavor, but it can increase your chances of employment, connect you with experts in your field, and open up new opportunities. Here are four tips to help you network effectively:

**1. Make yourself visible.** You can't network from behind your computer screen. Email and social media are great ways to maintain relationships, but don't underestimate the value of face-to-face contact. Set yourself apart from the constant barrage of emails and tweets.

**2. Cultivate real relationships.** Meaningful relationships require a lot of energy. You need to invest time and build a rapport with your contacts before you can ask for a favor or referral. Learn about them, try to find common areas of interest, and, most importantly, remember that relationships need to be mutually beneficial. Successful networkers give as much as they receive.

**3. Diversify your network.** Networking is about more than employment opportunities and collecting business cards, so develop a variety of relationships. Through networking you can build a reputation in your industry, find a mentor, learn about workshops and seminars, and meet new people with similar goals. Professional organizations, peer groups, and online networks are a wonderful source of information, support, and advice.



**4. Maintain your network.** Your network will require maintenance, which means you need to be proactive about reaching out. You can do this in a variety of ways, but here are a few ideas to get you started: send thank-you notes, extend invitations to industry events, share relevant articles, or arrange meetings.

Networking can help you grow within your industry and give you a competitive edge after you graduate, so start developing professional relationships now.

Photo Credit: diagnosticrenovation via Compfight cc

# SIX TIPS FOR FINDING AN INTERNSHIP

Amelea Renshaw | Operations Director | @amelearensshaw



A common issue among public relations majors is landing an internship. Although seeking out a public relations internship can be intimidating, especially if you have little to no experience, it is possible. Here are some quick tips to get you started.

**1. Use job search tools daily.** Although checking the career center website every once in a while is a step in the right direction, checking frequently gives you a much better chance of finding the right position for you. Plus, while many internships have deadlines, it never hurts to apply early. If you happen to be right for the job, they may hire you before the deadline has even arrived.

**2. Think outside of the career center.** While the SOJC does a fantastic job providing internship and job opportunities to students, these opportunities tend to be much more competitive because every journalism student has access to them. In addition to checking the career center's website regularly, check out indeed.com (that is how I found my first internship) or Monster.com. If you are a dues-paying PRSSA member, check out the job and internship database available for PRSSA members! A small-

er pool of applicants means better chances of getting hired.

**3. Reach out to non-profits.** Although these are not always the most glamorous jobs, there are so many opportunities to help out organizations that really need assistance. Plus, working at a non-profit is a great way to develop a wide variety of PR-related skills.

**4. Keep your social media presence clean.** This is crucial. You do not want to miss out on a great opportunity because you posted too many photos from Halloween on your social profiles. Be yourself and show that you have interests other than PR, but always air on the side of caution.

**5. Cross your t's and dot your i's.** When send-

ing out resumes and cover letters, check for misspellings, typos and formatting issues. Keep cover letters as brief as possible and resumes to one page. If you're not quite sure how to write a killer cover letter or a stand-out resume, be sure to attend PRSSA's Winter Workshop series next term — we will have an entire night dedicated to this very subject.

**6. Do not give up.** It is easy to get discouraged when getting turned down, but there are many more opportunities ahead of you. Although you may not have the right experience for a particular job that does not mean that you are not well suited to another position.

With strategic searching and persistence, you will have an internship in no time.

Photo Credit: diagnosticrenovation via Compfight cc

# DEVELOP YOUR PROFESSIONAL BRAND OVER WINTER BREAK

David Baggs | UO PRSSA Member | @DavidBaggs

Winter break is an opportunity to celebrate the end of fall term, see loved ones, and relax. It's also a great time to put in a little extra work to get ahead of the game. Here are a few ways to develop your professional brand over winter break:

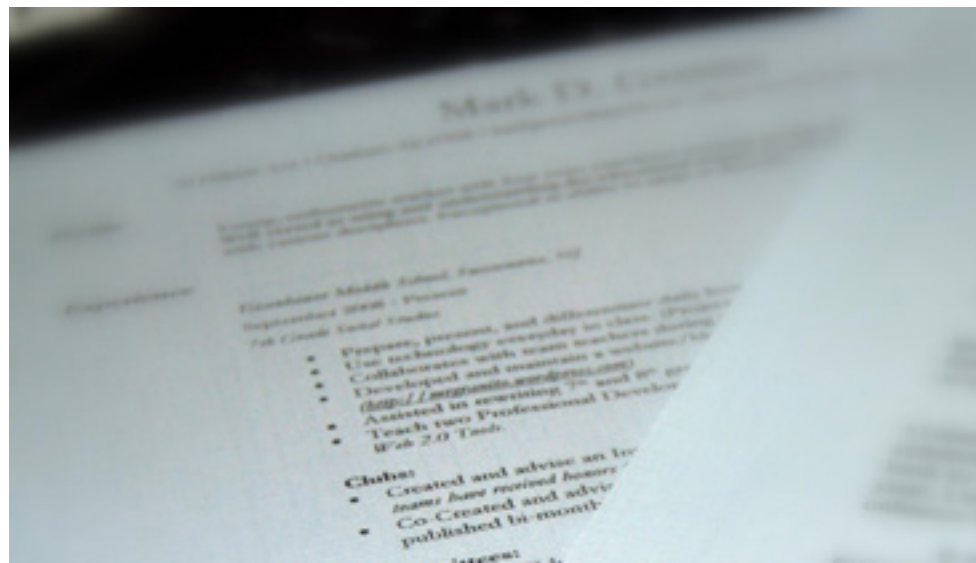
**1. Update your resume and LinkedIn profile.** Did you recently start a new job or learn Final Cut Pro? Add new skills and experiences to your resume so that it's up to date - you never know when you'll need it last minute. While you are updating your resume, update your LinkedIn profile too as these go hand and hand. Don't forget to add a current *and* professional headshot!

**2. Build an e-portfolio.** E-portfolios are essential in today's business world. An e-portfolio allows you to showcase your best work to people all over the world. It's also a great way to connect with other professionals on the Web. Of course, setting up a website can seem like a big project; luckily, there are many great websites that offer easy to use online portfolios:

- Wordpress.com
- Cargocollective.com
- Wix.com

**3. Update your professional portfolio.** Having examples of your work is key when going into an interview or applying for a job. Your portfolio is a chance for you to show off your work and what you can bring to a potential employer. Review your portfolio and any recent work to make sure that your best work is in your portfolio.

**4. Read public relations publications.** Take a break from school but don't take a break from the happenings of the PR world. Read



two to three public relations publications, such as PR News Online or The Future Buzz, each morning. This will keep you up to date on current PR news and give you something to talk about with peers and professors.

**5. Make business cards.** You are your own brand! Take the next step in branding yourself by designing professional business cards. There are many websites that offer cheap business card printing including:

- Us.moo.com
- Vistaprint.com
- Jukeboxprint.com

Read a PR blog while you sip on hot chocolate, update your LinkedIn while you lounge by the fire, or work on your e-portfolio while you listen to Christmas music - simply take the time to get ahead during the holiday season!

*Photo Credit: markgranitz via Compfight cc*

## MARK YOUR CALENDARS

### JANUARY

**1.8** Chapter Meeting  
*Welcome Back*

**1.9** Wishes, Wands  
& Wizards

**1.22** Chapter Meeting  
*PR in the Engineering Industry*

**1.27** Know PR

### FEBRUARY

**2.5** Workshop Wednesday  
*Personal Branding*

**2.12** Workshop Wednesday  
*Cover Letter & Resume*

**2.14** Rhythm & Blooms  
V-Day Flower Sale

**2.19** Workshop Wednesday  
*Media Pitching*

**2.26** Workshop Wednesday  
*Design*

### MARCH

**3.5** Workshop Wednesday  
*TBA*