

The Relay

A publication for PR students

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Interns take over the Health Fair

The Agency raises \$350 for P.A.D.S.

By John Harshbarger

On any given night, 14,055 people are homeless, according to the January 2011 National Alliance to End Homelessness State of Homelessness report.

The Agency, a student-run public relations firm, teamed up with P.A.D.S., "Public Action to Deliver Shelter," to raise money for their shelter in Mattoon.

The Agency wanted to raise awareness about homelessness in Illinois. The members of the organization thought it would be great to help a local homeless shelter host a fundraiser, so they picked P.A.D.S.

They decided to create a box city where a group or organization could sponsor a box, decorate it and then a bucket would be set in front of it for people to walk by to donate throughout the day.

The box that collected the most donations would receive a plaque, which was donated by Nancy's Lettering Shop.

Although the weather wasn't the greatest, members of The Agency stood outside and collected donations raising \$350. The organization that won the box decorating contest was the Student Dietetic Association.

P.A.D.S. always accepts donations and needs volunteers to help keep the shelter a great



A student donates to P.A.D.S. as Beth Steele, senior journalism major and director of The Agency, holds the collection bucket. Terri Johnson, Agency faculty adviser, looks on.

Photo by Kristin Jording

place for people who don't have a home.

Sponsors included Poteete Property Rental, Unique Properties, Student Dietetics Association, Kinesiology and Sports Studies Club, Lawson Hall, Stevenson Hall, Nancy's Lettering Shop, Gateway, Midgard Comics and the EIU Daniel E. Thornburgh Chapter of the Public Relations Student Society of America.

"I was excited to see students help out such a great cause. Students don't usually make the trip to Mattoon to volunteer, so the donations

really help," Kristin Jording, associate director of The Agency, said.

Cans of food were also accepted. P.A.D.S. serves breakfast and dinner to the shelter residents and needs volunteers to help serve.

"I was pleased with the number of sponsors and donations we received. People were really eager to help and give what they could. Every little bit counts and we were able to collect \$350 which was \$150 over our goal," Beth Steele, senior journalism major and Agency director, said.

"Some are born great, some achieve greatness, and some hire public relations officers."

- Daniel Boorstin

PRSSA students shadow Indy Pros

By Beth Steele

Nov. 9 students traveled to Indianapolis to spend half a day with a public relations professional.

Half Day With a Pro is an event sponsored by the Hoosier Chapter of PRSA that allows students interested in public relations take part in a job shadow.

Students could spend the half day in an agency, a not-for-profit, or a corporation and were placed with a professionals based on the rank they give the three choices.

"I chose corporate because I could see myself going into corporate PR," Kristin Jording, a senior journalism major said. "I have heard a lot of great things about it and in my career I would want to focus all my energy on one goal of an organization."

EIU students went to different corporations like the Conrad Hotel, OneAmerica Financial Partners and the Indianapolis Indians. The agency that hosted EIU students was Bohlsen PR.

"Conrad taught me that internships are really important to have before you

get a job because all of the workers had internships," Jording said.

During the day students received tours, learned about the career, and what a day is like for the their public relations job.

"We were introduced to all members of the communications team. Which included a representative from marketing, sales, media relations, the control room, and the director of communications and marketing," Katana Wilder, a junior communication studies major said. "Each of them told us their background and job description. We then went on a tour around the facility."

Jording said her time in Indianapolis showed her that there are always daily tasks for PR professionals but there are different things like events and designing opportunities in



10 EIU students traveled to Indianapolis for Half Day with a Pro, sponsored by the Hoosier Chapter of PRSA. Prof. Terri Johnson, co-adviser for the EIU Daniel E. Thornburgh Chapter of PRSSA, drove the students. Participants included, from left, Brittney Livingston, Johnson, Abulena Veseli, Shatierra Parks, Beth Steele, Amanda Walsh, Brooke Hurley, Genevieve Wilson, Madeline Smith, Kristin Jording and Katana Wilder.

Photo by Alice Irvan, APR

public relations as well.

After the time with the professional students attended the Hoosier Chapter luncheon. Here students could network with other professionals and PRSSA members. There was also a presentation on managing up.

"I learned how to perform and market your boss in ways that will ultimately benefit myself and career," Wilder said.

Wilder said that one thing she liked about Half Day With a Pro was talking to other students who are also studying public relations.

PRSSA welcomes alumna as guest speaker

By Kristin Jording

Jennifer Hinterscher, in corporate communications at Mid America Motorworks, said she learned the most from working with organizations like The Agency and PRSSA while she attended Eastern. She served as Agency director.

She has applied her skills, writing being the most important, in different jobs in Illinois. She graduated from Eastern with a major in journalism and

a minor in public relations.

Before working at Mid America Motorworks, she worked at Inform Pro Inc., now called Imagine This! Marketing Group.

Hinterscher works as a copywriter. She writes internally and for the website. She also works with some event planning. She said she helps brand the company to make sure everything the company produces has the same message.

Corvette Funfest is Mid

America Motorworks major event that Hinterscher helped with some this year, she said.

Along with working with the internal public relations, Hinterscher works with a public relations firm in Los Angeles. The firm has helped the company set up media contacts that it otherwise would not have gotten.

Last summer, CNBC came to Mid America Motorworks and filmed for the show, "How I Made My Millions."

She said she loves working in corporate public relations more than working for an agency because she gets to know every piece of Mid America Motorworks' history and she can tailor everything to the company.

"I love working for one company, one client," she said. "The people are my favorite part. I work with people you wouldn't mind spending 10 or so hours with once in a while."

PRSSA learns Adobe InDesign

By Lauren Lombardo

The Daniel E. Thornburgh Chapter of the Public Relations Student Society of America held an InDesign workshop for its members Nov. 7.

PRSSA members thought it would be beneficial to them to get more familiar with InDesign.

“When we asked the members what they would like to learn about, InDesign was one of the main things they wanted to know more about.” Tim Trahey, president of PRSSA, said. “Learning even just the basics of it was helpful to them.”

“It’s not good enough to use the format in Microsoft anymore, you really need to know InDesign,” Terri Johnson, PRSSA co-adviser, said.

“If someone is going to go into public relations, design is something they are going to have to do,” Johnson said. “You don’t just write anymore, you are in charge of everything. You write, design, you do it all.”

Elizabeth Viall, a professor in the journalism department, led the workshop and taught the students the basic elements of InDesign.

Viall said Photoshop and InDesign have some very similar features and elements

to them, but Photoshop will not work well for laying out multiple page newsletters or brochures..

InDesign is the program she chooses to teach to her students Viall said. “Basically because it’s the program of choice for public relations these days and for a lot of newspapers and magazines.” Viall said. “It’s replaced the older programs.”

“InDesign shows more versatility and integration. You can really integrate photos and texts, rather than in Photoshop.” Brian Sowa, PRSSA co-adviser, said.

Some of the basic elements of InDesign Viall explained were the text tool, pictures, and layers. Each of these aspects are key to making projects in InDesign.

Viall pointed out while creating posters or flyers, capturing the attention of the audience is the most important attribute. “Something needs to be dominate on the page, you need to decide what that is.” Viall said. “Most of the time that is a picture or graphic.”

She said sometimes too much text on



a poster or flyer can actually be the worst thing to do.

“The largest text should be the most important,” Viall said. “The smallest text should be the least important information. You have to catch their attention for them to read it.”

In any type of publication, she recommends using alignment, graphics and type to lead the reader to where to look on a page. She said that way there are no complications about where they should look and messages will be better communicated.

Politics & PR featured a panel of politicians



EIU Daniel E. Thornburgh PRSSA member Mary Beth Clark, right, senior communication studies major, who serves as the chapter’s fundraising chair, visited with two of the panelists at the Central Illinois Public Relations Society of America chapter meeting in Springfield, Dec. 1. Panelists, from left, Sarah Wojcicki Jimenez, House Republican spokesperson, and Rikeesha Phelon, Senate Democratic spokesperson, join Clark, and PRSA Board member, Ruth Slottag, APR, who helped make the arrangements for the program.

Photo by Terri Johnson

Lewis Pryor Skypes® with PRSSA

By Genevieve Wilson

Dec. 5, the EIU PRSSA chapter heard advice about what is needed for today's job market.

Lewis Pryor, APR, is the assistant vice president of public affairs at State Farm insurance company in Bloomington, Ill.

Pryor explained several important lists embedded with the skills every student should aspire to master before graduation.

First, Pryor described trends in today's public relations field. The first trend is content creation among PR professionals. This means that PR professionals are becoming producers of content across a variety of platforms.

The second trend is the explosion of social media. Pryor explained that although social media is a crucial piece

of a campaign, many other elements are involved; therefore, students should not place the majority of their focus on mastering only social media skills.

He also discussed the need for integrated campaigns. This means connecting all skills of PR professionals to build a more successful campaign.

The next set of advice he gave to students explained useful skills for PR professionals. The most important of the skills is writing, which he stressed as being the number one skill that students do not practice enough. He said that a person should own it, develop a unique style and remember that writing will never get old.

Pryor also discussed strategic thinking. This idea brings elements together in a harmonious fashion. Strategic planning is also about knowing your client, and developing tailored questions designed to aid the

message you want to create for the individual you are representing.

He stressed the importance of internships and building a portfolio as a marketing tool for job hunts.

Dr. Brian Sowa, PRSSA co-adviser, said he agreed with Lewis' description of strategic communication as very important skill to develop.

Students, Colin Bridwell and Tim Trahey, both senior communication studies majors, said that Pryor had an abundance of knowledge and advice they each plan to use as a foundation to build their craft of writing.

Terri Johnson, PRSSA co-adviser, said that Lewis was "right on target" with his advice and she appreciates the amount of information he has given to the EIU PRSSA members.

Pryor is also the president-elect for Central Illinois PRSA.

General Information

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Interns help promote healthy drinking



Courtney Carlson and Lesley Winslow, both communication studies majors and social marketing interns, give out free water bottles, T-shirts and business cards at this year's Health Fair. All of the items featured the "Don't be that guy/girl" logo. Carlson says she is proud to be involved with the internship that has the power to make a difference on campus.

Photos by Heather Derby