

# The Relay

*A publication for PR students*

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## Interns promote safe drinking

*By Beth Steele*

Homecoming is a time to celebrate EIU and show school pride. For some students the celebrating has an effect on classes. For the students in the "Don't be the girl/guy" public relations internship this semester this was an opportunity for a campaign.

Monday, Oct. 17, interns placed signs in the South Quad along with a party scene, including a guy passed out on the couch. "We had signs that said 'It's OK to celebrate... but don't be late...make it to class...Don't be THAT guy,'" Lesley Winslow, a senior communication studies major said.

According to Winslow, students passing through were encouraged to write on Seth Oritano, a senior communication studies major and intern, who was "that guy."

"The purpose of this campaign was the get students to think before they drink," Heather Derby, a senior communication studies major said. "You can party, but have your priorities straight and make it to class."

This was one of the campaigns put on by the interns for "Don't be the girl/guy." According to Derby this internship is to get people to think before they drink. "We want students to have fun, but also get their work done, so a college career isn't wasted," Derby said.

The eight interns get together to come up with ideas and campaign to reach their target audience. "Our advisers, Matt and Beth Gill, oversee our decisions but give us free range to create and implement our campaign as we please," Winslow said. "We research personal protective behaviors, establish campaign ideas and implement them."

According to Winslow their work is done mostly through social media.



*Social marketing intern, Seth Oritano, a senior communication studies major, portrays "that guy" in the South Quad. He is accompanied by the "Don't be that (passed out) guy" poster.*

**Photo by Heather Derby**

They have a series of Youtube videos, poster, a website, twitter, along with public demonstrations.

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# PRSSA hosts do's and don'ts of résumés

By Heather Derby

Bobbi Kingery set students straight on the do's and don'ts of resumes.

PRSSA held a resume workshop Oct. 10, giving students a chance to express their concerns about putting together their resumes. Many who have not started the resume process yet, learned from those who have, as they frantically asked questions about their resumes.

Kingery's List of Do's and Don'ts for Résumés:

DO include your contact information at the top. Include your phone number,

email address (make sure it's appropriate), current and permanent living address.

ALWAYS start with your most relevant information at the top and then work your way down.

DON'T include your G.P.A. if it is lower than 3.0, but DO include your major G.P.A. if it is a 3.0 or above.

DO include buzzwords on your resumes and cover letters. Kingery suggests looking at the job description and the company's mission statement to look for relevant terms.

DON'T include anything

from high school, not even the school you graduated from. If you graduated from college, it is obvious that you graduated from high school. DON'T include any high school achievements either. It's over.

DON'T be afraid to include your skills. If you have computer skills, Adobe skills or anything, put it down. You don't have to be an expert!

DO focus on achievements! They will help you stand out among a crowd.

DON'T go crazy on Facebook. Many people post their lives on Facebook for all

to see. Generally, if you think your actions or word might make you look bad - do not post it. Many employers try to find as much dirt on a future employee, so if you're Facebook puts you to shame, you can consider yourself unemployed.

It is important to keep these things in mind when looking for jobs or internships. You are the only person who can make or break you. For further information you can make an appointment and visit Kingery at Career Services, 1301 Humane Services Center, or [rkingery@eiu.edu](mailto:rkingery@eiu.edu).

## Interns from Page 1

"We may promote things in a somewhat comical way, but we're trying to make people think," Derby said.

The interns will continue to educate students on drinking. "There are more demonstrations to come and we will also be at the Health Fair," Winslow said. "This internship is time consuming but it is a great experience and it is a blast to create."

(Right) Origitano allows students write on him, giving an example of what too much alcohol can lead to.

Photos by Heather Derby



Signs follow the South Quad path to Coleman. The signs don't discourage students from drinking, but do encourage them to be smart and go to class. The signs read. "You can celebrate, but don't be late. Make it to class. Don't be that guy."



# PRSSA learns about healthcare PR

By Lauren Lombardo

Public Relations Student Society of America held a Skype session Oct. 3 with alumna Sara Wagoner, a PR professional in Atlanta.

Wagoner graduated from EIU in 2006 majoring in journalism with a concentration in public relations. While she attended EIU she worked at WEIU-TV in the sports department, served as the director of the Agency, and was the PR chair for the student-run public relations, marketing and advertising group called SONOR.

Terri Johnson, PRSSA adviser, said she asked Wagoner to host a Skype session for PRSSA because she was a good student and was impressed with her career success.

"We just felt she would be a good fit to talk about her experience," Johnson said.

After her college internship at American Junior Golf Association, Wagoner was offered a full-time job there and moved to Atlanta. She worked her way up at AJGA to director of media relations, but after about four years she realized sports public relations and media relations was not what she ultimately wanted to do.

Wagoner then left AJGA for her current place of work, Children's Healthcare of Atlanta, where she coordinates public relations and marketing.

Wagoner said that her main focus is to raise money for the Children's Foundation.

"On average we bring in about \$55 million \$60 million per year and all of that goes to services, support and care for the hospital."

Today one of the biggest aspects of public relations and marketing is in healthcare.

Wagoner explained how knowing who one's target audience is key in good public relations.

Wagoner said: "Our average age level that we deal with at the hospital is 2-10 years-old. So our target audience as far as getting them to come to the hospital is actually their parents. When it comes to education and donations it's really important to get the parents' attention. We are starting to get into targeting younger adults, as in teenagers, for life-long supporters."

PRSSA president Tim Trahey said healthcare and public relations work together to benefit their organizations.

"For healthcare, crafting your message is always going to be a key way of getting your message out," Trahey said. "A lot of times hospitals are thought of as sad places. It's our job as public relations professionals to make people realize they're places of hope, caring, and love."

Wagoner also stressed the importance of the public relations message, whether in children's healthcare or any other type

of public relations. People will constantly wonder "Why should I listen to this?" and it's the job of the public relations professional to answer that question.

Wagoner stresses that she didn't feel like she was completely prepared upon entering into the real world of public relations. But she believes that no one can ever fully be ready. Learning is all about experience.

"It's what makes my job exciting, because I'm always learning new things," Wagoner said. There's a learning curve from the fundamentals of the job that you just can't learn in the classroom.

"I wasn't as prepared as I could have been going into my first job; but as you move away from EIU you will learn you don't know everything about everything, it's just not possible," she said.

Wagoner also said that public relations is such a big field that it can mean different things to different people. As in her own situation, she changed from sports media relations to healthcare marketing.

She believes the best thing a public relations professional can do is get as much experience in the field as possible, whether that means being involved in college or in the workforce. She recommends being active in PRSSA, The Agency and in internships.

## PRSSA members talk PR with EIU alumna

By Marcus Smith

In a Skype session with Eastern's chapter of PRSSA Monday, Oct. 24, Megan Ogulnick shared stories about her career path and shared valuable lessons.

She graduated with a degree in communication studies from Eastern in 2008. Since graduating she has been employed with the Chicago Blackhawks, Weber Shandwick (both internships), The Hudson Valley Renegades and presently Golin Harris, a PR firm in Chicago, as a digital associate. Ogulnick was involved in

several extra curricular activities while at Eastern including: Kappa Delta sorority as vice president of public relations, resident assistant at Lawson Hall her sophomore year and two and a half years on student government with the final year as speaker of the senate.

"I think that really helped prepare me for public relations," she said. "Because a lot of PR is multi-tasking and being able to handle several things at the same time and so that really, really helped me."

While working for the

Blackhawks, her boss trusted her abilities fully.

"When prospect camp came around he kind of said, 'Megan, you know what you're doing. Take the reins and go,'" Ogulnick said.

She worked with the media, typing up notes and scheduling interviews.

At Golin Harris, she is on the McDonalds account, which the company has had for 50 years. She focuses in family business and social media.

"Social media is my passion, and luckily I've been al-

lowed to really focus on that here and provide tools and be a resource to people," Ogulnick said.

Jenna Huey, a junior communication studies major, said the most valuable information Ogulnick had to share was what was expected by the agencies of their employees.

"(I am) [d]efinitely getting more involved and getting more to put on my résumé," she said.

Huey said she now has a better idea of what employers want and what to expect once she makes it there.

# Students network in Florida

*Photos courtesy of Terri Johnson*



*Colin Bridwell, PRSSA Membership chair, Prof. Terri Johnson and Tim Trahey, PRSSA President, at the PRSSA National Conference in Orlando, Fla. They were also accompanied by Dr. Brian Sowa (not pictured) who serves with Johnson as the faculty advisers of the EIU Daniel E. Thornburgh Chapter of PRSSA. The conference is an annual fall event. This year almost 1,000 students attended. Both Colin and Tim encourage PRSSA students to attend next year for excellent networking opportunities.*



*Andre Haynes, PRSSA Vice President John Kraps, Prof. Terri Johnson, Tim Trahey, Colin Bridwell, going to the Awards Banquet. The students were able to network with other students and professionals. They also are given the opportunity to attend development sessions that deal with chapter management, social media branding and so much more.*

## *General Information*

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