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the newsletter for public relations minors

Relay

EIU Alumna gets 15 minutes of fame

By Jess Caudle

Gia Hyos, a 2005 EIU graduate, recently had her 15 minutes of fame, and then some. This 22-year-old EIU alumna made her way on to the Wheel of Fortune this summer after three years of waiting.

"I watched the show all my life, but when watching it my sophomore year with my neighbor, we would compete and I realized how good I really was," Hyos said.

She applied online and three years later she received an e-mail inviting her to an invite-only tryout in Chicago. Hyos made it through all the rounds in that process. Six days later, she received her letter saying she had made the show.

"Once you find out you made it, it takes up to 18 months to appear on the show," Hyos said. "They wanted me there [Los Angeles] in two weeks."

Hyos said she would have been happy with the Wheel tote bag she won for solving a tryout puzzle and the "I tried out for Wheel" pencil she received.

Her show was one of six taped on July 15.

She took a bus from her hotel to Sony Studios at 7 a.m. "Your family gets to meet you there at 11 a.m., though you cannot talk or even look at them."

Contestants are put into groups of three and assigned a number, which was the order in which the shows were taped. Each contestant draws a ball out of a jug to determine the order they



Gia Hyos, a 2005 Alumna, recently had the chance to appear on the Wheel of Fortune, where she won a total of \$9,200. She recently came to Eastern to celebrate during the airing of the show.

would be standing in. Hyos was in spot three, farthest from Pat Sajack.

"I honestly would have won if I got one of the other two spots because I knew [the puzzles] before them, but I got minimal time on the wheel due to no bankrupts and lost a turn coming

"I watched the show all my life, but when watching it my sophomore year with my neighbor, we would compete and I realized how good I really was."

—Gia Hyos on her love for the Wheel of Fortune.

Photo taken by Matthew Grotto, Daily Southtown

Fortune continued on page 2

Two ways to learn public relations

By Holly Frejlich

Public relations has become such a significant part of the curriculum at EIU that students are presented with two program options in which they can choose which courses to study.

At EIU, PR is offered as a part of the curriculum of the Journalism Department and the Communications Studies Department.

Under the 2005-2006 undergraduate catalog, and as a communication studies major, students can choose an option in PR. This requires students to take four core classes in communication studies, seven classes for the PR option and four electives for a total of 45 semester hours.

Under the same catalog, as a journalism major with a concentration in public relations, students are required to take eight core classes in journalism, five classes for the public relations option for a total of 39-40 semester hours. (To meet accreditation standards, majors are required to take a minimum of 65 hours in liberal arts and sciences.)

For both majors, the total number

of hours needed to complete the major and concentration requirements are calculated as part of the 120-hour graduation requirement.

There are differences in the way each is taught, different classes are required, different co-curricular volunteer activities are required and different aspects of the work done in the PR field is stressed.

John Johnson, journalism professor, is one of the professors teaching public relations in the Journalism Department. Johnson teaches PR Writing and PR in Society, two of the classes required of journalism majors with concentrations in PR.

"In teaching PR, we try to give students a practical grasp of what they will have to do in their jobs right out of college," Johnson said. "We want to teach kids what they will need to know so they can go right out and start working. The need is for immediate skills."

Johnson tied the importance of having a journalism background into the business of public relations.

"In PR, a lot of the work that is done

PR continued on page 4

"In teaching PR, we try to give students a practical grasp of what they will have to do in their jobs right out of college"
—John Johnson on studying public relations in the journalism department.

Fortune continued from page 1

up," Hyos said. "But I can't complain about what I got!"

Hyos solved three puzzles, the first being "Buffalo and Credit Card Bill" for \$1,000 due to a house minimum, which was only \$100 more than she had when she solved the puzzle. The second was a toss up, "Swimming laps" for \$3,000. The final puzzle, which Sajak spins the wheel for, was also solved by Hyos. Each consonant was worth \$1,300 and Hyos solved "Elvis Presley Impersonator" for \$5,200. Her total earnings were \$9,200.

"I plan on moving out of my parents' house so I am going to use [the money] for rent and furniture," Hyos said.

Hyos said the newest IKEA, a contemporary furniture store, opened in a town near her the day the show

aired in early October. "Coincidence? I think not! All my money will most likely go to that store," she said.

Hyos is living in Tinley Park, Ill., and is currently interviewing for jobs. She had a position with a recruiting firm in Chicago, but due to a problem with her paychecks she quit.

"I quit because I was not getting paid and [the boss] owed me almost \$2,500," she said.

Hyos has since received some of her paychecks, but warns graduating students to be cautious when looking for a job. Students need to do the research on potential employers to be sure of what they are getting themselves into.

"I plan on moving out of my parent's house soon, so I am going to use [the winning money] for rent and furniture."

—Gia Hyos



"It is a way for the students in the class to learn how to run a real public relations campaign while they are still in school,"
—Angie Faller on working on different projects in class for the Habitat for Humanity Coles County and EIU chapters.

From left, Angie Faller, Courtney Jenkins, Kathleen Gore, Meghan Bradley, Jessica Caudle, Julia Bourque and Hillary Settle show a display board their client, Habitat for Humanity, wanted redesigned.

Photo by the class professor Terri Johnson

PR techniques class helps Habitat

By Megan Frejlich

This semester's journalism public relations techniques class has taken part in multiple fundraisers and done other work for the Coles County and EIU campus chapters of Habitat for Humanity.

After a long decision-making process, the class chose to hold community nights at Pizza Hut and Monical's and promote the Habifeast meal, as well as participating in the Shantytown fundraiser.

"The eight people in the class were separated into groups of two and we each did presentations on some local non-profit organizations: Coles County Animal Rescue, TEEN Reach,

and Big Brother Big Sister," said Jess Caudle, a senior journalism major and PR techniques class member. "Then we took a vote on which would be the best benefit, who we thought we could do the most work for and who we'd have the easiest time contacting as we only meet twice a week for class."

Habitat for Humanity will use the money that is raised to provide lower-income families with decent, affordable houses. The money goes to buy materials used in building homes and to buy land in Coles County for future Habitat for Humanity homes, said Angie Faller, a senior journalism major and member of the PR techniques class.

The amount raised at the Pizza Hut community night on Nov. 7 is not yet

Habitat continued on page 4

PR continued from page 2

is writing," he said. "And most of that isn't creative or scholarly writing, but a journalistic style of writing that can be learned through news writing and other journalism classes. The ability to write is absolutely essential to the public relations field and writing is what journalists do."

Johnson added that journalism teaches students about mass communication and PR is the job of communicating to the masses. Dr. Tim Coombs, communication studies professor, concurred with Johnson. Coombs commented that the most important part of public relations is communicating.

"PR evolves out of a communication perspective," Coombs said. "In the communications studies department, we focus on the strategies of communicating, with an emphasis on persuasion. We are heavy in terms of strategy and driven by theories and

tools that are used to develop that strategy."

Coombs teaches four PR classes for the Communication Studies department. They are Message and Advocacy Design, PR in Society, PR Techniques and PR Case Studies.

If a student takes PR classes under the communication studies curriculum, he or she would start with Message and Advocacy Design and finish with PR Case Studies.

"The way we teach the courses depends on what the course is," he said. "In their earlier PR classes, students will be taught writing skills and the basic rules to constructing a campaign. A lot of application is involved."

Coombs said the biggest difference in the two is that the focus of the Communications Studies Department is persuasion, whereas the Journalism Department is concentrated more on the writing element of PR.

Habitat continued from page 3

known.

People who turned in a fundraising certificate during the community night had 20 percent of their bill donated to the organization, Faller said.

"I hope that the turnout was high," Faller said. "The staff of Pizza Hut did say that they had a very busy night, and the jar was stuffed full of fundraising tickets."

Some of the PR class members also helped promote the Shantytown fundraiser, where students spend the night in a cardboard box to raise awareness of inadequate family housing.

"The purpose of Shanty town is to raise awareness of Habitat for Humanity and give students an idea of what inadequate housing could be like," Caudle said. "It, by no means, has anything to do with homelessness, just the concept of inadequate housing."

Shantytown was cancelled the weekend it was originally scheduled for this year, but that did not stop Habitat

for Humanity from sponsoring its semi-annual event a week later.

The PR class is also designing the invitation for the Habitat for Humanity's Blessing Banquet on Dec. 2.

"This isn't a fundraiser, but the class, specifically Hillary Settle, is designing the invitation for the Blessings Banquet," Caudle said.

The PR techniques class does public relations work for a non-profit organization every semester.

"It is a way for the students in the class to learn how to run a real public relations campaign while they are still in school," Faller said.

Each semester, the current PR techniques class is given the opportunity to decide the organization they will help.

"I know if the classes were bigger we probably could have done more work for more than one organization, but eight people can only do so much work in one semester," Caudle said.



Frank Graziano, womens' rugby head coach, gives advice to a student during an EIU game.

Photo by Becky Carlson

Coach continues to build program

By Chris Sobut

Seven years ago, Frank Graziano arrived at Eastern with one goal in mind. His goal was to help make women rugby a sport at Eastern.

Graziano had experience with the sport working at the Olympic training center in Colorado Springs, where he was the co-creator and assistant on the U23 women's team. That experience was enough to give him the head coaching position.

"When I heard about the position, I knew I was the right man for the job," said Frank Graziano, women rugby head coach.

In his first season as coach in 1999, the Panthers had a 5-3 record as a club

team that was not sponsored by the university. The Panthers continued to have a similar record for the next few seasons.

With the program continuing to grow, Graziano worked with the university board, the athletic department and the NCAA to make women rugby a division 1-A sport at Eastern in 2002.

Graziano may be the coach of the women rugby team, but he also is part of another team with the sports information department.

The sports information department generates media guides, Web pages and campus publicity.

"Our job is to promote as much publicity as we can about Eastern

"When I heard about the position, I knew I was the right man for the job."

—Frank Graziano, the women's rugby head coach.

Coach continued on page 8

Intern learns Fair event planning



Photo by Terri Johnson

Courtney Stanley works on a news-letter at an Agency meeting.

By Danielle Neal

“The best part about working at the Fair was having the chance to watch the Black Eyed Peas concert from backstage.”
—Courtney Stanley on working on the Arch grounds at Fair Saint Louis.

Imagine spending a summer preparing for a huge event, being backstage at concerts, and watching live interviews at TV and radio stations. This fantasy was a reality for Courtney Stanley, a senior journalism major.

Stanley spent her summer interning for Fleishman-Hillard, an international PR firm based out of St. Louis, with 75 offices located world-wide.

A two-hour writing test and seven interviews later, Stanley and 19 other interns were chosen for the summer internship position at Fleishman-Hillard.

Stanley and one other intern were hired on to promote the 2005 Fair Saint Louis. Fair Saint Louis is a three-day Fourth of July celebration that features high-flying air shows, live entertainment and fireworks for the entire community to enjoy. The organization, Fair Saint

Louis, is a not-for-profit organization that relies on corporate sponsors.

This Fair Saint Louis was celebrating “25 Years of Celebrating Community,” with its 25th anniversary celebration that united the community together. Featured artists were the Black Eyed Peas, Ted Nugent, Switchfoot, The Four Tops and The Oak Ridge Boys.

“The best part about working at the Fair was having the chance to watch the Black Eyed Peas concert from backstage,” Stanley said.

Stanley’s job was to promote the festivities that were to be featured during this patriotic event. The campaign was implemented in two months with creating a media guide, news releases, media pitches and working at the media tent during the three days of the Fair. Stanley’s main job was creating a media guide full of information for the media about the fireworks, concerts, story ideas and sponsorship programs, along with writing news releases to the media.

One of Stanley’s other tasks was to get Rich Meyers, the Fair executive director, on as many radio and television interviews as possible. This was made possible with e-mail and phone pitches to selected media.

“I had the opportunity to go along with Rich Meyers and see him interviewed about the Fair live on KSDK News channel 5,” Stanley said. “It was really awesome to even be in the building, much less watch how a news broadcast is put together.”

When it came time for Fair Saint Louis to begin on July 2, Stanley had to work in the media tent 12 hours each day of the Fair. She went from a 40 to 50 hour work-week to an 80-hour work week. The media tent allowed different media outlets to pick up a media guide, get backstage passes to the concerts and call the tent with any questions.

Fair continued on page 7

Upcoming internship openings

By Sara Wagoner

Healy Communications Inc., a Chicago-based public relations firm, is looking for a qualified intern to join their team. This is a paid position that would include daily duties of media pitching, building media lists, research and press release writing.

Applicants must be willing to work 40-hour weeks with a three month commitment. To apply, send a cover letter and resume to Aaron Schlott at aschlott@healyco.com or via fax at (312)440-3909.

Six Flags is hiring for its 2006 public relations internship. This is an eight-month internship starting in January and ending in August. The position pays \$8 per hour and interns will work between 35-40 hours per week.

To apply for this position, contact Human Resources at (847)249-2045 or via e-mail at sfgrint@sftp.com.

Consolidated Communications in Mattoon, Ill., is looking for a spring

public relations intern. This internship is paid with interns working between 15-20 hours per week. For more information contact Sarah Greider at sarah.greider@consolidated.com.

Lake Land College in Mattoon, Ill., is looking for two to three qualified Public Relation students to complete its spring internship. Daily duties include design work and press release writing. Interns work 20-hour weeks for a monthly stipend. For more information contact Kelly Allee at kallee@lakeland.cc.il.us.

Students can apply to intern with the Institute on Public Journalism. This internship is in Washington D.C. Interns work 30-hour weeks to gain substantive professional experience in coordination with Georgetown University.

Students interested can apply online at dcinternships.org/pr. This internship runs June 10 through August 5, 2006. Applications will be reviewed until March 31, with early registration until January 15, 2005.

All students considering a career in public relations will benefit from an internship in the field. Whether a student does one for credit or just for the experience, an internship will help him or her get a job.

—Terri Johnson, Adviser

Fair continued from page 6

"It was really great to work on every angle of the Fair and see it come together," Stanley said. "It was great experience."

After the Fair was over, Stanley spent the rest of the summer wrapping up the event by putting together a media placement list of all the Fair media hits and impressions.

She also wrote news releases for Wal-Mart's "Healthy Heart Event" and participated in FHU's a FH throughout the entire internship. A program, Fleishman Hillard University, is a combination of many workshops that are offered during the day at Fleishman

for interns. Employees of the company get together to give advice about résumés to landing a job in PR.

"These workshops were really

beneficial and I learned a lot from the speakers," Stanley said. "Not many PR firms offer this to students and I think it is really great that they do."

Stanley said she learned the most from putting together the media guide by writing, editing, and designing the layout for the pocket-sized guide.

"All together, it was a great internship," Stanley said. "They really allowed us to have a lot of input about the details and promotion of the Fair."

"It was really great to work on every angle of the Fair and see it come together."

—Courtney Stanley on her internship with Fleishman-Hillard, an international PR firm in St. Louis.

Faternity helps hurricane victims

By Jacob Sweet

Ever since Hurricane Katrina devastated Louisiana, students around Eastern have been making an effort to help. One such effort was a t-shirt drive done by Lambda Pi Eta, the Communication Studies honor fraternity. For the past couple of months, members have been collecting t-shirts from students, residents, and business around the area.

On October 19, members of Lambda Pi Eta got together to sort t-shirts. The t-shirts were sorted by size and category.

The categories were kids shirts, college shirts, and senior shirts. These items were then sent to an elementary school, a junior college, and a retirement home in the damaged areas.

According to Dr. Melanie Mills, one of Lambda Pi Eta's faculty advisors, well over a thousand t-shirts were collected and about ten members helped sort the shirts, which took about two to three hours to sort and box. Twenty-two boxes were needed to hold all of the shirts.

"The whole hallway was full of shirts sorted into piles," Mills said.

Coach continued from page 5

athletics and its student athletes," said Dave Kidwell, the sports information director.

Working with a coach like Graziano is just one of the many tasks that the sports information professionals get to do. SIDs also work with the news media, keep statistics and organize news conferences. Sports information is just one of the many specialty areas of public relations.

"They have done a great job generating publicity for Eastern, I am really pleased with them," Graziano said.

During its first season as a division-I sport, Eastern finished with a record of 11-0. The Panthers only allowed 12 points and had 10 shutouts on the season. The offense did not disappoint either with scoring 108 points against Vanderbilt.

A successful season gave Graziano an opportunity to recruit more players to build the program.

"That has become my biggest challenge throughout," said Graziano.

Graziano recruits all over the state focusing on basketball players and track and field athletes. One of the best advantages is that each year the Illinois state high school track meet is held at Eastern.

"It's a great opportunity to find some special athletes," Graziano said.

Many of the recruits come to Eastern never having played rugby. Graziano and his coaching staff work with players on the fundamentals of the game.

"He knows the game really well and his experience is a big benefit," said Marlise Davidson, junior scrum-half.

The hard work and dedication has helped the panthers have a record of 17-2 over the past two seasons.

Graziano's work goes beyond the practice field, as the team also works on strength and conditioning in the weight room.

"The coach feeds off of our motivation and intensity," said Robyn Harris, junior prop/lock.

Basic concepts of rugby stress that it is a team sport. That is exactly the way Graziano runs his program — as a team — where as other sports allow athletes to have an "all about me type attitude."

"When I go out there I am playing for my teammates," Harris said.

Graziano has an all-time record of 41-13 and the Panthers continue to improve on a current record of 7-1.

"Our goal is to make sure the sport looks good at Eastern," Graziano said.

Graziano's rugby team combines with the sports information team to make sure that happens.



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