

Moser to fill big shoes as SID

By Chris Sobut

In June 2006 Rich Moser was named sports information director at Eastern, replacing Dave Kidwell who spent 34 years as sports information director and assistant athletic director.

Going into college, Moser wasn't exactly sure what he wanted to do. In the meantime he played junior college baseball for two years before graduating from the University of Kentucky in 1994. Moser also earned a masters in education from Delta State University in 1998.

At Delta State, Moser got his first break. As a graduate assistant, he worked as media relations director for the NCAA Division II South Regional in softball and assisted in broadcast work for two NCCA Division II Elite Eight Appearances.

"That was some great experience for me working as a graduate assistant," Moser says.

After Delta State, Moser moved to Millsaps College in Mississippi to become the sports information director. He was in charge of publicizing and producing media guides for 13 different sports.

Moser's next move would be the best of his young career.

In 1999 he was hired at Gonzaga University as the assistant sports information director.

Here, he was responsible for volleyball, baseball, crew and women's basketball.

"From the moment he got here we had him doing everything," said Oliver Pierce, Gonzaga University sports information director.

Working at Gonzaga for six years, Moser had an opportunity to see what March Madness is about, considering the Gonzaga men's basketball team has a top 25 program each year.

"I had chance to work with ESPN, New

York Times, and USA Today," he said.

Moser also worked on remaking the entire Web site for the Gonzaga athletic program.

Pierce speaks fondly of Moser saying, "I was really disappointed to see him go. He wasn't just an assistant around here. He was a very close friend of mine."

Assistant sports information director and Web master, Ben Turner is confident in Moser's ability to fill Kidwell's shoes.

"His ability to do everything himself as far as the Web has been really helpful," Turner said.

As Moser begins his career at Eastern he knows many difficult tasks lie ahead: "We have 22 sports here that all need a certain amount of



Rich Moser, new Eastern SID, also provides student internship opportunities in his office.

Photo provided

publicity. It is my job to see they receive a fair amount."

Moser will have help. Kidwell remains on the staff in a part-time capacity. In addition to Turner, Moser has another assistant,

Bart Rettberg. He also offers students the opportunity to work in the SID office as interns, learning media relations and other skills.

"I have a tremendous amount of respect for Dave and for what he has done in this office," Moser said.

We have 22 sports here that all need a certain amount of publicity. It is my job to see they receive a fair amount.

~Moser

PRSSA conference to make the ascent to Utah

By Angela Pham

Moving from the East Coast to the West, the PRSSA National Conference will go from "Turning up the Heat" in Miami in 2005 to "Making the Ascent" in Salt Lake City in 2006.

Public relations professionals from across the country will gather at the Sheraton City Centre Hotel to meet with students from Nov. 10-14. Here the professionals will give insight on careers in P.R., will network with students, and relate personal stories about their professional experience within the field.

"The benefits to attending a conference like this is networking," said Brian Sowa, the PRSSA faculty co-adviser. "Students will have the opportunity to network with professionals and future young professionals. They will be able to develop professional contacts that can help them throughout their PR career."

The conference will also provide agency tours, résumé enhancement workshops, and a networking spin-off to speed dating. Speed networking will teach students how to present themselves and network with peers and professionals in a fast paced environment.

Katie Hull, a senior communication studies major and president of PRSSA, says she is very excited to participate in the speed networking event, but believes it is going to be very chaotic and fun at the same time.

Hurricane Wilma postponed last year's Miami conference preventing any Eastern students from attending, but conference networking helped the 2004 PRSSA president, Katie Benjamin, get an internship at a New York fashion PR firm. Following the internship, Benjamin was offered a full-time job with the New York firm.

The conference will host many top PR professionals, such as Helen Wagner, manager of public relations at 3M, Donald Ferguson, senior vice-president and partner for Fleishman-Hillard, Brad Jamison, vice-president of corporate initiatives for ABC television and many more professionals with exciting careers in PR.

"I'm most excited to hear Richard Edelman, who is the CEO of Edelman. I know they are hiring for entry-level PR positions and I'm looking into them," Hull said. "It's not everyday you get the opportunity to meet the CEO of the company you would like to work for."

The students will have the opportunity to attend socials, such as the "Cool as Ice Social," where they can relax and network with other students or get up and dance. A "Polar Bear Brunch" will be held on the last day for students to do some final networking. Also, a luncheon is scheduled for the presidents of each chapter.

Hull said she is excited about the president luncheon because she is interested in hearing about other chapters and learning what they are all about.

Two PRSSA members have already signed up for the conference and a few others have expressed interest in attending. The conference is open to both PRSSA member and nonmembers, but students who are members get a break on the registration fees. Members of PRSSA are also working on fundraisers that will help lower the cost for the members attending.

For more information about the PRSSA National Conference, visit the PRSSA Web site at <http://www.prssa.org/conference/2006/>.



PRSA dinner to feature former Dept. of Defense deputy spokesperson in charge on 9/11

By Angela Pham

Craig Quigley, a retired rear admiral for the Navy and vice president for communications and public affairs for a division of Lockheed Martin, will speak at a PRSA dinner in Peoria, 6 p.m. Oct. 26.

Titled "9/11 at the Pentagon: A crisis beyond measure ensues," the dinner program will begin with a networking social.

Quigley served as deputy spokesperson for the Department of Defense at the Pentagon during 9/11. He will tell how he and his staff were able to carry out the duties of their jobs in the midst of the 9/11 crisis. A news release for the program states that Quigley and the members of his staff established an emergency press center using a single phone line.

A 1975 graduate of the U.S. Naval Academy at Annapolis, Md., Quigley is also the chair and a national director of the Navy League's Communications Board. He holds positions as a member of the U.S. Naval Academy Alumni Association Communications Committee, the Board of Directors of America Supports You Foundation, and the Board of Directors of the Imagine America Foundation. He is also an active public speaker.

Karen Korsgard, APR, PRSA Central Illinois chapter president, looks forward to the presentation.

"Holding to our standard of providing our members with the highest caliber of programming, Craig Quigley's presentation is sure to resonate with both our professional and student members," Korsgard said. "We so appreciate the time he is taking from his hectic schedule to travel here from Washington, D.C., and share with our membership the lasting impact 9/11 had on him, both professionally and personally."

Michael Thurwanger, PRSA Central Illinois Board Member and professor at Bradley University, also said of Quigley, "[He] played a pivotal role in restoring communications during an unprecedented crisis ... his insights from this extraordinary emergency provide critical lessons that all practitioners can use

in preparing for and effectively dealing with crisis communication."

The presentation and dinner will be at the Red Zin Restaurant in downtown Peoria. Prices are \$25 for members, \$30 for non-members, and \$20 for students. Reservations can be sent to Karen Korsgard through e-mail at kkorsgard@hfma.com or by phone at 309-673-8191 by noon on Oct. 23.

Menu Choices:

Petite Ribeye grilled to order, served with mushroom demi-glace

Nut Crusted Tilapia, crusted with pecans and pan fried, topped with basil burre blanc

Chicken Francaise, egg dipped and sautéed, sauced with lemon white wine sauce

All entrees served with house salad, rolls and coffee or tea. Dessert is additional.

Vegetarian selection available upon request.

Want to hear Quigley?

Students wishing to hear Quigley should contact PRSSA President Katie Hull, kehull@eiu.edu, who is working to arrange carpooling to Peoria for the presentation.

Students should make their own reservations by e-mailing Korsgard, at kkorsgard@hfma.com before October 23 with your menu choice.



Craig R. Quigley, former Department of Defense spokesperson, will talk to public relations professionals and students about responding to the 9/11 crisis at the Oct. 26 Central Illinois PRSA meeting in Peoria.

Photo provided

Internships play critical role in preparing students

By Alex Ochoa

Do internships provide students with better work experience in their field, increase chances of employment after graduation, or even provide them with a high level of confidence?

Jennifer Hansen, a business management major and public relations minor, interned this summer at Provena St. Mary's Hospital in Kankakee, Ill. Through the internship Hansen gained valuable writing and communication skills.

"Internships give students real-life experience to apply everything they have learned in my class and use it on a day-to-day basis," Hansen said. "The internship allowed me to do my own projects from start to finish in an independent fashion and receive credit for the project once it was finished."

Hansen handled the New Neighbor's Packet, an informational packet sent out to all new residents of Kankakee County. Her responsibilities consisted of researching other Provena hospitals, working on preliminary design, and helping graphic design artists set up the layout and draft the packet. Each day, Hansen was expected to work on her own assignments, and would perform tasks around

the office, including grant writing and customer service duties.

"I learned how much bureaucracy there is in the real life work setting. Everything I did was required to go through my boss once it was completed, and then [be approved by] her boss. They had to figure out if the draft piece worked out with the company's budget and therefore had to be OK'd before becoming final," Hansen said. "It was different from anything I was used to."

Hansen strongly encourages all students to perform an internship before graduating. She said her internship should help her get a job upon graduation, especially after working with a large organization such as Provena. She said it gave her a sense of direction in deciding what type of job she would like to pursue in the future.

"I would like to find a job dealing with corporate communication and investor relations," Hansen said. "After gaining experience in that [line] of work at Provena, I found that is what I want to do most."

Danielle Neal, a senior journalism major with a concentration in public relations, agrees that an internship is an important experience that helps students evaluate what they really want to do with their lives.

"I first interned at WCIA in Champaign doing broadcasting," Neal said. "Through the experience, I realized that I would rather work in public relations. It was a great learning experience."

Terri Johnson, PR internship coordinator in the journalism department, offers a final piece of advice to students: "Getting an early start in looking for an internship is the best bet for getting hired as an intern."



Jennifer Hansen, a public relations minor, interned at a hospital last summer and relished the experience she gained.



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