

# The Relay

a publication for PR students

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## Study Abroad opportunities Down Under for EIU students

*By Jessica Leggin*

Communication majors and others throughout Eastern's campus have the opportunity to visit the two top ranked tourist destinations in the world, Milford Bay in New Zealand and Queensland, Australia.

The communication studies department has partnered with the Study Abroad Program to organize the Intercultural Communication and Co-Cultural Experiences trip for July 10 through August 10, 2010.

An informational meeting was held for students who are interested in this trip in October.

Mark Borzi, chair and professor for the department of communication studies, has already previewed the trip for the upcoming summer.

In August 2009, Borzi and a couple of graduate students went to Australia and New Zealand for a month to map out the excursion for 2010.

"We pretty much visited every place we are going to go in the summer," he said. "We stayed in all the hostels we are staying in and we pretty much gave it a thorough trial run."



*The Sydney Opera house is just one of the few amazing sights that students will be able to see on their trip.*

*Photo by Dr. Mark Borzi*

Borzi said students who participate in the program will obviously experience some culture shock when it comes to various cities they will visit.

"There are obviously culture shocks that most students will experience and that is part of the reason for the trip," he said. "Auckland is one of the most diverse cities in the world and that is in New Zealand. Then you have Wellington, also in New Zealand, that has more restaurants per capita than any other city in the world."

During the trip students will have an opportunity to live with other students from around the

country in residences called hostels.

"The plan is to have two Eastern students stay and then you may have two people from Ireland or a couple students from Japan, or a couple students for Germany," Borzi said. "So it's not just the country you are going to be in but even in the hostel there is a lot of opportunities to interact with other international students."

Students who decide to participate in the trip will take up to six credit hours during their time in

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New Zealand and Australia.

Melanie Mills, another professor leading the trip, said students should not expect to be in a classroom all the time during the trip.

"The world is your classroom," said the communication studies professor. "It is very nontraditional."

Mills said they have different activities for the students as well as day trips.

"We'll meet periodically to say 'OK, now how does this fit into what we have studied already,' and to make sure they are observing this and that," she said. "We also want to take advantage of opportunities as they arise."

When it comes to safety, Mills said the leaders will definitely tell the students about their expectations.

"We'll definitely have 'The Rules Meeting,'" she said. "The rules are designed to keep them safe and to minimize worry. I'm not worried about safety as long as everyone keeps their head on straight."

Borzi said New Zealand is probably one of the safest countries in the world.

"I'm amazed every time I am there at how much the population, their cultural values are to follow the rules," he said. "For example, you don't see anyone jay walking, because it's against the rules."

Borzi said both geographically and population size, New Zealand is a small country with only four million living there total.

When it comes to Australia, Borzi said things seem to be a little bit different.

"Where we are traveling in Australia it tends to be very safe areas," he said. "Australia

is so big so we are only going to Sydney, but that will at least give people an introduction."

Kelly Kawa, a graduate assistant for Study Abroad, studied abroad at Central Queensland University in Australia for four months during Fall 2008 as a public relations undergraduate student.

Kawa said doing study abroad gave her and other students hands-on experiences.

Kawa and other undergraduate students at the time organized a campaign for the Rockhampton Horse Riding for the Disabled Association in Australia.

"We didn't just read from a book and fake plan it out," she said. "We actually implemented our ideas. We actually had a client."

Kawa said she and other students worked with a \$500 budget to organize a wine and cheese event for the organization.

"We had to raise everything and we raised over \$4,000," she said. "Now this is something I have to put on my résumé and refer back during my interview."

Kawa said even though there was work to be done, she still took the time out for social activities.

"I went on vacations," she said. "We had a spring break at Airline Beach, and I went with six Australian students."

Kawa said students could experience much more when taking the opportunity to study abroad.

"It's all about how adventurous you are," she said. "You get to meet new students, explore the campus. I definitely recom-

**See study abroad, pg. 3**



*Students see different sights everyday while traveling through Australia and New Zealand. These photos and more of the trip can be found online at <http://borzi.eiu-comm.net/gallery/main.php?cmd=album>.*



# Communication studies professors travel abroad, too

By Amanda Smith

People often think that students are the only ones that study abroad, intern, or attend conferences. Still, more professors go overseas than students realize. Dr. Sherry Holladay is a professor at Eastern Illinois University that goes overseas to attend international conferences.

The international conference Holladay attended this past September was called the European Public Relations Educational Research Association. The conference was held in Romania in the city library at the capital of Bucharest.

"The library was absolutely gorgeous, and in a neo classical style. It was just gorgeous," said Holladay. The library that the conference was held in was the main library for the country.

Holladay chose to attend the conference because she wanted to widen her knowledge in the public relations field. She also wanted to become a better professor for her students.



*Dr. Sherry Holladay stands outside a conference site where she learned about the topics such as social networking from other countries. According to Holladay social networking is used more frequently in European countries for job searches.*

*Photo provided by Dr. Holladay.*

It is necessary for professors to go abroad to international conferences. "I think from an international perspective, it is important to get another country's opinion about corporate communications on a global perspective," said Holladay.

Professors get perspectives of international colleagues and how they view the United States. International conferences also help professors wid-

en their knowledge on many issues, not just the specialty they teach in. Conferences allow professors to have a better focus on organizations.

While in Romania Holladay had some unique experiences. Holladay learned about the new kind of green energies that Europe is currently experimenting with. Eating the local and traditional food in Romania was a distinctive experience for

Holladay. Romanian wine was another unique local specialty Holladay tasted while there.

She was also able to go to the countryside, see horse drawn carriages, and castles while mingling with locals.

Holladay has learned some important points while at the

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mend going outside the realm of your community."

Kawa said the trouble students run into when deciding to go study abroad is cost.

"We have tons and tons of scholarships, grants to give away," she said. "We have plenty of money to help them out. Students forget that sometimes."

Also students must obtain a

VISA and passport in order to go on the trip.

Kawa said deadline to have the money is Tuesday, Feb. 2, 2010.

"You do not need your passport then, but as long as we have a copy of it before you physically leave," she said. "Passports are not that expensive, and it is good that you have one."

Leigh McElhenny, central adviser for the communication studies department, said students need to start taking study abroad trips in order to gain a job in the future.

"A bachelor's degree is not prestigious as it use to be 10 to 15 years ago," she said. "So in order to make students more marketable instead of just having an internship, study abroad

will make them more marketable."

McElhenny said students are typically more mature when they come back from study abroad and have better job opportunities.

"Students who study abroad start out about \$5,000 more a year than a student that does not," she said.

# Guest speakers enlighten communications studies majors

By Alyssa McMahon

Why should students who are about to graduate care about networking and family businesses?

Dr. Isabel Botero and Dr. Tom Fediuk, two professors from Illinois State University, made it their goal to help communications studies students understand why networking is extremely important in today's unstable economy and the significance of family businesses.

The two visiting professors spoke in several classes in communication studies including Dr. Sherry Holladay's introduction to communication in organizations class.

"It's how we pass on information, it's how information comes to us," Fediuk said. Networking is the way that we find information and learn about what is new to the current culture.

Networking is a part of our

everyday lives. Most people have a Facebook account or a MySpace account. Now twitter is bigger than ever and being used by a wide range of students all the way to professional organizations.

This changing face of social media is changing the way organizations and individuals communicate.

Even of sororities or fraternities and RSOs network, aside from just making friends, members meet individuals that they will stay connected with for years, maybe even one day they will use these contacts for help with finding a job.

Aside from the social aspect of networking, Fediuk and Botero explained to communications studies classes that networking should be very important to students, especially if students were looking for a job after graduation.

It has been said time and time again that job searching

has become more about who one knows. This is becoming evident now because almost every person and organization has a network.

Organizations are now on Facebook and twitter trying to get information to others. LinkedIn is the professional version of Facebook where organizations can put their profiles up and keep people updated about what is going on within the company.

Students and job seekers can even have former teachers and bosses post recommendations.

Botero and Fediuk are knowledgeable when it comes to talking about the family business in America.

When discussing what a family business is most students think of a small, mom and pop shops ran entirely by family members and their friends.

Believe it or not, there are seventeen million family businesses in the United States.

These family businesses create 85 percent of the new jobs and represent 49 percent of the U.S. gross domestic products.

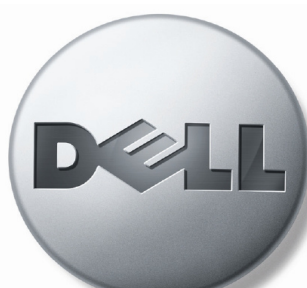
Most students did not know that family businesses make up a huge part of working America.

Another surprising fact brought up by the speakers was the well-known examples of family businesses.

There are huge businesses like, Ford, Hilton, Meijer, Dell and Wal-Mart topped the list laid out by the speakers.

It takes a couple of very talented speakers to get college students to be excited and participating during a Friday afternoon class, according to students in the class.

These visiting professors did just this. Now communications studies students know the importance of networking and understand more thorough information about family businesses, students added.



*When a business is classified as a family business that does not mean that it is a small business. This is one of the many lessons students learned during the lecture. Photo courtesy of Google images.*

# American Junior Golf Association offers public relations internships

By Ceitlyn Glenn



*AJGA internship staff get the chance to interact with many professional golfers, future PGA and LPGA golfers, directors of golf courses, and superintendents. According to AJGA's Web site of the current 55 full-time employees, 44 completed the internship. Many go on to work full-time upon graduation with a bachelor's degree.*

*Photo courtesy of AGJA Internship Web site*

Looking for an internship opportunity for the spring or summer of 2010? American Junior Golf Association is looking for well rounded, organized, and talented college students for communications internships and operational internships.

In 2005, EIU student and Agency Director Sara Wagoner decided to try for this internship. She won one and upon graduation in 2006, she was offered a job. Sara now serves as communications director at AJGA, overseeing five professionals responsible for media relations.

The spring internship dates are from March to May and summer internship dates are May to September. The internship is an entry-level position

and applicants have to be 20 years old before May 18. The reason for this is that interns will participate in extensive travel throughout the U.S. to help run national junior golf tournaments.

As an intern the days will start around 5-6 a.m. and conclude between 8-10 p.m. for the entire week. The Web site says that if one is not a morning person, gets homesick easily, or is unable to travel in cars or airplanes, don't apply.

Some other requirements include being able to work outside in extreme weather condition or direct sun exposure, operate various vehicles, spot golf balls, and communicate both verbally and in writing.

Interns will meet national

sponsors and work with golf professionals, and golf directors and superintendents. This will provide great networking opportunities and also present a chance for a full-time position with the AJGA.

Interns will be split up into teams of operations interns and communications interns. The teams will stay in these teams for travel and tournaments.

The teams spend a lot of time together to work on common tasks and have to be willing to work well as a team and a team member. Teams will work to solve problems and situation. If an applicant is not a good team player then again this is probably not the internship for you.

Interns will be paid \$200 per week and may receive credit

from their current university. Also the association covers all meals, hotel accommodations, laundry, and travel between sites.

To apply go to [www.ajga.org/internships/apply.asp](http://www.ajga.org/internships/apply.asp) for the application and fill out a personal bio. Other listed requirements are listed on the Web site. Deadline for priority applications for the spring are due November 20 summer internship application deadlines is January 15, 2010.

After applying there is a recruiting weekend where finalists will travel to Atlanta, GA. February 26-28, 2010. The AGJA will cover lodging, food, and a reimbursement for a portion of the finalist's travel expenses incurred.

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EPRERA. One issue that Holladay found particularly interesting from the conference is social networking. Europe uses social media to a larger extent than the United States does.

"Social media is important all over the world. All countries are trying to figure out how to use it to their advantage," Holladay said.

European students use social media to communicate making it different from most countries. European students use Facebook or twitter not only to socialize with their friends but also to gain employment.

"European universities emphasize training and integrating these social networks to the advantage of the students," said Holladay.

Holladay has gone to many other countries for other international conferences. Some of the countries she has traveled to include Italy, Scotland, England, Australia, and Sweden.

In May she will travel to Singapore.

"I am very excited about Singapore, because that is someplace I've never been before," said Holladay.

Next year she is also going

to Finland.

Holladay hopes that her international experiences will encourage students to have their own international encounters.

"Hopefully, when I tell my students about my own exciting experiences, they will be inspired to travel as well," Holladay said.

For more information about traveling abroad through Eastern's Study Abroad Program, students should go to the Web site: <http://www.eiu.edu/~edabroad/> or drop by the office 1207 Blair Hall.

## General Information

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