

The Relay

A publication for PR students

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New PR Professor joins Communication Studies Department

EIU PRSSA elects new president

By Heather Derby

Filling another person's shoes can be hard. When entering a position of higher authority, there is a lot of pressure to not only meet expectations, but to surpass them.

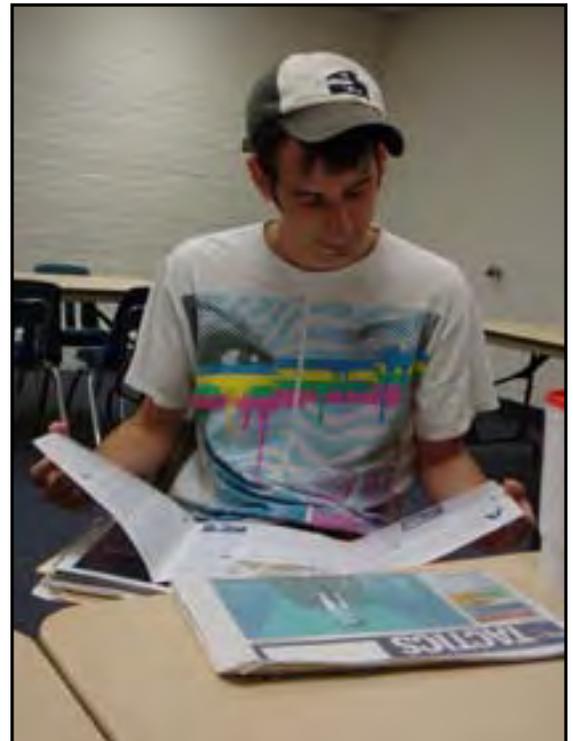
Some would say that Tim Trahey is faced with that same kind of pressure. This fall, Trahey is filling the position as the new PRSSA president of the Daniel Thornburgh Chapter here at EIU. His predecessor, Tara Rosenbaum, served as the chapter's president for two years.

So what is there to know about Tim? Well, for starters, he is a senior communication studies major, concentrating in public relations and minoring in business. Even though he is a little nervous about living up to Tara's legacy, Tim says he's somewhat of a natural-born leader. When speaking about the role, Tim said, "I really wanted a leadership role within PRSSA. I really felt the role was suited for me."

So far, Tim is headstrong and many see that he is succeeding. Faculty advisor, Dr. Brian Sowa, said so far, Tim is doing a good job by picking up where Tara left off. Sowa said "He [Tim] is professional and open-minded. He wants to listen to the board *and* members for ideas."

Senior PRSSA member Mary Beth Clark agrees with Sowa. "He's open to new ideas and he's doing a good job," Clark said.

As far as goals for the year, Tim plans on continuing with a lot of the programs that Tara started. He wants to take Tara's ideas to a new level. Also, Tim has a goal of expanding the chapter's size. Within the chapter, Tim says he hopes that each member of PRSSA can leave with some kind of experience by helping them



As PRSSA president, Tim Trahey has to prepare for the executive board meeting as well as the weekly meeting for all members. Meetings are usually in the Effingham Room of the MLK Jr. Union.

Photo by Heather Derby

build their portfolios so that they can get a job after graduation. Tim is also hopeful for starting his career after graduation. He plans on getting into the non-profit sector of the public relations world and hopes to include a lot of traveling in his job. His internship last summer was for St. Jude's Children Hospital in the Chicago office.

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

- Daniel Boorstin

Central Illinois PRSA talks ethics

By Beth Steele

Dr. Steve Iseman informed and educated professionals and student on ethics at the Central Illinois PRSA meeting this month.

The meeting was at Tuscany Steak & Pasta in Decatur, Sept. 15. The meeting was focused on public relations ethics in compliance with PRSA naming September ethics month.

Iseman worked in public relations for 20 years before moving into the classroom where he taught at Ohio Northern University.

The title of Iseman's presentation was "Ethics on the Fly" and he added that sometimes ethical decisions need to be done quickly and correctly. "Ethics depends on the person and organization and what they think is right and wrong," Mary-Beth Clark, a senior communication studies major, said.

Throughout the presentation Iseman discussed ways to test one's decisions including the smell test. "If it smells rotten it probably is," Iseman said.



From left to right: Dr. Brian Sowa, Mary Beth Clark, Beth Steele and Dr. Steve Iseman network before the Central Illinois PRSA meeting on Sept. 15 at Tuscany Steak & Pasta in Decatur, Ill.

Photo by Terri Johnson

But Iseman encouraged attendees to always rely on the PRSA Code of Ethics. According to Iseman, until 2000 the code was enforced with a "thou shall not mentality." People faced penalties if they broke the code.

Now, Iseman said, the code is a guide used to lead people in the right ethical direction. "Ethical behavior is the right thing to do," Iseman said. "It's also the foundation of long-

term business success and profitability."

Iseman ended his speech with a case study and asked the attendees to get in groups and discuss the ethical dilemmas and what an ethical public relations practitioner should do in this scenario.

Along with the presentation were opportunities for students to network with students from other PRSSA chapters and Central Illinois

PRSA members.

"Talking to the other students made me think about getting sophomores and freshmen in PRSSA earlier so they can attend conferences and things like this," Clark said.

The Central Illinois PRSA chapter will meet again Dec. 1 in Springfield and the discussion with focus on public relations and politics, with panelists who are PIOs for the state senate and house.

PR and the importance of ethics

By Heather Derby

In everyday life, one has to face moral dilemmas. We all face challenges that tear us between good and evil, right and wrong. Living out life ethically is not an easy task and it becomes more difficult when applying ethics to a profession, primarily public relations.

When dealing with public relations, one is always chal-

lenged to do the right thing for the client, but it becomes difficult to decipher what is the right thing to do. It is so easy to make the slightest mistake and have it negatively affect the entire outcome of a venture.

According to the Public Relations Society of America's Code of Ethics, public relations practitioners should be committed to ethical practices because they serve to do good for the

public. The Code of Ethics also says that it is important to "be honest and accurate in all communications."

As much as one would like to think that people follow the Code of Ethics, it may seem that people follow their own codes.

When it comes down to making a client happy, many would go above and beyond any type of ethical standards.

Many people today lack any type of moral compass and in the cut-throat world of public relations, people will play by their own rules.

Today, especially, the professional world is more competitive than ever, so many are doing what they can to make it to the top. To many, when things become illegal, they become unethical and everything else is fair game.



Graphic by Beth Steele

Spend Half A Day With A PR Pro

The Hoosier Chapter of PRSA is inviting interested students to Half Day With a Pro Nov. 9.

Spend the morning shadowing a professional in his or her respective company.

The days culminates at the PRSA Hoosier Chapter Luncheon.

Registration deadline is Oct. 12.

Contact Professor Terri Johnson for the registration form at tljohnson@eiu.edu.



PRSSA offers Tweet Shop to students

By Kristin Jording

InternQueen, PRSA and the communication studies department are just a few of the people to follow on Twitter.

PRSSA hosted a Tweet Shop for students Sept. 26 to go over the basics of Twitter. President Tim Trahey hosted the event by showing students his Twitter and how he uses it. He said the communication studies department uses Twitter to inform students if a class is

canceled.

"You get to meet people that you never would have had the opportunity to meet before," he said.

Twitter has different variations besides Twitter.com. One website is tweetchat.com. Students can use this to see Twitter conversations about different topics they are interested in or to find the trending hashtags. Other websites include TweetDeck.com and HootSuite.com.

Trahey said Twitter could be used to find topics that the main stream media aren't covering, such as the protest on Wall Street, which the mainstream media failed to cover until nine days later.

Brittney Livingston, a senior communications studies major, said she enjoys Twitter because of the fast information. "I check it every day, but it just depends on how busy I am. I can check it maybe six to seven times a day," she said.



PRSSA taught the basics of Twitter on Sept. 26.

Photo Courtesy of Google

Professor joins PR faculty

By Genevieve Wilson

Although our campus may seem like a small home with an already established connected family of teachers and students, sometimes new individuals, such as Dr. Claudia Janssen are introduced into the panther family.

Janssen is a new public relations professor originally from Germany. She is the instructor for the undergraduate class Advocacy and Message and Design, which focuses on how to design effective messages. She also instructs a graduate course Crisis Communication which focuses on the response of people in crisis situations such as the BP oil spill.

She came to the states for education and received her Ph.D. from Purdue University in Indiana. When asked how she made the adjustment to our small campus she replied, "I am originally from a small town in Germany. The only new adjustment I have made was coming from a larger campus such as Purdue to a smaller one like Eastern."

She also said Eastern was the perfect fit for her because she was attracted to a smaller campus where she could do research and establish herself among a close public relations department.

So far her classes seem to be going fairly well, she believes. She enjoys working with her new students and designing the way her classes will function.

Fellow communication adviser Leigh Bryan said, "Claudia Janssen is awesome! She has a wonderful personality and she blended right into the department."

Bryan also said that Janssen has a wonderful sense of humor and she is enjoyable to be around for both her coworkers and her students.

Janssen's ideas to continue to keep her students engaged are introducing many examples, as well as having plenty of hands on activities, group workshops, and projects to allow her students to absorb and explore the public relations principles. Her extensive background in public relations study has gained her this new opportunity. She has taught several different classes at Purdue as well as studied PR, worked in research and in journalism.

Her goals for this year include establishing a solid foundation for her classes and research areas which will allow her to continue to grow within the department.

When Janssen is not working on her classes or engaged in the exploration of new research, Janssen enjoys traveling, playing chess and dancing salsa.



Dr. Janssen joined the communication studies faculty this year. For the Fall 2011 semester she teaches Advocacy and Message and Design as well as Crisis Communication.

Photo courtesy of Mike Bradd

General Information

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