



## Welcome Back to PRSSA!

The LSU chapter of the Public Relations Student Society of America is ready to start another exciting and informative year, and we're glad that you've chosen to help further your public relations skills with us!

As you may know, PRSSA at LSU is the largest student organization within the Manship School of Mass Communication. We're very proud of our large member base and even more proud of the opportunities our society has to offer.

As a PRSSA member, you can expect to meet many different public relations students who are eager to share their undergraduate experience. PRSSA at LSU is a great place to begin your familiarity with the public relations profession, as well

as a great way to network with your fellow students. Even if you're unsure about whether public relations is a great fit for you, we welcome you to join us every other week and see what the society has to offer!

There are many ways to get involved with PRSSA and we encourage everyone to check out the organizations within PRSSA, such as PRestige and Mentor Match.

We hope that everyone has a great semester. Feel free to contact any of the officers if you have any questions or concerns about PRSSA. Also, add "LSU PRSSA" as a friend on Facebook. We're looking forward to making 2008-2009 the best years ever for PRSSA at LSU, and we're glad that you're chosen to be a part of it!

## PRestige Ready for New Semester

PRestige is starting the spring semester brand new! Join us right after the PRSSA meeting, for a brief meeting to learn anything you want know about who we are, what we do and how much we need you!

PRestige is PRSSA's own student-run PR firm offering you opportunities to gain experience, build your resume, earn membership points and have fun!

For more information, e-mail [prestigesu@gmail.com](mailto:prestigesu@gmail.com) or talk to Chelsey Laborde or Britney Lombas.

# PRestige

LSU PRSSA's own student-run public relations firm

## CBS News Correspondent Coming to Manship School



CBS correspondent Randall Pinkston will be coming to the Holiday Forum of the Manship School on Feb. 5 from 5 p.m. to 7 p.m.

Pinkston, a correspondent for CBS since 1994, will share his experiences as a media professional and offer insight into his career, politics and mass media.

The event will be hosted by the Association of Black Communicators (ABC) and is open to all mass communication students.

Pinkston has received numerous

awards for his journalistic endeavors, including three national Emmy awards. He has also received the Edward R. Murrow for the documentary "CBS REPORTS: Legacy of Shame."

Pinkston's extensive expertise includes coverage of the White House during George Bush Sr.'s presidency, post-war reconstruction of Iraq and the death of Princess Diana.

A question and answer session will follow Pinkston's lecture.

# PR TIPS: Learn the Business, Know Yourself!



*Editor's Note: Each newsletter will now contain a new "PR TIP" to offer advice and suggestions for PRSSA members.*

It seems that every time you pick a newspaper or turn on cable news, the word "ECONOMY" is plastered all over.

We're in for bad times, they say, and with all the layoffs and business failures we hear about each day it's hard to disagree.

But, what does it all really mean? And how does it affect us as PR students?

First off, the state of the economy can dictate a lot more than you think. The current economy may make it more difficult to find open positions as many organizations tighten their budgets. So, how do you stay smart and marketable during a tough economic period?

## **1. Understand the "bottom line" of a business.**

The purpose of a business is to generate profit. A general understanding of economics, finance, accounting principles and management functions will allow you to

develop better relationships with your co-workers and supervisors by understanding *what they do*.

Public relations requires information to be effective, and a general knowledge of the information your supervisors and co-workers utilize each day will make you much more effective and able to communicate with the internal publics you will be working with every day.

This leads to another important tip for new professionals:

## **2. Learn to network.**

It may seem obvious, but it's still the truth. What you know is extremely important (as #1 states), but who you know will probably be the way you get your job. According to the book "What Color is Your Parachute?", networking is one of the most effective ways of getting a job, and ranks much higher than blind resume-spamming random companies.

Don't be afraid to make contacts with anyone. E-mail organizations you are interested in working with. Make phone calls, too. You may even find employees at the organizations you are interested in on Facebook (and if they've listed that on Facebook, it's probably okay to contact them).

Most importantly, don't be afraid to reach out to people you don't know. Most of the people you'll contact were in your EX-ACT same position at least once in their lives, so don't let the fear of "bothering" them stop you. Be polite, and get out there and build relationships!



## **3. Have confidence in YOURSELF!**

With all the talk in the media about a poor economy, layoffs and general negativity when it comes to the state of our nation, it's easy to get discouraged. The good thing is that it's always cyclical. The economy has a way of setting itself straight as long as people desire to strive for a better life.

One thing is always important to remember: YOU have the power to choose your own path. That may seem trite, but it's especially true as you near graduation. You've already taken an important step by joining PRSSA, and if you continue to believe in yourself and your abilities there's no telling what you can accomplish.

A thorough combination of business acumen and networking skills is essential to success in any economy, so equip yourself early to be successful in the future. Don't be afraid of the uncertain: your education at LSU and your desire to achieve greatness will carry you through tough times. If worst comes to worst, think of it this way: you've already made it this far, so there's no turning back now!