# TABLE OF CONTENTS

**President’s Letter** ............................................................................................................ 3  
**National Committee** ........................................................................................................... 4  
**Events** ................................................................................................................................. 5-6  
  - PRSSA 2013 Leadership Rally ................................................................. 5  
  - PRSSA 2013 National Conference .............................................................. 5  
  - PRSSA 2014 National Assembly ................................................................. 5  
  - Regional Conferences ................................................................................. 6  
**Community & Communication** .......................................................................................... 7  
  - Social Media ................................................................................................. 7  
  - Progressions ..................................................................................................... 7  
  - *FORUM* ........................................................................................................... 7  
**Professional Development** .................................................................................................. 8  
  - PRSA Associate Membership ...................................................................... 8  
  - PRSSA Internship Center .............................................................................. 8  
  - PRSSA/PRSA Relationship .......................................................................... 8  
  - Student-Run Firms .......................................................................................... 8  
**Chapter Development** ....................................................................................................... 9  
  - Chapters Chartered ......................................................................................... 9  
  - Pacesetter Chapter Recognition ................................................................. 9  
  - FUNdraising Bowl ......................................................................................... 9  
  - Affiliate Membership .................................................................................... 9  
**Scholarships & Awards** ..................................................................................................... 10-12  
  - Chapter Awards .......................................................................................... 10  
  - Individual Awards ......................................................................................... 10  
  - Scholarships .................................................................................................. 11  
  - Competitions ............................................................................................... 12
To the members of PRSSA,

As we move toward the completion of another school year, this report features the achievements of Chapters, groups and individuals as a recap of the year for the Public Relations Student Society of America (PRSSA). The members and leaders of the 342 Chapters of PRSSA who participated in National Initiatives, utilized membership benefits and attended National Events, are the driving force behind the Society and are the direct result of a prosperous year.

In the 2013–2014 academic year PRSSA grew by more than 500 members and surpassed the 11,500 membership mark. This document highlights the success of the Society through events, community growth, awards and Chapter development.

It is my absolute pleasure to recognize the 2013–2014 National Committee for their tremendous work during their year of service to PRSSA. It was the passion, dedication and vision of each one of them that led to the completion of annual initiatives and new concepts that propelled the Society to new heights. It was an honor to work with these special individuals.

In reviewing the report, I encourage you to reflect on the challenges and triumphs you faced in PRSSA this year. Your membership in PRSSA is a unique experience—hold on to the knowledge you have learned, the memories you have created and the connections you have made.

Thank you for your dedication to PRSSA and for the immeasurable hours that have been put toward the betterment of your Chapter and the Society.

Brian Price
2013–2014 National President
2013–2014 NATIONAL COMMITTEE

National President: Brian Price | Immediate Past President: Lauren K. Gray |
Vice President of Advocacy: Jessica Airey | Vice President of Career Services: Ellie Boggs |
Vice President of Chapter Development: Chris Bonelli | Vice President of Member Services: Heather Harder |
Vice President of Professional Development: Helma von Zadow | Vice President of Public Relations: Ben Butler |
Vice President of Regional Conferences: Erica Brown | Publications Editor in Chief: Mallory Richardson

Not Pictured
National Professional Adviser: Don K. Egle, APR, ABC | National Faculty Adviser: Robert “Pritch” Pritchard, APR, Fellow PRSA | PRSA Board Liaison: Jane Dvorak, APR, Fellow PRSA | PRSA Board Liaison: Geri Ann Evans, APR | PRSA Board Liaison: Kelly Davis, APR | Vice President of Education: Jeneen Garcia
EVENTS

PRSSA 2013 Leadership Rally: Scottsdale
Each year, Chapter presidents travel to the PRSSA Leadership Rally in Scottsdale, Ariz. to prepare for their term as president and strengthen their leadership skills. The PRSSA 2012 Leadership Rally was chaired by the Immediate Past President, Lauren K. Gray.

The PRSSA 2013 Leadership Rally hosted:
- More than 80 attendees
- A keynote presentation from Gary McCormick, APR, Fellow PRSA, Director of Partnership Development at HGTV
- Three sessions focused on leadership skills to prepare Chapter presidents including “Introducing Diversity and Ethics to Chapter Membership,” “Defining Leadership and Building History” and “Strategically Planning for Chapter Success.”

The Conference also included eight Chapter Development Sessions hosted by:
- Boston University
- DePaul University
- Louisiana State University
- Roger Williams University
- University of Alabama, Tuscaloosa
- University of Delaware
- University of Florida
- West Virginia University

The PRSSA 2013 National Conference was generously sponsored by General Motors, University of Oklahoma Gaylord College of Communication, Drexel University LeBow College of Business, Tengrade, Warner Bros., Uber, Pretzel Chips and the integrated marketing communications graduate program at West Virginia University.

PRSSA 2013 National Conference: Philadelphia

At the PRSSA 2013 National Conference, hosted by members of the Drexel University Chapter, members convened to discuss industry trends, network with peers and professionals, develop leadership skills and enhance professional knowledge.

More than 1,000 attendees learned from networking events, professional development sessions and Chapter programs. Keynote speaker, Mary Henige, APR, director of social media and digital communication at General Motors, spoke using Twitter-submitted questions about the development of digital, launching a successful career and more.

The Conference also included eight Chapter Development Sessions hosted by:
- Boston University
- DePaul University
- Louisiana State University
- Roger Williams University
- University of Alabama, Tuscaloosa
- University of Delaware
- University of Florida
- West Virginia University

PRSSA 2014 National Assembly: Charleston
National Assembly is a fundamental event for PRSSA. At Assembly, the National leaders for the Society are elected. Each Chapter is encouraged to send one delegate to represent and vote on behalf of his or her Chapter.

During Assembly, delegates heard speeches from 16 members who ran for eight of the elected positions of the PRSSA 2014–2015 National Committee. There were 94 Chapters represented with 172 attendees overall.

National Assembly featured a keynote from John Deveney, ABC, APR, Fellow PRSSA, founder and president of Deveney Communications, a session led by Fred Cook, GolinHarris CEO, a three-part speaker series on career navigation and leadership training sessions focused on leading with integrity, discovering leadership traits and communicating PRSSA benefits. Warner Bros. Television generously sponsored the PRSSA 2014 Day-of Case Study Competition.
PRSSA 2014 Regional Conferences:
Regional Conferences are mini-conferences planned, staffed and hosted by Chapters each spring semester. A traditional Regional Conference includes one to three days of speaker sessions, networking events and socials.

Planned, hosted and attended by PRSSA Chapters, these events are an opportunity for members to increase their knowledge and network. The Conferences had an average of more than 100 attendees. Out of 15 bids, PRSSA hosted nine Regional Conference in 2014:

ELECTING EXCELLENCE: PUBLIC RELATIONS IN GOVERNMENT AND POLITICS
Michigan State University
February 7–8

PRADVANCED: #FUELTHEFUTURE
Boston University
February 15

RED RIVER REGIONAL CONFERENCE
University of Oklahoma and University Texas, Austin
Feb. 28–March 1

CUSECON: THE SECRET TO SOCIAL COMMERCE
Syracuse University
March 1–2

THE LOOP: A 360 APPROACH TO PUBLIC RELATIONS IN CHICAGO
Columbia College Chicago
March 7–8

HOLLYWOOD UNDER THE OAKS
Louisiana State University
March 21–23

A NEW PRSPECTIVE ON DIVERSITY
Georgia State University
April 3–5

INSPIRATION: LOOKING AHEAD TO THE FUTURE OF PUBLIC RELATIONS
Ohio State University
April 12

SINCERELY, PR: MORE THAN TECHNOLOGY
San Jose State University
April 25–27
COMMUNITY & COMMUNICATION

Social Media
- Increased Facebook fans by 35 percent from 4,392 to 5,946 fans
- Increased Twitter followers by 41 percent from 17,922 to 25,400 followers
- Increased Instagram followers by 169 percent from 306 to 826 followers
- Increased LinkedIn group members by 30 percent from 13,206 to 17,148 members
- Hosted 10 Twitter Chats focused on topics such as securing internships, Chapter growth, ethics and personal branding
- Launched a Pinterest account — gaining 562 followers and posting 127 pins
- Increased Chapter News publications from 8 to 94
- Partnered with The Plank Center for Leadership in Public Relations for #BetsyDay, a celebration of PRSSA’s godmother Betsy Plank

Progressions
- Increased the number of blog posts by 87.5 percent from 80 to 150, including Storify recaps, infographics, podcasts, live blogging at National Conference and recaps of Regional Conferences
- Published three issues of FORUM — collectively viewed more than 12,500 times
- Partnered with The Plank Center for Leadership in Public Relations to republish content for a “Legends Series” that was viewed more than 850 times that included advice written to students from Betsy Plank, APR, Fellow PRSA, Harold Burson, APR, Fellow PRSA, Alvin Golin, Fellow PRSA and Gary McCormick, APR, Fellow PRSA. The series was introduced by E. Ronald Culp, chairman of The Plank Center.

FORUM
- More than 100 PRSSA members and professionals contributed blog posts
- Increased monthly blog visits by 52 percent from an average of 2,002 to 3,034
- Increased monthly unique visitors by 48 percent from an average of 1,615 to 2,392
- Increased monthly pageviews by 56 percent from an average of 2,969 to 4,636 pageviews
- 70 annual comments posted on 36 blog posts, a 40 percent increase

FORUM
- Published three issues of FORUM — collectively viewed more than 12,500 times
- Published 42 total articles from 34 authors
PROFESSIONAL DEVELOPMENT

PRSA Associate Membership
In 2013–2014, PRSSA saw a 23 percent increase in members who transitioned into PRSA as Associate Members.

PRSSA members may join PRSA as an Associate Member up to five months before or two years after graduation. Transitioning from PRSSA to PRSA as an Associate Member results in a savings of nearly $200 per year.

Membership can include local Chapter opportunities, National New Professional Section membership, industry-specific Interest Sections and many other professional opportunities such as webinars, events and an exclusive member directory.

PRSSA Internship Center
The PRSSA Internship Center is a comprehensive, online hub of internship opportunities and career resources for PRSSA members. The Internship Center was redesigned in June 2013 to optimize user-friendliness and align closely with the branding of the PRSSA website and the PRSA JobCenter. Due to the redesign, no data was available for collection between January 2013 and May 2013.

- At least 938 members created new account profiles
- 178 internships were posted
- 129 employers created accounts

PRSSA/PRSA Relationship
Throughout the year, PRSSA encourages members to become involved with their sponsor PRSA Chapter. Each October, PRSSA/PRSA Relationship Month is officially celebrated across the Society to increase awareness of these professional development opportunities. During October 2013, Chapters were encouraged to network with local PRSA professionals. Additionally, PRSSA hosted a national Twitter chat focused on PRSSA/PRSA relationships.

Student-Run Firms
- Affiliated five new student-run firms
- Reaffiliated one student-run firm
- Continued to recognize “Firm of the Issue” in all three issues of FORUM
- Hosted a student-run firm workshop at National Conference
- Launched a private Facebook Group for student-run firm leaders to share advice, successes and challenges
CHAPTER DEVELOPMENT

Chapters Chartered
There are currently 342 Chapters of PRSSA. From June 2013 to June 2014, the following universities received charters to establish a PRSSA Chapter:

- Richard Stockton College of New Jersey
- Baruch College
- Santa Clara University
- Penn State Berks
- Southeast Louisiana University
- The University of Scranton
- Universidad de Medellín
- Western Washington University
- Holy Family University
- Columbus State University
- University of Wisconsin Green Bay
- Edgewood College
- University of Rhode Island
- Taylor University
- Stephen F Austin
- Kean University
- Longwood University
- Rhode Island College
- Eastern Washington University

- Kent State University (twice)
- Ohio University
- Illinois State University

FUNdraising Bowl
In its 11th year, the FUNdraising Bowl allows Chapters to submit successful fundraising ideas to be included in the FUNdraising Playbook and for a chance to raise money for National Conference. The FUNdraising Bowl monthly winners were:

- February: Northern Michigan University
- March: Fashion Institute of Technology, SUNY
- April: Sam Houston State University

Affiliate Membership
The Affiliate Program was created in 2006 to provide professional development opportunities and select member benefits to students at schools that do not meet the requirements to charter a Chapter. During 2013–2014, there were 41 PRSSA Affiliate members.

Pacesetter Chapter Recognition
The Pacesetter recognizes a Chapter’s success in the areas of membership, national participation or Chapter development. Chapters may be nominated by members or the PRSSA National Committee. Recipients of the recognition included:
SCHOLARSHIPS & AWARDS

PRSSA annually offers more than $30,000 in individual and Chapter awards and scholarships. Funding is provided by the PRSA Foundation, PRSA members and families, public relations agencies and Champions for PRSSA. Scholarship and award winners received recognition at the PRSSA 2013 National Conference in Philadelphia.

CHAPTER AWARDS

Dr. F.H. Teahan National Chapter Awards
• Outstanding Chapter: Utah Valley University
• Chapter Newsletter: University of Oregon
• Regional Conference: DePaul University
• Faculty Adviser: Karen Weber; University of Nebraska, Omaha
• Professional Adviser: Matthew Prince; California State University, Fullerton
• Chapter Firm: University of Indianapolis
• Community Service: University of Nebraska, Omaha
• University Service: no winner
• Chapter Website: Indiana University
• Chapter Development: University of Wisconsin, Oshkosh
• PRSA/PRSSA Relationship: Edinboro University
• Diversity: Louisiana State University

Star Chapter Award
• Belmont University
• Biola University
• California State University, Fresno
• California State University, Fullerton
• Capital University
• Elon University
• Fashion Institute of Technology
• Geneva College
• Georgia College & State University
• Indiana University, Beth Wood Chapter
• Indianapolis University—Purdue University Indianapolis
• Kent State University
• Louisiana State University
• Millersville University of Pennsylvania
• Ohio Northern University
• Sacramento State
• Southeast Missouri State University
• University of Alabama
• University of Delaware
• University of Nebraska Omaha
• University of North Texas
• University of Texas at San Antonio
• University of Wisconsin- Stevens Point
• Utah Valley University
• Waynesburg University
• West Virginia University
• Western Kentucky University

Student-Run Firm Awards
• Best Tactic: University of Nebraska, Omaha
• Best Campaign: Syracuse University

INDIVIDUAL AWARDS

National Gold Key Award Winners
• Paula Bryant, University of Georgia
• Rachel Butler, University of Georgia
• Jaimie Caiazzo, Fashion Institute of Technology
• Henry Cervera, Utah Valley University
• Andy Cole, Belmont University
• Angelene Crosswell, University of Georgia
• Lauren Gray, Western Carolina University
• Katie Hozan, Ohio Northern University
• Kelsey Hutchinson, Capital University
• William Linto, University of Georgia
• Andrew T Mitchell, Western Kentucky University
• Breana M Oliver, California State University, Bakersfield
• Colleen Pinto, University of Georgia
• Jacob Schwerer, Ohio Northern University
SCHOLARSHIPS & AWARDS

• Reganie Smith-Love, California State University, Fresno
• Sherelle Stephens, Florida Memorial University
• Lauren Tennet, Ohio Northern University

National President’s Citation Winners
• Erica N. Brown, Sacramento State
• Benjamin Butler, Geneva College
• Henry Cervera, Utah Valley University
• Andy Cole, Belmont University
• Delisi A. Duarte, University of Texas at San Antonio
• Maria Esposito, Georgia College & State University
• Lauren Frock, University of Northern Texas
• Kelsey Hutchinson, Capital University
• Sarah Hutchinson, Fashion Institute of Technology
• Kara Kidwell, University of Tennessee at Martin
• Gina Masciantonio, Millersville University of Pennsylvania
• Katherine Mulrain, Belmont University
• Mallory Richardson, Louisiana State University
• Megan Romero, University of Nebraska at Omaha
• Christine Spasoff, Indiana University
• Sherelle Stephens, Florida Memorial University
• Paige Weber, Louisiana State University

Social Media Manager at the Walt Disney Company

Elaine Averick Outstanding National Committee Member Award
Ben Butler, vice president of public relations, Geneva College

SCHOLARSHIPS

Betsy Plank/PRSSA Scholarships
• First Place: Jacqueline McMahon, University of Alabama, Tuscaloosa
• Second Place: Dominick Costantino, Wilkes University
• Third Place: Lauren Stahl, Ohio Northern University

Chester Burger Scholarship
Jaclyn Voran, The Medill School at Northwestern University

Gary Yoshimura Scholarship
Ariana Treviño, University of Texas at San Antonio

Lawrence G. Foster Award
Maria Esposito, Georgia College & State College

Marcia Silverman Scholarship
Victoria Maseda, Pennsylvania State University

John D. Graham Scholarship
• First Place, Lindsey Kudaroski, Marietta College
• Runner up: Kelsey Balimtas, American University
• Runner up: Victoria Maseda, Pennsylvania State University

Neumeier Family Leadership Award
Jaemin Hwang, Georgia State University

Atschul Champions for PRSSA Outstanding Internship Award
Cody Nichelson, University of Georgia
Internship provider: Southern Company

Daniel J. Edelman/PRSSA Award for the Outstanding Public Relations Student
Edward Ravert, University of Scranton

Ruth Edelman/PRSSA Award for Achievement in Women’s Leadership Development
Erin Kenna, Louisiana State University

PRSSA Hall of Fame Induction
Matthew Prince; California State University, Fullerton;
SCHOLARSHIPS & AWARDS

PRSA Diversity Multicultural Scholarship
- Cyoné Batiste, Louisiana State University
- Andrea Gils Monzon, Southeast Missouri State University

Ron Culp Scholarship for Mentorship
Kelsey Balimtas, American University

Stephen D. Pisinski Memorial Scholarship
Shannon Ball, Capital University

Robin M. Urbanski Memorial Scholarship
Caitlin Galeotti, Roger Williams University

Ofield Dukes Multicultural Student Award
Stephanie Holloman, Howard University

Stephen D. Pisinski Memorial Scholarship
Shannon Ball, Capital University

Robin M. Urbanski Memorial Scholarship
Caitlin Galeotti, Roger Williams University

Ofield Dukes Multicultural Student Award
Stephanie Holloman, Howard University

COMPETITIONS

Rowan University National Organ Donor Awareness Award
- First Place: University of Nebraska, Omaha
- Second Place: University of Oregon
- Third Place: Iowa State University
- Honorable Mention: University of Wisconsin, Oshkosh

2014 Day-of Competition
The PRSSA 2014 Day-of Competition was sponsored by Warner Bros. Television, with the CW television show “The 100” as the client. This year, 30 members participated in Day-of Competition. The winning team members were:
- Alexandra Digby, University of Dayton
- Laura Daronatsy, Biola University
- Maggie Stephens, Indiana University
- Sienna Badura, College of Charleston

2013 Bateman Case Study Competition
The PRSSA 2013 Bateman Case Study Competition challenged teams to increase awareness of youth bullying. PRSSA received 68 entries for the 2013 Bateman Case Study Competition. Of these submissions, 16 received honorable mention, and three were chosen as finalists to virtually present their campaigns to a panel of judges in May 2013.

Finalists
- First Place: Loyola University New Orleans
- Second Place: Kent State University
- Third Place: North Dakota State University

Honorable Mentions
- Brigham Young University, Idaho, “Team Impact”
- Brigham Young University, Idaho, “Viking PR”
- Butler University, Team 1
- Central Washington University
- Fashion Institute of Technology
- Delaware State University
- Georgia College & State University
- Murray State University
- Roger Williams University
- Texas State University, San Marcos
- University of Alabama, Tuscaloosa
- University of Florida
- University of Maryland, College Park
- University of Minnesota, Twin Cities
- Utah Valley University, Team A
- Utah Valley University, Team B