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## Interesting Internship Profile: Brette Keeley

By: Leah Haugh

Can you imagine applying for an internship that over 80 people applied for and only four people would be offered the position? Out of 80 applications, Shippensburg University senior, Brette Keeley stood above the competition. She landed her first internship as a staff writer at Lancaster Newspapers in May 2011.

During Keeley's thirteen-week internship, she gained valuable experience in the world of print journalism. As a Print emphasis, Keeley said, that her internship at Lancaster Newspapers helped her improve her writing and communication skills. Over the period of her internship, Keeley produced over 40 articles that included current news stories, sports and business.

Throughout the internship, Keeley worked with professionals in a fast paced world. She attended events and wrote stories about what she experienced. When asked about the most memorable experience from her internship, Keeley explained how she enjoyed being able to interview a wide range of people.

**“Internships are a great way to get recommendations”**

“The best part of the internship was just talking to people and really hearing their stories,” she said.

One story Keeley described was an interview with a woman who had brain tumors removed. The tumors were not cancerous, but the woman lost sight in her one eye from the tumors. Keeley said it was a great experience to hear compelling stories from real people.

When Keeley graduates in May, she hopes to find a job in the Public Relations field. Many Public Relations professionals work closely with reporters as News Relations Directors or Coordinators.

Keeley's experience as a reporter will help her thrive in a future career as a Public Relations professional. Keeley's advice to students is to try to get at least one internship.

Getting an internship in a field that you are passionate about will help you succeed in your future career. Keeley is currently interning at the Small Business Development Center located at SHIP. She is also interning at SHAPE Gallery in Shippensburg during the spring semester.

“Internships are a great way to get recommendations and build a community of professionals,” Keeley said.



PRSSA members (from left) Adrienne Williams, Rachael Ballard, Lisa Rediker and Leah Haugh attending the 2011 PRSSA Conference.

## Building Trust in Public Relations

By: Katrina Panasiuk

“Be a champion of trust.” This proposal was frequently repeated by many speakers at the PRSSA National Conference in Orlando last October. The conference touched on several Public Relations hot topics while incorporating the concept of trust.

Les Landes of Landes & Associates gave tips on building trust in the industry. The speaker defined trust as “the belief that people will do the right thing at the right time.” His definition mirrors the notion of honesty and morality.

Trust has a two-way dynamic. As much as you want the client's trust, the client depends on yours. This two-way trust dynamic is supported through a claim by Jon Hice of Moffitt Cancer center. He explained his theory that one must build a relationship of mutual respect, often earned over time.

Landes said Public Relations professionals could also build that high-trust with an engaged workplace through delivering true happiness. He said, “get the culture right and the rest will flow.”

A crucial component of Landes' speech was an explanation of what is considered “the Golden Rules of Communication.”

These rules were described as follows:

- **“Approach people as a source of a solution, not as a problem.”**
- **“Keep the dialogue going.”**
- **“Communication needs to be shared,” and the most crucial**
- **“Be champions of trust.”**

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Additionally, Hice stressed the translucent art of confidence. "Believe in the company you work for," He said. Hice finalized his speech on the idea of confidence with the adage of advice that one must separate oneself from the competition by being "bold and fearless."

By following these theories, one can excel at gaining trust in Public Relations.

## Three Steps to International Public Relations Success

By: Amanda Peterson

Want to work in International Public Relations? Craig Dezern, Vice President of Global Public Relations for Disney was a keynote speaker at the PRSSA National Conference in Orlando this past October. His keynote gave aspiring PR professionals the following three tips for excelling in international PR: listen, observe and question.

Listening is the first step to a career in International PR. "Have your ears on," Dezern says. People tend to listen to the person who speaks their language best, but Dezern stresses listening to everyone. Make sure to learn as much as you can from everyone you encounter, not just the people you understand.

Observation is also critical. PR practitioners should recognize the customs of every area they work. PR practitioners benefit by listening to and observing the cultures so they can more easily connect with them.



Downtown Disney, photo taken during the PRSSA National Conference.

Dezern relies heavily on Country managers because they are paid to notice the differences in cultures.

The saying goes that there is no such thing as a bad question, so question everything. Obvious blunders can be avoided by asking questions.

When researching clients or translating names, make sure every detail is accurate. Other professionals can provide knowledge, so be sure to use their experience and insight.

Dezern also discussed a setback of International PR-cultural imperialism. Cultural imperialism is when cultures impose themselves on others. As an "American brand" working internationally, Disney needs to resonate with the cultures of other countries.

When Disney Paris opened in 1992, Dezern knew that he would have to appeal to things that are most important to Parisian culture for the park to be successful. He found that fashion, food and art are at the top of the list. By using Parisian culture to promote Disney Paris, the people of Paris were more receptive to the park.

Dezern mentioned a myth that, "All Public Relations is local." Disney's international success only proves this myth wrong. Young professionals can be successful in International Public Relations if they listen, observe and question. After all, the very basis of Public Relations is to relate to a specific audience in order to make a successful message, regardless if it is international or not.



## The Interactive Media Course

By: Courtney Kuntz

Students in the Communication/ Journalism Department now have the opportunity to take an Interactive Media course as an elective. The course, which has not been available to students for the past few years, focuses on designing advanced interactive web sites and digital publications. Students will be learning the latest applications in online media as well as how to use and create interactive elements such as slideshows and navigation bars.

As future Communication/Journalism professionals, graduating with a variety of skills is essential, especially those associated with technology and web.

Dr. Masdul Biswas, the professor teaching the class in the spring, says, "The communications world is now convergent. You need to know the writing as well as how the platform of convergent communication works."

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Employers look to hire someone with multiple skills, which is what the interactive media course is seeking to provide to students.

Students who take the course should expect to be doing a lot of work with Adobe InDesign, Photoshop and Dreamweaver. Although the first few weeks of the course will focus on the basics of these programs, students who are already familiar with them will have an easier time with the course and meeting its requirements.

Students in each emphasis can benefit from what the course has to offer. Public Relations students interested in Promotional Publications and Advertising will especially benefit from the course. It will also be relevant for Print emphasis students interested in online journalism or any students looking to broaden their technical skills in general.

## The Résumé Rumor Mill

By: Rachael Ballard

The communication industry is changing. Our society is almost paperless and college portfolios are becoming digital. Where does the résumé fall into this equation? Will the résumé become obsolete?

Although these changes are occurring, the résumé is NOT dead. In fact, the Public Relations Public Relations Student Society of America (PRSSA) National Conference in Orlando had an exclusive résumé critique session with Public Relations professionals.

The professionals urged graduates to have an exceptionally unique résumé. Creating a distinctive, yet professional résumé can make a definite impression on the interviewer. Remember, there is a fine line between unique and tacky. Use the following tips to make your résumé rightfully stand out in any stack of paper.

**A Clear Header** The header of your résumé is your first impression. The header includes your full name, permanent mailing address, an APPROPRIATE and PROFESSIONAL e-mail address, social media links (if appropriate) and a phone number.

The header should be the largest aspect of the page. Think about using a sans-serif font to add extra, but fitting flair. It is acceptable to add design elements to your résumé, particularly if you are applying for a design-oriented position. No one ever said résumés had to be boring, but it must be professional and appropriate.

**Add Color!** This was the most non-traditional tip from the conference. Colors are acceptable and even encouraged on résumés, but keep it simple. Do not pick a color that will blind the interviewer and do not over-do it. Colored headings are suitable for sprucing up your résumé with color.

**Make an ACTUAL Objective** “Obtain an internship in Public Relations for the summer,” is not going to cut it as an objective. Even if this is your main goal, it is important to be a more specific. Do some research on the company. Find out their mission and goals and try to align your objective with theirs. Showing that you did your homework is very attractive to potential employers.

**Put Internships and Work Experience First** Do not list Education first on your résumé. This may seem acceptable to since we are still students, but employers want to see that you are aspiring to work. They want to see your RELATED EXPERIENCES or LEADERSHIP first, not your education. Show them what you look like as a potential employee, not as a student.

**Tailor Your Résumé for EVERY Job Application** Just as you would tailor your cover letter for every application, you should tailor your résumé. Every job listing is different. Change your résumé to reflect these differences, including buzzwords from the job listing when possible. Including buzzwords shows the interviewer that you not only meet the requirements of the job, but that you also are an effective writer.

## SUTV at the Emmy's

By: Laura Babetski

On September 24, 2011 SUTV members made their way to Philadelphia for the Emmy Award Dinner presented by the Mid-Atlantic chapter of the National Academy of Television Arts and Sciences. SUTV was nominated for a Crystal Pillar Award in the college production category.

SUTV submitted a newscast for the award that was unlike any other they had produced before. The newscast was about the budget cut rallies that happened in Harrisburg and the majority of their footage was shot off campus. The newscast originally aired on March 31, 2011 and the content in the newscast was very extensive. (SUTV continued on pg. 4)



SUTV members (left to right) Kyle MacBain, Amanda Peterson, Brandon "Bubba" Smith, Barbara Schindo and Kyle Rogers at the 2011 NATAS Mid-Atlantic Emmy Awards.

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"SUTV is constantly growing, changing and adapting to the world," said Executive News Producer Amanda Peterson. "We want this organization to be the best it can be and we work so hard. This newscast benefitted SUTV because we can show that our hard work is recognized outside of campus. It sets us apart from other schools."

This nomination not only gave each person who worked on the news cast a piece for their portfolio, but it gave a boost to the already successful SUTV reputation.

"We've been abusing the 'Emmy-nominated' title since we heard the news of the nomination in August. No other school in the PASSHE system can say that," said General Manager Brandon Smith. "We have a great program. SUTV can use that as a tool to recruit incoming journalists. It's also a motivational characteristic; we all want to change 'Emmy-nominated' to 'Emmy Award Winning.'"

Congratulations SUTV on your accomplishment and for helping Shippensburg University student media take a huge step forward!



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## Recent Graduate Profile

By: Kayla Krebs



Nick Gueguen, a graduate of the Comm/Journ program at SHIP, received the Association of Pennsylvania State College and University Faculties (APSCUF) Shippensburg University Chapter Comm/Journ Departmental Student Award in Spring 2011. The qualifications for this award include academic achievement and student group involvement, both of which Nick demonstrates.

Gueguen had a significant amount of experience in the journalism field. He held an internship position in the Sports Information Department at the University of Pittsburgh at Johnstown, where he performed tasks including designing media guides, updating the department website, compiling statistics for the university sports teams, and writing press releases.

His real-world experience does not stop there. Gueguen currently holds a part-time sports clerk position at *The Sentinel*, a local newspaper in Shippensburg, Pa. Nick's duties include covering games, typing box scores, and writing the occasional feature story.

Gueguen feels that all of the classes he took prepared him for his internship experience. These classes taught him the basic skills needed in the field. He says that his time participating with *The Slate* was especially helpful because it allowed him to apply all of the concepts his classes taught him.

Gueguen graduated with a concentration in Print Media and a minor in Economics this past December. After graduating, Gueguen said he sees himself either working in a newsroom or working in Sports Information, a field in which the practitioner represents a school or university and its sports teams.

Gueguen advised fellow Comm/Journ majors to fully use the resources at Shippensburg. "I would say that students just need to realize that professors are here to help, and that students should take their advice," he said.

He also suggests that Comm/Journ majors start networking to begin building relationships as soon as possible because these relationships can provide useful references for advancing in the field.