



# ANNUAL REPORT 2018

ADVANCING THE PROFESSION  
AND THE FUTURE PROFESSIONAL.

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## ► President's Letter

Dear PRSSA Members and Friends of PRSSA.

The Public Relations Student Society of America (PRSSA) Annual Report provides an abbreviated overview of the Society's past year. This report features many of the achievements of our 360 Chapters and 10,348 members as well as the accomplishments of our hardworking National Committee. Familiar events and updates can be found in this Annual Report, but you also can find new inclusions on topics such as the launch of the new website, a recent visit to our Peru Chapter and CreateAthon.

During the 2017–2018 academic year, our members participated in national events, National Initiatives and competitions, and utilized many other member benefits. By joining and engaging with PRSSA, our members are enhancing their education, broadening their network and getting ready to launch their careers – they are proof of the Society's mission in action. This year, we advanced the mission of the Society in several key ways.

**Fostering a Culture of Innovation:** The 2017–2018 National Committee continued to develop each individual vice presidents' positions through creative and unique initiatives that included the following achievements: two new PRSSA podcast series, a demographic survey, an international PRSSA Regional Conference, a member benefits Facebook Live video chat, a Member Spotlight Award, an increase in Student-run Firms selected to participate in CreateAthon, the Regional Ambassador program and career-mentoring opportunities with the College of Fellows while also achieving the highest conversion rate from PRSSA to PRSA membership.

**Founding the Regional Ambassador Program:** As the Society continues to grow in membership, the National Committee recognized the need to better structure our leadership in order to better deliver the resources available at a National level to local Chapters while also creating more opportunities for students to serve the Society at a National level. The Committee selected 15 students to serve as Regional Ambassadors. During its inaugural year, the Regional Ambassador program provided a significant boost to the Phone Email Outreach Tree initiative and increased Chapter representation at PRSSA National events. This initiative is an important effort to improve the efficiency of the National Committee and also increased the total number of students holding national leadership positions.

**Developing a More Globally Minded Society:** Through initiatives such as the first-ever Spanish Twitter chat and Progressions post, PRSSA continued to adapt to meet the growing needs of its membership. Our three international Chapters (Peru, Colombia, Argentina) continued to take an active role in the Society, with all three Chapters sending representatives to the PRSSA 2018 National Assembly in Miami. The PRSSA Chapter at the Universidad de San Martín de Porres in Lima, Peru, continued to demonstrate leadership by hosting the first-ever PRSSA Regional Conference outside of the United States while also presenting a Chapter Development session at the PRSSA 2017 National Conference in Boston.

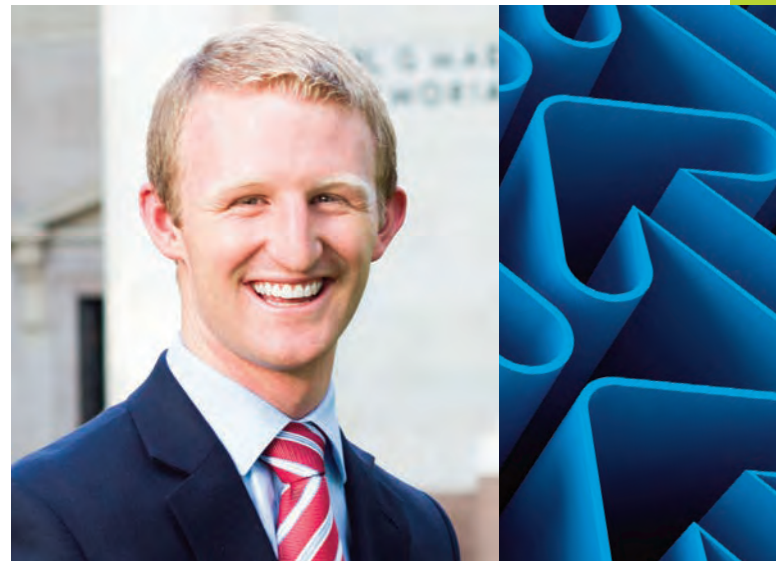
Our members directly contributed to the successes highlighted in this report, and our Society's progression is a result of their dedication to the public relations profession. I also would like to extend my sincere gratitude to the PRSSA 2017–2018 National Committee for the countless hours they gave to advance our Society as PRSSA celebrated its 50<sup>th</sup> anniversary.

Serving as the PRSSA National President was an honor and a privilege. As I look back on our year together, I am so proud of what we accomplished and grateful for the friends and memories I found along the way. We are a part of a truly remarkable community, and I hope this report offers a look at our successes this past year and inspires the next generation of PRSSA members to continue the great legacy we have been given.

Sincerely,

**Andrew Cook**

PRSSA 2017 – 2018 National President





## ► National Committee

National President: **Andrew Cook**

Immediate Past President: **Emma Finkbeiner**

Vice President of External Affairs: **Andrew Young**

Vice President of Career Services: **Demi Wolfe**

Vice President of Chapter Development: **Marley Vawter**

Vice President of Member Services: **Allyson Berry**

Vice President of Professional Development: **Ashleigh Kathryn**

Vice President of Digital Communication: **JaCey Yonke**

Vice President of Events and Fundraising: **Bryar Keyes**

Publications Editor in Chief: **Natalie Gloady**

Not Pictured:

National Professional Adviser: **Kelly Davis, APR**

National Faculty Adviser: **Alisa Agozzino, Ph.D., APR**

PRSA Board Liaisons: **Jo Ann LeSage Nelson, APR, and Michelle Olson, APR**

Executive Director of PRSSA: **Jeneen Garcia**

## ► Events

### **PRSSA 2017 Leadership Rally: Scottsdale, Arizona**

Leadership Rally is the foundation of a Chapter president's and Nationally Affiliated Student-run Firm director's successful term – a weekend of leadership training, networking and fun held each summer in Scottsdale. Immediate Past President Emma Finkbeiner served as chair of the 2017 Leadership Rally.

The PRSSA 2017 Leadership Rally featured:

- 122 attendees
- Three keynote presentations:
  - Brandi Boatner, APR, IBM
  - Gary McCormick, APR, Fellow PRSA, GMc Communications, LLC
  - Cheryl Procter Rogers, APR, Fellow PRSA, A Step Ahead Consulting and Coaching
- Six sessions focused on equipping Chapter presidents and Nationally Affiliated Student-run Firm directors to lead successful terms:
  - How Partnerships Help Your Chapter Grow
  - Communications for Chapter Leadership
  - Leadership Methods and Approaches Case Study
  - Discussion Among Chapter Cohorts
  - Clients, Challenges and Beyond: Firm Director Session
  - Making a Splash: Summer Planning Workshop

### **PRSSA 2017 National Conference: Boston**

The PRSSA 2017 National Conference, hosted by Boston University, brought more than 1,049 PRSSA members, speakers and exhibitors together to discuss industry trends, network with peers and professionals, develop leadership skills and enhance their knowledge of the public relations profession.

Attendees learned from networking events, professional development sessions and keynote speakers. The event featured a keynote address from John Iwata of IBM. Another highlight was a special panel session featuring survivors of the Boston Marathon bombing. Finally, no one will forget the amazing session led by Judy Smith, a world-renowned crisis expert and the inspiration for ABC's hit series, "Scandal."

The Conference featured four Chapter Development Sessions:

- Seemingly Im(Possible): Chapter Growth on a Nontraditional Campus, led by Eastern Michigan University
- Interns and the City: DePaul PRSSA Edition, led by DePaul University
- Success in Digital Media: Improve Your Online Presence as a PRSSA Chapter, led by Universidad de San Martín de Porres
- *PR Week* Defeated: How to Host a Revolutionary Event, led by Waynesburg University

The PRSSA 2017 National Conference was generously sponsored by General Motors, Sacred Heart University School of Communication and Media Art, IBM, Boston University College of Communication Graduate Programs, Champions for PRSSA, Nebo, DePaul University College of Communication, Meltwater, the Institute for Public Relations, The Plank Center for Leadership in Public Relations, Raymond L. Kotcher, Fellow PRSA, and PRSA Boston.

### **High School Outreach**

The High School Outreach initiative was enhanced throughout the 2017–2018 term. Rather than completing outreach sessions solely by the National Committee, local connections and nearby PRSSA networks including Chapter presidents were contacted and utilized to complete the initiatives. At the 2017 National Conference in Boston, Andrew Young, Marley Vawter, Andrew Cook and Jane Dvorak, APR, Fellow PRSA, completed the High School Outreach at East Boston High School, presenting to a class of students studying media arts and technology.

## ► Events



### **PRSSA 2018 National Assembly: Miami, Florida**

National Assembly is a fundamental event for PRSSA, with a special focus on the Society's rising leaders. Each Chapter is expected to send one delegate to vote on behalf of his or her Chapter to elect the next leaders of the Society. This year, 190 students attended the Assembly in Miami including 140 delegates and 50 non-delegates.

During Assembly, delegates heard speeches from 21 members who ran for eight of the positions on the PRSSA 2017–2018 National Committee. The position of Publications Editor in Chief was re-opened and later received two bids.

National Assembly featured a keynote address from Pat Ford, Burson-Marsteller, and professor of practice at the University of Florida. Tina Elmowitz, rbb Communications, also addressed attendees during the event's opening remarks, and the Florida International University College of Communication gave a group presentation on crisis communications featuring presenters Dr. Raquel Perez, Aileen Izquierdo, and Heather Radi-Bermudez. Two Leadership Training Sessions and a State of the Society address also were provided for attendees. Topics included:

- The Greatest Profession on Earth: Promoting Public Relations
- E-Board Excellence: How to Get the Most of Your Position

A total of 29 members competed in the annual Day-of Competition, which was sponsored by rbb Communications, a local award-winning Miami agency.

### **PRSSA 2018 Regional Conferences**

Each spring, PRSSA Chapters host Regional Conferences, events endorsed by PRSSA National in regions around the country. These events are planned, hosted and attended by PRSSA Chapters and provide opportunities for members to increase their knowledge of the profession, expand their skills and network with fellow students and professionals. Regional Conference attendance varied due to new Chapters hosting as well as the first international Regional Conference. PRSSA National selected 10 Chapters to host the following 2018 Regional Conferences:

#### **#InsPiRe: Rise Above**

Hosting Chapter: Boise State University  
Attendance: 60  
Dates: Feb. 9–10

#### **Next Generation PR**

Hosting Chapter: California State University, Fullerton  
Attendance: 200  
Dates: April 6–7

#### **PRAdvanced: It Starts Now**

Hosting Chapter: Boston University  
Attendance: 100  
Dates: Feb. 23–24

#### **Show-Me PR**

Hosting Chapter: Missouri State University  
Attendance: 75  
Dates: April 13–14

#### **Going PRO**

Hosting Chapter: DePaul University  
Attendance: 200  
Dates: March 2–3

#### **PR From Peru to the World**

Hosting Chapter: Universidad de San Martín de Porres  
Attendance: 75  
Dates: April 19–20

#### **Big Events in Big Omaha**

Hosting Chapter: University of Nebraska Omaha  
Attendance: 100  
Dates: April 6–7

#### **Here, There and Everywhere: PR Through the Generations**

Hosting Chapter: Hofstra University  
Attendance: 70  
Dates: April 20–21

#### **STEMulate PR**

Hosting Chapters: North Carolina State and  
University of North Carolina at Chapel Hill  
Attendance: 100  
Dates: March 23–24

# ► Community & Communications

## Social Media

- Increased Facebook followers from 8,877 to 9,307 fans.
- Increased Twitter followers from 37.4K to 39.6K followers.
- Increased Instagram followers from 2,682 to 3,089 followers.
- Increased LinkedIn followers from 1,318 to 5,108 followers.
- Increased Snapchat followers from 327 to 1,078 followers.
- Hosted 14 Twitter chats including the first Spanish PRSSA Twitter chat.
- Published 38 Chapter News articles.
- Partnered with The Plank Center for Leadership in Public Relations for #BetsyDay, a celebration of PRSSA's godmother, Betsy Plank.
- Created and introduced the PRSSA Member Spotlight.
  - Recipients:
    1. Heather Cook, Northern Michigan University
    2. Haylay Hall, James Madison University

## Progressions

- Published more than 180 blog posts from PRSSA members and professionals including Twitter chat recaps, current event articles, listicles, quizzes, national event recaps and more.
- Published monthly articles covering current events and industry news written by the Industry News & Current Events Subcommittee, which included the following members:
  - Emma Ingram, American University
  - Riley Nordquist, Augustana University
  - Briana Bryant, University of Alabama at Birmingham
  - Laurie Vazquez, Indiana University Northwest
  - Sydney Denninger, University of Florida
- Averaged more than 2,896 monthly blog sessions.
- Averaged 3,658 monthly page views.
- Continued successful series for Ethics Month, PRSA/PRSSA Relationship Month and Diversity Month.
- Launched two new podcast series: *Podcast With the Pros* and *PRSSA Hidden Gems*.

## FORUM

- Published three issues, collectively viewed more than 6,500 times.
- Increased articles by 5 percent to 56 total articles.
- Integrated new podcast into all three issues.
- Integrated video into one issue.
- Redesigned graphic and infographic approach within issues.

## Demographic Survey

To better understand and target the members of PRSSA, Andrew Young, vice president of external affairs, worked in conjunction with several researchers, industry professionals and diversity and inclusion experts to create the 2018 demographic survey. The survey comprised five questions meant to gauge the Society's demographic makeup including age, gender, ethnicity and languages spoken, and to determine what members believed to be the biggest issues in regards to diversity and inclusion in the public relations industry.

The goal of conducting this survey was to better determine what an accurate representation of the Society looks like and to work toward a more diverse and inclusive pre-professional organization that will in time impact the public relations industry. The results will be posted on the PRSSA website during the summer of 2018 under the diversity and inclusion page.

## ► Professional Development

### **PRSA Associate Membership**

From 2017–2018, PRSSA saw a 34 percent conversion rate of PRSSA graduates to PRSA. A total of 636 PRSSA members joined PRSA as Associate Members, the highest number of conversions ever. 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 immense savings over the course of a three-year tiered system.

### **PRSSA Internship Center**

The PRSSA Internship Center is a comprehensive online hub of internship opportunities and career resources for PRSSA members. This year, the PRSSA Internship Center:

- Acquired 260 internship postings and 166 new Internship Center employers.
- Had an average of 88 new candidates and 1,347 returning Internship Center logins per month as of May 20, 2018.
- Hired and worked with Capstone Agency at the University of Alabama to promote the Internship Center and its efforts throughout the year.

### **Career Development Month**

This year, in its third year of existence, Career Development Month (CDM) took place in January and educated students on topics including interview and application prep, resume and cover letter tips, mentorship and National Committee advice. This month also included guest blogs and a Twitter chat with Champions for PRSSA about best practices for applications and interviewing processes.

CDM Analytics

Social Media:

- Twitter: 61 tweets, 2k engagements, 26 website visits
- Facebook: 32 posts, 576 engagements, 85 website visits
- Instagram: 13 posts, 976 engagements

Champions Website:

- 224 percent page view growth from December
- 483 page views
- Ninety percent were new visitors.
- Twenty-five percent of traffic came from social media.

### **Future Fellows Mentoring Program**

This year, the Future Fellows Mentoring Program was created to provide selected Star Chapters the opportunity to have their students individually mentored by members of the College of Fellows. Additionally, this program was established to facilitate a stronger relationship between PRSSA and the College of Fellows. The program is estimated to launch July 2018.

### **PRSSA/PRSA Relationship**

Throughout the year, PRSSA encourages members to connect with their local PRSA sponsors. Each October, PRSSA celebrates PRSSA/PRSA Relationship Month to increase awareness of the professional development students can gain from connecting with local PRSA Chapters. In 2017, Chapters were encouraged to network with their local PRSA sponsor Chapter by creating traditions their Chapter could consistently repeat. We also prepared communications encouraging PRSA members and leaders to get involved with their PRSSA sponsor Chapters.

Relationship Month activities included a series of Progressions articles, a Twitter chat regarding cultivating PRSSA/PRSA relationships and social media posts with tips for enhancing the PRSSA/PRSA relationship.



## ► Professional Development

### Student-run Firms

Through PRSSA Student-run Firms, students have the opportunity to work with real clients and learn effective time-management skills in the process of developing and implementing campaigns.

Though there are more than 60 Student-run Firms around the country operated by PRSSA Chapters, only those among the upper echelons are Nationally Affiliated by PRSSA. As of May 8, PRSSA had 27 Nationally Affiliated Student-run Firms. This year, PRSSA:

- Nationally re-Affiliated four Student-run Firms.
- Hosted a Student-run Firm workshop at National Conference.
- Continued to recognize “Firm of the Issue” in all three issues of *FORUM*. Firms highlighted this year included Capstone Agency at the University of Alabama, GrandPR at Grand Valley State University and Boiler Communication at Purdue University.

### CreateAthon

During the 2017–2018 term, work began behind the scenes to establish a partnership between PRSSA and CreateAthon, a “pro bono marketing marathon that harnesses skills-based super powers for social good.” CreateAthon was founded in 1998 by Riggs Partners, a marketing consultancy in Columbia, South Carolina. It has grown from a single-market event to a 501(c)(3) organization that has attracted more than 100 marketing and communications firms, universities, corporations and professional clubs as official CreateAthon partners. Cumulatively, CreateAthon has helped more than 1,500 nonprofit organizations in the United States, Canada and the United Kingdom by delivering pro bono marketing projects valued at more than \$24 million.

An agreement was reached, and in the spring of 2017, two CreateAthon events were hosted by PRSSA Nationally Affiliated Student-run Firms: Capstone Agency at the University of Alabama and Cardinal Communications at Ball State University. The 24-hour events challenged these firms to create as much collateral and communication strategy as possible for as many clients as the firms could reach. Between the two firms, more than 20 nonprofit clients were served by approximately 70 students, with an estimated total of over \$30,000 in pro bono work completed.

In the fall of 2017, PRSSA accepted five applications to host CreateAthon events in the spring of 2018. Four of these Nationally Affiliated Student-run Firms were approved to host. Capstone Agency and Cardinal Communications returned as hosts, accompanied by Boiler Communication at Purdue University and GrandPR at Grand Valley State University. Between the four firms, they served more than 30 nonprofit clients with approximately 200 students, completing an estimated total of over \$100,000 in pro bono work. Future goals include doubling this estimate.



## ► Chapter Development

### Chapters Chartered

There are currently 360 Chapters of PRSSA for a total of 10,348 members. From June 2017 to May 2018, the following universities received charters to establish a PRSSA Chapter:

- Asbury University
- Azusa Pacific University
- Central Connecticut State University
- Claflin University
- College of Saint Rose
- Dillard University
- Indiana University Southeast
- Kutztown University of Pennsylvania
- Lindenwood University
- Morgan State University
- North Carolina Central University
- Nova Southeastern University
- Oglethorpe University
- University of Charleston
- University of Missouri – St. Louis
- Utah State University
- Washington & Jefferson College

### 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. The following Chapters received this award:

- Texas State University (February)
- University of Arkansas – Fayetteville (March)

### FUNdraising Bowl

In its 14<sup>th</sup> 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. PRSSA received six total applications in February, March and April for the FUNdraising Bowl.

The FUNdraising Bowl monthly winners were:

- February – Waynesburg University
- March – Grand Valley University
- April – Dixie State University

The FUNdraising Bowl overall winner was Waynesburg 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 2017–2018, PRSSA had 57 Affiliates from various states throughout the country.

### Chapter Diversity

Diversity Month programming was promoted via an email blast and a video announcement made by Vice President of External Affairs Andrew Young. To celebrate Diversity Month in August 2017, the Progressions staff and Andrew Young published and promoted articles addressing diversity. On Aug. 17, Vice President of External Affairs Andrew Young hosted a PRSSA National Twitter chat titled, "University Diversity."

Members also were encouraged to participate in PRSA Diversity Month through a PRSA Twitter chat and free webinar.

Andrew Young also worked with Vice President of Chapter Development Marley Vawter through the Phone Email Outreach Tree initiative to contact the HBCU and HACU schools to encourage them to apply for the Teahan Chapter Diversity Award, National Conference Travel Grant and National Assembly Travel Grant.

### Ethics Month

During September 2017, two Twitter chats and a webinar were hosted by PRSSA National to celebrate Ethics Month. "The Ethical Expectations Leadership" chat was held on Sept. 19 and the "Truth in Communications" chat was held on Sept. 25.



## ► 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 2017 National Conference in Boston.

### Chapter Awards

#### Dr. F.H. Teahan National Chapter Awards

- Outstanding Chapter: Brigham Young University
- Chapter Firm: University of Nebraska Omaha
- Chapter Development: Ohio Northern University
- PRSA/PRSSA Relationship: Belmont University
- Community Service Award: University of Nebraska Omaha
- University Service Award: University of Alabama
- Outstanding Faculty Advisers: Michelle E. Ewing, APR, Kent State University and Alison Gaulden, APR, University of Nevada, Reno
- Outstanding Professional Adviser: Sara Franklin, APR, University of Alabama
- Chapter Newsletter: University of Nebraska Omaha
- Chapter Website: West Virginia University
- Outstanding Regional Conference: San Diego State University
- Chapter Diversity: American University

#### Star Chapter Award

- American University
- Ball State University
- Belmont University
- Biola University
- Brigham Young University
- Brigham Young University Idaho
- California State University, Fullerton
- DePaul University
- Drake University
- Georgia College & State University
- Grand Valley State University
- Hofstra University
- Illinois State University
- Indiana University
- Indiana University – Purdue University Indianapolis
- Iowa State University
- James Madison University
- Kent State University
- La Salle University
- Louisiana State University
- Loyola University, Maryland
- Marist College
- Ohio Northern University
- Ohio University
- Quinnipiac University
- Rowan University
- San Diego State University
- Samford University
- Shippensburg University
- Temple University
- The Ohio State University
- The Pennsylvania State University
- The University of Texas at Austin
- Universidad de San Martín de Porres
- University of Delaware
- University of Minnesota
- University of Nebraska Omaha
- University of Nebraska–Lincoln
- University of Nevada, Reno
- University of South Carolina
- University of Wisconsin–Eau Claire
- University of Wisconsin Oshkosh
- University of Wisconsin–Stevens Point
- Utah Valley University
- Virginia Polytechnic Institute and State University
- Waynesburg University
- West Virginia University

## ► Scholarships & Awards

### Student-run Firm Awards

- Best Tactic: University of Alabama, Capstone Agency
- Best Campaign: University of Alabama, Capstone Agency

### Rowan University National Organ Donor Awareness Competition Award

- First Place: Olivet Nazarene University
- Second Place: University of Wisconsin Oshkosh
- Third Place: Iowa State University
- Honorable Mention: Olivet Nazarene University

### Individual Awards

#### National Gold Key Award Winners

- Krista Watson, Loyola University Chicago
- Kaitlin Biersach, University of Wisconsin Oshkosh
- Lindsey Barchent, Belmont University
- Latisha Ellison, Kent State University
- Cayli Allen, Belmont University
- Lindsey Barchent, Belmont University
- Jacie Just, Belmont University
- Aliyah Sheffield, Belmont University
- Ashley Johnson, Southeast Missouri State University
- Charleah Trombitas, Kent State University
- Tiffany Kline, Ohio Northern University
- Tiffany Chao, SUNY, Fashion Institute of Technology
- Kimberly Leung, Temple University
- Alexus Richardson, Western Kentucky University
- Jaclyn Ermoyan, Grand Valley State University
- Andrew Vo, California State University, Fullerton
- Allie Gellner, Ohio Northern University
- Jon Kovach Jr., Utah Valley University
- Monica Salmeri, University of Wisconsin Oshkosh

#### National President's Citation Winners

- Cayli Allen, Belmont University
- Lindsey Barchent, Belmont University
- Latisha Ellison, Kent State University
- Jon Kovach Jr., Utah Valley University
- Wade Draper, Utah Valley University
- Tiffany Chao, SUNY, Fashion Institute of Technology
- Kaitlin Biersach, University of Wisconsin Oshkosh



## ► Scholarships & Awards

### **Atschul Champions for PRSSA Outstanding Internship Award**

- Brian Hammel, Otterbein University

### **Daniel J. Edelman/PRSSA Award for the Outstanding Public Relations Student**

- Riley Muse, University of Georgia

### **Ruth Edelman/PRSSA Award for Achievement in Women's Leadership Development**

- Karley Powell, University of Nebraska–Lincoln

### **PRSSA Hall of Fame Induction**

- Rachel McKee, Ohio Northern University/Favored Life

### **Elaine Averick Outstanding National Committee Member Award**

- Natalie Gloady, PRSSA Publications Editor in Chief, Waynesburg University

## **Scholarships**

### **Axia Public Relations Scholarship**

- Kyle Schachner, Rowan University

### **Betsy Plank/PRSSA Scholarships**

- First Place: Rachel Willis, Duquesne University
- Second Place: Alisa Ohara, Biola University
- Third Place: Lily Ng, The Ohio State University

### **Chester Burger Scholarship**

- Janine Grey, University of Southern California

### **Gary Yoshimura Scholarship**

- Felicia Perez, University of Houston

### **Lawrence G. Foster Award**

- Emma Ingram, American University

### **Marcia Silverman Minority Student Award**

- Anna Fobair, University of Nebraska–Lincoln

### **John D. Graham Scholarship**

- First Place: Rachel Willis, Duquesne University
- Runner Up: Sydney Velez, Illinois State University
- Runner Up: Bethany Corne, University of Alabama

### **Neumeier Family Leadership Award**

- Rachel McLean, Boston University

### **PRSA Diversity Multicultural Scholarship**

- Alysta Lim, University of Southern California
- Krystal Rhaburn, California Lutheran University

### **Ron Culp Scholarship for Mentorship**

- Katlin Biersach, University of Wisconsin Oshkosh

### **Stephen D. Pisinski Memorial Scholarship**

- Concetta Ciarlo, SUNY, Fashion Institute of Technology

### **Robin M. Urbanski Memorial Scholarship**

- Alysta Lim, University of Southern California

### **Ofield Dukes Multicultural Student Award**

- Sydney Rodgers, Southeast Missouri State University

# ► Competitions

## **2018 Day-of Competition**

The PRSSA 2018 Day-of Competition was sponsored by rbb Communications. This year, 28 members participated in the Day-of Competition.

The winning team members were:

- Ellie Butler, University of Texas at Austin
- Nicole Graney, University of Florida
- Ryan Will, North Carolina State University
- Colin Wylie, Brigham Young University

## **2018 Bateman Case Study Competition**

PRSSA challenged participants of the Bateman Case Study Competition to develop a campaign on behalf of With Purpose, to bring awareness to the necessity of safe and effective treatment options for children with cancer in America. The goal of the 2018 Competition was to increase awareness of the problems surrounding childhood cancer treatment in the U.S.

PRSSA Headquarters received 84 entries for the PRSSA 2018 Bateman Case Study Competition. Of these submissions, 20 entries received honorable mention and three were chosen as finalists to present their campaigns to a panel of judges on May 14–15 in Charleston, South Carolina.

## **Winners**

- Louisiana State University – First Place
- Kent State University, KSU Gold – Second Place
- California State University, Long Beach – Third Place

## **Honorable Mentions**

- Chapman University – Team 2
- DePaul University – Fighting Five
- Indiana University
- Miami University of Ohio
- Minnesota State University Moorhead – Dragons Fight Cancer
- Minnesota State University Moorhead – The Fierce Five
- Ohio University
- Oklahoma Christian University
- Olivet Nazarene University
- San Jose State University
- St. John Fisher College
- Syracuse University
- Texas State University
- University of Alabama
- University of Florida
- University of Nebraska–Lincoln
- University of South Carolina – McKissick Communications
- University of South Florida
- University of Wisconsin Oshkosh
- Washington State University – Team 1



**50** YEARS  
**PRSSA**  
Public Relations  
Student Society  
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New York, NY 10005  
[www.prssa.prssa.org](http://www.prssa.prssa.org)