



Future PR Pros Shadow Porter Novelli

Learn What it Takes to Land a PR Job

**PORTER
NOVELLI** 

Porter Novelli facilitated a shadow day event hosted by the Georgia PRSA Chapter on Oct. 16 in Atlanta, Ga., to educate and inspire future PRSA professionals interested in corporate work.

Western Carolina University students and WCU PRSSA chapter Vice President Hilary Underwood and Treasurer Channing Lovett attended the event.

“Being in public relations is like being a professional firefighter,” said Eduardo Lopez, Porter Novelli crisis analyst.

Traits and Characteristics

The executive board at Porter Novelli looks for certain traits and characteristics in hires applying for internships. They look for people who enjoy learning, are knowledgeable in the PR field, are willing to participate in new projects and involve themselves in professional discussions. Furthermore, working for a large corporate PR agency requires the professional to put in extra work until the job is done. Therefore, the positions are not just a “nine to five” job.

Portfolio

Porter Novelli recommends putting any writing, editing or scripts created in or outside of class into the rising PR professional’s portfolio. Ideal items are press releases, advertising scripts and any digital media work.

History

Porter Novelli has been committed to client service and excellence since 1972. Some of their clients they manage currently are Hewlett-Packard, Bayer Crop-science, T-Mobile, General Electric, Atlanta Chamber of Commerce, and the Centers for Disease Control and Prevention.

For the full article, please visit wcuprssa.wordpress.com.

For more information concerning this article, contact WCU PRSSA chapter at wcuprssa@gmail.com. For more information on Porter Novelli, please visit their website at <http://www.porternovelli.com/contact/>.

Meetings in UC Dogwood Room on
Monday’s at 6 p.m.

1 University Way, Cullowhee, NC 28723

wcuprssa.wordpress.com

Calendar

November 3

Exec. Board Meeting
Schedule for Spring
5:30 p.m. in UC Dogwood
Room

November 4

Social Media Committee
9:30 a.m. in I.T. Commons

November 7

PR Conference Day
8:30 a.m. to 1:30 p.m. in
Knoxville at the University
of Tennessee

November 10

General Meeting
Informational session
6 p.m. in UC Dogwood
Room

November 14

Real or Hoax?
SPJ hosts Social Media
Workshop
6 to 8 p.m. in Stillwell 144

November 17

Exec. Board Meeting
Finishing work on socials
5:30 p.m. in UC Dogwood
Room

Social Media Committee is Recruiting

Facebook, Twitter, blogging, its all words that we've heard in daily conversation—especially in college. It's how we connect, receive updates, and check for new events. The Social Media Committee meets at 9:30 a.m. in the I.T. Commons on Tuesdays to get everyone on the same webpage of the organization. Planning articles and a media plan, students learn how to effectively work in a team and execute a plan of action. Hootsuite, WordPress, Orgsync, and LinkIn are just a few of the many social media networks you will gain experience in when working with the rest of the members on the committee.

The Social Media Committee is looking for people to add to their team.

If you're interested, contact the J.D. Arch, PRSSA Historian, at jdarch2@catamount.wcu.edu for more details.

Bowling Alley Social

The student-run social will be hosted at Country Side Bowling Lanes at 9 p.m. on Nov. 22 in Sylva, N.C.. All three communication professional organizations, PRSSA, SPJ, and NBS will be attending the event. Other communication department students are welcome to join.

The price will be \$13 for unlimited bowling with shoes included. Students on campus will be meeting at 8:30 p.m. at the U.C. to carpool over.

For more information, contact Christina Jackson, SPJ President, at cljackson7@catamount.wcu.edu.



Spring Schedule

PRSSA has planned most of the schedule for the spring last Monday, Oct. 3, in the UC Dogwood Room.

Internships have been the focus of this upcoming semester, with a heavy focus on making professional connections. Workshops concerning building a unique resume and gaining internship information are in process of having a set date.

Speakers such as successful alumni and seniors will be in the future, along with career services assisting the PRSSA members with resume builders for their future career path.

If you're interested in assisting in an event or workshop, contact Lance Riddle at lariddle4@catamount.wcu.edu.

CAT-Comm Information

The student-run PR firm on campus, CAT-Comm is looking for more assistance in the spring semester from PRSSA. If you haven't already signed up for the class as an elective, we will have volunteer opportunities this spring to assist their clients. The work you do can be added to your portfolio and help you gain experience working with clients.

For more information concerning CAT-Comm, contact advisor Dr. Scott Eldredge at saeldredge@wcu.edu

Calendar Continued

November 18

Multi-media portfolio
SPJ Workshop
6-8 p.m. in Stillwell 144

November 22

Bowling Social
Schedule for Spring
8:30 p.m. Meet-up at U.C.
9 p.m. at Countryside Bowling

December 4

End Of Year Social
TBA

#PRpro tip

Never say "no comment," because it makes your credibility appear vague.

Instead, try these other options:

1. "I don't have anything to say,"
2. "That's not what I'm here to discuss,"
3. "I'm unable to talk about that,"
4. "No,"
5. "Smile and say nothing."

They are personable to your audience versus the static option of "no comment." Always tell the truth, but remember to be cautious concerning cases that cannot have details released because of legal reasons.

