

APRIL REPORT

Annual Report | 2017-18 Academic Year



'Chapman Corner' in Lake Superior Hall was named after former professor, Fred Chapman.



**GRAND VALLEY
STATE UNIVERSITY**
ADVERTISING AND
PUBLIC RELATIONS

EDITOR'S NOTE

Welcome to the second issue of the APRil Report, the annual report of the GVSU Advertising and Public Relations program.

It has been another busy year. We've had numerous faculty achievements, a long-time professor retired, changes to the curriculum, and a new scholarship for PR students named for Fred Chapman, a former professor.

We have also seen students excel in the classroom, in local community engagement, and break new ground on the national stage.

With the help of current students, we have launched a new effort to stay in touch with our alumni in a more meaningful way.

All of these things are featured in this annual report on the pages that follow. Don't forget to keep up to date by reading our blog and following our social media accounts throughout the year.

Dr. Tim Penning, PhD, APR
Professor
Coordinator of the Advertising and Public Relations Program

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MASTHEAD

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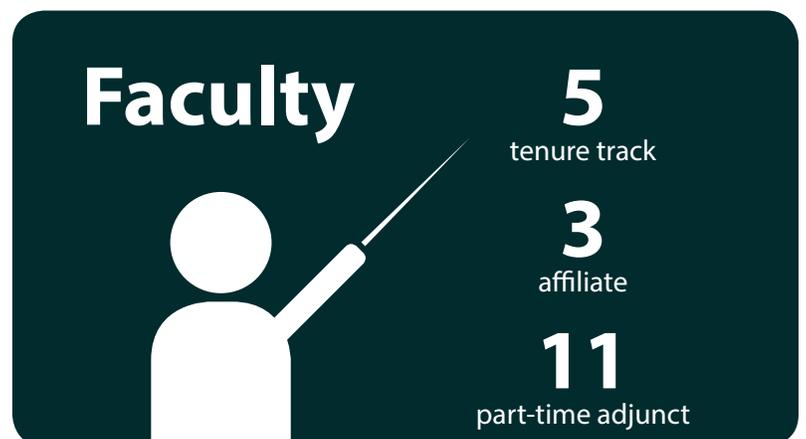
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ADVERTISING AND PUBLIC RELATIONS BY THE NUMBERS



PROFESSOR BLOSSOM RETIRES AFTER 10 YEARS

After a decade of teaching in the Advertising and Public Relations program, Frank Blossom is retiring at the end of the 2017-18 academic year.

Blossom was first hired as a visiting professor in 2008. He became an affiliate professor in 2011.

Before teaching, he worked as a creative director and managing partner at several ad agencies in Chicago, St. Louis, Springfield, Missouri and Grand Rapids. His transition to teaching came after a few experiences in the classroom.

"I had done a number of guest lectures at different schools and enjoyed that," Blossom recalls. "Also, in the agency I was the oldest person in the room and was teaching co-workers and enjoyed that. And I had been in advertising 25 years by then and wanted a new challenge."

He taught as an adjunct for a while at Kendall College, Davenport University, and GVSU. Eventually the opportunity

came to teach full-time as a visiting professor and he made the leap to be a visiting professor, a form of full-time adjunct professor. He said switching to the fast pace of the ad agency world to the slower pace of academia was a challenge. But he never regretted making the switch.

Over time he taught Fundamentals of Advertising (CAP 210), Advertising Cases and Management (CAP 310), Copywriting (CAP 315), Media Planning (CAP 413), and Advertising and Public Relations Campaigns (CAP 495). In all classes, he said the greatest joy of teaching was seeing students achieve.

"My strength as a teacher is helping them learn and giving them opportunities to succeed in and out of the classroom, such as connections I have in the community to professionals I know from my own career and my own networking," he said.

As he looks to retirement, Blossom said he won't miss grading, but he will miss the interaction with students

"Don't graduate and then think about what you wish you would have done."

and alumni. He may still be around by working with Career Services and the APR program to offer career building and interviewing workshops. He already wrote two books on the topic, "Brand You" and "The 7 Scenarios of Highly Successful Ad Students." His last word of advice to students is to be as active as possible in college.

"Get out of your comfort zone and try things you haven't before," he stressed. "Take advantage of all the opportunities that are here. Don't graduate and then think about what you wish you would have done."



Frank Blossom works with a group of students at Grid70, a design hub in downtown Grand Rapids, on an advertising and public relations special project.



Dr. Tim Penning presents his research on donors' preferred information to nonprofit executives at the GVSU Johnson Center on Philanthropy.

PROFESSOR PENNING PUBLISHES RESEARCH ON NONPROFIT DONORS, CORPORATE COMMUNICATION TEAMS

Professor Penning returned from a fall 2017 sabbatical with lots of completed research. In addition to his sabbatical project, a chapter for a book he's working on about the public relations of American presidents, he had completed editing and publication of a book chapter and a journal article.

The book chapter is titled "Nonprofit Financial Communication: Donors' Preferred Information Types, Qualities and Sources." The chapter is included in the recently published [Handbook of Financial Communications and Investor Relations](#).

He found that donors seek certain types of information, such as the mission of the organization, its impact, and how its money is spent; qualities of information, such as a personalized appeal, a focus on specific opportunities, and a results-oriented tone; and sources of information, such as an organization's communication tactics, other donors, or direct dialogue with organizational staff.

In addition to publishing the book chapter, he presented his research to 60 nonprofit professionals at an event sponsored by the GVSU Johnson Center on Philanthropy.

His other completed research project this past year is an article in [PR Journal](#). The article, "High-Performing Corporate Communications Teams: Views from the Top CCOs," was a collaboration with Mark Bain, owner of upper90 Consulting. The two interviewed top Chief Communication Officers and then surveyed a larger number of them to determine what really drove high-performance and inhibited it for corporate communication teams.

More information about both studies can be found on Penning's [GRPR blog](#).

PROFESSORS SPRING, WALLACE PARTICIPATE IN TEACHING WEBINAR

Professors Robin Spring and Adrienne Wallace participated in a webinar that offered unique teaching practices.

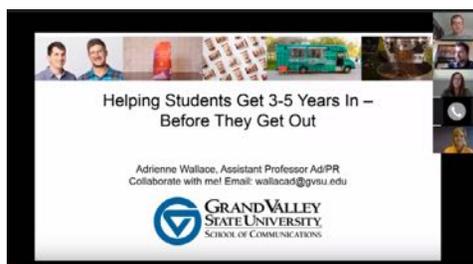
The Association of Educators in Journalism and Mass Communication (AEJMC) Public Relations Division held its first virtual conference presentation via the webinar “The Killer Crossover: Student projects that transcend courses or semesters, resulting in work that makes an impact.”

Panelists shared teaching ideas and projects that encourage deep learning and provide strong portfolio opportunities, while providing meaningful experience as students prepare for their careers.

The teaching panel was moderated by Jay Adams from Virginia Commonwealth University, and in addition to Spring and Wallace its panelists included Marcel Jennings, Virginia Commonwealth University; Shana Meganck, James Madison University; and Hal Vincent, Elon University.

Wallace presented a segment titled: Helping Students Get 3-5 Years In, Before They Get Out

Spring presented a segment titled: The Perpetual Handbook.



Professors Robin Spring and Adrienne Wallace were on a national webinar panel about teaching to make a lasting impact.

THANK YOU, 2017-18 ADJUNCTS

We thank the following advertising and public relations professionals who taught as adjunct professors during the 2017-18 academic year. They are listed here alphabetically with their full-time jobs, and the courses they taught.

Dino Baskovic: Digital Strategy Consultant (Technology in Advertising and Public Relations; Fundamentals of Public Relations)

Clayton Boothe: Owner, Boothe Creative Services, Inc. (Advertising Basics, Advertising Copywriting)

Michael De Meyer: Strategic Brand Development Consultant (Public Relation Management and Case Studies, Advertising and Public Relations Campaigns)

Beth Dornan: Manager—PR, Social, and Content, Amway North America (Fundamentals of Public Relations)

Chad Fopma: Freelance (BS, MS GVSU School of Communications) (Research Basics for Advertising and Public Relations, Fundamentals of Public Relations)

Jill Hinton Wolfe: Co-Founder, GO Scavenger Hunts (BS GVSU School of Communications) (Advertising Management and Cases, Media Relations Writing, PR Cases and Management)

Stephan Hokanson: Senior Copywriter, Mindscape (Advertising Basics, Advertising Copywriting)

Angela Peavey: Marketing Director, Wynalda Packaging, (MS GVSU School of Communication) (Technology in Advertising and Public Relations)

Chris Penney: Freelance, dogbyte Films, (Technology in Advertising and Public Relations)

Tim Putman: That's Cleverly Done (Advertising Copywriting)

Adam Russo: Owner, COM 616, Immediate Past President of West Michigan PRSA (BS Advertising and PR from GVSU) (Fundamentals of Public Relations)

Benjamin Risinger: New Media and Community Relations Specialist, Mary Free Bed Rehabilitation Hospital (Technology in Advertising and Public Relations)

Kelly Rossman-McKinney: Partner, Truscott-Rossman Public Relations (Public Relations Cases and Management)

Jonathan Snedeker: Business Development Coordinator, WGVU (MS GVSU School of Communication), (Media Planning)

Lyman Steiner: Independent PR Consultant (Public Relations Basics)

Tim Swore: President, Sold Out Michigan and Head Football Coach, NorthPointe Christian (Sports Promotion)

APR PROGRAM DEBUTS CURRICULUM CHANGES IN 2017-18

The Advertising and Public Relations program has more than 700 students in its major and minor. Due to the size, and a desire to maintain excellence in the classroom, several changes to the curriculum were put in place in the fall of 2017.

One change was reinforcing that Technology in Advertising and Public Relations (CAP 105) and Advertising and Public Relations Research (CAP 115) would be pre-requisites for the fundamentals classes in advertising and public relations. In this way, students will be prepared to handle the research, digital and design

components of projects in later classes.

Also, the Fundamentals of Advertising (CAP 210) and Fundamentals of Public Relations (CAP 220) courses are now restricted to Advertising and Public Relations majors and minors only. This ensures that students in the program can get into these classes, and also that all students are ready and willing to do the hands-on projects in the classes. For students in other major fields, two new classes were added to accommodate their interest in the field: Advertising Basics (CAP 209) and Public Relations Basics (CAP 219).

Finally, whereas in the past all students in the School of Communications had to take Issues in Communications (COM 495) as a capstone, now the Advertising and Public Relations Campaigns (CAP 495) course counts as a major-specific capstone.

In addition to applying all other courses into a significant group campaign project for a client, the new capstone course offers modules for career readiness, including resumes, portfolios, online personal branding, and interviewing.

APR PROGRAM CHANGES SOCIAL MEDIA IDENTITY



Student Casey VanderGraaf designed the new identity for the APR program on social media.

The Advertising and Public Relations Program updated its social media identity at the end of the 2017-18 school year. The old social media logo, a purple lightbulb meant to suggest ideas and creativity, has been replaced with a simple 'APR' in shades of Laker blue.

The official logo remains the GVSU logo with Advertising and Public Relations. But that logo is difficult to recognize when used as a profile picture on social media channels. So the new logo is easily recognizable but the social channels still clearly identify the program with GVSU.

The logo was designed by student Casey VanderGraaf, graduating in April 2018 as an APR major with an advertising emphasis who transferred in to GVSU with a graphic design degree. He is the Graphics Chair on the GVSU Advertising Club Executive Board and Creative Director for the GVSU NSAC'18 Ocean Spray Team.

Casey has worked in the graphic design field for 6 years and recently landed a full-time advertising job at G5 Outdoors. He's taken his passion for advertising, graphic design, and golf and started his own apparel company called Roar Golf.





Vanessa Lansdale is the first recipient of the new Chapman Scholarship for PR students dedicated to community service.

VANESSA LANSDALE NAMED FIRST RECIPIENT OF CHAPMAN SCHOLARSHIP

A new scholarship named in honor of a former Advertising and Public Relations professor has its first recipient.

Vanessa Lansdale will receive the first \$1200 scholarship from the Frederick A. Chapman Memorial Public Relations Scholarship Fund.

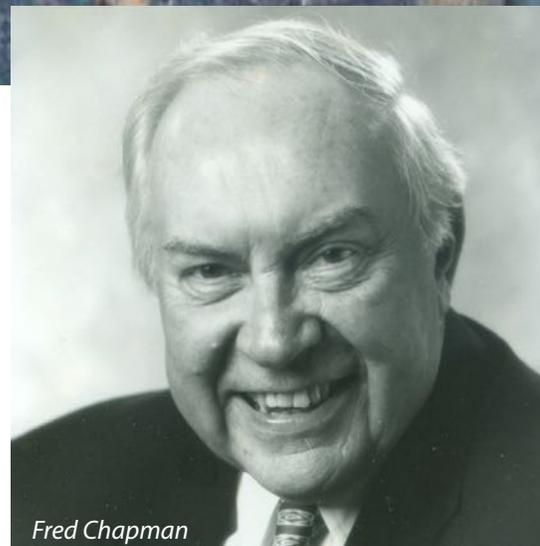
The scholarship fund was set up with a large initial gift from the family of Fred Chapman in his memory. Chapman, who taught in the Advertising and Public Relations program at GVSU from 1991-2001, passed away in 2013. The scholarship reached full funding last year after a fundraising drive involving current faculty and alumni.

The scholarship is for students going into a career in public relations and dedicated to community service.

Before his ten years of teaching at GVSU, Chapman was involved in numerous activities that combined his love of public relations and service. He spent 36 years in corporate advertising and public relations. He was heavily involved in community service, in which he served numerous positions for various organizations, including local government.

Lansdale represents the qualities the scholarship is designed to support. She is an excellent student, and is very involved outside of the classroom. She is Director of Alumni Relations for PRSSA, a member of the GVSU American Marketing Association, and on the Laker Traditions Team. An APR major with minors in photography and nonprofit administration, she also volunteered her services to take photos for the APR program blog and annual report.

Off campus, Lansdale has been active



Fred Chapman

in community service as well. She is a Springhill Teen Service Volunteer, a vacation Bible school teacher, and a volunteer at Woman at Risk, International.

"Through my major, minors, extra-curricular activities, and community service, I have found my passion for nonprofits, public relations, digital marketing, and photography," Lansdale said of her career goals.

"I plan to use these skills to start my own company and provide assistance to nonprofits in the West Michigan community, thus allowing more awareness to be brought to their causes. Using my skills, I plan to give a voice to those who do not have one."



'Chapman Corner' was named after Fred Chapman.

THE 70 CLIENTS SERVED DURING THE PAST ACADEMIC YEAR:

Fall 2017:

- American Cancer Society
- Audrey Lane Boutique & Consignment Shop
- Brix Soda
- Doody Calls
- Festival of the Arts
- Field & Fire Café
- GR.After.Hours
- Grand C.I.T.Y Sports, Inc
- Grand Rapids Original Swing Society
- Great Lakes Music
- Green Home Institute
- Gunnar and The Grizzly Boys
- GVSU Campus Dining
- Mind Meets Music
- Mokaya Chocolate Store
- Nutcase Vegan
- Open Systems Technology OST
- Rusty Warriors
- Shefit
- Sluggers Sports Academy
- smartdept.inc
- Southern Hound Clothing
- Spoonlickers
- The Geek Group
- West Michigan Therapy Dogs

Winter 2018:

- Alchemy Hour Purchasing
- Apogee Therapy Center
- Better Drinking Culture
- Better Way Imports
- Blandford Nature Center
- Blok Orchard
- Boks Sport
- Center for Scholarly and Creative Excellence
- Church of the Isles (FL)
- Comprenew
- Consumer Credit Union
- Cottage Bar
- Dime and Regal
- Friends of GR Parks
- Gluten Free Bar
- Go Scavenger Hunts
- Goodwill Industries of Greater Grand Rapids
- GVSU Housing
- GVSU Sustainable Agriculture Project
- Heffron Farms
- Honest Projects
- J&R Printing
- Kilwins
- MACKkite Electric Bike Place
- Metro Health
- Mini Mogul Academy
- Movies That Care
- Mud Lake Farms
- NOAH Project
- North Kent Connect
- Ocean Spray Cranberries
- One Trick Pony
- Perceptint
- Roosevelt Park Ministries
- The 6 Eight Coffee Shop
- The Wet Mitten
- Thornapple Brewery Co
- Topcrest Stables
- Uccello's Hospitality Group
- University Counseling Suicide Prevention Program
- Village of Spring Lake
- With Purpose (5 Bateman teams)
- YMCA of Greater Grand Rapids

RECORD NUMBER OF CLASS CLIENTS SERVED IN 2017-18

The Advertising and Public Relations program has long believed in "experiential learning," which comes in various forms. One of the most robust examples is the clients in the class program, in which student projects are done for actual businesses and organizations in the community. Such projects are done in the fundamentals of advertising, fundamentals of public relations, media relations writing, corporate communications writing, media planning, copywriting, and campaigns courses.



Andrew Maternowski, MD., the owner of Nutcase Vegan, discuss media kits students prepared for him as an assignment in a Media Relations Writing class.

INTERNSHIPS

Spring/Summer 2017:

- 95.7 Connie and Fish Townsquare Media
- ACC Home Remodeling
- Advisor Group
- Alissa Lane
- Alternatives In Motion
- Angstrom Supply
- Bella Bleu Bridal
- BlackTruck Media + Marketing
- Brewery Ferment
- City of Bay City
- CJ Devries
- Crystal Downs Country Club
- Cull Group
- Deksia
- DeLeeuw Lumber
- Dennis Moosbrugger
- DigitasLBi
- Doner
- Elsa Leigh Designs, LLC
- Eminence Mangement, Inc.
- Endless Management
- Enterprise
- Farm Bureau Insurance
- Feeding America West Michigan
- Fleece and Thank You
- Frederik Meijer Gardens and Sculpture Park
- Frontier Promotions
- Funky Buddha Yoga Hothouse
- G5 Outdoors
- Gilson Graphics
- Grand Apps
- Grand Rapids Children's Museum
- Grand Rapids Football Club
- Grand Rapids Red Project
- Grand Rapids Sport and Social Club
- GSVU Speech Lab
- GVSU Student Life
- Hagerty
- Herman Miller, Inc.
- Heart of West Michigan United Way
- ITS
- Janice Bunn
- JDRF - Michigan Great Lakes West Chapter
- Johnson Rauhoff Advertising Agency
- Kristen Taylor
- Lakeshore Habitat for Humanity
- Louis Padnos Iron & Metal Company
- Mary Black
- Mary Free Bed Rehabilitation Hospital
- Maryland Council on Economic Education (MCEE)
- McDaniels Insurance Agency
- Meijer, Inc.
- Mental Health Foundation of West Michigan
- Michigan Department of Transportation
- Mid-West Family Broadcasting
- Modern Marketing LLC
- Moon Landing Marketing Agency
- North Kent Community Services
- Our Full Attention
- Porteen Gear
- Professional Media Management
- Rethinking Dementia: Accelerating Change
- Roman Creative Marketing Agency
- Rotor Zen Helicopters
- Ryan Sundberg
- Schuler
- Shutterbooth
- Sleeping Bear Gallery
- Snelling Staffing Services
- Sonya Archer
- Steve Zaagman
- T-mobile
- Talent 2025
- Terry Powers
- The 2nd Amendment Depot
- Tick Tock Press
- TMB Partners
- Together We Rise
- Uccello's Hospitality Group
- United Properties of West Michigan
- GVSU University Development
- UniversityTees
- Williams Group
- XO Mrs. Measom
- Yanfeng Automotive Interiors

Fall 2017:

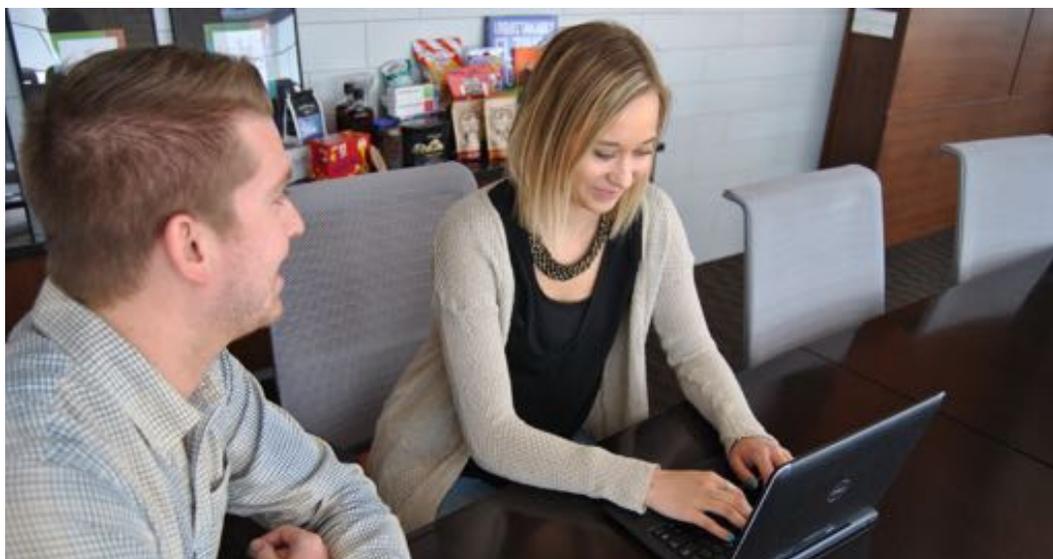
- Alternatives In Motion
- American Advertising Federation of West Michigan
- Armada Agricultural Society
- ArtPrize
- Auxiliary Inc.
- Belwith Products, LLC
- CJ Devries
- Coleen Davis
- Commonwealth//McCann
- Cull Group
- Division of Inclusion & Equity
- Endless Management
- Exclusive Media Exchange
- Experience Grand Rapids
- Family Futures
- Feeding America West Michigan
- Gemini
- Global Team Blue
- GLP & Associates, INC.
- GR After Hours
- Grand Apps
- Grand Rapids Children's Museum

All Advertising and Public Relations students are required to complete one 3-credit internship. Many do more than one. They are done all over Michigan, across the United States, and even in other countries. They are done at all different times of the year. Here are the 211 organizations who had our students as interns in the summer and fall of 2017 and the winter of 2018.

- Grand Rapids Feminist Film Festival
- GVSU Department of Housing and Residence Life
- Great Lakes Scrip Center
- GVSU Athletics
- GVSU Campus Dining (Aramark)
- GVSU University Counseling Center
- Holland Hospital
- Keller Williams Plymouth Market Center
- Kids' Food Basket
- LifeWay Christian Resources
- Lisa Gimelli
- Liz Della Croce
- Master Advertising
- Matt Murphy
- McDaniels Insurance Agency
- Meijer, Inc.
- New York Life
- Proskauer Rose LLP
- Quicken Loans
- Roncelli Inc
- SDI Consulting
- Steelcase
- The McCahill Group
- Tick Tock Press
- Townsquare Media
- Van Andel Institute
- Campus View
- CityFlatsHotel
- College Fashionista, Clique Brands
- COM 616
- Committee to Elect Rachel Hood
- DeMaria Building Company
- Dennis Moosbrugger
- Dick's Sporting Goods
- Dime and Regal
- Division of Inclusion & Equity
- Elsa Leigh Designs, LLC
- Erikka Simpson
- Essenburg Car Wash of Holland
- Everything AB LLC
- Experience Grand Rapids
- Grand Rapids Art Museum
- Grand Rapids Central Iron & Steel Inc
- Grand Rapids Children's Museum
- Grand Rapids Drive
- Grand Rapids Griffins
- Grand Valley Development Office
- Grand Valley State University
- GVSU Athletics
- GVSU Campus Recreation
- GVSU Career Center
- GVSU Laker Store Allendale
- GVSU Office of Student Life
- GVSU Women's Center
- Holiday Pet Resort and Salon
- Jeron Benson Construction
- Kids' Food Basket
- Lambert Edwards and Associates
- Legal Assistance Center
- Lucky Brand
- ManocoBlue
- Martin Transportation Systems
- MINDSCAPE
- Mister-E-Liquid
- Rethinking Dementia: Accelerating Change
- Rockfinch Realty
- Roosevelt Park Ministires
- smartdept. inc.
- Tasty Treats and Good Eats
- The Right Place, Inc.
- Townsquare Media
- Truscott Rossman
- Tulip Time Festival

Winter 2018:

- @Home Realty
- AdShopUSA, LLC dba GR Birthday Deals
- Alissa Lane
- American Advertising Federation of West Michigan
- American Cancer Society
- Angela Peavey- Fourth Arrow
- Auxiliary Inc.
- Brenda Hoffman Photography, LLC



Student Bri Olsen works with internship supervisor Tyler Deur at Lambert, Edwards and Associates, a Grand Rapids public relations agency.

STUDENTS HELP NONPROFITS WITH PR IN 'CREATE-A-THON'



Create-A-Thon 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 Create-A-Thon partners.

Create-A-Thon 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.

GrandPR, the Grand Valley State University (GVSU) student-run public relations firm, was selected as one of only four student-run PR firms in the nation by the Public Relations Student Society of America (PRSSA) to host a Create-A-Thon marathon. Applications to host Create-A-Thon marathons are very competitive and have more than doubled in the program's second year with PRSSA.

"We are honored to partner with PRSSA and Create-A-Thon to create campaigns for five local nonprofits," said Sabrina Antcliff, GrandPR's CEO. "We believe that giving back impacts more than just the organization we're serving; it also empowers and motivates our staff and, as the campaigns are implemented,

the community. Leading by example, we want to instill a mindset of service before our staff go beyond GVSU and into the workforce."

Create-A-Thon is a 24-hour marathon to develop communications campaigns for nonprofit organizations. GrandPR's Create-A-Thon will be held on Friday, March 23 from 7pm to Saturday, March 24 at 7pm.

GrandPR will work with Grand Rapids Public Library, Friends of Grand Rapids Parks, HQGR, Grand Rapids Community Foundation and Kids' Food Basket to develop campaigns utilizing integrated marketing techniques, public relations strategies, creative digital and broadcast tangibles, and more.

Local sponsors for Create-A-Thon at the time include: 8ThirtyFour Integrated Communications, SaboPR, Mighty in the Midwest, Boxboom Creative, GVSU School of Communications, and BlackTruck Media & Marketing.

As a nationally affiliated student-run firm, GrandPR is among a select group of 23 student firms that met three criteria: PRSSA/PRSA connection, a high level of professionalism and an effective structure. In 2016, GrandPR won Campaign of the Year at the PRSSA National Conference in Indianapolis, and had a Gold Key recipient, marking the two highest honors bestowed upon student-run firms nationally.

DAN GOUBERT NAMED OUTSTANDING STUDENT IN THE APR MAJOR FOR 2018

Dan Goubert has been named Outstanding Student in the Advertising and Public Relations major for 2018.

"He was a critical member of our 2017 NSAC team and helped launch them all the way to 4th in the nation," said Assistant Professor Robin Spring. "It was partially due to Dan's deep dive into research that earned our NSAC

team the "Best Market Research Award" in the nation."

Goubert has been on the board of the Advertising Club for 4 years and is now serving as President. He has been an intern for the American Advertising Federation of West Michigan (AAF/WMI - Ad Fed) and is currently working at one of the most creative agencies in

town, Extra Credit Projects (ECP).

He is a double major - APR and Writing - and is also in the Honors College. He is getting national notoriety for his "Cerealously" blog about cereal and is a person of interest for Kelloggs and other cereal brands.

PRSSA CHAPTER LAUNCHES DIVERSITY INITIATIVE

For many public relations students at Grand Valley State University, the classroom looks the same – white females are greatly overrepresented compared to any other group. GVSU’s chapter of the Public Relations Student Society of America (PRSSA) is taking action to diversify both the student group and the public relations industry.

According to GVSU’s Office of Institutional Analysis, nearly three-quarters of GVSU public relations emphases are female and 82 percent are white or Caucasian. These numbers reflect national trends. According to the Bureau of Labor Statistics, 61 percent of public relations specialists are female and 88 percent are white or Caucasian.

To better understand their chapter’s demographics, GV PRSSA surveyed their members only to find similar results.

“This is a big problem,” said GV PRSSA’s Vice President of Chapter Development Trevor Bryan. “In an industry that heavily depends on communication and cultural awareness, having a monolithic group is problematic.”

“We are just one PRSSA chapter out of 300 chapters in the nation,” said GV PRSSA’s Chapter President Bri Olson. “Our national award-winning chapter is passionate about making our presence known outside of West Michigan in more ways than one. After evaluating the outcomes of this diversity initiative within our chapter, we will take our findings and insight to the upcoming PRSSA National Conference to educate the future PR industry.”

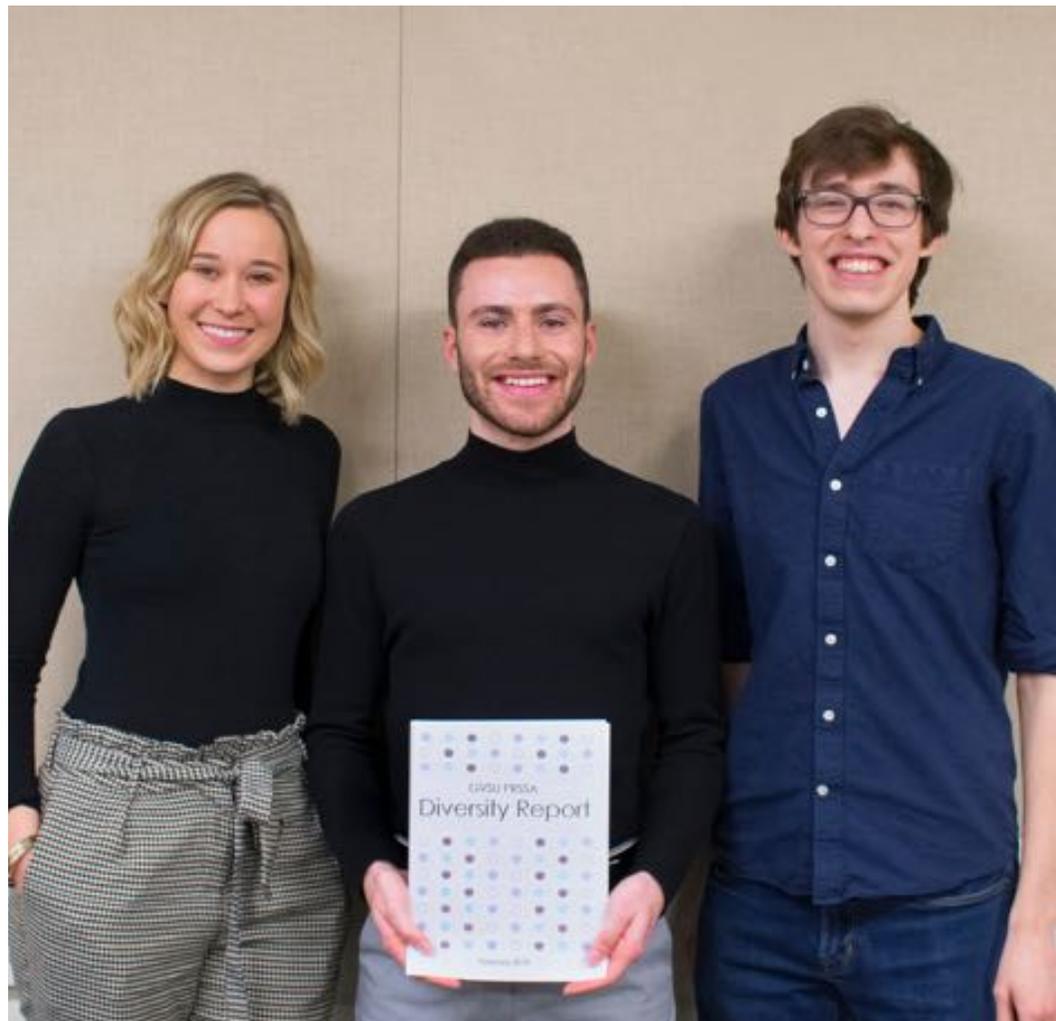
GV PRSSA has partnered with the Office of Multicultural Affairs to learn ways to attract more diverse students into the field. GV PRSSA is currently reaching out to students in a broader range of classes, including hospitality/

tourism management, English, writing communications, and digital studies.

Bryan also gave a diversity presentation to current GV PRSSA members during the group’s last meeting. Topics discussed included the importance of diversity, microaggressions, and how to advocate for change.

“The goal of this campaign is not only to increase the diversity within GV PRSSA and the public relations major,” said Bryan, “but to inspire change across the industry. If we all do our part, we can make sure that everyone feels included in the great profession of public relations.”

“In an industry that heavily depends on communication and cultural awareness, having a monolithic group is problematic.”



PRSSA President Brianna Olsen, VP of Public Relations Aaron Robert, and VP of Chapter Development with their new Diversity Report.

SUPERIOR AWARDS HONORS SUPERIOR STUDENT WORK

Each year the Advertising and Public Relations Program hosts an end-of-the-year event called the Superior Awards. The name comes from the building where the program resides, Lake Superior Hall, as well as the fact that students can enter work completed in class to be judged as superior in quality as judged by faculty, alumni and area advertising and public relations professionals.

PR Judges

- Adam Russo
- Adrienne Wallace
- Amanda St. Pierre
- Amy LeFebre
- Angela Peavey
- Ashley Bovin
- Audra Hartges
- Beth Dornan
- Bradley Gordon
- Chad Fopma
- Chea Jackson
- Clare Wade
- Daltyn Little Terpstra
- Dave Nitkiewicz
- Derek DeVries
- Dino Baskovic
- Heather Halligan
- Holly Kroeze
- Jeremy Witt
- Karen Kirchenbauer
- Katherine Halloran
- Leah Twilley
- Lindsey VanDenBoom
- Matt Jackson
- Sarah Lennon
- Stephanie Kotschevar
- Stephanie Rice
- Tyler Lehner
- Yasmin Gopal

Ad Judges

- Ben Kaluski
- Chad Ghastin
- Daniel Spicer
- John Barfuss
- Ryan Lockwood
- Tim Bulson

PR Winners, by category

A Single Public Relations Tactic

(8 entries, 5 awards given)

- Sean Billisitz (2)
- Lauren Froman
- Sarah Pontbriand (2)

Public Relations Campaign

(5 entries, 4 awards given)

- Madison Barnes
- Keegan Bauer
- Evan Clark
- Brooklyn Wilson

Public Relations Media Kit

(2 entries, 1 award given)

- Lauren Froman

Public Relations Case Study

(3 entries, 1 award given)

- Group: Aaron Robert, Erin Stehlik, Bri Olson, Brooklyn Wilson. (This same team took third place in the national Arthur Page Case Study Competition)

Ad Winners, by category

A Single Advertisement

(2 entries, 1 award given)

- Riley Holbrook

Advertising Campaign

(3 entries, 2 awards given)

- Group: Trevor Bryan, Cassie McAllister, Erin Stehlik
- Stephanie Johnston

Advertising Media Kit

(3 entries, 2 award given)

- Group: Kyle Hams and Madison Cook
- Hannah Svendor

Advertising Case Study

(1 entry)

- Tom Crawford



2015 graduate Lyndsey VanDenBoom was the keynote speaker at this year's Superior Awards.

STUDENTS PARTICIPATE IN CHALLENGE FOR EMERGING LEADERS

Four GVSU Advertising and Public Relations students were among 20 students gathered at DePaul University in Chicago November 9-11, 2017 to take part in the second Challenge for Emerging Leaders, hosted by The Plank Center for Leadership in Public Relations.

GVSU Advertising and Public Relations students participating included Madison Barnes, Erin Stehlik, Adrienne Kihn, and Amarandi Karaca.

With the overall goal of developing and inspiring emerging leaders, the Challenge is an intensive, hands-on leadership workshop.

“Research reveals that experiences like the Challenge can energize young leaders, accelerate their development and inspire their vision for leadership,” said Dr. Bruce Berger, research director of the Center and program director for the Challenge. “Professionals in the field have access to many development programs, but such opportunities are limited for students and young professionals.”

Other colleges represented included Ball State University, DePaul University and Loyola University – Chicago and Marquette University. Students were selected by their department chairs based on their high-leadership potential, demonstrated achievements throughout their academic careers and their diverse backgrounds and experiences. The overall goal is to develop and inspire these emerging leaders and enrich the profession’s future.

The Challenge emphasized advancement in four key competencies: deepen understanding of leadership, enrich leadership values and beliefs, expand leadership skills and capacity, and model appropriate behaviors.

These competencies were addressed through activities and assessments drawn from eight core development areas: self-awareness, listening skills, conflict management, organizational dynamics, business acumen, critical thinking, team leadership and ethical orientation.

Along with the activities and assessments, students were divided up into teams to work through a diversity case study. Each group was assigned an industry advisor to motivate, encourage and provide feedback.

On the last day, teams presented their case study findings and were awarded a Certificate of Leadership Achievement.



Erin Stehlik, back center, participates in a team activity at the Leadership Challenge.

STUDENT TEAM TAKES 3RD PLACE IN NATIONAL PR CASE COMPETITION

A group of GVSU Ad and PR students placed third in the Case Study Competition in Corporate Communications.

The Case Study Competition in Corporate Communications, which is sponsored by the Arthur W. Page Society and the Institute for Public Relations (IPR), awards students whose original case studies best examine the practice of corporate communications in a business issue or crisis. This year’s competition drew 105 entries from 36 communications and business schools across the country.

Students on the Grand Valley team

included Aaron Robert, Brianna Olson, Brooklyn Wilson, and Erin Stehlik. Adrienne Wallace was the faculty advisor. Their case was about Target’s transgender bathroom policy. Teams from DePaul University claimed first and second place.

“This case study competition truly challenges students to take a 360-degree view of how communicating around a program or issue can have a significant impact on the overall business of an organization,” said Dr. Tina McCorkindale, President and CEO of IPR. “Winning this highly-competitive award is a great honor.”

The annual competition is judged by a panel comprising Page Society members and members of Page Up, a membership organization for senior-level communicators who have the potential to rise to a CCO or another executive role.

“I am very proud of my team for working this hard outside the classroom,” said Aaron Robert. “To compete and place alongside graduate students nationwide is a testament to our work ethic and knowledge of public relations. We are honored to represent the GVSU APR program on a national level.”



Rachel Doane, Rep. Roger Victory, and Jared Rozycki in the chamber of the Michigan House of Representatives.

FROM CAMPUS TO CAPITOL: ALUMNI WORK TOGETHER IN GOVERNMENT PR

Rachel Doane and Jared Rozycki have gone from the GVSU campus in Allendale to the state capitol in Lansing. Both graduates of the Advertising and Public Relations program, Doane (2013) and Rozycki (2017) now work together as communication advisors in the Michigan House of Representatives.

Doane works on the Health Policy Committee and Tourism & Outdoor Recreation Committee. Rozycki covers the Military and Veterans Affairs, Oversight, and Insurance committees.

Doane says her job is to ensure the public is informed of the legislative activity that happens in the committees for which she is responsible at every stage of the process—bill introduction, committee testimony, House passage, and ultimately, signage by the governor. In addition to writing press releases and drafting speeches for legislators, she said joining committee members for visits around the state is a fantastic part of her job.

"I've joined the committee at Muskegon Winter Sports Complex,

The Henry Ford Museum, Art Prize, and even had the opportunity to try out an electric bicycle when the committee was considering a bill that would allow the use of e-bikes on state trails." Doane said. "I tag along with the representatives to take photos of the committee proceedings and include them in my press release about the research the committee is doing to further Michigan's tourism industry."

Rozycki's work is similar for his committees and legislators. He also handles media relations, writing and pitching op-eds, working with journalists to set up TV interviews, and organizing press conferences.

"I write for all 63 representatives of the Republican Caucus," Rozycki said. "It definitely took a while to get a hold of all 63 of their voices in my writing – especially since some are really conservative while others are moderate."

Both credit internships as a key to them landing their current jobs. In the summer of 2016, Rozycki was an intern

in the Constituent Relations division of the Executive Office of Governor Rick Snyder during the crest of the Flint Water Crisis. In the winter of 2017, he interned at Truscott Rossman – a PR firm that specializes in grassroots issues – at their Grand Rapids branch.

"Through all of the connections I made at both internships, I was able to apply to the job where I am at today," Rozycki said.

Doane, who had several other jobs before landing in her current position, also remembers the media relations writing class and the newsreporting class as setting her up for what she does at work today.

"Now I know that if you want to write effective press releases, you really have to know how to think like a journalist if you want the media to have any interest in your content," Doane said.

Rozycki also expressed appreciation for media relations writing and the various types of writing he learned in the class.

“There are some days where I write 3 op-eds or 35 press releases within the work day,” he said. “CAP 321 helped prepare me to write quickly but effectively. Sometimes in government PR, there isn’t 45 minutes to finish a press release or op-ed, there is only 5 minutes. Politics is very opinionated, so op-eds are more frequent in government than other avenues in PR. CAP 321 helped with how to

pitch as well. Because of the pitching techniques I learned, many of the op-eds I have written have been covered in big-time publications such as the Detroit News, MLive, Detroit FREEP, Crain’s Detroit Business as well as getting press releases in nearly every Michigan publication and some in Wisconsin and Ohio publications.”

In addition to internships and classes,

Doane and Rozycki both have advice for current students interested in careers in PR and government. Rozycki stresses paying careful attention to the news. Doane, who minored in political science, credits that and some advanced knowledge of the political process with helping her to get and succeed in her job.

ALUMNI MIXER KICKS OFF OUTREACH

In January of 2018, the Advertising and Public Relations program held an alumni mixer at the offices of 834 Design & Marketing in Grand Rapids. 834 is owned by Kim Bode, a GVSU alumna.

Students from the Public Relations Student Society of America (PRSSA) chapter formed an alumni relations committee in 2017, and the event was one of their initial efforts to conduct more formal outreach and engagement of program graduates.

Alumni interacted with current students and faculty at the event. In addition to the fun, reflection and networking, the event was useful to gather ideas and input for future alumni activity.

Students, faculty, and alumni enjoy conversation and refreshments at an alumni mixer.





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