

# Public Relations Writing Media Kit

This contains 3 different mock writing pieces, curated for Cal State Fullerton's Public Student Society of America.

As a project assigned by my Comm 362 professor, my team and I created a public relations plan for the PR organization, PRSSA. This project contains research regarding PRSSA's strengths, weaknesses, opportunities, threats, and their potential key message to build a relationship with their publics. I contributed to the research portion, key message, and revisions.

Building off the PR plan, this blog post is a mock relationship-building release written on behalf of PRSSA. It illustrates the usefulness of campus resources and their potential benefits for your career. In this blog post, I brainstormed the concept and contributed to the writing and revision, along with my teammates.

Similarly, this mock news release was written on behalf of PRSSA, announcing a scholarship opportunity for students. This informative news release describes details of the scholarship and the qualifications needed to apply.

# PRSSA Public Relations Plan

by Ashley Abercrombie, Isabella Arellano, Jack Gritters, Abel Villanueva

## Section 1 - Research

Public Relations Student Society of America (PRSSA) is the leading pre-professional organization for students aspiring to join the professional communications and public relations field. California State University of Fullerton (CSUF) currently retains the highest membership of all PRSSA chapters on the West Coast and is the largest student-run communications organization on campus. According to the CSUF PRSSA chapter's Constitution, the group supplies hands-on experience, provides networking opportunities, and promotes the PRSA Code of Ethics (Constitution, 2018). This organization seeks to enhance students' knowledge of the public relations realm through various workshops and seminars, as well as expand professional networks. This organization facilitates workshops and seminars led by public relations professionals, offering practical skills in media relations, crisis management, and strategic communication which will be critical in the workforce.

### Strengths

- Low fee for the school year (\$80)
- Hosts accessible and professional development opportunities through webinars, conferences, and other networking events
- Connects students at a consistent basis holding bi-weekly meetings Wednesday at 7pm
- Offers multiple scholarships and awards to members of PRSSA each year listed on PRSSA memberships benefits (PRSSA CSUF 2022, September 9)
- Offers exclusive membership to the student run (Titan Public Relations Spotlight, n.d.)
- Supplies access to internships and various job opportunities nationwide through the PRSA job center
- Provides students with opportunities to connect with public relations professionals

### Opportunities

- Potential to grow on social media platforms (Instagram and TikTok)
- Potential to host events geared towards incoming CSUF students
- Hosting their National Assembly (ICON) from October 13th to October 17th in Anaheim which can increase PRSSA awareness
- Potential to organize informational sessions with the intention of educating students about PRSSA

### Weaknesses

- CSUF PRSSA website has not updated current events since Fall 2023
- Fairly low follower to engagement ratio
- Little coverage of social media displaying brand and goals
- Lack of public information concerning live events and details for on campus activities
- Only 25% of public relations students are members

### Threats

- Students may be uninterested or unaware of PRSSA opportunities
- Other similar clubs and communication organizations compete with PRSSA
- Cost for admission makes students less likely to attend PRSSA Icon 2024
- CSUF has a high commuter population which can pose as a challenge

### Problem/Opportunity Statement

Current Cal State Fullerton students lack knowledge of PRSSA's opportunities and benefits resulting in low membership enrollments.

### PR Goal:

The PR goal is to expand CSUF student awareness of PRSSA and its resources which would contribute to a membership increase of 20% by the end of 2024.

### SMART Goals

- Awareness: Achieve a 30% increase in impressions and interactions on the PRSSA CSUF chapter's Instagram account within the next eight months (before the membership deadline).
- Attitude: By the end of 2024, persuade 10% of nonmember students within the public relations field that PRSSA is beneficial for a career beyond graduation.
- Behavior: Incentivise non members to attend PRSSA events geared towards outreach and relationship building between members and prospective members.

### Primary Public

- 18 year old female student from Chino Hills majoring in communications with a concentration in public relations (Johnson, 2023)
- Recently transferred/high school graduate new to CSUF
- Eager to differentiate themselves in the highly-competitive communications field (College of Communications High Impact Program, n.d., p. 8)
- Interested in making new friends/having a "college experience" (Reddit, 2023)
- Could be found in student orientations/tours and lower division communications classes such as Principles and Ethics of Public Relations, Digital Foundations, or Writing for Mass Media

### Primary Key Message

- Key message: PRSSA is an essential tool that enables you to acquire a more hands-on experience, make professional connections, and gain a better understanding of the public relations field – an experience you can't get anywhere else.
- PRSSA provides students with many notable opportunities, as seen in the strengths portion of our SWOT analysis. Looking at the weakness segment of our analysis, PRSSA lacks much of the recognition it should have and therefore, students are most likely unaware of its presence and optimal resources. The key message must promote the benefits that PRSSA offers which will differentiate them from other similar organizations on campus. New students absorbing this key message have a higher chance of enrolling in the organization which would assist PRSSA in reaching their goal.

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# From Campus to Career: Crafting Your PR Path with CSUF Resources

by Ashley Abercrombie, Isabella Arellano, Jack Gritters, Abel Villanueva

While college is the time to create life-long friendships and unforgettable memories, it is also the prime time to invest in the success of your future career. The professional public relations world often seems intimidating and daunting, especially for students new to the field. Fortunately, Cal State Fullerton offers many tools to enhance your chances of being a successful public relations practitioner.

## The Career Center: Explore, Engage, Execute!

Cal State Fullerton's [Career Center](#) offers a range of tools from career exploration to workshops to appointments. Through career fairs, internship opportunities, and consultations with career specialists, the Career Center is a great place to start when looking to advance your career. Take career tests, learn employers' expectations, and discover potential careers – all available on the Career Center website. Schedule an appointment or walk in with a career specialist to review your cover letter and resume!

## Comm Week

[CSUF Comm Week](#) is a 4-day event dedicated to fostering students' communications skills and careers. Open to all students and the general public, Comm Week is a great tool to create connections and learn more about your industries of interest. Ranging from topics such as "How to Get Started in Multimedia Journalism" to "Persevering through Public Speaking Anxiety," Comm Week facilitates guest speakers and workshops for students to learn specialized skills and tips, and network tailored to their interests!

## PRSSA

The CSUF chapter of [PRSSA](#) is the largest public relations organization on campus composed of students typically within communications, public relations, or marketing. As one of the most successful chapters in the nation, CSUF PRSSA offers members a taste of the public relations profession through webinars, conferences, internships, networking events, and more. For a fee of \$80, students can become members for the school year, yielding a unique experience for aspiring professionals.

## Titan PR

[Titan Public Relations](#), a student-volunteer-run public relations firm, allows members to acquire a one-of-a-kind experience with brand management, outreach, social media campaigns, and more. Titan PR is a great, accessible tool for students interested in advancing their careers through hands-on experience. This firm allows students to work with real-life clients, expanding members' practical skills and value as public relations practitioners.

## Comm 497

Communications 497 provides hands-on experience within the event planning industry. Multiple sections of this class plan events such as the Garden Flea Market, Comm Week, and the Newport Film Festival. Learn skills such as logistical planning, marketing, working with clients, and more. This accessible, guided opportunity enhances your resume and planning skills. To learn about this communications class, contact your communications counselor for more details.

## Titan Radio

Titan Radio is a student-led radio station that fosters radio and media management. The station offers positions such as Communications Director, Marketing and Promotions Director, and more that provide students with hands-on experiences. The station offers practical, on-campus positions that expand your resume and boost your creative skills. Share your creativity by airing your promotions, blog posts, or sponsored events as a public relations student. If you're interested in DJing, being part of the team, or sharing your work, check out their website for more information.

## Maximize CSUF Resources While You Still Can!

Set yourself apart by taking advantage of the many opportunities that CSUF offers! Using CSUF resources is an accessible and effective strategy to advance your career before graduating. Though the public relations field may be intimidating and competitive, gaining practical skills as a student can equip you with the necessary tools to thrive in both the academic and professional world.

NEWS RELEASE  
For Immediate Release  
[April 26, 2024]

## California State University, Fullerton Student Organization Announces 10 Scholarships Available

FULLERTON, Calif., April 26, 2024 – Up to 10 public relations students may earn a trip to New York City and a \$5,000 scholarship at California State University, Fullerton.

California State University, Fullerton's chapter of the Public Relations Student Society of America and the Grantla Foundation announce a collaborative scholarship opportunity for public relations students within select universities, including CSUF.

CSUF PRSSA and National Faculty Advisor, Ken Hagihara, said, "This is an incredible opportunity for students to earn some money for their academics while boosting their professional careers"

The partnership is offering up to 10 \$5,000 scholarships and an exclusive academic trip to New York City from Aug. 5, 2024, to Aug. 9, 2024. This trip will include a welcome dinner, career-building workshops, and a scholarship and donor recognition reception. Recipients will have the unique opportunity to meet industry professionals, network, and experience the communications world.

Full-time undergraduate or graduate students – presently and during the 2024-2025 academic year – majoring in communications with a concentration in public relations can apply now. Applicants must have a minimum 3.0 GPA and must become members of PRSSA. Additionally, applicants must be U.S. citizens, permanent residents, or have Deferred Action for Childhood Arrivals status.

Applications are due May 31, 2024, at 2 p.m. (PST).

The Public Relations Student Society of America and the Grantla Foundation together aspire to advance the public relations profession by developing ethically responsible pre-professionals who champion diversity, strive for an outstanding education, and advocate for the profession. For more information, visit <http://www.grantlafoundation.org> and <http://www.prsa.org/prssa/>.

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