

# PR PRESS

BY: SOOJIN CHOI, CAROL ANNE STARES & JENANNE HADAD

## TIPS FOR A SUCCESSFUL CAPSTONE AND HOW TO IMPRESS THE JUDGES

By: Soojin Choi

It is the rite of passage all Conestoga PR students must go through: the capstone presentation. After three weeks of hard work, it is now or never. You clear your throat, take one last deep breath and bravely show yourself to the panel of judges with your group.

During the presentation, a judge suddenly furrows his brow while you explain the tactics. A million thoughts go through your mind. Why did he make that face? Is something wrong with the tactics? Does my perfume stink? You start to sweat. Are we going to fail? How will you know that you're prepared for the big day?

To ensure that your presentation is a success, Charlene VanderGriendt, a capstone judge for the past five years, provides some tips:

- An objective that clearly states what tactics will be used and why, and an evaluation process for the end result is crucial.
- Do not solve the case study at face value. A thorough background research of the situation is necessary.
- Practice makes perfect: strong teamwork will also impress the judges. "All members must show they clearly understand all aspects of the project, not just one section that happened to be their assigned accountability," says Charlene.
- Even if you are terrified inside, appear confident and be ready to defend your choices if you are challenged.

Good luck on your capstones!

## SMARTPHONE APPLICATIONS THAT WILL HELP YOU PREPARE FOR PR.

By: Carol Anne Stares

We all have our social media networks, from Facebook to Twitter; but there are different applications out there that can help you prepare for PR. These applications are available for iPhones, iPads, Androids and Windows phones.

### Read Up on a Little Something, Something

**Pulse** is a wonderfully designed news reader; it organizes all of your favourite news sources, blogs, and social networks and displays them all on one neat template.

**Flipboard** is one of the most popular news readers out there; it offers a sophisticated playful visual design which makes it feel like a digital magazine. Flipboard is user friendly and organizes all of your favourite news sources and connects you're Facebook, Twitter, and Pulse to your social media accounts to increase its worthiness.

### Get Organized

**TeuxDeux** is a simple yet wonderfully designed to-do list. It doesn't waste time making things complicated; it shows a clear list and calendar so that you can mark off any of your completed tasks. TeuxDeux is only available for iPhone at this time.

**Astrid to Do List** Astrid is a personal assistant that will constantly remind you about what things you should be doing. It connects to your internet browser account to help keep track of everything you need to accomplish. It can help you better plan events by using voice activation to organize and set up notifications. You can also make lists and synchronize accounts with friends.

### Store Your Stuff

**Drop Box** is a storage application on your phone that offers cloud storage, and file organization. When the files are placed in this folder they are accessible through the website or mobile phone. Drop Box allows you to share files and documents with anyone.

### Document Your Stuff

**Quickoffice Pro HD** is the most wide-range Microsoft Office editing suit you will find for tablets and mobile phones. Quickoffice Pro HD allows you editing Microsoft Word, Excel and PowerPoint; it also allows you to access, manage and transfer files though EverNote, Google Docs, DropBox, email and numerous social media sites.

Being in public relations you have to be in tuned with the media, stay organized and maintain your connections; so help tie it all together with these apps.

## ANY PUBLICITY IS GOOD PUBLICITY... RIGHT?

By: Jenanne Hadad

All I would have to say is Lindsey Lohan, and the stereotypical PR catchphrase can be cancelled out. Unfortunately, this is not the only PR myth. So, below are the infamous PR misconceptions and some advice.

### 1. Advertising VS. Public Relations

For the past two years, the difference between advertising and public relations has been emphasised at school. However the advice is not reminding you how different the two are, but how similar; and how they can be used together. In PR you will either have to work with the advertising department, or be part advertiser. Know the difference between these two fields, yet understand and use their similarities

### 2. Anything can be spun

Ok Mr. Spin Master what is the company's excuse this time? Do you want to be that person in the community that no one trusts; probably not. As cliché as it may sound, honesty is the best policy. Especially in Public Relations, as long as you keep an open communication with the public, nothing will have to be spun, merely be bringing light to a situation.

### 3. I'm just here for the food

Characters in PR seem to have the best lifestyle. However PR is not all about attending the fabulous parties and going out for drinks to schmooze; it is hard work. There is planning, researching, and late nights that go into making a career in PR. Don not underestimate all the hard work it will take, the 30 drafts to make the one news release.

There are many stereotypes in PR, but one thing it for sure is, is fun. Do not forget that simple advice, have fun. And if worse comes to worse always ask yourself, WWPAFD (What Would Paula and Fran Do)? One can never go wrong there.

## WHAT'S YOUR PR TYPE?

By: Soojin Choi

Find out what PR work you're suited for with this personality quiz!

1. You are standing in the Tim Hortons line at campus. It is finally your turn to order when you discover that your beloved honey dip doughnut, the doughnut that you call your "lucky charm," has sold out. Getting this honey dip is very important as your capstone starts in 5 minutes and you need all the luck you can get. What do you do?

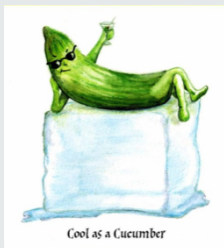
- A) Shrug it off and buy a muffin instead. It's only a doughnut.
- B) Rush to another Tim Hortons for your beloved honey dip. You will make it to your capstone in time, no matter what.
- C) Declare in front of everyone that your morning is now ruined!

2. You have a day off from work. How do you spend it?

- A) You go for a long relaxing walk while listening to your favourite band on the iPod.
- B) You make plans to have brunch and to play at the amusement park with friends. While you're on the roller coaster, you text your mom, asking her where to go for dinner.
- C) Singing and dancing on a busy downtown street so that everyone knows you're having a great day.

3. At a party, you're most likely to:

- A) Just have fun by mingling with others.
- B) Chat with the guests, help with serving the food, doing the coat check and answering the door.
- C) Have everyone surround you in a circle, listening to your witty stories.



Mostly A's

*The Cool Cucumber:*

With your calm and relaxed attitude, crisis PR is best suited for you. In sudden emergencies, you will know exactly what to do instead of panicking like a headless chicken.



Mostly B's

*The Juggler:*

You like to multitask and test your limits. Working for PR agencies is the best option for you, as you will be challenged with meeting numerous deadlines for a variety of clients.



Mostly C's

*The Drama Queen:*

You like to make big entrances. Publicist just might be your calling as you can channel that energy to help your clients make a big splash.

## FOLLOW THE PUBLIC RELATIONS PROFESSIONALS

By: Carol Anne Stares

It's your last year and it's time to get out into the real world. By following certain blogs, Facebook pages and Twitter accounts you can get up-to-date information and news; here is a list of the best PR accounts that tweet about the cutting-edge PR news.

**ClippPR** is a PR twitter account that can help you put connections back into PR. ClippPR allows you to "clip" the press and they track it for you, keeping you up-to-date on the newest news.

**Vicky Harres** and a team tweet about media, social media, journalism and public relations and marketing. PRNewswire talks about things anywhere from distribute your content over the largest distribution network to engaging your audiences.

**Ty Mays** is the owner of Perfect Pitch PR, she tweets about social media and helps brands create and tell persuasive stories, and she also assists with helping better their communication with their main audience.

**PRNews** are public relations professionals. They give ideas, strategies and tools to help maximize communications and social media struggles.

**Lindsay A. Walker** owns and operates PR Mentality LLC. PR Mentality is a boutique public relations firm, with a perfect combination of media development, strategic campaign development and media application.

By following all these PR twitter accounts, even if you don't have a twitter account you can follow their main website or blog and when you do that you are one step closer to becoming a promising PR person.



## THE POWER SOCIAL MEDIA CAN HAVE ON LANDING YOUR DREAM CO-OP AND JOB

By: Jenanne Hadad

PR is all about relationships, and in this age, social media is the tool that one uses to build and create relationships on. It is also the tool that can land you your dream placement. Just ask Kylie Penticost, a fourth year degree student at Conestoga. Penticost used social media and networking to land a co-op with the Pittsburgh Penguins hockey team.

“Shake the idea of, ‘I’m just a student and no one will help me’ attitude... This is your time to learn and understand the industry you want to explore and get into; this is the perfect time to do that.” The excitement that Penticost has about PR is similar to what Fran always preaches, follow your passion.

Penticost knew she wanted a career in hockey and focused all her energy in getting that. The biggest tool that was used to achieve this goal was LinkedIn. LinkedIn began the relationship building process, and emails to these connections followed up the pursuit.

“I emailed industry staff, set up countless informational interviews... for hours on end. I was not afraid to ask questions or get rejected.” The difference between you getting your dream placement or job and someone else, is simply how determined are you to get it.

PR is all about who you know and what you know. You will only get either of these two things, through networking. And this statement right here is the biggest advice that industry leaders gave Kylie, and now, she is giving to you. It is up to you to make the connections and go after what you want. Don’t be afraid to ask questions. Follow that passion that Fran keeps talking about. If you do this, there is no reason you should not get your dream placement, and maybe even after, your dream job.

