



Central Times

A Successful Rubber Duck Derby

By: Ashlee Croy

On March 26, PR Central raised more than \$2,740 from the seventh annual Rubber Duck Derby. More than 1,370 ducks floated down the lazy river at Soaring Eagle Waterpark and Hotel and three lucky ducks won prizes. The money raised will be going towards scholarships for students to attend national conference.

A \$500 cash prize was awarded to the first place winner, Howard Malhado. A two night stay at Soaring Eagle Waterpark and Hotel with waterpark passes was awarded to second place winner, Diana Stone and a CMU gift basket donated by the CMU Bookstore was awarded to third place winner, Joellen Mitchell.

It was a night filled with fun, friends and fundraising. PRC is so thankful for everyone who donated and participated this year and we cannot wait to hand out scholarships to well deserving individuals.

IPR senior, Aaron Wittbrodt, said, "This is one of my favorite events to bring the community together to raise money. It always is so fun to see all the kids!"



ROI CMU PRSSA Conference

By: Ashlee Croy

Central Michigan University PRSSA and White Pine PRSA hosted the ROI: Recognizing Our Impact conference Friday, Feb. 22. The goal was for students to find inspiration to apply to their personal and professional life and to better communicate the ROI of public relations to their organizations. There were a number of students who attended the conference and a total of six speakers. Keynote speakers included Tanner

Friedman, Co-Founder, Matt Friedman and Sarah Opperman, Opperman Consulting CEO.

Jaime Kesteloot, junior, noted that, "It was a great experience to network with professionals. What was really awesome was to see the backgrounds from each of the professionals there and to see that as long as you work hard you can make it in the industry." She also said she looks forward to attending next year.

PRC Group of the Month: Best Foreverers

By: Shiyao Liu

Best Foreverers podcast is a platform for Kindred Spirits started by Alysa Lucas in 2017. The podcast is focused on starting a movement to show more love to our best friends, brothers and bosom buddies. This is done through storytelling of topics of friendship and how to keep that friendship afloat.

Best Foreverers podcast team consist of: Danielle Muench, Olivia Sheffer and Shiyao Liu. The team has been working on content creation, updating social media platforms and constructing the website to raise awareness of Best Foreverers on campus. The group is in the midst of creating a press kit for Dr. Lucas to use in the future.

This semester, Best Foreverers implemented a new assistant account executive, Olivia Sheffer.

“My favorite thing about working with Best

Foreverers is the flexibility we have,” Sheffer said. “We have a lot of creative opportunities, and we are able to come up with a lot of new ideas with that!”

Account executive, Danielle Muench said, “My favorite thing is seeing Dr. Lucas follow her passion of creating podcasts, while still educating and encouraging her students to follow their passions.”

With a brand dedicated to loving and improving friendships, Best Foreverers client group also saw a welcoming environment during the work. Within a short period, the new team developed the right chemistry, respect, appreciation and collaboration with each other and finished the tasks efficiently and effectively.

PRC Member of the Month: Shiyao Liu

By: Danielle Muench

Shiyao Liu is an international student from Hong Kong. She is majoring in public relations with a minor in advertising. This is her first semester in PR Central. One of her favorite aspects about public relations is the ability to push yourself to reach out to the world.

“I have truly enjoyed the opportunity to study abroad and communicate with people from other countries while studying here at CMU,” Liu said.

Before switching her major to public relations, Liu’s focus in school was engineering. Liu had the opportunity to intern at Finn Partners in China. She found love in PR throughout her internship.

“This internship allowed me to combine my knowledge of engineering and passion for communication into one,” Liu said.

Some of her other involvements around CMU include her position as the PR and media chair for the International Student Organization. Liu was recently awarded “Journalism Scholar of the Year” through CMU’s Department of Journalism.



A Leader in the Making

By: Bailey Talaska

PR Central has a new edition this semester. Sophomore, Autumn Brown, is a business management major with a minor in leadership.

Brown is the leadership intern for PR Central this semester. As a requirement for her leadership 302 class, she joined an on-campus organization. As a leadership intern, Brown has many different responsibilities including a list of tasks given to her by PR Central's CEO, Karli Clausen.

"I was required to create and conduct one leadership activity during our meetings every month for the semester. I have also been in charge of making on boarding packets for next year's members," said Brown.

Brown heard about PRC from her friend in the organization, Jaime Kesteloot, and decided that interning for PRC would be a great opportunity.

"We had just been talking about PRC earlier that week and she was telling me how swamped the organization was with work. I went to her and asked if I could help and if it could be the organization for my class," said Brown.



Brown said if she were still a freshman, she would have chosen IPR as her major if she had known about PR Central and the IPR program.

"I'm glad I picked PRC because it has broadened my mind about the world of public relations. Coming in, I had no idea what PRC was but after these few months I've gained a deeper understanding of the organization," said Brown.

Overall, Brown has said that being involved in PRC has been a very positive experience and highly recommends it.

Internship Experience

By: Kaylie Heilig

Senior, Danielle Muench, started her internship with the Birmingham Bloomfield Chamber of Commerce in the summer of 2018. During her internship, Muench gained beneficial experiences in event planning, PR writing and communication skills. This internship was heavy with events, which worked perfectly for Muench, because she was looking for an opportunity to build her expertise in this area.

With a total of five people working in the office, Muench felt like a part of the team from her first day. She was even given a key to the office allowing her to open and close operations as needed.

Throughout the internship, there were many

events that Muench assisted with including, the Annual Birmingham Village Fair. Muench helped promote this event through the Chamber of Commerce's social media and press releases sent out to media outlets. In addition, Muench assisted with the Annual Vine and Dine. During the event, Muench was in charge of promoting the event on social media throughout the night, was able to speak to the attendees and hear their feedback. Muench also took part in ribbon cuttings and live-streamed events on Facebook.

Muench was very satisfied with her summer internship experience with the Birmingham Bloomfield Chamber of Commerce.

Senior Legacy

By: Jozlyn Gauthier

Just a mere recommendation from a student guidance counselor at Central Michigan University landed senior Morgan Millikin, the profession of her life. Although, it wasn't always easy for Millikin as a PR student at CMU, she managed to remain positive and hard working.

"My biggest challenge has honestly just been juggling everything that I involve myself with," Millikin said. "I work 30 hours a week as a server, take 15 credits a semester, am involved in several RSOs, and enjoy community service when I can. So, it's just been learning to schedule and organize to succeed in PR."

Throughout Millikin's career as a PR student, she exemplified her great work ethic, diligence, and love for PR. This dedication landed her an internship.

"So far I've taken one internship with a company called Southwestern Advantage. They've given me the opportunity to travel in and out of the country," Millikin said. "I am moving to Nashville in May to work with them."

Millikin's optimistic and open mindset has landed her a job outside of Michigan, just as she desired. However, Millikin's drive to becoming a successful PR practitioner doesn't end there.

"My end goal as a PR practitioner, would be



to create my own company or run a business," Millikin said. "I would, also love, to teach others as a professor, but still piecing together the end goal, I think it'll change as I get more experience in the field."

Through an internship and landing a job with Southwestern Advantage, juggling a near full-time job as a server, and overcoming obstacles as a PR student, Millikin has one last piece of advice for incoming PR students at CMU.

"Get exposure to experience as soon as you can," Millikin said. "Apply for internships and get hands on experience. This way, you can show your employers your skills but also, you understand your strengths and weaknesses, as well as, what you're interested in."

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