

# Central Times

## PRC is Nationally Affiliated

By: Karli Clausen

PR Central is a nationally affiliated, student-run firm. This year, PRC renewed its national affiliation. However, what exactly does nationally affiliated mean?

A national affiliated firm goes through an application process to promise it has a solid base. PR Central needed a solid PRSSA/PRSA connection, a high level of professionalism and an effective structure.

This affiliation lasts for three years and the previous affiliation does not guarantee the firm will be considered in the future. PRSSA Headquarters, the PRSSA National President, Immediate Past President and vice president of professional development review the applications and decide whether to move forward with the firm or not.

There are many benefits

to being nationally affiliated. One being, the students within the firm are eligible to apply for PRSSA Student-run Firm Awards. This opportunity also allows PRC members to become more involved within PRSSA Nationals with more opportunities for service.

PR Central is excited to welcome this success and is thankful to be associated with the top student-run firms.

## PRC Member of the Month: Halie Hardwick



By: Sara Trine

Halie Hardwick is a senior at Central Michigan University. Hardwick will be graduating this May with a degree in Integrative Public Relations and Advertising. This is her third semester being part of PR Central where she consistently

goes above and beyond with her client group and the organization as a whole. Hardwick is part of the PR Central client group IPR Council.

## PRC Group of the Month: IPR Council



Please take a look at page two and read what the IPR Council client group has been working on this semester.

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# Client Group Highlight- IPR Council

By: Jaime Kesteloot

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If I could only say one thing to my client group last semester, it would be that I am more than proud of them! The IPR Council needed our help and handed me a task to distribute to my team.

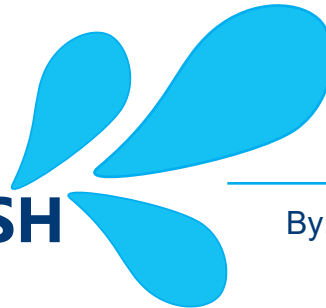
Enrollment at Central Michigan University has decreased over the last years and while heading into the fall of 2018, the IPR program has taken a drastic hit. Why hasn't anyone heard about us? Why do students choose the major that they do? Do they change their major once they're at CMU or do they stick with it? These questions began running through our heads as the semester progressed.

Within the time we had to work together, we wanted to impress the IPR council with research and find answers. Over the course of five months, my team blew me away with their tremendous work. We conducted an online survey, interviewed 55 individuals and hosted

a focus group. From there, we would analyze our findings and prepare a presentation to the council.

On Jan. 24, our group stood in front of the IPR council. We stood in front of professors, influencers who we only hope to be half as good as. I am extremely impressed with the professionalism, dedication and quality of work my entire team put forth.

**"Research is  
Formalized CURIOSITY.  
It is poking and prying  
with a PURPOSE"**  
-Zora Neale Hurston



## Rubber Duck Derby is READY to make a SPLASH

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By: Kelci Gormley

Join us on March 26 at The Soaring Eagle Waterpark and Hotel for PR Central's Seventh Annual Rubber Duck Derby!

For \$2, your adopted duck is entered into the Rubber Duck Derby. At 10 p.m. the ducks will race into the lazy river to the finish line.

Ducks can be purchased from PR Central members with our online form at <http://www.cmuprcentral.com/duckderby>.

Ducks will also be available for purchase at The Soaring Eagle Waterpark and Hotel

leading up to the event on March 26.

You do not have to be present to win!

The money raised from the annual derby goes towards funding student scholarships to attend the Public Relations Student Society of America National Conference each year.

Follow @PR\_Central on Twitter or Facebook for more details. Please email [prcentral@gmail.com](mailto:prcentral@gmail.com) if you have any questions or concerns.

## Prizes:

1st place prize: \$500

2nd place prize: Two night stay at the Soaring Eagle Waterpark and Hotel WITH water park passes

3rd place prize: CMU Gift Basket donated by the CMU Bookstore

**PLUS many other amazing prizes at our silent auction!**

# Internship Experience

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“The most rewarding experience I have had in my career thus far.”

Ashlee began her internship with the Angel Wings Fund in October 2018 and is currently still working as their digital media coordinator. The internship is primarily focused around social media, website maintenance and event planning. The main

part of her internship is running the fund's social media.

“I developed a social media and communications plan for the fund. Something that I am still working on and adjusting as I learn more about what the foundation needs.”

Another large part of Ashlee's internship experience has been with website design. She has been making large updates to their website to improve overall functionality, visual appeal and flow of information. She even has added many blog posts about fund activities and implemented a quarterly newsletter.

“The newsletter was a great way to keep our donors, board of directors and community members engaged with the fund when we are not fundraising. This way we can show what we do with the money we raise and the impact it has on our community,” Ashlee told us.

Nonprofit public relations seems to be the direction Ashlee is going in her PR career. Ashlee just accepted a part time internship leading to full time in the summer with the Beta Sole Foundation and the Goldman Advisory Group, right here in Mount Pleasant. Beta Sole is a foundation that helps underprivileged high school students prepare for college and Goldman Advisory is a business consulting firm. She mentioned her excitement to continue to work with another nonprofit and how she is eager to learn from the advisory group as well.

“This is just the first few steps in my career as a PR professional. I can't wait to see where these opportunities take me,” Ashlee said.



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## Job Tips and Tricks

By: Danielle Muench

As we prepare to enter the work force, it is essential we begin to practice smart interviewing habits. Here are a few tips and tricks to help you nail your next interview.

Do your research. Research the organization and the interviewers. Thorough research of the organization, including their social media channels, past press releases and awards/recognitions, can give you a leading edge over your competitors.

Practice! Practice! Practice! Grab a friend and have them ask you a few questions. When it's time for the interview, you'll feel much more at ease having rehearsed ahead of time. There are also services, such as the Career Development Center on campus, to help with interview preparation.





Cassie Malhado Dec. 11

## Happy Birthday! PRC Members



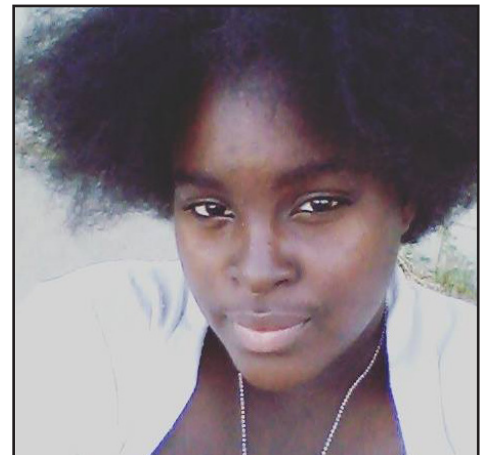
David Lint Dec. 29



Alicia DeGroat Dec.18



Aaron Wittbrodt Dec. 19



Victoria Spencer Dec. 5

## Our Clients

