

THE IMPRESSION

Upcoming Events:

Internship Fair

Wednesday, April 15th
11 a.m. - 2 p.m.
CIS lobby

Come out and land a mass communications internship at our final event in the "Land the Internship Series."

End of Year Banquet

Thursday, April 16th
Time and Location TBD
Theme: All American

Join us for food and fun as we celebrate the close of the semester. We will also be holding elections at the event!

Relay for Life

Saturday, April 18th 4 p.m. - Sunday, April 19th 6 p.m.
Track and Field Stadium
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Sign up and join the USF PRSSA team!

Mixing and Mingling with Tampa Bay PRSA

By Erica Everett, Staff Writer and Copy Editor

Networking cards and curious USF PRSSA members filled the room as the Panel at the Palms professional mixer took way on March 25. Students listened carefully as a six-person panel of PRSA Tampa Bay members shared their insights to the PR world.

The diverse panel included PR specialists from many facets of the industry: Leah Saunders from Hillsborough County, Kim Polacek from Moffitt Cancer Center, Dina Gregory from Publix, Kyle Parks from B2 Communications, Bobby Eagle from Syniverse, and Jennifer Medeiros from Girl Scouts.

Although all come from different backgrounds, they had similar advice to share about how to succeed in the industry and why they love the job.

"One of the best things about this profession is the ability to solve problems," said Eagle. "One of the things you have to do is keep an open mind and be willing to take on anything."

Eagle, along with the other panelist, answered many student questions through USF PRSSA advisor Kevin Hawley, who mediated the hour-long questionnaire.

To USF PRSSA member Michael Mezich, some of the best advice he heard was on resumes and interviewing.

"It just got me thinking about what I need to do to start gaining experience and getting my foot in the door of PR," said Mezich.

Medeiros stressed that when getting that experience, it is key to work on being multifaceted.

"I like that aspect of [PR], it keeps me on my toes," said Medeiros.

After the questionnaire, students approached the panelists individually to swap information and learn more about the industry based on the area that was of most interest to each student.

As for Parks, USF PRSSA students have the possibility to impact the world and make a difference in PR.

"The people who can think about how to make a true difference, that's what's exciting about [PR] and having people who can think that way is really key?."



Some of our wonderful PRSSA E-Board and members (past and present) during the event!

Zimmerman Donates \$10 Million to Mass Communications School

By Emily Herr, Staff Writer

On March 9, Jordan Zimmerman, CEO of Zimmerman Advertising on Fort Lauderdale made an announcement at USF that he is to donate \$10 million to the USF mass communication department. This is the largest donation by the school of mass communications ever.

The announcement was at a ceremony on March 9th in front of the Communication Information Sciences building and attracted media, students, faculty and alumni.

“This great institution inspired me to dream big,” said Zimmerman, who is also a USF alum. “It taught me how to succeed. It gave me confidence and education and yes it inspired me.”



Photo taken from the University of South Florida Facebook page

Zimmerman was a USF Advertising student years ago and not too long ago, he decided to create the Zimmerman Advertising Program Living Learning Community. This LLC, is in Juniper-Poplar and houses mass communication students. The purpose is for students to take classes, live and work together with students who are like them to form a sense of community.

“We have brought the brand of Zimmerman to life. Yes we are an internationally known brand, but now now we’ve extended it to a campus,” said Zimmerman.

Along with the generous donation, Zimmerman chose to rename the former Communication and Information Sciences building to the Zimmerman School of Advertising and Mass Communication.

This has caused many different opinions by faculty and students, especially by non-advertising majors. Samantha Juarez, a junior double-majoring in art and advertising said “I think it is great. It is a large donation so the name change does not bother me at all. Actually I enjoy that advertising is in the name.”

Already the donation has given the newly named Zimmerman School of Advertising and Mass Communication building a new, updated logo which is displayed inside and outside of the building. Also, there are now televisions inside of the building’s lobby to add to the modern feel of the program.

PR Wins Vs. PR Fails

By: Emily Herr, Staff Writer

PR WINS



•Taylor Swift: Unless you have been living under a rock, you probably have heard about Taylor Swift and her rise to success and pop music sensation. Whether or not you like her music, you can appreciate some PR tactics she used. One notable one was when she found a struggling college student on the social media/blog website, Tumblr and sent her a check for \$1,989 to pay off her loans. While this may seem as just a nice gesture, it is really a clever way to promote her new album of the same name.



•Coca Cola- The recent “Share a Coke” campaign was a huge success. It involved people getting cans and bottles with their names on them and encouraged sharing on social media. Countless people shared their coke bottles on social media and a couple even used the bottles to announce that they are expecting a child.



•Dunkin Donuts- The recent controversial #RaceTogether campaign was a fail on Starbucks part, but a success for its competitor, Dunkin Donuts. Dunkin Donuts received a mix of participation throughout the campaign.



•Recently, Krispy Kreme in the United Kingdom released a campaign called the Krispy Kreme Klub (Which has the acronym KKK). This clearly received a lot of backlash from the community and resulted in some firing by the company.



•Starbucks- Very recently, Starbucks began a campaign called #RaceTogether which encourages guests to discuss race with their baristas. However, in the advertisements, there were only white people holding the cups which led to a lot of criticism on social media and the Starbucks Senior Vice President even deleted his Twitter because of this and the campaign was cancelled early.



•One Direction- The popular boy band, has been criticized by the media a lot. Most notably, was the video a while back of two of the members smoking marijuana and talking about drug use which was leaked on the internet. Of course their PR team worked damage control on this situation but many fans did not attend their shows in protest of the drug use and the two boys received criticism from the media. Recently, Philippines was publicly requiring them to submit to a drug test or pay a fine, so clearly this video affected the band’s image.

PR FAILS

6 Ultimate Online Tools for PR Pros

By: Erica Everett, Staff Writer and Copy Editor

So you want to be a public relations professional? Some of the most important aspects of public relations include managing online content and social media, sending press releases and finding media contacts. While school gives you the knowledge of the industry, these online resources give you the tools to make your life in PR easier and more efficient.

1. Help a Reporter Out

This site connects news sources with journalist. More than that it's a free-publicity forum that connects you to expertise sources. How does this help PR professionals? Well it's facilitated about 7,500,000 media pitches and promoted nearly 1,500 brands to the media. It's a great way to build your relationship and credibility with reporters.

2. PR NewsWire

Get your News Release out to over 200,000 media points and 8,000 websites for maximum exposure. PR Newswire optimizes and targets your content, then distributes it and measures results across traditional, digital, mobile and social channels. A site that similarly allows you to send out press releases is at free-press-release.com.

3. Google Alerts

When you sign up for google alerts, you can tell it key words, people, products and more to identify throughout the web. It will send you email notifications any time that Google finds new results on the topic you generated. It's a great way for PR professionals to find out when people talk about your company or keep up with news stories that relate to or affect the company.

4. Pitching Notes

Pitching Notes can improve your pitching techniques and make more targeted pitches offering specific journalists the type of info they're looking for right off the bat.

5. Viralheat

Monitor and discover the social media conversations that matter to your organization and know what people are saying about your business. Viralheat's comprehensive monitoring tool let's you run competitive analysis, reputation management, and brand management. Viralheat turns in-depth analytics into actionable data. Measure and understand social metrics with Viralheat's advanced analytics. A site that offers similar services in SocialMention.com that can achieve the basics of social media management.

6. Group High

Group High is a software that helps public relations, SEO and social media professionals reach out to bloggers.

Contact Us

Find us on social media or contact our executive board members for more information.

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#exPRSSAyourself

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