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Dispersing Public Relations
into a Spectrum of Ideas

Fashion Institute of Technology
fitprssa.weebly.com

PRSSA
Fashion Institute
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PRISM

A graphic of a rainbow spectrum emerging from the top of the letter 'i' in 'PRISM'. The spectrum consists of four distinct horizontal bands of color: red, yellow, green, and blue, arranged from top to bottom. The bands are slightly angled upwards to the right, creating a sense of dispersion.

Starting a New Career Path

Samantha Kushner

Co-Creative Director

This past summer, I was given the incredible opportunity to intern at the Gotham Group in Los Angeles, California. The Gotham Group is a talent management and film production company best known for producing the Maze Runner franchise. During my time there as a management intern, I was responsible for writing coverage, researching the competitive landscape, and making sure the office was in order. In theory, moving across the country for a summer is terrifying. But the nerves disappeared as soon as I finished my first day-- that summer ended up being one of my best.

I came to FIT thinking that I wanted to enter the business/communications side of the fashion industry. However, after completing my first internship at a fashion PR firm, I realized that the industry was not right for me. It was at that point that I reconsidered basically my whole life and desperately wanted to find a field that was better suited. I recognized that I really enjoyed the component of PR that was rooted in organization, branding, and dealing with high-pressure situations. Besides fashion, I always enjoyed movies & television. Through research and speaking with people in the entertainment industry, I decided to go with my gut and explore careers in Hollywood.



Samantha Kushner In LA

The Gotham Group had a pretty structured internship program which I really loved. Multiple times a week, the company would bring in professionals in the industry to speak to us about their jobs. We also got to travel to San Diego to assist with the annual ComicCon party that the company hosts. But interning wasn't all fun and games; the work got to be very intense depending on how many interns were in the office on a given day. I would read

multiple books a week, and I can honestly say I have never read as much as I did this past summer. But reading books and writing coverage, although tedious, showed me how much I loved what I was doing because I never lost interest in it. At the end of the summer, I was able to pitch one of the books I read to the managers-- that was definitely a major

highlight.

Living in California overall was a dream. My friends and I, (many of them I met through the internship and still keep in touch with) would road trip to the beach on the weekends, hike, and explore the city. I learned to keep my mind open to new career choices. I'm excited to see where my next internship takes me!

WHAT WE LEARNED AT RUBENSTEIN PR: THE IMPORTANCE OF WELL ROUNDED MEDIA

Gab Orefici

Vice President

On November 14, 2019, FIT PRSSA had the pleasure of visiting Rubenstein PR for an agency tour. During our visit we were warmly welcomed with desserts, beverages and smiling faces who were so excited to educate us on their day to day tasks. What we discussed mostly with the team at Rubenstein PR is the importance of having a well-rounded media front. The chapter participants were educated on why it is necessary to have your client in the expected outlets, but as well as other informative outlets to give coverage a fully rounded perspective of all aspects of the brand. The primary client discussed was a fashion client at Rubenstein PR, Badgley Mischka. The obvious outlets Badgley Mischka would be included in are VOGUE, ELLE, Harper's Bazaar, etc., but the founders came to Rubenstein PR with a different idea in mind. They wanted to be featured in places such as Bloomberg, Business Insider, and The Financial Times; what isn't typically thought of is the people reading these publications to be consumers for the brand, but also in part to see the brand as a contender on the market for financial competition as well as recognition.



Rubenstein Public Relations Inc.

Putting Badgley Mischka in these outlets opens up a new market, it opens up the brand name to people who would not have seen it before, and reaches a demographic of both men and women who tend to shop in a Badgley Mischka price range. The hour we spent on the tour of Rubenstein PR opened the eyes of chapter members to a new objective they can bring to the table in internships, and future jobs.

Relationship Marketing

Bella Hurtado

Co-Event Coordinator

On November 8th, 2019, the Association of National Advertisers held a Relationship Marketing Committee at the Fashion Institute of Technology. At the committee, members from various marketing and advertising firms across the nation gathered to share ideas and learn from one another. In addition to committee members, various FIT students from the Advertising and Marketing Communication major were invited to attend.

To kick off the committee meeting, there was a networking breakfast which allowed attendees to familiarize themselves with one another. Ying Wu, a Director of Activation and Branded Content at Whosay (a company of Viacom) was the first presenter who touched on social media marketing and its importance in the digital age. Wu gave perspective in discussing the dynamic duo that is a top retailer (i.e. Walmart) and an influencer with a huge following. The power combination can result in an explosive product launch and priceless exposure. This session was super interesting because it gave insight into how important it is for a powerhouse retailer to connect with a powerhouse celebrity/influencer to properly penetrate their market.

Following Ying Wu, the Founder and CEO of Woolly, Scott Paul, took the stage to discuss brand trust. The two different speakers gave great perspective about the world of advertising; their points complemented each other and really emphasized the importance of knowing your audience. Paul discussed the power of authenticity -- in order to really strike a cord with a client, it's imperative for a brand to have a good connection with them. For instance, it's so much more appealing to purchase products based on recommendations from friends than it is to purchase products based on a staged advertisement. That being said, Scott Paul sees consumer-to-consumer commerce as the best way to advertise. This session was incredibly educational because it linked the importance of

trust to a consumer to advertising efforts which highlights the importance of keeping the humanity in marketing -- even in the digital age.

The last speaker at the ANA committee was Jennifer Pelino, a Senior Vice President at IRI, a market research

company. Pelino discussed the analytics that go on behind the scenes of our favorite influencer campaigns. With new and innovative software and technology, the role of behavioral data is ever so important. Behavioral data is a huge indicator of what's working and what's not. This allows advertisers to better produce campaigns to penetrate their target market. This session was really eye opening -- while it may seem like it's just a sponsored post on your favorite Instagram model's feed, there is so much more that goes into it.

Overall, the ANA's Relationship Marketing Committee allowed advertising professionals and students to come together to discuss and better understand the industry.



Key Takeaways from the 2019 International Conference

Danny Lynch

Secretary

Being able to take part and join in this year's International PRSSA conference hosted in San Diego truly was an invaluable and memorable experience for me. The whole entire weekend was filled with worthwhile opportunities that allowed us more of a glimpse into different topics.

One of the speakers that particularly stood out to me was Josh Grau, a technology and media veteran who served in a variety of interesting roles. He spent 6 years at Twitter in a variety of marketing leadership roles, two of which he spent overseas developing other markets. On top of this, he's additionally worked in Division I collegiate athletics, as a women's volleyball coach at the University of Texas and Northwestern University.

One thing I found to be quite interesting was when he spoke that companies, as brands, fall into one of three types: mother, mechanic and missionary. To put in context, a mother company would be customer-oriented companies win on the basis of connection in terms of both whom they serve and the experience they create. They measure success by retention, satisfaction, and loyalty, and everything they do is motivated by customer needs and those companies' relationships with their customers. Examples he named are Lyft, Disney, and Nordstrom.

Mechanics are companies that are determined to build the best products and services and bring them to the masses before anyone else does, with success measured in terms of market dominance. Examples include Oracle, Microsoft and Walmart.

And for missionary companies, they are concept-oriented; they are the companies dedicated to changing the world and delivering groundbreaking, life-altering innovation, like Apple delivered over and over during the Steve Jobs years. Other examples include Twitter, AirBnB and Tesla.

Overall, this was really interesting for him to speak on how brands must figure out who they are in the world (what their "corporate DNA is) and pick their lane to enter. They should also work to build empathy around their customers, and determine how they will best share their brand's story with them.

Apart from this session, getting to hear other sessions ranging from a celebrity PR founder and a human rights journalist who discussed her time being detained as a prisoner in North Korea and her perspective, truly were meaningful to hear. On top of this, there was plenty of sunshine, coffee to drink, and laughs and smiles to be shared with everyone else who attended that made for an unforgettable experience and a great piece in the pie in my final year at FIT.



San Diego

How PRSSA Shaped My Confidence

Taylor Terry
VP of Chapter Development

When I first came to the Fashion Institute of Technology, I had my vision set upon this idea that I would become a fashion and culture journalist. But my dream quickly shattered when I took ‘Journalism 101’ my Freshman year. For every article I had written, my professor used her red Sharpie to cross out each page with the same comment: “You write like a publicist.” Admittedly, this terrified me because it challenged my answer to that provoking question every kid has been asked: “What do you want to be when you grow up?” While the “plan” was to become a writer, I quickly realized that life doesn’t care about your plan, for there is no set itinerary. So, I used this as a guide to spark a hidden curiosity and joined FIT’s Public Relations Student Society of America (PRSSA). PRSSA became my guide, but I didn’t know that I would dive into a newfound interest and make lifelong friends along the way. From a quick awakening my Freshman year, I became this year’s Vice President of Chapter Development as a Junior. Through the organization of weekly meetings and hosting intimate conversations with our guest speakers onstage, I have found profound fulfillment where I now have the ability to give that same guidance I once needed when I first joined.

If you were to tell me that I would be on stage presenting in front of 25 students every week I would have laughed and been crippled out of fear. Although this fear never truly vanishes, I’ve learned how to program this energy into a positive force that continues to push me deeper into the fear of the unknown. Because on the opposite side of fear is the confidence to thrive in a world you’ve never imagined.



PRSSA Panel Event with Small Girls PR

If You’re Going to San Diego, Be Sure to Bring a Bathing Suit

Katelyn Malecki
President

As a member of PRSSA for three years now, October has come to mark the arrival of International Conference. Last year, I attended the conference in Austin, and this year, I was fortunate to attend in San Diego. This year also marked the first time the conference was referred to as the International Conference, which is exciting for the future of PRSSA as it expands into more countries around the world. For me, San Diego was a great conference experience. As my second time attending one, I was familiar with the layout and organization of the event, which allowed me to not be as awestruck as I was in Austin, and thus focus more on being in the moment. San Diego brought with it many surprises, too. The conference offered the chance to hear from great speakers, like Laura Ling and Bob Woodward, as well as attend interesting panels that touched on topics from the US Military, to how to handle extreme crises. Many of the breakout sessions were also filled with great content. I was able to learn about how emotional intelligence can be tied to leadership, how brands can survive by understanding where they fit on the road to innovation, and how PR professionals need to adjust to the disruption occurring in the industry today. I was able to take something useful from each session I attended, and that made this International Conference a great one to end my time attending them as a FIT student.

While the content of the conference was great, I would be leaving out a major part of it if I didn’t mention the friends I made along the way. One of the best parts about attending an International Conference is getting to travel with other members of the FIT chapter. No matter how close you were before attending, it’s guaranteed you’ll be closer once you leave. Traveling across the country with five other people and spending a long weekend exploring a new city with them transforms you from being members of the chapter to being friends. San Diego had plenty to explore, and I was fortunate to experience it and create memories with great people. San Diego will always hold a special place in my heart now.



PRSSA E-Board at the International Conference in San Diego

MIND THE GAP

Marissa Jones

Treasurer

At National Conference, I attended a session called Mind the Gap by Tina McCorkindale from the Institute of Public Relations. She taught us about a study that The Institute of Public Relations had recently done about the gap in leadership opportunities of men to women. She shared that the Public Relations industry is primarily female, but females only make up 20% of top leadership. The most important thing she shared is that we need to change this imbalance, and that men and women need to acknowledge the leadership and pay gap. She also shared a lot of helpful advice, such as comparing salaries with other professionals at your level to make sure you are getting a similar amount. She mentioned being very confident and not apologizing like many women tend to do. This was a really great session overall that taught me a lot.



Marissa Jones and Katelyn Malecki

SOCIAL MEDIA AND ITS IMPORTANCE FOR PR

Ava King

Social Media & PR

As the VP of Social Media and PR, my responsibilities include the use of social media as a way to get information out to members and the whole FIT community so I thought it would only be appropriate to bring to light to the importance of it for PRSSA as a club and in the Public Relations

Industry for brands. The main social media account I use is Instagram because it is the best way to get information out in a creative visual way. When I think about posts for the PRSSA account it is to communicate important information about what is going in each meeting, events and member spotlights but also make it feel inviting. For any club or brand, a great social

media presence creates better awareness. Public Relations professionals use social media as a way to find influencers to promote offerings and protect reputation.

Brands and influencers create relationships that broaden their audience based on their following. Word travels fast in society so PR pros have to be able to address a crisis and swiftly react to negative press. Journalists will go straight to social media to see what everyone is saying about an issue or conflict and PR Professionals will work behind the scenes and join that online discussion which can influence a journalists angle on the story. Social Media has now not just become a sharing platform but also an analytic tool that brands and PR Professionals can use to know what kind of reaction a campaign, ad, or post is receiving.

According to a Forbes article on How Social Media is Changing The Face of PR," it explains that "social media is how the [Public Relation Industry] strategize internally when it comes to building our own relationships, appealing to journalists and diving deep into industry research. Social Media allows you to create your own buzz but it is important to have a strategy in mind when creating a Instagram post or a tweet to the public.

Whether it's to connect with influencers, promote a product, or get the word out about an event or collaboration, it's important for PR pros to have a specific goal in mind. The message needs to be consistent across all channels and be in line with the brand or idea you are promoting. The industry has already jumped on board with these concepts and as young students making our way into the career of Public

Relations, we must know what is working now so that when we are working we can enhance it.

The group of students asked her What advice do you wish you could tell yourself before starting your career? She highly recommended for all students to study abroad. She is lucky enough to be able to travel for her job but most people do not get that opportunity so take full advantage of it now. Elizabeth believes it is a huge growing opportunity.

It was a true pleasure having the fabulous Elizabeth Coke to speak with PRSSA about her fascinating career with Estee Lauder and her advice to younger students looking into the communications industry, but don't be fooled by her corporate world. Elizabeth also runs her own @apopofliz blog, where she talks about travel, beauty products, etc. PRSSA cannot wait to see Elizabeth continue to thrive in the industry with her blog and Estee Lauder.



Social Media

MY FIRST TIME AT #PRSSAIC

Kenyatta Cleveland

Co-Event Coordinator

This past October I had the privilege of attending PRSSA International Conference in San Diego, California. Since I've never attended a conference, I was not sure what to expect. The conference was 4 days and went by so quickly. We were allowed to pick which sessions we wanted to attend by personal preference, which is harder than you think, because there are so many sessions that are interesting. My favorite session that I attended was 'The Hidden World of PR' which was led by Brandi Boatner. Brandi works for IBM CHQ Communications and I was excited to hear from her. I liked this session the most because of how "down to earth" and personable Brandi was. During her session, she told us how she was in our seats as a member of PRSSA just a few years ago. She did not just give a stuffy lecture up on stage. She sat in the crowd and actually asked us about ourselves, what skills we had, what we thought we were good at. The reason this stuck out is because she was completely authentic. She discussed "imposter syndrome" that most college students have, which is essentially pretending that you know everything and having every skill that an employer is looking for. She explained that it is better to say that you don't know, nor do you have the skills but are excited to learn these things. Knowing that someone who was a member of PRSSA when she was in college is doing something as incredible as doing PR for IBM is very inspirational. Not only was this a great session, after the session she stuck around for two and a half hours after it was over just talking to us in the lobby of the hotel.

When it was my chance to speak with her after the session, she asked me where I was from and once I told her I went to FIT. She invited me for coffee in the city. PRSSAIC was filled with a lot of fun, memories, learning opportunities, and life-long connections. I highly recommend attending a conference if you haven't already. It is an experience you will always remember.



Brandi Boatner and Kenyatta Cleveland

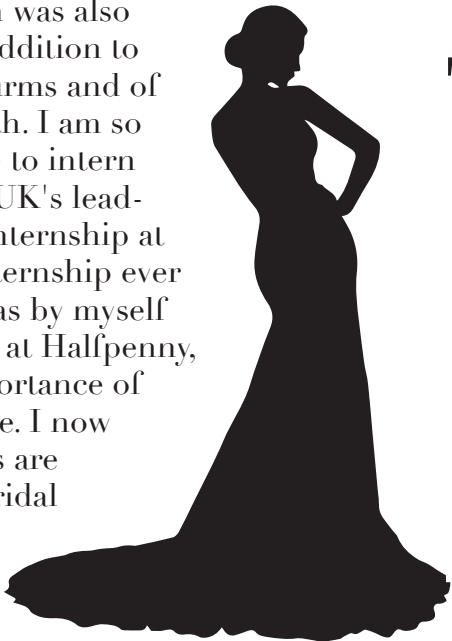
Lauren Westerheide

PRSSA Member

My first experience with PR aside from my classes and PRSSA, was during my summer abroad in London through FIT's program. This specific study abroad program was also a 3-week marketing internship in addition to attending site visits to various PR firms and of course living in London for a month. I am so grateful to have had the experience to intern for Halfpenny London, one of the UK's leading luxury bridalwear brands. My internship at Halfpenny was not only my first internship ever but also the first time I flew overseas by myself without my family. During my time at Halfpenny, I learned all about PR and the importance of maintaining a cohesive brand image. I now understand how different priorities are in terms of marketing within the bridal industry.

Due to the fact that most women only get married once, instead of trying to maintain consumer loyalty and crucial long-term relationships, bridal brands have to continue to grab the attention of new customers. Because the bridal market is very saturated, Halfpenny London puts a strong emphasis on PR and instead of only marketing their gowns, they are sure to market the unique and luxury experience brides will receive when they choose Halfpenny to design their wedding dress. In conclusion, my experience abroad was truly unforgettable, and I am glad I was able to have this experience to learn about PR and marketing within this unique industry.

PR WITHIN ONE OF LONDON'S TOP BRIDAL BRANDS



Lauren Westerheide at the Halfpenny Boutique



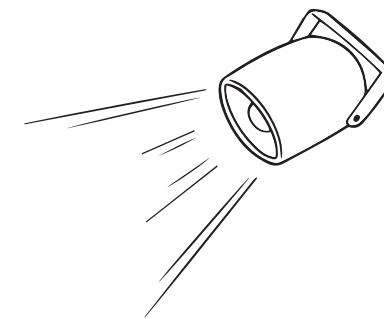
Over this past summer, we kept up with our PRSSA Members! We loved hearing about all the amazing experiences, jobs, and internship our members had!



We are so proud of all of you!



#SUMMERSPOTLIGHTSERIES



Executive Board Member/Events Coordinator Bella Hurtado has been working up a (beauty)ful storm this summer at Sephora!

“Sephora has not only helped me grow as a creative individual, but it has been one of the most inclusive and inspiring environments I’ve worked in!”

—Bella Hurtado



Get your teacups ready with Danny Lynch, Secretary who interned/study abroad in London!

“My experience was wonderful and so eye opening! I got the chance to see an entirely new culture with a fresh set of eyes and different perspective, and was able to expand outside my comfort zone both with meeting new people and building relationships, as well as working alongside people in the workplace.

It has been one of my top highlights and favorite memories of my time at FIT!”

—Danny Lynch

FIT PRSSA member, Aisha Flores, interned at Swarovski this summer!

“Working at Swarovski for the Corporate Branding & Communications team has been one of the most career revealing experiences I’ve had. It’s truly been like a PR boot camp and I have loved every minute of it. But not only that, it’s a company that fosters great values and work culture. For that, I am so thankful to be part of such an amazing team”

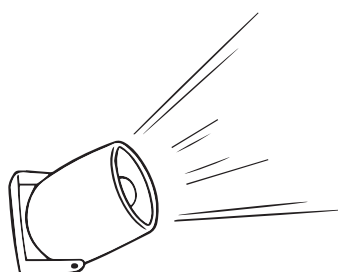
—Aisha Flores



Our member and VP of PR and Social Media Ava King is at Cushnie, an in-house fashion brand as their PR intern this past summer!

“I have gained a whole new perspective not only about Public Relations but about the fashion industry. I was able to work closely with the PR/VIP Relations coordinator which allowed me to have a great deal of responsibility communicating with stylists, editors and press. It was very exciting to see celebrities like Margot Robbie, Sophie Turner, Hannah Brown from the Bachelorette, etc. wear Cushnie and knowing that I had a part in it. I learned so much and I’m so thankful for this experience”

—Ava King



BRANDING MYSELF

Lauren Schinkel

Ever since I joined PRSSA, which was this Fall during my Freshman year, I have learned key elements in how to brand myself. Right off the bat, PRSSA has strongly encouraged me to get myself out there and network. It is almost the end of my first semester in college, and I have already learned how to make an established LinkedIn account, I have already visited a PR agency, while I am also being educated about the industry weekly by the executive board. It is inspiring to hear the older members' experiences with internships, where they are giving us useful advice and countless opportunities to connect with industry professionals.

PRSSA has given me more clarification that PR is something I'd like to do in the future which makes me happy that I decided to join. Another great aspect of PRSSA is that everyone is welcoming and friendly. I feel like it would be so easy to feel lost being a freshman and wanting real-world experience, but PRSSA was an easy way to feel like I am getting off the right foot.

My goals for the next semester and the beginning of next year are to have at least one internship, while also still doing well in my classes. I am in the process of applying to internships, where I've had a couple of phone call interviews so far. Even though I am nervous about starting this new chapter, I still really hope I can start my journey of internships sooner rather than later.



FIT PRSSA Members at the Rubenstein PR Company Tour

Our Guest Speakers & Events!



FIT PRSSA
Members and
AMP Agency



PRSSA Members
& Small Girl PR

E-Board 2019



- Creative Directors: Samantha Kushner & Bella Raykhman
- Secretary: Danny Lynch
- Vice President: Gabrielle Orefici
- President: Katelyn Malecki (On screen)
- VP of Social Media & PR: Ava King
- Treasurer: Marissa Jones
- Co Event Coordinators: Bella Hurtado & Kenyatta Cleveland
- VP of Chapter Development: Taylor Terry

NOTE FROM THE EDITORS

Hello all! It's hard to believe another semester is over. On behalf of the whole FIT PRSSA e-board, thank you for an amazing semester. This fall, we had the pleasure of hosting companies such as Small Girls PR, Clinique, Weber Shandwick, and more at our panels. Members traveled to San Diego for International Conference and reported back to the club with all the knowledge they gained. We elected our 2020 e-board, and traveled to tour PR agencies around the city.

In this PRism issue, chapter members have written about their internship experiences, San Diego IC, panels at the club, etc. We also featured a collection of photos from this semester of club members and panelists. I cannot wait to see what 2020 brings... good luck FIT & happy holiday's!

Best,

Sam Kushner and Bella Raykhman

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