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FERRIS STATE PR BIZNEWS

WHERE ARE THEY NOW?



KARI SEDERBURG, 2002 Graduate
Michigan Nonprofit Association
Director of Public Policy



JEFF WANDELL, 2008 Graduate
Weber Shandwick Detroit
Assistant Account Executive

Each newsletter, we interview graduates of the Ferris State PR program. We find out where they are and what they're doing. We also gain insight and advice for success as a PR professional.

Q: What do you do in your current role?

Kari: My current role is to implement and monitor state and federal regulatory, legislative, and policy strategies on behalf of the non-profit sector. I work closely with the President and CEO to engage our target publics in policy issues.

Q: What experience(s) at Ferris helped with your current job?

Kari: The practical experience was great. My capstone project with Special Olympics gave me insight into the role of a PR person. I left feeling prepared for my first job. I also liked that it was part of the business school.

Q: What do employers look for in PR professionals?

Kari: Strong writing skills, no matter what level of the organization, are important. Strong writing skills have been critical everywhere I've worked and for everyone I've hired.

Q: What hiring tips do you have for students?

Kari: Network and follow-up. Every time you meet someone new, get his/her business card and follow up with them. Also, if there is an organization or a cause you are really interested in, give them a call or send them an e-mail and let them know.

Q: Is there anything else PR students or Alumni should know?

Kari: I've found my PR degree coupled with the business background, to be very versatile. If you are a strong communicator you can fit well into various organizations and roles. I suggest interning in a sector you think you might be interested in.

Since graduating, Wandell has worked in automotive public relations at Weber Shandwick for clients like General Motors (GM), Hankook Tire, OnStar, and the United States Army.

Jeff recently spent five months in China working on the General Motors World Expo. He worked with a team running expo events, forums, and meetings with GM executives and speakers. GM's theme was transportation in 2030, focusing on connectivity and design.

In regards to Ferris State PR, Wandell said, "Don't underestimate the knowledge you have." He emphasized the edge Ferris State PR students gain, stating that the business degree really sets Ferris apart from other programs.

Ferris State PR is pleased to introduce our newest students to the major!

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|---------------------|-------------------|
| Ashley Aylsworth | Michael Kennedy |
| Amanda Cook | Alexandria Lorenz |
| Stephanie Dallman | Scott Medlen |
| Nathaniel Helfrecht | Courtney Ratz |
| Christopher Hull | Steven Solinski |
| Megan Kellow | Jordan Wallin |

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TOYOTA PR AT FERRIS



In September, Toyota's Midwest PR Manager, Curt McAllister, presented the crisis response of the world's largest car manufacturer amid a flurry of recalls and alleged safety issues in 2009. McAllister, a graduate of Ferris State PR, captured the attention of more than 60 students, offering a thorough case study of the recent media firestorm. "Despite it all, there are silver linings," said McAllister. "We remain the most durable car company in America with 80 percent of our vehicles sold in the past 20 years still on the road today."



Pictured (l-r) Leslie Swanson, Dani Breuker, Dr. Patrick Bishop, Heather Schonmeier, and Jon Parrish.

Ferris State PR Gains National Certification

In October, Ferris State PR became the only program in the state, and one of 23 in the nation, to receive Certification in Education for Public Relations (CEPR) from the national Public Relations Society of America (PRSA).

The national honor was gained after months of rigorous planning, which included a two-day site visit by PR professionals who measure the program against nine standards in areas of expertise such as curriculum, faculty, facilities, students, and diversity.

"CEPR distinguishes Ferris State PR from all other programs in the state of Michigan," said Dr. Patrick Bishop, Ferris State PR professor and program champion. "Certification puts us in an elite group with only a couple dozen programs in the nation who have met these standards."

FSU's College of Business Dean, Dr. David Nicol, said the CEPR status adds further distinctiveness to the University's PR program, which is already nationally unique because the curriculum is housed within the business college.

"Based on the extensive research of our faculty, no other PR program in the nation holds these credentials," Nicol said. With approximately 50 students enrolled in the program, Bishop hopes certification will facilitate continued growth for the PR curriculum.

"Ferris State University is providing great opportunities for its Public Relations students to gain real-world, hands-on experience," said Bishop. Ferris State Public Relations students have created their own firm in which they execute plans, manage projects and work with clients. "This type of extra-curricular activity continues to set us apart as a program. Ultimately, we are working hard to fulfill our creed- built on character, driven by business."

Homecoming Tailgate Is A Touchdown!

Ferris State PR students celebrate third annual PR tailgate



For the third year in a row, students, alumni, and faculty of Ferris State PR gathered for a Homecoming tailgate party in the College of Business parking lot. Nearly thirty people participated, enjoying hot dogs, snacks, their beverage of choice, and plenty of sunshine. Pictured above (l-r) are Jamie Burkle, Katie Barnes, Dani Breuker, and Leslie Swanson. Pictured below are Mike Zubor and Jenni Omness.



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SEMESTER SNAPSHOTS!



PR majors (l-r) Courtney Ratz, Mike Kennedy, Amanda Cook, and Jacob Mecham enjoy some down time during a PREL 101 presentation.



Junior PR students, (l-r) Jordynnn Barnes and Amber Hunter, get ready for another exciting lab in PREL 341.



Senior PR student, Chris Fortney, steals a kiss during the PRBQ in September at Professor Tom Mehl's home.



Our first-ever Festivus was a smashing success... literally, with Troy Vos taking out the pinata with an umbrella. Our host, senior Jon Parrish, kept us entertained with games, stories, contests, and his freaky-amazing talent in being able to say anything backwards. Enod llew!



Sophomore PR student, Samantha Bankey, shows off her award winning, hand-made ugly sweater during Festivus in mid-December. Bankey tied for ugliest sweater with junior PR student, Troy Vos.

CONNECT WITH US.



Join our Ferris State PR Facebook group, follow us on Twitter @FerrisStatePR, or shoot us an e-mail at ferrisstatepr@gmail.com.

WHO WE ARE

We speak truth with **compassion**. We embrace diversity in all forms. We are **excellent**, doing the little things that make a big difference. We are innovative, **creative**, fresh, and original. We are **upbeat**, inspired, **energetic**, and engaged. In all we do, we strive to be our best self. **We are Ferris State PR and this is who we are.**

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