

PRemier

FALL 2021

October Edition

Illinois State University Chapter of the Public Relations Society of America

All Points PR Agency Tour

On October 1, 2021, our ISU PRSSA Chapter was given the opportunity to tour the All Points PR Agency in Deerfield, IL. We learned about their work culture, clients, and past work. They created a writing workshop in which reinforced what would be important for a PR writing test and future work. We want to thank everyone at All Points PR for making our visit a success. We are so grateful to have learned more about the PR Agency world.



ISU PRSSA members along with All Points PR's Jonathon Bazar, ISU Alumni Sarah Lisewski, Alana Guggenheim, and Joey Lauren Jiracek.

Weber Shandwick

This month, we were able to meet with Melissa Fortes, Ryan Smart, David Weil, and Maddie Coe from Weber Shandwick via Zoom. They spoke to us about their experience working at Weber Shandwick and gave us a glimpse of what they would do in their specialized PR role.

They showed us previous campaigns they had worked on at Weber Shandwick and led us through their thinking process of making the (continued on page 2)

PR choices they decided to make.

They showed us the M&M's Classic Mix Campaign that a group at the agency worked on from a couple of years ago and they also showed us a campaign that they worked on for Mango's in an attempt of making them more popular by planning Mango pop-up shops back in 2019.

We went through the importance of the planning process as well as the importance of all of the integrated media that has to set into place for campaigns to succeed. We truly enjoyed getting more insight about the company and their own successes.

HAPPY HALLOWEEN!

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Pictures above taken at our Halloween Party Social by our Event Photographer: Rachel Beenders