

## JEOPARDY QUESTIONS/ANSWERS

### NEWS & INTELLIGENCE

1. This resource communicates successful Chapter programming. Chapters send a press release to the Vice President of Public Relations, and from there, it is posted to the website. What is this resource?

*Answer: Chapter News*

2. Students often contribute to this publication throughout the year; it serves as the Society's main publication. Please name the publication and how often it is printed.

*Answer: FORUM; 3 times per year: September, January, April*

3. This online resource is geared toward engaging conversation among PRSSA students about student, industry and Chapter trends.

*Answer: PRSSA Blog*

4. This resource is mailed monthly to Chapters throughout the school year and is a major publication of PRSA. Please name the publication and from whom you can obtain a copy.

*Answer: Public Relations Tactics; obtain a copy from your Faculty Adviser*

5. Emailed twice per month, this resource helps bridge the communication gap between Chapters and the National Committee.

*Answer: Biweekly Update*

### SCHOLARSHIPS

1. The first woman to become PRSA President, she was a strong supporter of ethics advocacy; she established these scholarships to promote education and leadership in public relations.

*Answer: Betsy Plank PRSSA Scholarships*

2. Name 3 scholarships.

*Answer: See list of scholarships [here](#).*

3. This position on the National Committee can help extensively with scholarships and awards; what is the position and who currently holds this position?

*Answer: Vice President of Member Services; Vanessa Perkins*

4. How many scholarships does PRSSA offer?

Answer: *More than ten*

## AWARDS

1. The Plank Center for Leadership offers a Chapter award for what aspect of public relations education?

Answer: *Ethics Advocacy*

2. During the 2011 National Conference, the Vice President of Professional Development will present schools with which awards for outstanding student public relations practice?

Answer: *Student-Run Firm Awards*

3. If a Chapter meets at least eight out of the 10 requirements, the Chapter is eligible for which award. Name two requirements.

Answer: *Star Chapter Award*

### Requirements:

1. *Initiate and complete at least one community service project*
  2. *Prove that you have strengthened PRSA/PRSSA relationship*
  3. *Give attention to ethics at least one meeting*
  4. *At least one member applies for a scholarship or award*
  5. *Implement at least one national initiative*
  6. *Confirm attendance by at least one Chapter member at a national event*
  7. *Gain positive attention for your Chapter in at least one campus or community publication or other media*
  8. *Extend an invitation to students/faculty from other disciplines to attend at least one Chapter meeting*
  9. *Confirm that 10% of your Chapter membership applies for Associate Membership*
  10. *Confirm that your Chapter has applied for at least one national PRSSA award*
4. DAILY DOUBLE: There are 12 prestigious awards for all aspects of an outstanding Chapter. What is the name of these awards and please list three of them.

Answer: *Dr. F.H. Teahan Chapter Awards*

1. *Outstanding Chapter*
2. *Chapter Development*
3. *Chapter Diversity*
4. *Chapter Firm*

5. Chapter Newsletter
6. Chapter Website
7. Regional Activity
8. Community Service
9. University Service
10. PRSA/PRSSA Relationship
11. Faculty Adviser
12. Professional Adviser

## NATIONAL INITIATIVES

1. Name three national initiatives with which your Chapter can get involved.

*Answer:*

1. High School Outreach
  2. Ethics advocacy
  3. Diversity initiative
  4. Fundraising Bowl
  5. Community service initiative
  6. Apply for scholarships/awards
  7. Write for FORUM and/or the PRSSA Blog
  8. Develop a Chapter Development Session for National Conference
  9. Attend a national event
  10. Host a Regional Conference
  11. Participate in the Bateman competition
  12. Participate in mini-competitions
  13. Participate in Day-of-Competition at National Assembly
  14. Start a student-run firm or apply your firm for National Affiliation
  15. Participate in PRSA ethics month (September)
  16. Participate in PRSA/PRSSA relationship month (October)
  17. Send Chapter News to the vice president of public relations
- \*For more information regarding national initiatives, please visit [www.prssa.org](http://www.prssa.org).*

2. During which month is PRSA/PRSSA relationship celebrated?

*Answer: **October***

3. This PRSSA resource helps you create and build your resume.

*Answer: **PRSSA Internship Center***

4. There are four national events held by PRSSA each year.

*Answer: **National Events:***

1. National Conference
2. National Assembly
3. Regional Conferences

#### 4. Leadership Rally

5. Each year PRSSA hosts this annual competition, which requires the creation and submission of a complete campaign plan and successful execution.

*Answer: Bateman Case Study Competition*

#### MISCELLANEOUS

1. To promote professional development at the professional level, PRSSA offers a discounted PRSA membership to graduating members. What is this level of membership called and what is the cost?

*Answer: PRSA Associate Membership; \$60*

2. Name the title, name and responsibilities of one member of the National Committee.

*Answer:*

1. ***National President, Adam Joseph Aisner.*** Oversees National Committee operations, acts as a liaison between PRSA/PRSSA, promotes Associate Membership and sets goals for the Society.
2. ***Immediate Past President, Nick Lucido.*** Works in tandem with the National President to promote PRSA Associate Membership. This person also serves as an official adviser to the National President.
3. ***Vice President of Advocacy, Jonathan Rochester.*** Works to advocate for ethics, diversity, global public relations and executes the annual High School Outreach at National Conference.
4. ***Vice President of Member Services, Vanessa Perkins.*** Works to promote member benefits, especially scholarships and awards.
5. ***Vice President of Chapter Development, Kendall Schmidt.*** Assists with all Chapter issues, manages the President's Talk listserv, promotes and executes Chapter Development Sessions at National Conference.
6. ***Vice President of Internship/Job Services, Joseph Clarksor.*** Works to secure internship opportunities for students within the Society and manages the PRSSA Internship Center.
7. ***Vice President of Professional Development, Jessica Noonan.*** Supports student-run firms and promotes National Affiliation. Also responsible for promoting PRSA/PRSSA relationship month.

8. ***Vice President of Regional Conferences, Haley Higgs:*** Accepts bids for and chooses Regional Conferences; this person helps to facilitate the Regional Conferences and oversees execution.
  9. ***Vice President of Public Relations, Lauren Gray:*** Oversees Chapter News, Bi-weekly Updates, the PRSSA Style Guide and Branding Identity Guidelines, manages social media accounts and all other internal and external communication.
  10. ***FORUM Editor-in-Chief, Amy Bishop:*** Works with a staff to produce *FORUM* three times per year and manages the PRSSA Blog.
3. This recently-launched initiative offers members an interactive forum for discussing issues and trends surrounding the industry, students and the Society. They are held once per month.

***Answer: Twitter Chats***

4. Where can information regarding *all* PRSSA resources be found?

***Answer: PRSSA website.***

5. What percentage of the Society applies for scholarships and awards?

***Answer: Less than 1%***

***Note: Encourage your Chapter to engage in PRSSA's resources and apply for scholarships and awards. For more information regarding member benefits and other PRSSA resources, please visit the PRSSA website.***