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## **Finding Aid to the Public Relations Student Society of America Records**

### **Public Relations Student Society of America**

Public Relations Student Society of America, Records, 1986-200

2 linear ft.

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### **OVERVIEW**

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### **HISTORY**

The Public Relations Student Society of America (PRSSA) Chapter at North Dakota State University was created from the Public Relations Club and chartered in 1988 when the chapter registered with the national headquarters of the Public Relations Student Society of America (PRSSA). The chapter has strived to encourage professional development of public relations students and anyone interested in communications.

The Public Relations Society (PRSA) was formed in 1948 to broaden the skills of professionals in the field by keeping them up to date on the newest theories, ethical standards and behaviors, and professional attitude. In 1950, the PRSA expressed an interest in forming student counterpart to the main organization. However, true interest in a student branch of the PRSA did not come into being until 1968, when 14 chapters were formed nationwide at colleges and universities. Their mission was to serve members and the community by enhancing their knowledge of public relations through experience and professional development.

The PRSSA chapter at North Dakota State University offers opportunities to develop through innumerable projects and competitions. The chapter was recognized for work in Visual Arts in 1997-98. The North Dakota Professional Communicators awarded the chapter second place in a competition in 1991. The chapter members have also gained considerable experience in producing public relations campaigns through Bateman Case Study competitions by designing campaigns for small business and non-profit agencies. The chapter also gained considerable insight into crisis management.

## **SCOPE AND CONTENT**

The first series concentrates on [Organizational Records](#). It consists of chapter bylaws from 1990 and constitution from 1998 and national bylaws for the PRSSA in 1997. Included in this series is the Chapter handbook from 1997, agendas and goals of the organization from a meeting held on September 14, 1989 and again between 1995 and 1998, officer responsibilities from 1997, and membership lists from 1987 to 1997. This series also details space allocation requests dating to 1996 and 1997, budget requests to the Student Finance Organization in 1997 and the Congress of Student Organizations (CSO) in 1998.

[Correspondence](#) is the second series and details communications received and sent since the formation of the chapter in 1989 to 1998, with many of the documents written in 1997 and 1998 and detailed upcoming events and speakers, volunteer requests and promotions. It also contains mailings that were sent out to members in the years of 1997 and 1998. There are also several records containing information on various scholarships and competitions that were open to its members in 1997 and 1998.

The third series centers on [Recruitment](#), which includes records relating to contacts for recruitment effort, strategies and brochures and materials for recruitment and member retention. Highlights in this grouping include directories for the Midwest District for 1991-92 and 1995-96 Friends of the PRSSA 1994 to 1996 and strategies for recruitment in 1997. This series also has a large collection of resources for recruitment and member retention.

The fourth series is focuses on [Promotions](#). In this series, the concentration is on press releases for promotional material for recruitment and student-run firms and professional development between 1997 and 1998.

[Publications](#) is the fifth series and is comprised of newsletters from both the NDSU chapter from 1989 to 1990 and from the national organization between 1987 and 1991. There are additional newsletters and publications that are related to public relations between 1991 and 1997. A highlight of this series is an

article that appears about the chapter in the North Dakota State University student newspaper, *The Spectrum* in 1997.

The sixth series deals with [Events and Public Presentations](#) that members of the chapter have participated in, whether on the local, regional, or national level. It features the chapter's participation in the National Assemblies of the PRSSA in 1989 and 1998. In 1991, the chapter featured several speakers in a local event titled *Around the Corner, Around the Globe*. It also details many events held at the chapter meetings in 1997-1998 with a key highlight focusing the media's role in crisis management in September 1997.

The seventh series details [Awards](#) the chapter has received. It also contains a number of award-winning Bateman Case Studies that the chapter has done between 1996 and 2000. This grouping also shows the awards they have received for work they have done both as a service group in 1997 for its Visual Arts work. The chapter has been recognized in competition in 1990 while participating in the Bateman Case Studies and in 1991 while participating in the North Dakota Professional Communicators Communications Competition.

The eighth series consist of two [Scrapbooks](#). The first scrapbook seems to be the initial scrapbook created by PRSSA (1986-1987- 1990) and includes photographs and activities. The second scrapbook (1997-2000) contains PRSSA activities, photos, clippings, publicity information, national conferences, and campaigns created by PRSSA.

## **BOX AND FOLDER LIST**

### **BOX 1**

- 1/1. Finding Aid, PRSSA history

### **Organizational**

- 1/2. Chapter Bylaws, 1990  
 1/3. National Bylaws, 1997  
 1/4. Constitution and Bylaws of the NDSU Public Relations Student Society of America, February 25, 1998  
 1/5. Constitution and Bylaws of the NDSU Public Relations Student Society of America, April 8, 1998  
 1/6. 1997-98 PRSSA Chapter handbook  
 1/7 Chapter update, NDSU PRSSA, Sept. 5, 1995 to present (1996)  
 1/8 PRSSA meeting Minutes, September 14, 1989  
 1/8a. PRSSA meeting Minutes, September 22, 1992; officer list  
 1/9 Goals and Agendas. PRSSA 1995-96- September; Agendas for meetings between September 20 and December 12, 1995 and January 16 and March 20, 1996. Agenda for January 21, 1998 with notes written on one  
 1/10 Agenda for April 29, 1997: Planning meeting for 1997-98 between 1996-97 and 1997-98 officers

- 1/11 Agenda for August 25, 1997 with notes
- 1/12 Agenda for October 14, 1997
- 1/13 Agenda for October 21, 1997 including Valley Impressions
- 1/14 Officer Transition Meeting: December 7, 1997
- 1/15 Agenda for PRSSA and Valley Impressions, January 13, 1998 with notes
- 1/16 Agenda for January 21, 1998
- 1/17. Agenda for January 28, 1998
- 1/18. January updates (1998?) including notes
- 1/19. Agenda for February 4, 1998, 2 copies with notes on one
- 1/20. Agenda for February 11, 1998 with notes on page
- 1/21. Agenda for February 18, 1998 with notes on page
- 1/22. Agenda for February 25, 1998
- 1/23. Agenda for March 4, 1998 (2 copies, 1 with notes)
- 1/24. Agenda for March 11, 1998 - with notes
- 1/25. Agendas for March 25. 1998 for PRSSA and Student Firm, Valley Impression (2 copies with notes on one)
- 1/26. Agenda for April 1, 1998 with notes written on sheet
- 1/27. PRSSA Meeting, April 22, 1998
- 1/28. Agenda: April 29, 1998
- 1/29. Chapter Election Procedures
- 1/30. Space Allocation Requests: 9-26-97 and 1-28-98 and Registration forms
- 1/31. 1997 Budget Request to Student Finance Organization
- 1/32 Congress of Student Organizations (CSO) meeting notice, April 16, 1998. Agenda and information sheet
- 1/33 1998-99 Space and Budget Requests
- 1/34 Department of Communications Highlights, 1997-1998
- 1/35 Membership lists and PR major lists includes summer lists also. 1987-88 Public Relations Club Member Lists: 1989 Membership list and it includes Summer 1989 phone list; 1992-1995 PR graduates and 1990-91 Members lists
- 1/36. Member phone lists (2 copies) 1-dated 1997, the other undated
- 1/37. Goals: 1997-98
- 1/38. Award and Event Applications
- 1/39. Thundar Bolts flyers
- 1/40 Notes written on a napkin referring to officer responsibility and goals and three business cards
- 1/41 Notes referring to YMCA of NDSU, Chamber of Commerce, Gallery Festival Series

**Correspondence**

- 1/42. Letter from Blue Key National Honor Fraternity, Corresponding Secretary, Holly Thompson to PRSSA
- 1/43. Letter to PRSSA Chapter President from National HQ written by Mike Burgess, VP of Chapter development, dated September 1997
- 1/44. Pro-Am Day: Letter from Sarah Peterson to Chapter Presidents dated September 5, 1997
- 1/45. October 1997 update from PRSSA National President, John Starkweather to chapter presidents detailing the start of a new semester

- 1/46. November 1997 Mailing
- 1/47. December 1997 Mailing
- 1/48. Letter from Robert Ryan Thibault, Asst. Director for Campus Programs concerning Martin Luther King Holiday, dated December 10, 1997
- 1/49. January 1998 Mailing
- 1/50. Sidney Gross Memorial Award dated Jan 1998, including application
- 1/51. Fax with information on Patricia Smith, a journalist and poet for Woman's week, dated Jan. 4, 1998
- 1/52. NDPC: North Dakota Professional Communicators letter and guidelines for 1997-98 College Communication contest dated January 10, 1998
- 1/53. Letter from Volunteer network to PRSSA chapter dated January 26, 1998
- 1/54. February 1998 Mailing
- 1/55. Letter from Mortar Board, 9 February 1998
- 1/56. National Gold Key Award, includes application, dated March 1998
- 1/57. Email from Suzanne Williams to Chapter President, Victoria Knudson concerning speaker for the March 11, 1998 meeting, dated Feb. 21, 1998
- 1/58. March 1998 Mailing
- 1/59. April 1998 Mailing

### **Recruitment**

- 1/60. Membership information for PRSA for PR graduates and potential members of PRSSA and Membership Application for PRSA
- 1/61. Midwest District Directory (2 copies) one is dated 1991-92
- 1/62. Friends of the PRSSA, 1994-95 and 1995-96
- 1/63. 1995-96 PRSSA Midwest District Directory, Gail Libel, director
- 1/64. 1998-99 National Committee Members
- 1/65. Recruitment strategies, September 1997
- 1/66. Recruitment and Promotional materials: various newsletters and promotional brochures for recruitment and retention: includes PRSSA Top 10 list: What you will get out of PRSSA; Letter from Chapter President Kelly Wollschlager; Fact Sheet for PRSSA and booklet with pages from 1-12, 16-18, 22-48, 52, 61-66 out of 66 pages
- 1/67. Recruitment Flyers: 1 Red one and 1 Golden one and a printed Brochure used for Recruitment
- 1/68. PRSSA Recruitment Flyer for Video
- 1/69. Dues and Recruitment, 1989-1990

### **Promotions**

- 1/70. Press Release for Manual on Student Run Firm, August 1997
- 1/72. Order form for advertising in Prairie Portraits. Publication date of March 1998
- 1/73. Note on flyer concerning New Firm Business: NDSU Sunsetter Solar Race Team, Home Builders Association, Prairie Portraits
- 1/74.

## **BOX 2**

- 2/1. Professional Development resources
- 2/2. PRSSA: PR related fundraising ideas
- 2/3. 50+ Ways to Advertise your Program
- 2/4. Gold Letters "PRSSA"

## **Publications**

- 2/5. Connections, no date
- 2/6. Exchange – Midwest District PRSSA newsletter: October 1989; Feb 1991; September 1987; 1991 District Conference
- 2/7. NDSU Chapter Newsletters: PR Press: MSU, spring 1990, Probe, Winter 1989-90, Probe, Spring 1990
- 2/8. PRSSA Newsletters: PRSSA newsletter: 1989 PRSSA Forum, Summer 1991; Swap from PRSSA Winter 1991
- 2/9. Public Relations Strategist, Spring 1995
- 2/10. Writing Concepts: Vol 6, #8, August 1995 (2 copies)
- 2/11. Dakota Heartland
- 2/12. *The Spectrum*, NDSU: Tuesday April 28, 1997: PRSSA provides real-world media for students
- 2/13. PRSSA Northern Plains News, newsletter September 1997

## **Events**

- 2/14. National Conference Program, 1989
- 2/15. "Around the Corner, Around the Globe" event May 4, 1991, includes a pin back button, agenda of event, brochure promoting event and remittance envelope; luncheon program; biographical sketches on Lt. Col. Thomas E. Polkinghorne, Tracy Potter, David J. Terkelson, and Fred Roger Newton
- 2/16. Midwest Leadership Caucus, 1995
- 2/17. Crisis Management: Media Relations during Crisis Coverage, Public Relations Crisis: Basic Rules for a Proactive Stance; The Other Drama at North Lake College: A Crisis Management Strategy, includes a simulation study in Crisis management and What Crisis Plans Fail, Handwritten notes on crisis management
- 2/18. Meet the Media: A Communications Presentation
- 2/19. Public Relations Communicating in a Crisis: The Spring Flood of 1997, outline
- 2/20. Power of Free Media, September 30, 1997
- 2/21. PRSSA national Assembly, March 13-15, 1998
- 2/22. Flyer for April 15 Annual PRSSA meeting (1998)
- 2/23. PRSSA Skills Workshop flyer at the University of Minnesota, April 18, 1998
- 2/24. Celebration Banquet Program, May 1, 1998 and Banquet flyer

## **Awards**

1988 Charter Members- Public Relations Student Society of America, NDSU  
Chapter (*separated to Box 3*)

PRSSA Chapter Certificate Plaque, November 11, 1988 (*separated to Box 3*)

Bateman PRSSA Case Study District Award, 1990 (*separated to Box 3*)

- 2/25. ND Professional Communicators Communications Contest Award, 2<sup>nd</sup> Place, May 11, 1991
- 2/26. Recognition Award for Visual Arts, 1997-1998
- 2/27. Bateman Case Study: "Shaping our Community One Child at a Time"; 1997
- 2/28. Bateman Case Study: Family Fun, 1998
- 2/29. Bateman Case Study: The Village Family Service Center, 1998
- 2/30. Bateman Case Study: Kick Butts Day, 1999
- 2/31. Bateman Case Study: Solobiz, 2000

**BOX 3**

3/1 Awards/Certificates

**BOX 4**

4/1 Scrapbooks