NEWS FROM THE UNIVERSITY OF IOWA JAMES F. FOX CHAPTER PRSSA

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LOCAL PRSSA CHAPTER TO HOST REGIONAL CONFERENCE IN SPRING 2012

IOWA CITY, IA (Oct. 12, 2011) – The University of Iowa James F. Fox Chapter Public Relations Student Society of America (PRSSA) has won one of 10 nationwide nominations to host a Regional Conference April 13-15, 2012.

Chapter President Brittany Caplin, senior majoring in Journalism and Political Science, and Conference Director Shelley Gooder, senior majoring in Interdepartmental-Business Studies, are attending the PRSSA National Conference in Orlando, Fla. this week to develop further plans for the regional conference with fellow nominees across the country.

“We are excited to be hosting our first Regional Conference and look forward to coming together as an organization and utilizing all our resources within our Chapter to bring in key leaders and professionals in the industries of communication, journalism, public relations, marketing, and others,” Gooder said. “Being selected to host Regional Conference provides us with a chance to continue to brand our chapter, as well as the University of Iowa, on a national level.”

The regional conference is titled “PR: People Relations – Are you in the conversation?” The three-day conference will include a keynote speaker, break-out sessions, banquets, socials, and provide networking opportunities for those who attend. The conference will emphasize the growing importance of public relations in any industry today. Attendees will learn about branding, crisis communication, grass-roots marketing, and creating a personal relationship in an impersonal world. Students from 10 states are expected to attend the conference.

This will be the chapter’s first experience in hosting a regional conference in many years. However, this February they successfully organized a similar event on a smaller scale, PR Day: Brand “You.” More than 100 students attended from the University of Northern Iowa, University of South Dakota, and Coe College.

For more information and updates on The University of Iowa PRSSA Regional Conference, please visit our website: www.uiowa.edu/~prssa/.

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About The University of Iowa James F. Fox Chapter Public Relations Student Society of America
The University of Iowa PRSSA Chapter (www.uiowa.edu/~prssa/) is a pre-professional public relations student organization housed at the School of Journalism and Mass Communication. The organization strives to give its members public relations experience through workshops, guest speakers, agency tours, committee work, volunteer community projects and the opportunity to join Inspire, the Chapter’s own student-run PR firm. The Chapter currently has over 50 members and is open to all majors. It is named after James F. Fox, a successful PRSA member and alumnus from the School of Journalism and Mass Communication.
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About the Public Relations Student Society of America
The Public Relations Student Society of America (www.prssa.org), headquartered in New York City, is the world’s pre-eminent, pre-professional public relations organization. Founded in 1968 by the Public Relations Society of America (PRSA), the organization has grown to nearly 10,000 members at more than 300 Chapters across the United States and one Chapter in Argentina. PRSSA membership benefits include scholarships and awards; and internship, job and professional development opportunities.