

Public Relations Student Society of America gives back to the Blacksburg community

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BLACKSBURG, Va. – Members of The Public Relations Student Society of America (PRSSA) gathered for a committee meeting at [Frosty Parrot](#) in Downtown Blacksburg on Oct. 12 at 7 p.m. PRSSA has retained its core mission of giving back to its clients.

[Ut Prosim PR](#), Virginia Tech’s premier student-run public relations firm, is a committee within PRSSA comprised of 34 budding PR professionals eager to contribute to client work. True to its namesake “Ut Prosim,” meaning “That I May Serve,” the firm is dedicated to providing free public relations services to companies and organizations in the Blacksburg community.



Photo by Neeka Eghbali

PRSSA hosted a committee meeting on Wednesday, Oct. 12 in an effort to raise money through a percentage night at Frosty Parrot. Ten percent of proceeds benefit VT PRSSA.

The firm welcomed Jayme Schmidt, owner of [Exper-T’s](#), to the meeting. As a client, Schmidt was able to sit down with her team of 12 to evaluate completed projects and produce ideas for future implementation. Exper-T’s is a local custom apparel store located in the Patrick Henry Centre Shopping Center in Blacksburg that sells offering Greek wear, Virginia Tech clothing, monogramming and embroidery.

“It was very nice to be able to talk with my team in person and throw around ideas,” said Schmidt.

The team shared a wide range of ideas for their client, including giveaways, a trunk show and photo shoots.

Prior to being added to Ut Prosim PR’s portfolio of clients, Exper-T’s never utilized a public relations team to promote their company. According to Katie More, manager at Exper-T’s, her and her employees would struggle to find time to generate social media content.

At the meeting, team members showed Schmidt research they conducted to determine the most effective times to post on social media accounts based on the specific platform at hand. In addition, two designers on the team displayed a cover photo they created for the Exper-T’s Facebook page.

Mycah Ausberry, junior and account coordinator for Exper-T’s, was grateful for the opportunity to meet with her client in person and have her team “participate in a mini brainstorming session for future ideas.”

In her position as account coordinator, Ausberry is the liaison between the Exper-T's team and Ut Prosim PR co-directors. Unlike previous years, the co-directors of the firm seek to establish contact between client and account coordinator to foster a strong relationship, and as a result, projects that most benefit the client.

The PR firm houses two other clients, Nightfire Productions and the Business Leadership Center (BLC) within the Pamplin College of Business. Both teams met to assess the first round of projects for the semester.

The Business Leadership team is currently revamping their client's logo. Once approved by the University, it will appear on all BLC marketing materials. Establishing the logo will be the first time Ut Prosim PR has ever contributed to a rebranding effort for a Virginia Tech department.

With social media and design representing a vast amount of tasks from clients, Nightfire Productions owner Matthew Weinberger took a different approach. As a video production company, Nightfire Productions is in need of videos to showcase Weinberger's previous work and blog posts for its website. Team members Darius Watkins and Jordan Long worked diligently on a promotional video.

Much to the desired mission of the firm co-directors, Weinberger will meet his team for the first time at the next committee meeting on Wednesday, Oct. 26 at 7 p.m. in Surge Space Building Room 104D. Any interested students are welcome to attend.