

Public Relations Student Society of America to host special guest at meeting

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BLACKSBURG, Va. – Members of the Public Relations Student Society of America (PRSSA) will gather for a percentage night benefitting the chapter and committee meeting at [Frosty Parrot](#) in Downtown Blacksburg on Oct. 12 at 7 p.m. Meetings are typically held each Wednesday from 7-8 p.m. in Surge Space Building 104D and alternate between general and committee meetings.

[Ut Prosim PR](#), Virginia Tech’s premier student-run public relations firm, is a committee comprised of 34 budding PR professionals eager to contribute client work. Clients include Exper-T’s, Nightfire Productions and the Business Leadership Center in the Pamplin College of Business. Students work in teams of 10 to 12 and each team is assigned to a client.

While discussing projects, members will have the option to purchase yogurt from Frosty Parrot. Ten percent of proceeds will benefit Virginia Tech’s chapter of PRSSA in covering supplies for meetings and helping members pay for National Assembly on March 30, 2017.

At the meeting, members of the firm will have the unique opportunity to meet one of its clients. Special guest Jayme Schmidt, owner of [Exper-T’s](#), expressed interest in speaking with her subcommittee to monitor current project progress and provide feedback. Exper-T’s is a local custom apparel store located in the Patrick Henry Centre Shopping Center offering Greek wear, monogramming and embroidery.

“I am really looking forward to creative ideas and plans to make all Virginia Tech students aware of Exper-T’s, specifically about who we are and what we have to offer,” said Schmidt.

Community Outreach Chair and senior Addie Orrison is organizing the percentage night in hopes of increasing attendance and money raised.

“I’m excited that we’re having our first off-campus meeting. I think we’ll raise a lot of money since members will be at Frosty Parrot and it’ll allow them to interact with fellow members outside of the traditional meeting setting,” said Orrison.

Meagan Gray, co-director of Ut Prosim PR, has devoted two hours every other week preparing for committee meetings, a large part of which is spent prioritizing upcoming projects.



Picture by Patrick Rouleau

Members of PRSSA typically gather in Surge Space Building 104D on Wednesdays at 7 p.m. Students work in small teams alongside their Account Coordinators.

“I’m looking forward to conversing with the owner of Exper-T’s. We will be able to bounce ideas off of each other and she will be able to meet those who complete her projects. It will be a fun, productive evening,” said Gray.

Once the first round of projects is completed, they must undergo revision by the firm directors before a final product is sent to each client. The next committee meeting will introduce new projects and is scheduled for Wednesday, Oct. 26 at 7 p.m. in Surge 104D.