

### CURRENT EVENTS

#### KEVIN SPACEY PUBLICITY & AFTERMATH BY: ALEC HOELKER

The week of Halloween gave *House of Cards* fans plenty of scares. Kevin Spacey dominated the role as the manipulative and murderous Frank Underwood, but sadly the sixth season is getting the plug pulled on the claims of Spacey sexual encounters on a young actor back in the 80s.

In an interview with *BuzzFeed*, Anthony Rapp who is known for his apprising role in *Star Trek: Discovery* claimed that Kevin Spacey tried to seduce him when he was 14 years old, while Spacey was 26. Rapp claimed that Spacey invited him to a party at his apartment, placed him on his bed, climbed on top of him and made a sexual advance before Rapp could squirm away.



Spacey then took to Twitter with an image of two paragraphs that exceeded the character limit apologizing for the acts that he does not recall and that it was unacceptable. This claim also encouraged him to express his feelings and share that he will now live as a gay man. This caused even more outrage, especially from the LGBT community because it seemed that he was using the release of his attraction for men to hide the fact that he tried to rape a child.

But Rapp wasn't the only one. Tony Montana, a filmmaker and director claimed Spacey grabbed him by the crotch in 2003 at a bar. Actor Roberto Cavazos had to fend of two sexual advances including one in a theatre bar. And Harry Dreyfuss, son of Richard Dreyfuss, alleged Spacey groped him while his father was in the same room in 2008.

After all these claims, Spacey's publicist Staci Wolfe of Polaris no longer works with the actor and his talent agency of eight years has parted ways. And just recently, director Ridley Scott is removing Spacey from the upcoming film *All the Money in the World*, that was due to be released next month, and is filling Spacey's role with Christopher Plummer. This comes after all the sexual allegations.

#### PRESIDENT TRUMP & THE AMERICAN MEDIA BY: NATE FRIDAY

Since the beginning of President Donald Trump's campaign and presidency, media outlets and the president have had some disagreements. Either the media does not agree with what he says, or President Trump does not agree with what the media says. Regardless of the disagreements, the press and all forms of media are essential for the American people.

President Trump believes journalists should get relicensed not because the news is fake, but because some say that he simply does not like what they say about him. Whether it is CNN or CSPAN, something that is reported about Trump is almost always true because it is the news station's job to report news that actually occurred.

Publicity is uncontrolled and that is the main reason there has been a lot of negative opinions surrounding the president. The negative things that happen will always be reported over the positive things, especially if it is regarding the most powerful man in the world. If something is negative it does not necessarily mean that it is fake.

Trump is not even close to being the first president that has had a questionable relationship with the media. Every president practically has had one mishap or another with news outlets. However, our current Commander-in-Chief needs to understand the fundamental role American media plays in today's society. Millions of people look to media outlets in order to stay up-to-date with current events and what is going on in today's world. Media will always be around and its sole purpose has stayed consistent for hundreds of years; to provide people with accurate news.

#### PROMOTING STRANGER THINGS INTO A SUCCESS BY: KENDALL CREE

With the new season of *Stranger Things* just coming out, Netflix decided to implement various marketing strategies in order to promote media attention. These strategies were able to make the buzz of the already popular show even more hyped.

One of the best forms of marketing the show's producers implemented was using interactive advertising. Netflix, the creators of *Stranger Things*, partnered with the company Lyft to provide an interactive experience for its viewers to promote the new season coming out. On Oct. 26 and 27 nationwide Lyft users were able to change its map in which the cars would show up as common *Stranger Things* items in the show such as waffles, Christmas lights, trucker hats and the show logo. In select locations, there was also an interactive car ride with pulsating ceilings, flickering lights and many other show themed features.



In addition, to partnering with Lyft, Netflix decided to use their social media to release trailers and other teasers. They released trailers about the upcoming season along with posters and a game for fans to download and play. This helped create brand loyalty and add more attention to the upcoming show.

If this wasn't enough advertising, along with the listed above strategies, Netflix also worked with Eggo brand waffles. Eggo claimed they were unaware of the iconic Eggo waffles being used in the show so frequently and were more than happy to help promote the season. Eggo used their waffles as an ad space for the show and even made recipes "to enjoy while watching the show".

By implementing all of these strategies, Netflix was able to advertise toward many different demographics. Lyft is mainly used for 16-30 year-olds, social media and a video game is for the younger demographic, and recipes can advertise to moms who cook and could tell their children and family about the show. All in all, I believe Netflix made excellent strides towards advertising for their already successful show to help make it even more popular.

### SOCIAL MEDIA

#### ENGAGEMENT VS REACH BY: HANNAH FRIDY

Many social media campaigns set objectives to increase their company's reach and brand awareness. However, reach is not necessarily the most important metric of social media success because just seeing a post does not always help people remember your brand, lead to purchase or build a relationship. Reach solely refers to how many people are exposed to your content.

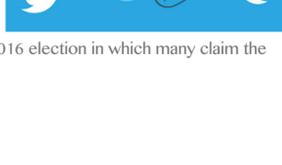
As a result, companies are refocusing their efforts on trying to get a more dedicated audience by increasing engagement on their pages. Engagement is an influencer's ability to move their readers to take action through methods such as pinning, sharing, re-tweeting, commenting or liking posts. The idea behind focusing on engagement rather than reach is that then you are interacting with an audience who will be consistently responsive to the content you share.

However by promoting engagement, brands can still increase their reach. If you have a dedicated audience, they are more likely to engage with a brand by sharing the content and spreading its distribution to their personal audience of friends or followers. This is more effective than an advertiser promoting the information because people are about 14 percent more likely to trust advice from friends and family than advertisers.

One example of a brand working to get a more engaged dedicated audience rather than a large one, is Burger King. Through their Whopper Sellout Campaign, they offered Facebook followers a free Big Mac if they left the Burger King Facebook page under the conditions that they could never come back. Lots of people unfollowed Burger King; despite a diminished audience, engagement was five times higher.

#### TWITTER MAKES MORE CHANGES BY: SYDNEY NELSON

On Oct. 24, Twitter announced that they will be launching a new "Advertising Transparency Center" in the coming weeks. This Transparency Center will display all ads that are currently running on Twitter; how long ads have been running; creative content associated with the ads and which ads are targeted to you and why. Additionally, users will be able to report inappropriate ads or give negative feedback if they feel a certain ad doesn't pertain to them.



In conjunction with the new technologies for general ads, Twitter's Transparency Center places a huge emphasis on political ads. In this section of the center, users will be able to see all currently running political ads and ads that have run in the past, transparency about the identity of the organization funding the campaign, targeting demographics (age, gender, geography) and historical data about the ad. This need for a transparency center in regards to political ads was likely established in response to the 2016 election in which many claim the Russians bought advertisements that interfered with the U.S. election.

### PUBLIC RELATIONS TIPS

#### WE THE PEOPLE... OF PRSA BY: ALLIE DURKEE

As a member of the Public Relations Society of America, I am bounded to five core values that support the public relations profession. I have taken the vow as a member, through a modification of a commonly known text taught in elementary school history classes.

"We the people of the Public Relations Society of America, in order to form a more honest profession, establish expertise, insure loyalty, provide advocacy to clients, promote fairness, and secure independence to ourselves and our posterity, do ordain and establish these professional values of the Public Relations Society of America."

The public relations profession has a negative reputation with some people in today's day and age. These core values are the building blocks of the profession, that if not followed, will add to the negative connotation of public relations. Ethics are essential to becoming a reputable public relations practitioner or public relations corporation, so this is an important matter to be aware of and more importantly, to follow.

As a public relations professional, the study of ethics is essential to knowing or figuring out what is the right thing to do in every situation, whether it is challenging or not. There are many tips and tricks that help to decide the most ethical solution to problems faced in the world of business, and the TARES test is just one example of a commonly used method to check the ethical persuasion of a message or claim. TARES stands for:

- T: Truthfulness of the message
- A: Authenticity of the persuader
- R: Respect for the persuadee
- E: Equity of the appeal
- S: Social responsibility for the common good

In order to gain the respect of the public, public relations professionals must be respectful of others' values and views; they must make sure that they take into consideration not only what is best for the client, but what is best for the common good as well. Ethics are the most important thing, above all else, to keep in mind and to consider for success in this field. Everyone must say the preamble above, declaring devotion and faithfulness to the core values that must be exhibited with the title, public relations.

#### WHAT NOW? BY: MADELINE O'TOOLE

So, you've finally settled on a major and a future career in public relations. It may seem like all the difficult decisions are over, but this is far from the last you'll make regarding your profession.

After you graduate, you will have to determine where you want to live, who you want to live with and most importantly who you want to work for. For PR professionals, this means deciding between working in-house for a single company or working for an independent agency that serves many businesses.

While there is no right answer as to where your career path should begin, there are major differences between the two. Listed below are some of these key differences so that you can learn which is the best fit for you.

#### Breadth vs. Depth

The biggest difference is breadth versus depth in the work that you do. At an agency, one has a multitude of clients and therefore a various array of projects in diverse areas. In-house work demands a PR professional's undivided attention. This setting allows one to become deeply familiar with the company for which they work.

#### Company Culture

Many of us want to find an enjoyable place to work that aligns with our personality and morals. This is a very important consideration for a potential in-house worker because you are deeply rooted in the company and will want to respect the brand you are speaking on behalf of. Agencies on the other hand are removed from the direct influence of their clients and therefore create their own culture. They are most often described as creative and energetic with a lax organizational structure.

#### Influence

At an agency, you are expected to fulfill the wishes of your clients; they give you the work that they want completed. In-house workers often head the PR efforts for the company and are given more direct access to top executives in the company for decision-making purposes.

Each option offers its own unique experience in the world of PR and neither is an unfit choice when starting your career. It is all personal, so pick the one that will best suit your professional desires.

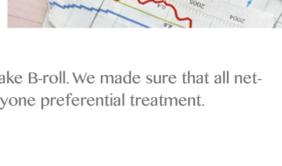
#### THREE THINGS TO KNOW ABOUT CRISIS PR BY: RACHEL ZETWICK

This past summer, I was a public relations and marketing coordinator at the Ohio State Fair. During the first night of the Fair, a ride malfunctioned and killed an 18-year-old man and injured seven. As soon as I got back to my desk after the accident, I received calls from NBC's *Today* show, CNN and multiple local news networks.

While my team and I learned about the importance of crisis communication under very dire circumstances, we left with new skills we did not expect to gain. Here are my three biggest takeaways from my crisis communication experience:

#### 1. Have a plan in place

Before the Fair, all employees attended a crisis communication meeting to prepare for a variety of potential crises. We collaborated with emergency staff, created a group communication system and shared documents that detailed plans for all aspects of the Fair.



#### 2. Treat media to the same standard

After the accident, we created a staging area for the media to go live and take B-roll. We made sure that all networks and reporters had the same access to footage as we did not give anyone preferential treatment.

#### 3. Think about your scheduled content

During the months before the Fair, we scheduled numerous Facebook posts, press releases and blog posts. We immediately changed our editorial calendar so that we did not provide insensitive information to our audiences.

### NEED TO KNOW

#### UPCOMING EVENTS

December 4  
December 10

Committee Meetings  
PR Visions Deadline

Have a wonderful Winter Break!



#### PRSSA EXECUTIVE BOARD

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