PRSSA La Salle was recognized in the PRSA Philly Chapter Chat following its designation as a Star Chapter. The Chat also congratulated past PRSSA La Salle president Kellsey Turner, ’15, for receiving the National Gold Key Award. PRSSA La Salle was recognized in the PRSA Philly Chapter Chat following its designation as a Star Chapter. The Chat also congratulated past PRSSA La Salle president Kellsey Turner, ’15, for receiving the National Gold Key Award.

La Salle’s Public Relations Student Society of America (PRSA) chapter took a trip down to Atlanta, Ga. this past weekend to attend its national conference. The conference, which was held in Atlanta’s famous Marriot Marquis (which was used as a set for filming of the second movie in the Hunger Games series, Catching Fire) is hosted annually in a different city around the United States, and gives PRSSA members the opportunity to hear from experts in the public relations field speak on their success and what they did to get to where they are today. La Salle’s PRSSA chapter was represented at the conference by the five students who make up the chapter’s electoral board, as well as the PRSSA adviser, Dr. Michael Smith of the communication department. “I think the trip was an amazing learning experience,” said Ryan Wall, sophomore communication major and secretary for PRSSA. “Hearing from top industry executives really allowed me to get a glimpse of what my future entails.” La Salle’s chapter met the criteria to be distinguished as a “Star Chapter” school, which is given to PRSSA chapters that exceed in pre-established criteria. “Winning star chapter was definitely a highlight,” said Chloe Schultz, junior communication major and historian of PRSSA. “Getting recognized for all the hard work we put in this year was amazing. I also loved seeing and networking with other students from around the country, people who could one day be my co-workers, as well the older established PR professionals and hearing what they have to say about an industry that is changing so fast with technology these days.” Over 1,200 students from around the world gathered in Atlanta to network with industry professionals and work with other PRSSA students and potential public relations professionals.

Questions? Contact Secretary Ryan Wall at prssa.lasalle@gmail.com or visit prssalasalle.edu.wordpress.com