

Communication Student Society
September 20, 2017

Old Business:

Nami Walk: Saturday, September 23rd at Modern Woodmen Park participants need to be there no later than 8:30 am. Family, friends, and pets welcome.

Exoneree Diaries by Investigative Journalist Alison Flowers was a good turnout and the presentation was very informative. St Ambrose students were there also.

New Business:

Gigi's Playhouse has a Superhero's 5K run on 10/7. We spoke about how we can do the run and help with clean up. Gigi's is accepting bottle water as donations.

On 10/8 Alison McGaughey will be speaking regarding Wibbitz a software that WIU is going to start using.

Noogie Fest is being held October 14th and the setup is October 13th. Rose and Anita are working on the cardboard cutout and are making sure the height is correct. We are still collecting paper towel and toilet paper rolls for the crafts we will be doing. We will be putting in an order form for the candy we are passing out.

A proposal was made to participate and volunteer October 15th for the 5K Girl Scout Run from 6:30 am-1:00 pm. We will be taking a vote on if time allows to volunteer for this event since the weekend has already been dedicated to the Noogie Fest.

T-shirt sizes were taken down for order to be made.

Our speaker today is Maura Warner, a graduate of WIU student, and now works for Girl Scouts of America in the marketing and public relations department. She took organizational communications. She explained how those classes helped her realize organizations really do have issues and how to work better with people. We may email her at MauraW@GirlScoutsToday.org regarding any questions that are career related.

She gave us the background on GSA. There are 11,000 Girl Scout councils in the US. Service leaders will meet to plan events every month. Troops interest and activities are based on the individual group. Their focus is allowing girls to use leadership skills.

The issue of how Boy Scouts is actively looking for girls to join was addressed. GSA is trying to keep the peace. They are not trying to bash boy scouts. They allow transgenders, if you show up to school as a girl they accept you as a girl.

Maura gave the background on her job and some of her responsibilities. Maura's favorite part of job is hearing the success stories of girls. She travels to Dubuque, Waterloo, Cedar Rapids, and around the Quad Cities. She puts out billboards and fliers to make sure that girls know that they could join. Maura does press releases to try to get interviews with the media. She said getting to know the people in the newsroom helps. She explained that interviewers want you to answer the questions without a lot of

fluff. She said how writing is huge in PR because you do not want your writing misrepresented. In public relations, you must decide whether to address an issue or not. It's a double edge of sword if you do not address an issue it could spiral into something bigger. She also told us how there is pressure from the NY GSA when it comes to advertising. There is a friction amongst councils when it comes to fundraising.

Maura's recommendations included to get to know other public relations people because they usually go to other careers around the area. She encouraged us to work for a nonprofit because it is a smaller company and other opportunities present themselves that wouldn't be there if it was a bigger company. She also recommended are group getting in touch of local news stations to take tours. GSA is looking for interns we may email our resumes to hr@GirlScoutsToday.org.

Meeting adjourned.