

PUBLIC RELATIONS



"I'm thankful that I chose Public Relations at Millersville University. My classes have challenged me academically, motivated me to become an effective business professional, and I've learned vital skills that have now turned into passions for future professional work."

– Olivia Varner '22



PRSA
Public
Relations
Society of
America

The Public Relations concentration develops students' skills in building relationships with key publics, including customers, investors, community members, media, legislators and social influencers. Students learn ethical communication strategies to build credible reputations for organizations.

DEGREES/CONCENTRATIONS

BACHELOR OF SCIENCE (B.S.)

SPEECH COMMUNICATION – PUBLIC RELATIONS

The Program – Students receive a well-rounded foundation along with opportunities to apply course content and work with nonprofit organizations. Students learn to pitch story ideas, create social media content, work with others, and develop strategic messages and campaign plans to prepare them for success in the workforce.

The Curriculum – The curriculum builds upon knowledge of public relations and introduces new skills, including basic knowledge of the field, writing, research and campaign development. The curriculum follows the standards set by the Public Relations Society of America (PRSA). Millersville University's PRSSA chapter partners with the Central PA chapter of PRSA. This membership allows students opportunities to attend conferences, meet professionals and gain access to PRSA resources.

Our Pride – Students in our Public Relations Campaigns course have won several Central PA PRSA Keystone Awards in recent years.

COURSEWORK

Curriculum includes coursework in:

- Communication and Public Relations Theories
- Public Relations Campaigns
- Communication Research
- Digital Media and Strategic Writing
- Crisis Communication
- Communication and Media Law
- Social Media Campaigns

CAREER OPPORTUNITIES AND INTERNSHIPS

Growth does not begin and end within the walls of the classroom. Our program offers students an abundance of hands-on internship experiences. Students have interned at local and regional public relations and marketing firms, nonprofit organizations and large corporations.

Our graduates have entered the workforce in such roles as:

- Account executive
- Brand manager
- Campaign director
- Copywriter
- Employee relations
- Event coordinator
- Fundraising manager
- Green marketer
- Government affairs
- Media relations specialist
- Public information officer
- Social media influencer
- Web content creator
- Sales representative



CLUBS AND ACTIVITIES

- **Citamard** – Students can be involved in theatre at Millersville through the student theatre organization called Citamard (that's "dramatic" spelled backward), which organizes activities to expand performance opportunities through one-act plays, staged readings and playwriting opportunities, among others.
- **The Snapper** – Millersville University's student-run weekly newspaper reports for the student body as the campus's independent watchdog and champion of student rights.
- **Public Relations Student Society of America (PRSSA)** – A preprofessional national organization which expands students' knowledge of the public relations field through guest speakers, events, conferences and networking.
- **WIXQ** – Millersville University's college radio station, broadcasting at 91.7 on the Lancaster FM band and WIXQ.com on the internet.
- **National Electronic Media Association (NEMA)** – A preprofessional organization designed to aid aspiring students in the electronic media field. Students in NEMA network with professional broadcasters and participate in district, regional and national conferences and meetings.
- **All Campus Musical Organization (ACMO)** – This student-run musical theatre group provides a great opportunity for theatre enthusiasts to participate in theatre throughout college in all aspects (performance, directing, stage managing, set design, etc.). The ACMO has been entertaining audiences at Millersville for over 40 years.



FACULTY

Millersville's Department of Communication and Theatre faculty includes award-winning educators, documentary filmmakers and published scholars who also have a wide variety of real-world experience in their disciplines.

FACILITIES

- **Dutcher Hall** – Dutcher Hall is home to Rafters Theatre, a 100-seat "black box" flexible theatre, and a 50-seat studio theatre. University Theatre produces main stage shows annually, rotating to represent all major historical periods: Shakespeare, American classics, contemporary plays and musicals. More advanced students will have the opportunity to direct or design for major productions or as a special project. Guest directors and designers regularly offer their talents in the production of plays.
- **Winter Visual and Performing Arts Center** – This building includes the Clair Performance Hall, Biemesderfer Concert Hall, Murley Recital Hall, the Eckert Art Gallery, the Steinman Foundation Recording Suite, the Isaacson Dance Studio, a state-of-the-art Yamaha Clavinova piano lab and a fully equipped scene shop. This on-campus center is a creative hub for students, faculty and the surrounding community in music, art and theatre. Local, regional, national and international artists connect with students in residencies, master classes and workshops.
- **Costume Shop** – A collection that includes over 10,000 was a gift to the University from Mrs. Jean Loeb of Lancaster, a veteran costumer of local productions. The Loeb Costume Collection is largely derived from the inventory of Wass & Son costumers of Philadelphia. Today, the collection has grown to over 25,000 costumes through additional acquisitions, constructions and donations.
- **Bassler Hall** – Includes a fully equipped television studio, a smaller studio for individual student and faculty projects, digital video and audio-editing suites, two computer labs with current media-editing software, and up-to-date cameras, lights, sound equipment, and on-location production gear.

CONTACT

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