



FEATURE STORY

FOR IMMEDIATE RELEASE
Dec.1, 2012

Contact: Jillian Chard
(217) 899-6628
jchard@siue.edu

Renting Can Be Good For Business

EDWARDSVILLE, Ill. –Got a job to do? There are all kinds of tools you can rent to make the job go quicker and easier including local college students.

Members of SIUE’s Public Relations Student Society of America Chapter are offering their professional services to local businesses through their new “Rent a PRSSA Member” program.

Jeni Ross, president of PRSSA says, “Renting a PRSSA member is beneficial for businesses because they are getting help for a busy time or event. Business owners get students that are eager to learn and ready to help, and students are able to learn and network in the professional world at the same time.”

PRSSA is a professional student organization designed to enrich students’ education and expand their professional networks as they prepare to enter their own careers. By renting a PRSSA member, local businesses or organizations can have extra help with public relations projects, social media, special events or any communications needs while providing valuable experience for these aspiring young professionals.

-more-

Rent A PRSSA 2

Christy Lexow, founder of C. Lexow Insurance Advisors in Edwardsville, has enjoyed working with the public relations students at SIUE.

“We don't have a public relations department, so it really helps us to have someone come in and help with designing posters, brochures and other promotional materials as well as managing our social media communications,” Lexow said.

Lexow is an alumna of SIUE. She earned her bachelor's degree in speech communication with an emphasis in public relations. She said the technology skills the public relations students bring to the table are also a great asset.

“It helps to have students around for new perspectives and ideas for what people might be looking for. When you've been doing something for so long, it's easy to get stuck in a rut,” Lexow said.

Once a business or organization rents a PRSSA member and the job is finished, they simply make a donation to the SIUE PRSSA Chapter. Proceeds from the fundraising program help make it possible for PRSSA members to attend professional development conferences and learn more about the public relations industry.

Lexow, who has also fostered a successful internship program with the SIUE students, believes this fundraising program is not only useful to PRSSA students but also to local businesses.

“A lot of small businesses don't need a full-time intern, but would benefit from having a PR student at their side, especially when it comes to working with social media such as Facebook, said Lexow.”

Interested? It's easy to rent a PRSSA member. Simply email Stacey Howard, faculty Adviser of PRSSA, at showard@siue.edu, and find out what PRSSA can do for you.

###