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### Taylor PRSSA, Journalism Students Attend Fall Conferences

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Taylor University students attended a pair of communications-related national conferences during the recently-completed fall semester. Journalism students traveled to Washington DC for the Associated Collegiate Press conference, and members of Taylor University's Public Relations Student Society of America (PRSSA) attended the national PRSSA conference in Indianapolis.

Five members of the Taylor University [Public Relations Student Society of America](#) (PRSSA) attended the annual PRSSA National Conference. This year's conference, located in Indianapolis at the Marriott Downtown hotel, was Oct. 21-Oct. 25.

The members were given several seminar options throughout the day, and they divided up themselves based on what seemed most interesting to them. President Jessi Arbuckle attended *Get Your Head in the Game*, where she heard from NCAA Associate Director of Strategic Initiatives, Andrea Farmer, about NCAA's organization marketing implementations. "Andrea was just one example of all of the great speakers at the conference. Every session had a different topic, and I loved being able to pick which session you thought you would benefit from most," Arbuckle said.

This event is located in a different city around the nation every year, and this year's Indianapolis location was a plus for Taylor. Junior, Laura Craig said, "I am so grateful to have been given the opportunity to travel to Indy and attend the National PRSSA Conference. I loved getting to interact with other PR students from around the nation and learning from them. I would highly recommend attending the PRSSA National Conference to anyone who is interested, and look forward to attending again next year!"

The three-year-old [TU PRSSA](#) chapter continues to get its foot in the door at events like this conference and is growing exponentially because of it. The chapter will start fundraising during the spring semester to replenish club funds so that next year's chapter members will be able to attend the conference and get involved in other PRSSA events.

Editors of Taylor's student publications attended the [Associated Collegiate Press](#) conference in Washington DC. The three students participated in workshops on a range of topics from Freedom of Information Acts to info graphics. A highlight keynote speaker, Bob Woodward, who with his Washington Post colleague Carl Bernstein broke the Watergate story that later led to the resignation of President Richard M. Nixon. A highlight for Becca Robb, Echo Co-Editor in Chief, was talking to Edward Snowden via Skype during a keynote session. "It is something I will tell my grandchildren about," she said.

During their free time, the Taylor students networked with both professional and student journalists and learned about internship opportunities. They also toured the nation's Capitol, visiting the Washington Monument, Lincoln Memorial, Holocaust Museum and other attractions. Cassidy Grom, Echo Co-Editor in Chief, said reading the original Bill of Rights—and the first amendment that promises freedom of the press—made a profound impact on her vocational calling.



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