



April 2017 Career Contribution Winner

Mandy Klotz

Mandy Klotz is a Senior Public Relations/Advertising major at Loyola University Chicago scheduled to graduate in December of 2017. Presently, she works as a freelance PR specialist within the entertainment industry with a focus on social media marketing and image management. Most recently, Mandy was on the team that was awarded the Ebeling PRize™ for their outstanding PR campaign for a Chicago nonprofit organization. Upon graduation she plans to obtain a job in public relations focusing on the entertainment industry.

Chicago Cubs World Series Championship Public Relations and Media Strategy

This was an exciting PRSA event that highlighted one of Chicago's proudest moments. The PRSA April 2017 event welcomed Kelly Crull, a Sportscaster for the Chicago Cubs, Kevin Saghy, the Assistant Director of Communications for the Cubs and T.K. Gore, the Head of Digital at CSN Chicago. The panel discussed the importance of public relations and social media. The main takeaways from this event were:

1. **Have a game plan - but be flexible:** In the world of social media management it is important to have content pre-planned and ready to post. However, you must also be quick to come up with new material in the event that something big happens. For example, capturing all of the events leading up to the Cubs winning the World Series and having a plan in place to capture these events is an essential part of a flexible social media strategy plan.
2. **Always interact - with the fans:** By engaging with your followers they will feel as though their voice is being heard. It's important to make time to respond when people ask questions on social media. Even responding, "Thanks for your support" goes a long ways to building loyal fans and customers.
3. **Keep pitching hard - especially when you win the World Series:** Kevin mentioned that even though the Cubs won the World Series, they still needed to pitch some of the media outlets to get the Cubs on their network. Much of the media coverage did not happen by chance, it was through careful planning and persistence that the Cubs World Series win was successfully highlighted.