

The ORU Chapter of PRSSA presents
PRSSA'S DISTRICT 3 REGIONAL EVENT

FRONT ROW SEAT 2010

YOUR TICKET TO THE SPORTS & ENTERTAINMENT INDUSTRIES

THURSDAY AND FRIDAY
FEBRUARY 25-26, 2010
ORAL ROBERTS UNIVERSITY
TULSA, OKLAHOMA

THANK YOU TO OUR SPONSORS

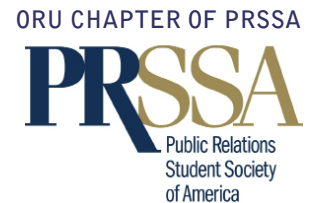


ORU



FRONT ROW SEAT 2010: YOUR TICKET TO THE SPORTS & ENTERTAINMENT INDUSTRIES

PRSSA DISTRICT 3 REGIONAL CONFERENCE
ORAL ROBERTS UNIVERSITY • TULSA, OK



SCHEDULE OF EVENTS AND ACTIVITIES

Thursday, Feb. 25, 2010

WELCOME RECEPTION

Sponsor: Hilton Tulsa Southern Hills

Location: 7902 S. Lewis Ave., Tulsa, OK 74136, Grand Ballroom Foyer, 1st floor

Time: 7:00-9:00 p.m.

- Pre-conference Registration
- Complimentary Hors d'oeuvres and Beverages
- PRSSA Chapters Idea Swap—Bring your chapter's materials to trade and share
- Meet the Pros--Tulsa Chapter of PRSA board members and several conference speakers will join us for the reception

Friday, Feb. 26, 2010

BREAKFAST KEYNOTE



Sponsor: The Tulsa Chapter of PRSA

Location: Mabee Center, Oral Roberts University, 7777 S. Lewis Ave., Tulsa, OK, 74171

8:00-8:30 a.m. Registration and Check-in, Mabee Center Lobby, 1st floor

8:00-8:45 a.m. Breakfast Buffet, Mabee Center Mezzanine, 2nd floor

8:45 a.m.

Welcome from PRSA

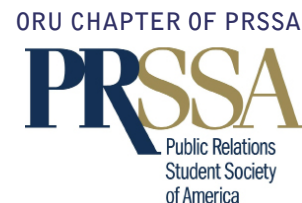
- Jeremy Burton, President, Tulsa Chapter of PRSA

Welcome from PRSSA, Speaker Introduction

- Jenna Schario, Conference Director, ORU Chapter of PRSSA

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8:45 a.m.

KEYNOTE SPEAKER

Dan Mahoney, Vice Pres. of Corporate Communications, Oklahoma City Thunder

Session Focus: Starting Five: The Five Key Players in A Strategic PR Plan

In a competitive, vie-for-your-share-of-ticket marketplace, how can a well-defined PR plan add value? Learn the “top five” tools used by the NBA’s Oklahoma City Thunder to connect public relations outcomes to the organization’s business objectives.

9:45 a.m.

BREAK

Relocate to ORU’s Graduate and Learning Resources Center

10:15 a.m.

CONCURRENT SESSIONS: (Choose one of two sessions to attend.)

Eric Barnes, Senior Vice President, Outdoor Recreation, Brothers & Company

Session Focus: Trophy Hunting – Finding Big Ideas in Online Research

Location: ORU Graduate Center, Trustees Board Rm., 6th floor

Learn how Brothers & Co. uses its proprietary online research tool *Trophy Research* to find insights and deliver relevant, on-point creative for outdoor brands including Remington, Bushnell, Bushnell Golf and Bomber Saltwater Grade. Find out how the agency recruits, retains and rewards online panelists.

Andrew Peterson, Associate, McAfee & Taft Law Firm

Session Focus: Bullet-proof Suit—How to Protect The Intellectual Property (IP) of the Artist or Content Creator

Location: ORU Learning Resources Center, LRC 118, 1st floor

What are the rights of artists and content creators? This session, tailored to your interests, will include IP law basics and current media case examples in licensing, patents, unfair competition and trade secrets.

11:15 a.m.

BREAK

11:30 a.m.

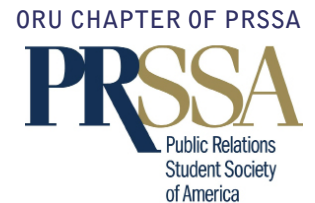
KEYNOTE LUNCH

11:30 a.m.

Lunch Buffet, ORU Graduate Center, Trustees Dining Room, 6th floor

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Noon Jason Sears, Vice President of Public Relations, PRSSA

Speaker Introduction

- Elissa Peterson, Conference Director, ORU Chapter of PRSSA

12:15 p.m. **Keynote Speaker:** Brian McKinnell, General Mgr., Golden Hurricane Sports Properties

Session Focus: Sports Partnerships and Win-Win Scorecards

Location: ORU Graduate Center, Trustees Dining Rm, 6th floor

The sports sponsorship business is an \$11.3-billion-dollar industry (Forbes, 2009). So how do corporate/brand sponsors and sponsored programs/teams strike win-win deals? What's important to each party and how is it measured/valued on its sponsorship scorecard? Tally how the University of Tulsa's Golden Hurricane Sports Properties, a property of Learfield Sports, helps brands and businesses leverage their investment through commercial, promotional and advertising channels (radio and TV broadcasts, site signage, videoboards, in-game promotions, game-day sponsorships, programs, Web sites and more).

Learfield Sports, the preeminent leader in the collegiate sports marketing arena, boasts a 35-year history with its flagship partner The University of Missouri/Mizzou. Now the company represents a powerhouse portfolio of 50-plus collegiate institutions including The University of Tulsa and administers the multimedia rights for its program-partners, provides exclusive sports programming to more than 1,000 radio stations, and secures marketing partnerships with brands and businesses.

1:15 p.m. BREAK

1:30 p.m. CONCURRENT SESSIONS: (Choose one of two sessions to attend.)

Lucinda Rojas, Senior Account Executive and Allison Starke, Senior Account Executive, Schnake Turnbo Frank I PR

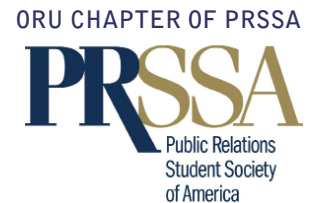
Session Focus: Three-ring Circus – Balancing Client, Media and Agency Expectations in News Conferences

Location: ORU Graduate Center, Trustees Board Rm., 6th floor

How do you manage the news conference balancing act? Explore the tightrope of objectives, tactics and logistics needed to wow and communicate effectively with your stakeholders. Examples will be drawn from STF's current client roster including, Tulsa Shock, Tulsa's new WNBA team.

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Michael Staub, Interactive Strategist and Creative Consultant

Session Focus: Building an Online Experience: Constructing the Design and People Connection

Location: ORU Learning Resources Center, LRC 118, 1st floor

The blueprints for creating a successful and innovative Web site involves many different people, elements and strategies. Discover real-world insights behind managing and working with design teams, web architecture and online brand marketing identity in the sports and entertainment industries. Staub's client roster spans previous and current clients including the LPGA/LPGA.com, The Outdoor Channel and various music artists.

2:45 p.m. TEAM COMPETITION

Crisis Management in the Entertainment Industry

Location: Trustees Board Room, ORU Graduate Center, 6th floor

Teams will be drawn from interested and first-registered students. Student teams will receive the client problem and have 50 minutes to prepare a pitch to upper management (represented by the judging panel). Student teams will choose two pitch presenters and draw for pitch position. The first 30 students to register for the conference and indicate they would like to enter the crisis competition will be included.

ORU WALKING TOUR

Students not participating in the case competition are invited to take a guided walking tour of the ORU campus. Highlights include the Prayer Tower, Eagles Nest and Fish-bowl.

TEAM COMPETITION CONTINUES

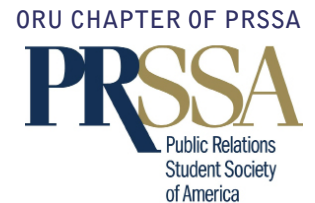
3:30 p.m. Three-minute pitches to judging panel

4:30 p.m. Winners announced and conference concludes

*PLEASE NOTE: SPEAKERS AND TOPICS ARE SUBJECT TO CHANGE

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DIRECTIONS TO ORU CAMPUS AND MABEE CENTER

Address: 7777 S. Lewis Ave., Tulsa, OK 74171

From the NORTH: Take Hwy 75 South to the 71st St. exit. Take 71st St. Eastbound exit ramp. Follow 71st east for approximately three miles to the intersection of 71st and Lewis. Turn right at the stoplight onto Lewis. Follow Lewis south one mile to 81st St. Mabee Center is on your left. Hilton Tulsa Southern Hills is located just across from the Mabee Center on the west side of Lewis, 7902 S. Lewis.

From the SOUTH: Take Hwy 75 North to the 71st Street exit. Turn right onto 71st. Follow 71st for approximately three miles to the intersection of 71st and Lewis. Turn right at the stoplight onto Lewis. Follow Lewis south one mile to 81st St. Mabee Center is on your left. Hilton Tulsa Southern Hills is located just across from the Mabee Center on the west side of Lewis, 7902 S. Lewis.

From the EAST: Take the Lewis Avenue exit off of Interstate 44. There is a stoplight at the end of the exit. Turn left at the stoplight onto Lewis. Follow Lewis south 2 1/4 miles to 81st St. Mabee Center is on your left. Hilton Tulsa Southern Hills is located just across from the Mabee Center on the west side of Lewis, 7902 S. Lewis.

From the WEST: Take Riverside Drive exit off Interstate 44. Turn left (south) onto Riverside and follow it for approximately three miles until 81st St. At the intersection of 81st and Riverside, turn left onto 81st St. Go 1/2 mile to the 81st and Lewis intersection. The Mabee Center is on the northeast corner of this intersection. The Hilton Tulsa Southern Hills is left on Lewis at 7902 S. Lewis.

From Tulsa International Airport: Follow the airport exit to Hwy 11 East. Go approximately two miles on Highway 11 and merge into Interstate 244 East. Stay in the right lane for one mile and exit onto Highway 169 South. Follow 169 for approximately 1 1/3 miles and exit onto Interstate 44 West. Follow Interstate 44 West for six miles and take the Lewis Avenue exit off Interstate 44. There is a stoplight at the end of the exit. Turn left at the stoplight onto Lewis. Follow Lewis south 2 1/4 miles to 81st St. Mabee Center is on your left. Hilton Tulsa Southern Hills is located just across from the Mabee Center on the west side of Lewis, 7902 S. Lewis.

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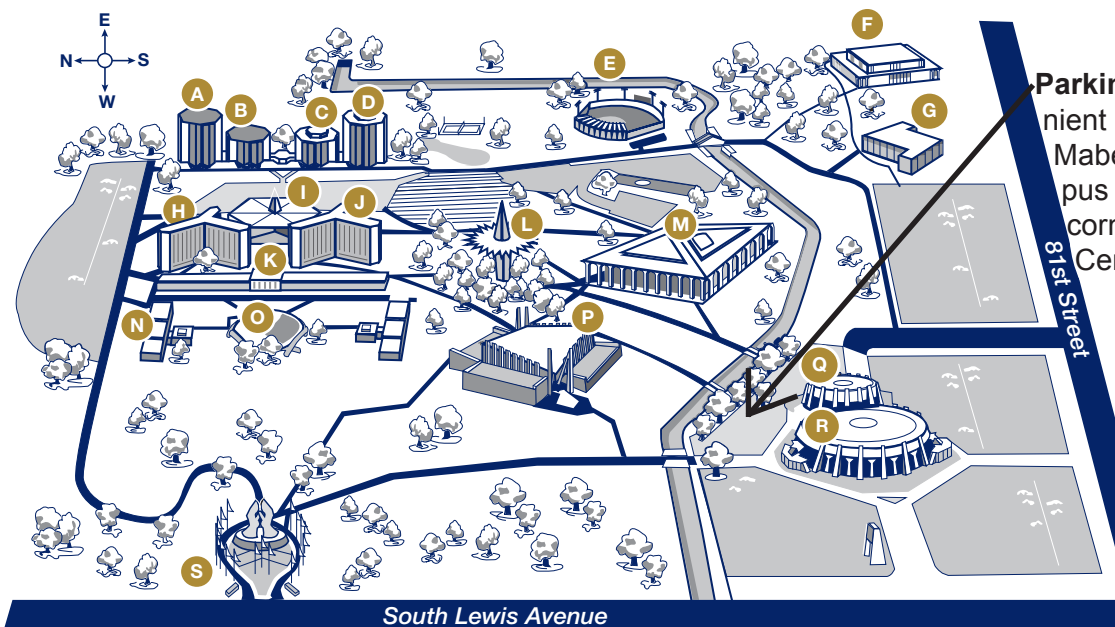
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ORU CHAPTER OF PRSSA

PRSSA
Public Relations
Student Society
of America

CAMPUS MAP

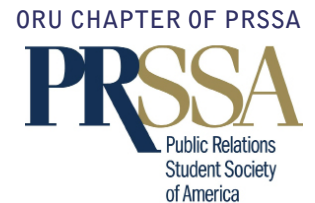
Take a virtual tour at: http://www.oru.edu/virtual_tour/



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|--|--|
| A Michael Cardone Hall | K Timko-Barton Hall |
| B Wesley Luehring Hall | L Prayer Tower |
| C Susie Vinson Hall | M Learning Resources Center (LRC)
Graduate Center (GC) |
| D Frances Cardone Hall | N Gabrielle Christian Salem Hall |
| E J.L. Johnson Stadium | O Howard Auditorium |
| F Kenneth H. Cooper Aerobics Center | P Christ's Chapel |
| G Moyers Hall Personnel Building | Q "Baby Mabee" |
| H Ellis Melvin Roberts Hall | R Mabee Center |
| I Hamill Student Center (Fireside Room) | S Main Entrance Praying Hands |
| J Claudius Priscilla Roberts Hall | |

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REGISTRATION FORM

Your Name: _____ Phone: _____

School/Organization: _____ City _____ State _____

Email: _____

PRE-REGISTER AND SECURE YOUR SEAT:

Student Pre-registration Fee: \$35

Faculty Pre-registration Fee: \$35

Your registration includes admission to conference sessions, handouts, and Friday breakfast and lunch.

PRE-REGISTER BY MAIL:

Send \$35 per person and a completed registration form to: ORU PRSSA Conference, c/o Communication, Arts & Media Dept., 7777 S. Lewis Ave, Tulsa, OK, 74171. Registration should be postmarked by Feb. 16, 2010. Please make check payable to the ORU Chapter of PRSSA.

Faculty & Students: To register multiple students, please include a copy of this form for each attendee and payment for each person attending.

PRE-REGISTER ONLINE BY CREDIT CARD:

\$35 + \$4 transaction charge. Registration is managed through CVent and is a secure, online system.

[Click here to register and pay online.](#)

Visit the conference Web site at: <http://oru-prssaregional.webs.com/>

Conference Hotel Special: Hilton

Tulsa Southern Hills single-room:

\$89.00 + tax.

Please refer to the "Tickets and Reservations" tab on the conference Web site

for access to the discount, special code and room details.



Please check all that apply:

_____ I will be attending the Welcome Party, Thursday, Feb. 25 at the Tulsa Hilton Southern Hills, 7902 S. Lewis Ave., Tulsa, OK 74136.

_____ I would like to be included in the Crisis Management Competition on Friday afternoon. I understand a limited number of students may compete, and I am committed to participating.

_____ I am currently a PRSSA member in good standing.

_____ I belong to a PR, advertising, media or like club at my school.

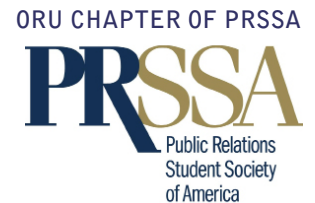
_____ I am interested in PRSSA membership.



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TAKE A CLOSER LOOK AT PRSSA

The declared purpose of PRSSA is to cultivate a favorable and mutually advantageous relationship between students and professional public relations practitioners.

The student society aims to foster the following:

- Understanding of current theories and procedures of the profession
- Appreciation of the highest ethical ideals and principles
- Awareness of an appropriate professional attitude
- Appreciation of Associate Membership in PRSA and eventually accredited membership
- Today The Public Relations Student Society of America has more than 9,600 members in 284 universities across the country.

PRSSA MISSION

- To serve our members by enhancing their knowledge of public relations and providing access to professional development opportunities;
- To serve the public relations profession by helping to develop highly qualified, well-prepared professionals.

JOIN PRSSA

Becoming a member of the Public Relations Student Society of America affiliates you with the world's pre-eminent student society. As a member, you can get involved in the Society's numerous national programs, gain exposure to professional development, leadership development, educational and networking opportunities unparalleled by any other professional experience on college campuses today.

An added benefit of membership in PRSSA is the opportunity to travel to great cities across the country to participate in the National Conference, the National Assembly and Regional Activities. In order to join PRSSA, your college must have an established PRSSA chapter. If your college has a PRSSA chapter then get in contact with the chapter president and find out when and where the recruitment is taking place.

However, if your college doesn't have an established PRSSA chapter, you can check to see if your college qualifies to get a PRSSA chapter started by going to the Establishing a New Chapter page at PRSSA.org. This page will provide you with the necessary qualifications and details on how to establish a new chapter at your college.

Students who are enrolled at a college or university with a PRSSA charter may join the Student Society. For more details, please contact your PRSSA Faculty Advisor or visit prssa.org.