

Melinda Beyerlein

From: Melinda Beyerlein
Sent: Monday, October 26, 2009 8:18 AM
To: Melinda Beyerlein
Subject: PR Writing Student Becomes National Source

NEWS *from the* DEPARTMENT *of* COMMUNICATION

PR Writing Student Becomes National Source

Bruce A. Austin baagl@rit.edu

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Alex Lifschitz, a student in Professor Michael Saffran's Public Relations Writing class, is quoted in an Associated Press article, "Grudgingly, young people finally flock to Twitter": <http://www.google.com/hostednews/ap/article/ALeqM5jN8nohwnjEfrJLJhKB1JT09cNB9gD9BFN9FG6?index=0>

Alex became a source for the story Monday after AP national correspondent Martha Irvine submitted a request via ProfNet (an online resource for reporters searching for expert sources). Her query was received by Professor Saffran, who also serves as associate director for new media in RIT University News (a ProfNet client) and who forwarded Ms. Irvine's request to his students. Alex, one of the first to respond, was later interviewed via e-mail by Ms. Irvine, who was working on a tight deadline. All told, the time from query received to online story publication was about 48 hours.

Congratulations, Alex!

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