

Public relations students host 'Vampire Diaries' screenings

By Lauren Ingenu
COLLEGIAN STAFF WRITER

Vampires may already be pretty popular on campus, but a group of Penn State students helped give them even more exposure last night.

Six members of the Penn State chapter of PRSA decided to split up in groups of three and participate in a national contest run by the CW Network and the Public Relations Society of America (PRSA).

The contest was to create a campaign and help get the word out about the CW series "The

Vampire Diaries." Both groups of women, calling themselves the blue team and the white team, planned viewing parties where they would give out free food and free prizes and screen episodes of the series.

"I decided to enter because I really like 'The Vampire Diaries' and I've always wanted to do some kind of public relations for entertainment," Laura Platt (junior-public relations), member of the white team, said. Attendees who came for the white team's screening ate food donated from outside businesses before entering room 101 in the Osmond Building and

watching the last four episodes of season one on the projection screen. Platt said that she is a big fan of the series.

"The guys are really sexy," Platt said. "I always get into these typical teenage shows."

Aba Hayford (junior-biobehavioral health) said that she came because she loved watching the series when it started last year and she wanted a chance to see the episodes again.

"I only know two other people who watch it," Hayford said. "I think more people should watch it. I'm not even a big fan of thrillers and stuff, but I love this one."

Others who attended the white team's screening said that even though shows like "True Blood" are popular, "Vampire Diaries" is lesser known.

"I like 'Twilight' and 'True Blood.' I don't think the advertising for this show has been that great, so this definitely made me more intrigued," Samantha Palser (junior-communications arts and sciences) said.

The white team asked trivia questions between episodes and handing out prizes. The blue team had less luck with the turnout at their screening — about half an

hour after their screening started, no students had showed up yet — but members said that they had the chance to interview Sara Canning, who plays the character of Jenna on the show. They said that the 12-day experience of making a campaign taught them more about the public relations industry.

"It taught me how much advertising you really need to make an event successful," Ally Inverso (senior-public relations) said. "I think next time we'll make sure to target a specific audience."

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DJ duo to 'Mash' up concert

By Lauren Ingenu
COLLEGIAN STAFF WRITER

Next week, Penn State students can buy tickets to listen to mash-up tunes, dance and support a good cause all at the same time.

The Super Mash Bros. — a pair of DJs who combine classic hits from the '90s with today's chart-topping hip-hop hits — will come to State College Oct. 1 to play a concert on Delta Upsilon fraternity's lawn.

The concert is part of the Blitz and Beatz Tour that will stop at 10 different college campuses throughout the nation, sponsored by the Campus Socialite, a website that caters to college men.

Jake Wagner, a member of Sigma Chi fraternity, is a campus student ambassador for Campus Socialite and took the initiative to bring the tour to Penn State, Campus Socialite Media CEO Drew Austin said.

Wagner (senior-professional golf management) said he decided he not only wanted to bring the concert to Penn State, but he wanted the proceeds from the concert to go to a local charity.

He contacted Delta Upsilon to see if the concert could be held at the fraternity because of its large lawn and good location.

"Everything that we make, we're going to split it between our organizations and give the money [to the charity]," Wagner said.

The proceeds will come from



Courtesy of loudreams.com

Super Mash Bros. will come to State College on Oct. 1 to play a lawn concert at Delta Upsilon. Money raised will benefit a local charity.

some ticket sales, sponsors and Campus Socialite.

Wagner said the concert is going to be a dry event.

"Anything that involves drinking we wanted to completely avoid because it is going to be a benefit concert," he said.

Austin said Penn State and two other universities on the tour are choosing to donate proceeds from the concert to charities.

He also said free prizes and merchandise from different sponsors and Campus Socialite will be given out at the event.

Delta Upsilon President Justin Robinson said he loves Super Mash Bros. and thinks they will give a great concert.

"They do a mash-up of '90s songs that we all know and love," Robinson (senior-information sciences and technology) said.

"The kind of music they play pumps everybody up."

In the past, Wagner said, concerts at fraternities have been problematic — but he wants to break the negative stigma.

"We really want to strengthen ties between the greek community, Penn State and the borough of State College," he said.

To e-mail reporter: lm15018@psu.edu.

If you go

What: Ticket sale for Super Mash Bros.

When: Noon to 5 p.m. Monday, Sept. 27. Tickets are also currently online.

Where: HUB-Robeson Center

Details: Tickets are \$15 each

THON inspires new social networking site

By Will Schultz
COLLEGIAN STAFF WRITER

One Penn State student has created an alternative to Facebook while he helps to fight pediatric cancer along the way.

Medstr.com, a new social networking site co-created by Austin Kelly, launched on Sept. 10.

It allows users to post pictures and create groups, events, bulletins and announcements.

The site had 58 users by press time Wednesday.

Kelly (senior-communications) said the website was partially inspired by the Interfraternity Council/Panhellenic Dance Marathon.

Medstr.com is supposed to help bring students and professionals involved in THON together in a common forum to exchange ideas.

"Facebook is outdated," Kelly said.

He hopes Medstr.com will foster a new type of online community.

Kelly said Facebook is not as effective as his site because it creates an atmosphere where people are comfortable interacting "socially, but not professionally."

He said he hopes the openness of Medstr.com, coupled with its promise to donate the majority of its revenue to THON, will persuade THON event planners to use Medstr.com for their advantage.

"This is philanthropic — like Facebook, but helpful," Kelly said.

Jean Shelton said she keeps up with current Internet trends and is interested in testing out Medstr.com.

"I like trying new things to see what's better," Shelton (senior-

veterinary biomedical science) said.

Despite interest in there are several inherent challenges.

Abigail Meyers expressed concern regarding the limited number of users who are on Medstr.com. She said she tends to judge a social networking website based on its popularity.

"The more people on them, the more valuable they become," Meyers (senior-marketing) said.

In 2009, Facebook changed its privacy policy and drew criticism for not doing enough to adequately protect its users.

These changes thrust social networking into the public sphere, and Kelly said Medstr.com is purposefully more open regarding user activities.

But the site's loose policy on privacy is a concern for some students.

Nichole Ault said the Facebook controversy didn't bother her because she can make her information as private as she wants it to be.

"In an open [network] you can't control who sees you, and that's kind of creepy," Ault (junior-health, policy and administration) said.

In the future, Kelly said he wants to expand Medstr.com's user base along with its features.

Kelly said he plans to create a "shoutbox." This would be a "Twitter-style" message that would be broadcast to the entire website.

The "shoutbox" will not require a user to sign-in to "shout."

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