

# **Southeastern COmmunication REview**

SCORE: Newsletter for Southeastern Louisiana University communication majors

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## ***PRSSA Elections***

***By Meghan Sumrall***

The end of the Semester is approaching, which means it is time for PRSSA elections.

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## **Payments Are Going Biometric and Cashier-Free**

Amazon, MasterCard and others are developing new ways for you to spend, including cashier-less stores and scanning the veins in your thumb.

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## **A Powerful Key to Prolific and Potent Writing**

5 steps to prolific and potent writing.

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## **Diet Coke Grows for First Time in 8 Years After Makeover**

Diet coke makeover helps brand sell more soda in North America for the first time in nearly 8 years.

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## **PRSSA Job Opening of the Day:**

**Executive Director of Communications and External Relations**

You will be working in a deadline driven environment, both independently as well as collaboratively with faculty, staff, and administrators to plan, develop, implement, and direct college-wide activities to enhance the District's communications programs.

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### **Editor of the Day: Cayla Jefferson**

This newsletter is produced Monday through Thursday during the fall and spring semesters by students who are members of a Southeastern communication extracurricular organization and is distributed to communication majors, faculty members, alumni and other interested parties. Specific names and email addresses of people who receive this newsletter are kept confidential. Opinions expressed here represent the views of the writer and not Southeastern Louisiana University. To provide a suggestion for an article, or to submit an article or to comment on any aspect of this newsletter, please send email to [feng1678@selu.edu](mailto:feng1678@selu.edu). Items in this newsletter that refer to articles originally published elsewhere, copyright restrictions may prohibit copying or re-distribution; however, original items that appear in this newsletter can be copied, stored, aggregated or re-distributed without permission, but please give credit to the bylined author and to SCORE. To unsubscribe to this newsletter, send an email to [feng1678@selu.edu](mailto:feng1678@selu.edu). -30-