

The PReview

Congrats Grads, PR Pals and ICON Experiences

December 2022

In this edition:

Congrats to our Graduating Seniors!
President's Send Off
PRSSA Kent Wins Three National Awards
PR Has a PR Problem
Internship Opportunities

Sign-up for PR Pals!
Congrats to Campaigns Students!
Five Networking Tips from ICON
ICON 2022 Welcome Keynote

Congratulations to graduating PRSSA members!



Hannah Mayer
Public Relations Major

Hannah served as the Web & Social Media Manager on the executive board during the 2021-2022 school year. Post graduation, she is hoping to pursue PR in the music industry. She is currently interning at Live Nation.



Troy Heatwole
Public Relations Major

Troy served as the Vice President of Communication on the executive board during the 2021-2022 school year and as Chapter Account Executive during the 2020-2021 school year. Post graduation, he hopes to work at a PR agency or go wherever life takes him.



Sign-up for PR Pals!

The PR Pal program connects PRSSA members with a PRSSA Officer. Officers serve as mentors to new members and guide them through both the organization and the PRKent sequence.

Contact Genivieve Krejci, vice president of membership, gkrejci@kent.edu, with any questions.

[Click here to sign](#)

President's Send Off

Kayla Polansky, President

Hi everyone! It is already December... can you believe it? This semester, our Chapter was fortunate enough to hear from a diverse and knowledgeable array of speakers on a multitude of topics, including accessibility, media relations and social media strategy.

PRSSA Kent also learned about public relations outside of Franklin Hall by traveling to the Akron Zoo. Elena Bell, marketing and PR manager for the Akron Zoo, shared insight about media relations. Members also enjoyed seeing many furry friends!

Our Chapter also attended the PRSSA ICON National Conference in Dallas. Centering around the theme of "The Power of Influence," a variety of speakers discussed hot topics in the

up!

world of public relations.



Kayla Polansky, President

Wow, that was a lot to cover! I would like to thank you all for such a fun and enjoyable semester. It has been a pleasure to meet, learn, connect and grow with fellow young professionals who share the same passions. I am wishing you all the happiest of holidays this winter, and I am looking forward to what next semester holds.

See you in Franklin Hall!
Kayla Polansky



Congratulations to Fall 2022 Campaigns Students!

The Fall 2022 Advertising and Public Relations Campaigns delivered impressive capstone presentations to Progressive Insurance. The class conducted research and developed an integrated communications plan to drive awareness and consideration among Gen Z consumers.

PRomise Ad team: Lauren Blue, Christy Cecil, Jordan Coleman, Kristyn Hibbett, Ben Vrobel.

Certified Cle team: Julia Baughn, Troy Heatwole, Natalia Hernandez Maceira, Hannah Mayer, Carmia Parsons.

Insured Four team: Katelyn Leaver, Olivia Perry, Kayla Polansky, Joey Venter.

Shout out to PRomise Ad for earning judges' honors! Congrats!

PRSSA Kent Wins Three National Awards

PRSSA Kent won three national awards, including the prestigious PRSSA Teahan Chapter Award for University Service work done during the 2021-2022 school year. The national award was announced during the Awards Ceremony Brunch at the International Public Relations Student Society Conference in



younger students studying public relations

- Partnership with Akron PRSA on hosting the YouToo Digital Strategy Conference
- Participation in the PRSSA Bateman Case Study Competition to build awareness for Lymphoma Research Foundation
- High school student outreach to give students a glimpse into the Kent State college experience

PRSSA Kent also was honored as a Star Chapter, recognizing the Chapter for outstanding leadership and programming.

[Read more about their accomplishments here.](#)

Dallas on Nov. 14.

Kent State won the University Service award for the second time in Chapter history. The University Service award category judges voluntary projects that benefit the Chapter's community. Some projects represented in this award:

- Campus collaborations with Kent State Women's Center, Student Multicultural Center and First Star Academy
- Peer mentoring program to guide

This newsletter features three out of ten stories written for PRSSA's 2022 ICON. To read the remaining seven stories, go to prssakent.com under blog.

Five Networking Tips

Genevieve Krejci, VP of Membership

PRSSA's ICON conference allowed students and professionals to mingle at different events, including breakfast, a career development exhibition and more. At these events, I had the chance to meet and network with professionals and peers and learn some essential tips for networking.

1. Don't be scared
2. Make talking points beforehand
3. People love to talk about themselves
4. Have a goal with each connection
5. Your peers have just as many connections

[Read more about Genevieve's tips here.](#)

PR Has a PR Problem

Katie Masko, VP of Communication

The romanticization and outdated narrative of public relations has created a false perception of PR in the eyes of the general public, according to Brandi Boatner, the self-titled "Beyoncé of the Business World." In actuality, Boatner works with external influencers for IBM, a technology company.

PR has been falsely publicized in movies and television due to shows like "Emily in Paris" and "Scandal." Often, Hollywood shows a character snapping a quick photo, posting it on social media and that creates the entire PR campaign.

This incorrect representation of PR in the real world creates a dangerous narrative for rising PR professionals. Boatner said it is a problem, and it's young people's prerogative to fix it.

[Click here to read more about the cultural perception of PR.](#)

ICON 2022 Welcome Keynote

Chania Crawford, Co-Chair of Diversity, Equity and Inclusion

Vice President of Corporate Communications, Kent Landers, at Hilton Hotels and Resorts, opened ICON day two with a keynote address and essential career advice for future public relations professionals. Landers explained the importance of adapting to the changing world as a PR professional. He used the acronym VUCA (Volatile, Uncertainty, Complexity, Ambiguous) to explain how professionals can adapt and be successful in a changing environment.

Landers closed the session with 10 pieces of career advice for young PR students:

1. Hone your purpose.
2. Master the skills of entry.
3. Hire your boss.
4. Be a student of the world.
5. Show up, sit up front.
6. Use your youth to your advantage.
7. Be comfortable with the uncomfortable.
8. Own your mistakes.
9. Be empathetic and humble.
10. Have fun.

Click here to read more about VUCA and Landers' biggest tips.

Internship Opportunities



Looking for an internship? [Visit this document](#) for an updated list of Public Relations internships. Internships are crucial for gaining real-life skills and experiences. All Public Relations majors need at least one internship to graduate. Here are few examples of available opportunities:

- Falls & Co. Spring 2023 internship
- Cleveland Guardians: Post-graduate internship
- Pro Football Hall of Fame Summer 2023 internship

Contact PR Internship Coordinator, Professor Moore, with questions.

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