



PRSSA KENT
NEWSLETTER

February 5, 2018



A huge thanks to our Professional Adviser, Allison Ewing, for leading our Yoga social!

In This Issue

Letter from the VP of Fundraising

Internships Meeting

JMC PR Scholarships

Join a Committee

The Ultimate First Impression: The Cover Letter

Surviving the Sequence: Law of Ad and PR

Internship opportunities

Membership spotlight

*Join us this week to
talk internships and
PR experience!*

*Wed. February 7
7:30 p.m.
Franklin Hall
Room 213*

Letter from the VP of Fundraising

Holy Disch

I hope you have become accustomed to this new semester! I found it is easier to get involved early in the semester so activities and classes mesh well with your schedule. This semester, Sam and I have created a lot of opportunities to volunteer with PRSSA, be part of

the planning process for fundraising for Flash-A-Thon, and to help with 2018 Betsy Plank Week. Exciting things are happening this semester, and I want you all to feel involved. Please reach out to me or any other officer!

Good luck this semester! I hope to see you around Franklin (and our meetings). Please don't hesitate to reach out for coffee to talk about the sequence, or life in general.

With friendly thanks and best wishes,
Holly



Learn about internships at our next PRSSA meeting

PRSSA Kent is ready to talk internships! Join us February 7 at 7:30 p.m. in 213 Franklin Hall to learn about applying, interviewing and everything else internships! JMC Professor **Stefanie Moore**, internship coordinator for PR majors, along with **Tracy Lewis, VP of Talent at PR 20/20**, will join us to share tips and tricks to help you land that dream internship!

As a special bonus to this meeting, PRKent student Ava Moss will discuss her experiences from attending the PRSSA National Millennial Community conference in Los Angeles. You won't want to miss this!

Mark your calendars, PRSSbAes

Our Valentine's themed "Minute To Win It" social will be Monday, Feb. 12 at 6:30 p.m. in room 213 Franklin Hall.

Come enjoy some food and some friendly competition with your fellow PRSSbAes!



Apply for the JMC Scholarships



Thanks to the contributions of alumni, friends, corporations, foundations and professional associations, JMC awards scholarships to more than 100 deserving students. You could be one of them! These scholarships are for students who are currently enrolled in the School of Journalism and Mass Communication at Kent State. There are specific scholarships for public relations students and PRSSA members. Make sure to check it out!

The 2018 application is due Feb. 16!

Apply here: <https://www.kent.edu/jmc/current-students-apply-jmc-scholarships>

Gain hands-on experience with PRSSA!

Join the **Flash-A-Thon committee** to help raise funds for Akron Children's Hospital. Our goal is \$1,000. If you're interested in being part of our team, you can register [here](#) under the team name PRSSA. Email the VPs of Fundraising [Sam Ross](#) or [Holly Disch](#) with questions.

Want to gain more experience planning, drafting and executing social media? Our **Social Media Committee** is perfect for you! Contact the Web and Social Media Manager [Alex Seibt](#) for more information.

We'd love to have your help with writing these newsletters! The **Newsletter Committee** is a perfect way to gain resume experience and have bylined portfolio pieces! Reach out to the VP of PR [Natalie Meek](#) to get started!

The Ultimate First Impression: The Cover Letter

Latisha Ellison

Raise your hand if you absolutely dread writing a cover letter! I imagine many of you raised your hand, just like I have in the past. The truth is, sometimes cover letters can be stressful, but they *are* important, and can make you stand out. I did a little research and reached out to a few hiring managers to help you really nail your next cover letter.



1) Write a cover letter

I know, it seems obvious, but Angela Zoes, hiring manager at Falls Communications, says you'd be surprised how many applicants only send in a resume; she gives you bonus points if you send in a cover letter! Also be sure to address the letter to an actual person. If you can't find the name of a person, say, 'Dear hiring manager/team,' never say 'To whom it may concern.' So, it may seem needless, but the cover letter complements your resume and could actually put you a step ahead of another applicant!

2) Tell a story

As aspiring PR pros, we know storytelling is the very core of our profession, and the same is true when we are advocating for ourselves. Your cover letter is what the hiring manager will see even before they read your resume, so it's important to make your cover letter is informative, yet compelling. What will make them want to keep reading and look at your resume? Start off with a personal or professional story that will help connect you to the position you're applying for. True Digital Communications Controller, Leah Mussay, says your cover letter allows you to highlight your skills and why you're a good fit for the position.

[Click here](#) to read the rest of Latisha's article!

Surviving the Sequence: Law of Ad and PR

Alex Seibt

You might be thinking to yourself, "I have to take a law class? Why?" **Law of Advertising and Public Relations** is very important. Here are a few tips to help you succeed in the class and make you feel like your destiny is Harvard Law School.

- **Buy the book.** I know, sounds crazy, right? The book is a valuable resource when it comes to studying for exams and writing papers. It's also a good place to look when something in the PowerPoint makes no sense (and trust me, that will happen) because it further describes what you're learning with more detail.



- **Listen for cues.** Professor Tim Roberts is the main instructor for Law, and there are a handful of pop quizzes he will assign. Although they're pop quizzes and you're not supposed to know they're coming, Professor Roberts tends to emphasize content during lectures that will be on the quizzes. Sometimes he even tells you what you need to know for the quiz, so make sure you're taking good notes.
- **Follow the study guide and take notes.** A study guide is given for every exam, and when it is given, Professor Roberts will go through the study guide with the class. Everything you need to know for the exam is on the study guide, so if it's not on the guide, it's not on the test. During the review, Professor Roberts might even give some test answers to the entire class, so take notes on what he says.
- **Keep your study guides.** The final exam is cumulative, so it is in your best interest to keep every exam study guide because it will be a great resource when finals week comes along.

If you follow these simple tips, passing Law of Ad and PR will be a piece of cake!

Internship Opportunities

Check out current internships posted on the [JMC internship database](#), including:

- **Diebold Nixdorf**, North Canton, OH, *Global Internal Communications Intern*: This intern will support internal communications strategies, plans and programs to engage and inform our global employee audience. The position focuses on quality writing, creation and delivery of engaging content and supporting imagery for internal emails, newsletters, intranet and face-to-face meetings.
- **TimkenSteel**, North Canton, OH, *Communications Intern*: The communications intern will research and draft a variety of communications, assist with event planning and execution, create internal promotional pieces and more.
- **Autism Speaks**, Cleveland, *Special Events, Chef Gala Intern*: The ideal candidate should be looking to gain experience in Non-Profit Special Events for future work

Another great resource for dues-paying members is the PRSSA National Internship Center. Learn about these great opportunities across the country: <http://prssa.prsa.org/internships-jobs/internships/>

If you find an internship opportunity on your own, contact Professor Stefanie Moore in advance to ensure your internship will count for credit. To earn academic credit, you must be responsible for public relations work AND be mentored by someone with a communications/public relations degree/background. You must also meet the requirements and fill out an application here: <http://www.kent.edu/jmc/public-relations-internships>.

Send a follow-up email to [Professor Moore](#) once submitting your application.

Membership Spotlight

Sarah Heber

Abby Hickey is a freshman from Loveland, Ohio which is just outside of Cincinnati. As a new member of PRSSA, Hickey loves the support she receives from her upperclassmen friends.

"I'm glad that I get to be around upperclassmen who have worked through the same classes and transitions that I am working through now," Hickey said. "It's so nice to be able to get advice on what to expect from the future from such nice people."



After having one semester under her belt, Hickey feels secure that Kent State is where she belongs.

"My first semester was hectic but also exciting. While I did have my moments of wondering if I was going down the right path, I have found that I love where I am at, and I love what I am studying," Hickey said. "I've made amazing friends and pushed myself to get involved in PRSSA, PLA and The Burr."

Going forward, Hickey is excited about her potential opportunities after college.

"I am most excited to continue to learn about what opportunities lie beyond college. It's interesting and exciting to see what exactly I am working toward and what I could do with my future," Hickey said.

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