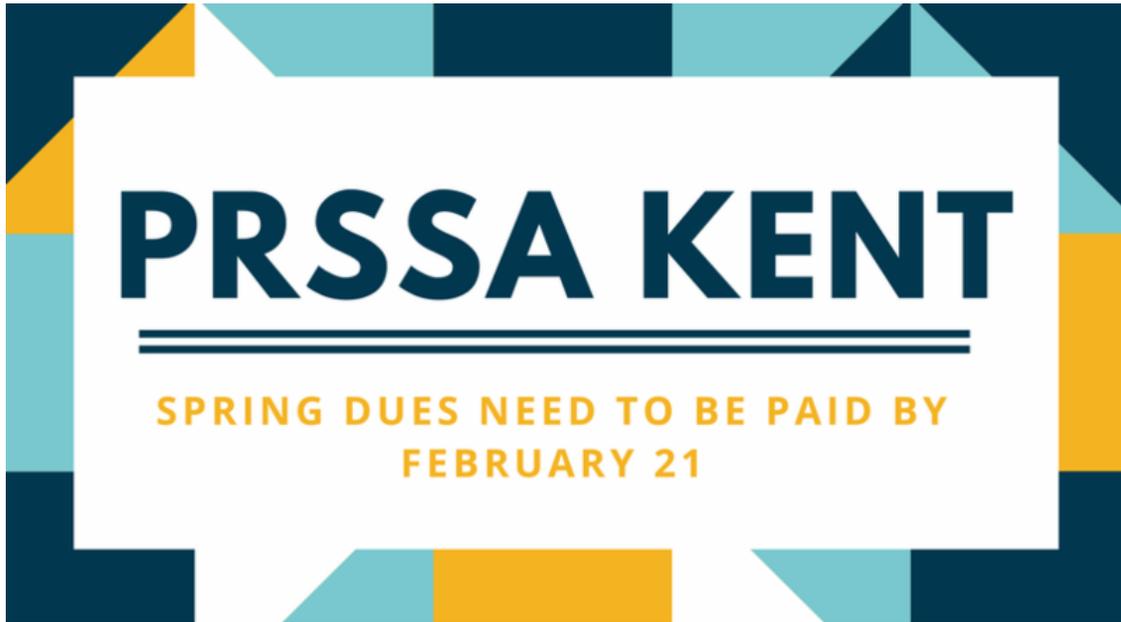




PRSSA KENT  
NEWSLETTER

February 19, 2018



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*Join us this week to  
talk ethics!*

*Wed. February 21  
7:30 p.m.  
Franklin Hall  
Room 213*

**Letter from the VP of Membership**

*Sarah Heber*

Hello everyone. I bet you are all just as ready as I am for some warm spring weather. Hang in there though, it is just around the corner!

Speaking of things just around the corner, membership dues are due Feb. 21. Please make sure you fill out our application and turn in the full \$55 to either me or another officer. If

you are wondering what a PRSSA membership can do for you, please visit this link to learn about all the member benefits:

<http://prssa.prsa.org/join-prssa/member-benefits/>

Thank you to everyone who came out to our Valentine's Social; I always love spending time with my PRSSbAes. While the games may have been silly, the laughs were absolutely worth it. Make sure you mark your calendars for our Cupcake Wars social coming March 12, you won't want to miss that one!

-Sarah



## We're Talking PR Ethics this Week

Join us for our PRSSA Ethics meeting on February 21 at 7:30 p.m. in 213 Franklin Hall! We will be discussing the trials and tribulations of ethics in the public relations profession with Kent State Professor **Tim Roberts** and **Chris Baldwin**, Principal and Founder of True Digital Communications.

This meeting will be interactive and will give you the opportunity to test your ethical knowledge! Come hungry for pizza and snacks. We'll see you there!

*Have lunch with  
President Warren!*

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Four PRSSA Kent and two Franklin Advertising members will have the chance to have lunch with President Warren this semester. Date TBA.  
Fill out our form to self-nominate by February 23.

Access the application form [here](#).

## Be a Part of our PRSSA Flash-A-Thon Team!

It's time to think about Flash-A-Thon! Our fundraising goal is \$1,000. At our meetings, we'll discuss getting fundraising started through family, friends, canning and social media.

The link to register is <https://www.ksuflashathon.com/>

1. Click the **register here** button.
2. Then click the **register now** button.
3. Once you are on the "create an account" page, you create an account & follow the directions to find our team. Our team name is *PRSSA*.
4. You're welcome to set your own personal goal, but overall we are raising money as a team.

If you want to start fundraising by sharing the link with your friends, family and social media, here is the link: <https://events.dancemarathon.com/index.cfm?fuseaction=donate.team&teamID=29767>

Reach out to VPs of Fundraising, [Holly Disch](#) or [Sam Ross](#) if you have any questions!

## Tips for Event Planning

*Sam Ross*

Planning any kind of event is stressful, but events can effectively achieve communication and business objectives.

Last semester, I planned a silent auction for PRSSA Kent. It was the first event I had ever planned. Even though I thought I was going crazy, I realized that event planning is actually something I enjoy. Here are some of the things I learned while planning my first event.

- **Start planning early.** You never know when something will go wrong; this is going to push everything else back. Getting a head start will give you less to do as it gets closer to the event.
- **Don't assume anything.** If there's something you are confused or concerned about, ask questions. Communicate your concerns and ask questions.
- **Ask for help.** You may want to do everything yourself so you know it gets done right, but it's just going to stress you out. People willing to help. Whether it was picking up auction donations on my behalf, or volunteering to help throughout the planning process and the day of, other PRSSA members were willing to lend a hand.
- **Do make checklists.** This is a great way to stay organized, and it helps you remember everything you have to do for that day.



[Click here](#) to read more about event planning!

## Meeting Recap: Internship Tips from Tracy Lewis of PR 20/20

*Isabel Illig*

Searching for the right internship can be overwhelming and a bit daunting, but thanks to PR 20/20's internship hiring manager, Tracy Lewis, we got the inside scoop during our last meeting.

When looking for internships, you want to find a company that can offer you real-world experience; this company should be able to offer new skills and mentors to help you grow in the industry. When you apply, your resume and cover letter should demonstrate why you have the right skills for the job.

When you get the interview, here are Tracy's top tips for acing it!

1. Arrive early!
2. It's always better to be overdressed than underdressed.
3. Come with business cards and copies of your resume.
4. Do your homework on the company and ask smart questions.
5. Be prepared to pitch yourself in less than a minute. (Practice your elevator pitch!)
6. Make direct eye contact and take notes on tips, resources or connections mentioned.
7. Send a thank you email within 24 hours of the interview. To really stand out, send a thank you note in the mail.

Remember, employers want you to succeed and be the right candidate for the internship. Now, thanks to Tracy Lewis, you know how!

## Mark Your Calendars: YouToo Social Media Conference

*Hannah Wagner*

The YouToo Social Media Conference is an award-winning day-long conference for public relations pros and students. This year's event will be held on **Friday, April 20, 2018**, at Kent State University. This conference is a day filled with professional speakers who talk about relevant topics in the public relations and marketing sphere. It is a great opportunity to network and connect with other professionals in the Cleveland-Akron area.

You will enjoy a mixture of keynote speakers and breakout sessions where students can have one-on-one discussions with the professionals. You never know, you may make a connection that leads to a future internship or job!

I would love for you to attend this event and meet with other students, PRSSA members and professionals in the Northeast Ohio area. Stay updated on all of our upcoming announcements and speaker reveals through our [website](#), [Twitter](#) and [Facebook](#)!

Interested in gaining event planning/social media experience? Consider joining the YouToo Committee. Contact [Hannah](#) for more information.



## Surviving the Sequence: Public Relations Case Studies

*Natalie Meek*

For many PR majors and minors, this might be the first client-based PR class. **Public Relations Case Studies** is a great opportunity to learn more about research, developing objectives and creating a public relations plan! My advice for doing well in the class includes:

- **Keep a status report of what each group member is in charge of finishing that week.** Trust me. It's important to have visibility of the group's progress, and it helps keep the project organized!
- **Give yourself plenty of time to edit before you submit each phase.** We all know that little errors can add up when it comes to your final grade.
- **Ask for help.** Whether that's from older PR students or professors, this class builds fundamentals that you will need in almost every PR project you work on. Make sure you understand how to complete every phase and its importance!
- **Don't be afraid to be creative!** This is where the real fun of PR comes out. You'll be able to utilize that creativity in multiple ways, especially when thinking of effective strategies and tactics.

Soak up every ounce of information and experience you get from this class. I promise you, you'll use it!

## Membership Spotlight

*Sarah Heber*

Isabel Illig is a sophomore new to the PR program. After switching from Fashion Design last semester to PR this semester, Illig is ready to take on new opportunities.

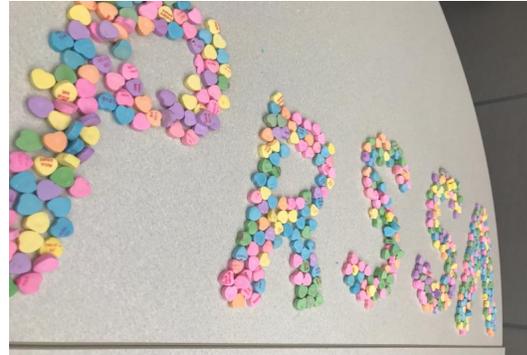
Illig is quickly finding her place within PRSSA while writing for the newsletter and participating in other committees.

"My favorite thing about PRSSA is the inclusiveness. I have felt at home and cared for since the first meeting I went to," Illig said.

Looking ahead, Illig hopes to get more involved with the Chapter, learn more about PR and even take on PRSSA National Conference in the fall.

"I am most excited to take advantage of all the opportunities to be involved in PRSSA," Illig said. "Ultimately, I would love to go to the National Conference in Texas with the whole group."

Outside of PRSSA, Illig is passionate about sustainability and veganism which she exemplifies in her lifestyle. In her free time, she enjoys playing board games, reading and solving puzzles.



Thanks to everyone who came to our Valentine's Social!

**Have you seen our website? Check it out: [www.prssakent.com](http://www.prssakent.com)**

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