



# The PReview



February 2021

We apPReciate you!

xoxo



TO: YOU  
FROM: PRSSA KENT

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## Upcoming Meeting:

Personal Brand &  
Working with Recruiters  
Feb. 24  
7:30 p.m.

RSVP [here](#).

## Meet the Speaker: Ann Willets

Katie Thompson

Join PRSSA Kent on Wed., **Feb. 24th** at 7:30 p.m. via Microsoft Teams as we hear from Ann Willets, Executive Recruiter for Generating Buzz LLC and public relations contractor, about the importance of having a personal brand along with tips for creating your own. Ann is a leading voice in the PR industry with over three decades of experience conducting successful public relations campaigns in various industries. She now uses her expertise and network to recruit for

jobs in the PR industry.



Ann Willets, Executive  
Recruiter for Generating Buzz  
LLC

"After nearly 40 years in the public relations business, I'm now in a position to pay it forward and help young professionals move their careers forward," Willets said. "The part I enjoy the most is mentoring them for success and watching them move up the ladder. It's extremely rewarding."

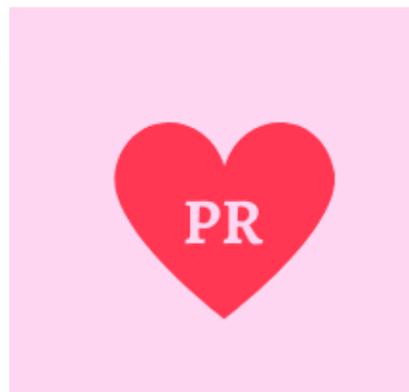
Throughout her time in the public relations industry, Ann has also written multiple articles that have appeared in PRSA's Tactics Magazine, PR News and PR Week. Ann will also discuss her tips and tricks for working with recruiters during your job search. You won't want to miss this opportunity to network with an established PR professional and recruiter!

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## What We Love About PR

Spring 2021 Executive Board

- "I love telling stories and helping brands/organizations find their voice. I also love getting to work with people and being creative." -Amelia
- "I love PR because it's an ever changing industry! There is always a new platform to learn or a new tactic to take advantage of!" -Katie
- "I love how I can create a positive impact in society through my work in public relations." -Sam
- "Public relations is a broad field where you can explore your interests and gain experience in any different areas whether it be nonprofit, healthcare, agencies and corporations!" -Ari
- "What I love about PR is how diverse the field is. There are so many different things you can do with the skills you learn." -Jada
- "I love how versatile a career in PR is! There are so many windows of opportunities that match a variety of skill sets, you can really do anything!" -Zach
- "I love the opportunity to meet and network with so many other people. The field of PR is so diverse which means I can really work within a ton of different industries!" -Kristyn
- "What I love about PR is how versatile the skillset is and how important we are to the workforce. PR will never be irrelevant and this industry will be here for generations to come." -Troy



# A Letter From the VP of Membership

Zach Zdanowicz

Hello PRKent! My name is Zach, and I currently serve as PRSSA Kent's VP of Membership. If you aren't already, I strongly encourage you to think about taking the leap and becoming an official member of PRSSA Kent.



Zach Zdanowicz, VP of Membership

Our goal in PRSSA is to provide students as much real world experience as we can before their time at Kent State ends. We host numerous networking opportunities and allow students to see and experience all aspects of the world of public relations. As a PRSSA member, you are able to maximize your benefits of the organization and better prepare you for your post-graduation career. Some highlights of holding a PRSSA Kent membership include:

- Traveling/attending the 2021 International PRSA Conference in the fall (this year we are hoping to travel to Orlando, FL!)
- Can apply to participate in the National Bateman Case Study Competition
- Run for a position on the PRSSA Kent

executive board

- Explore opportunities to get involved with National PRSSA
- Access to the PRSA Job Center, which consists of countless opportunities and resources.

To become a PRSSA member, please visit the [national PRSSA website](#) and click on the red "join" button. If you register before March 1, 2021, you will receive **25% off** of this year's dues!

If you have any questions about PRSSA or membership, please feel free to [contact me](#). I hope to see you all at our meetings!

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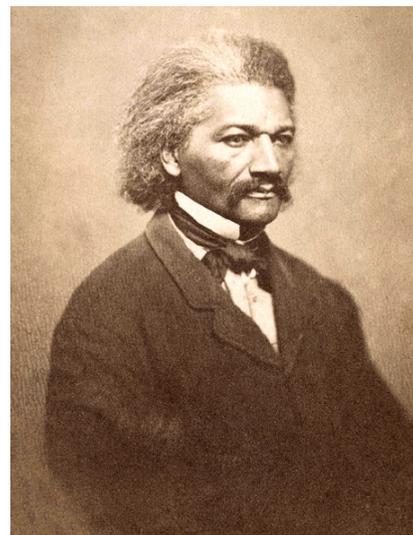
## Celebration of Black PR History

Sam Farland

Black History Month is a time to remember and celebrate diverse voices and stories. Many successful communications and public relations black leaders have paved the way.

In a predominately white industry, it's important to recognize diverse voices who helped pioneer the communications field as we know it today.

Frederick Douglass is said to be "the most important black leader of the 19th century." He was born a slave and became a well-known writer and speaker. He also fought for African



"Three keys for success: Believe in yourself," Douglass said. "Take advantage of every opportunity. Use the power of spoken and written language to effect positive change for yourself and society."



Patricia Tobin

Many people view Patricia Tobin, master of networking and event planning, as the queen of public relations. Starting her career as a broadcast journalist, she then created her own PR company in 1983 since there weren't very many opportunities for people of color in the field.

Tobin's company was very successful. Some of the clients consisted of Wells Fargo, Nestle USA, Reebok International, Ltd., Walt Disney Feature Animation, Sony Music Entertainment Inc. and the Los Angeles chapter of the NAACP.

Learn more about Black PR Pioneers [here](#).

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## What burnout? Work Smarter & Carve Out Time and Space To Create

Katie Thompson

Burnout. Whether you're a student, young professional or seasoned PR pro, we've all experienced it before. Emails are piling up, deadlines are quickly approaching and you find yourself throwing in the towel, feeling completely overwhelmed.

Michael Smart, CEO of Michael Smart PR, shared his methods behind avoiding burn out and taking the time to create more at his What burnout? Work Smarter and Carve Out Time and Space To Create session at the PRSA ICON conference. Smart started the session by pointing out the obvious, "the giant distractions you endure, every moment includes your email, phone and social media, even when you don't even realize it."

If these elements are causing our distractions at work and school, we should eliminate them, right? Unfortunately, as students and professionals, it is almost impossible for us to eliminate these distractions, especially in public relations, where our work may consist of emailing stories to journalists, keeping in touch with clients and managing social media pages. Below are Smart's critical points on avoiding burnout and creating the time to do the work that will get you to your goals.

### 1. **Change how you express your value at work.**

Remember why you're doing the work, reassess your priorities. Smart suggests using the script "I help [people/orgs] [achievement/result] by [how you do it]" to remind yourself of the value you bring to your work and practice it until you "ooze" self-assurance when you say it. Once you know your value at work, you can express it to your boss and coworkers that you have the knowledge and experience to do the job well, and they will take a step back from worrying about the details.

Read the full [blog](#).

## Support PRSSA Kent Bateman Teams and promote civility

### Bateman Blue

Camryn Stephens, Ben Vrobel, Hannah Mayer, Kayla Polansky, Ashley Blood and Zach Zdanowicz

What is civility? How does this apply to the media? How can I influence this?



To learn the answers to these questions and more, attend PRSSA Bateman Blue's "[MDJ Mingle](#)" workshop on Thursday, **March 4 at 7:30pm**. Here, you will be joined by members of Akron PRSA and hear from MDJ faculty and student media about finding common ground when producing media. For more information about the event and to RSVP, please reach out to [Zach Zdanowicz](#) and be sure to follow Bateman Blue on [Instagram](#) and [Twitter](#) for more updates and content.

### Bateman Gold

Zoe Blank, Jessica Cobb, Gabriella Lewis, Bridget Lin and Brady Warmbein



We are excited to bring the "[Kindness Rock Project](#)" to Kent State University! There are rocks painted with civility inspired designs hidden throughout Franklin Hall, Bowman Hall, various resident halls and Downtown. Each rock has our Instagram name (@flasheslisten) written on the back.

If you find a rock, we encourage you to take a photo of it for your Instagram story, tag us and use #ListenToLearnKSU! If you'd like to get involved, you can paint rocks of your own to promote civility at KSU. We encourage you to be creative and think about what civility means to you. Don't forget to paint our Instagram name and hashtag on the back of the rocks to help spread the word.

Check out our [Instagram page](#) for the latest news and tips on how to succeed as leaders of civility.

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## Do you know how many points you have?

Check out our [Google Doc](#) to review membership points. To earn membership points, attend meetings, join committees, write for the newsletter or social channels, participate in group activities and serve as a board member. Points are important if you plan on attending National Conference in the future or to get first dibs on special events. If you have questions regarding your points, reach out to [Kristyn](#).

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

Forward this email

