

The PReview

Reporting Survival Guide, Dear Betsy Plank, Meet Professor Armour, and more!

February 2023

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Dear Betsy Plank

Honoring a PR pioneer and champion of PR education, learn more about Betsy here.

Dear Betsy Plank,

How do I network and maintain the professional relationships I make in college? It can be very intimidating while starting out.

Dear Reader,

Great question! Networking is what makes our little world of public relations go around. Gaining and maintaining connections is the first step to establishing yourself in the professional world.

An ideal way to network is to join professional groups in your major. PRSSA is an amazing tool for meeting real-world professionals and a great way to network with peers. Any opportunity to meet new people should be taken.

Don't be afraid! I am sure you are a talented individual with much to offer. Be confident. Many professionals are excited to speak to rising professionals and share their wisdom.

One of the best ways to network is through LinkedIn. I recommend including a personalized note when sending a connection request. A little extra effort goes a long way.

Make sure you've also got a list of key talking points to help guide your conversation with connections. All-in-all, you've got to step out of your comfort zone. You've got this!

Happy networking,
Betsy Plank

Do you need to ask the godmother of PR for advice? Then click here!



Welcome back, Flashes!

I'm excited to begin my last semester with PRSSA Kent. It feels as though I was just sitting in Principles of Public Relations beginning my PRKent journey in Franklin Hall.

Our Chapter has been working to bring you a full agenda for the Spring 2023 semester. We have a variety of PR topics to discuss this semester including, but not limited to, publishing, aviation and corporate work. We hope connecting you with PR professionals in different fields of PR will help you discover your true passions.

Never hesitate to reach out at any point this semester with questions, or if you just want to chat over coffee. Looking forward to connecting!

All the best,
Kayla Polansky

CELEBRATING BLACK HISTORY MONTH



PRSSA Kent Gives Back

PRSSA Kent will be collecting donations of ethnic hair care products from to donate to King Kennedy Community Center in honor of Black History Month.

Donations will be collected from Feb. 13 to Feb. 24. Use the Amazon wishlist to send gifts to our gift registry address or donate in person.

[Click here for the Amazon wishlist.](#)

Mark your calendar for **Feb. 25 from 3-5 p.m.** as we will be volunteering at the King Kennedy Community Center's Black History Month event. If interested in getting involved contact **Grace Kindl** or **Cassidy Grentz**.



From Entry Level to CEO: Ramona Hood's Inspiring Story

Join Ramona Hood, the first Black woman to be a FedEx CEO, for a discussion about her inspiring career story working from an entry-level position to a CEO.

Some discussion topics include: advocating for yourself and others; improving leadership skills and promoting diversity, equity and inclusion; creating valuable relationships with mentors and negotiating job offers and promotions.

- Tuesday, Feb. 21 at 4 p.m. - 5 p.m.
- Franklin Hall 340

[Click here to RSVP for the meeting.](#)

Do you really know Professor Armour?

Macy Rosen



Prof. Armour live on stage
Photo: Credit: Dave Foster

Did you know Associate Professor Luke Armour is in a band? No, I'm not making this up, he plays the bass guitar!

Aside from public relations, Armour is very passionate about music ... and peanuts with shells?

I know what you're thinking: "Professor Armour tells horrible dad jokes, and all of his classes are lectures, how can he be interesting?" Walk into his office, and that is interesting enough (kidding). But seriously, someone needs to help him clean his office.

[Read more about our dad joke loving professor here.](#)

Reporting Survival Guide

Maddie Goerl

Reporting is a rite of passage for all public relations majors. With tight deadlines and time-sensitive stories, the course is designed to keep students on their toes.

I remember my class buzzing with nervous whispers on the first day. My tablemates and I quietly discussed our limited knowledge of the course. Failed interviews, sleepless nights and the Kroll F (misspelling a name) were the main topics of conversation. Little did we know, Reporting would give us great writing skills and even

better friendships.

After a semester of interviews and editor meetings, I ended Reporting on top with a 98%. I worked hard for my grade, but I believe anyone can pass Reporting with flying colors with these tips.

Read the rest of Maddie's guide
here.



SPRING 2023 SCHEDULE

~~The Strategy
Behind ShowBiz~~

~~Monday, Jan. 30 at 7 p.m.~~

PRSSA Kent Gives Back

Monday, Feb. 13

From Entry Level to CEO:
Ramona Hood's Inspiring Story

Tuesday, Feb. 21 at 4 p.m.

Communications
Connection

Tuesday, March 14
at 5:30 p.m.

PRacticing Publishing:
A Conversation with
Connie Schultz

Monday, March 20 at 7 p.m.

Betsy Plank Week

April 2-8

An Inside Look at Airport PR

Friday, April 14 at 11 a.m.

End of Year Celebration

Monday, May 1 at 7 p.m.



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
up!

Can be seen on the blog:

NMGZ's [Innovation Happens at Intersections](#)

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 a few examples of available opportunities:

- WTHW Media Summer 2023
- GIE Media Summer 2023
- Kleidon Spring 2023

Contact PR Internship Coordinator,
Professor Moore, with questions.

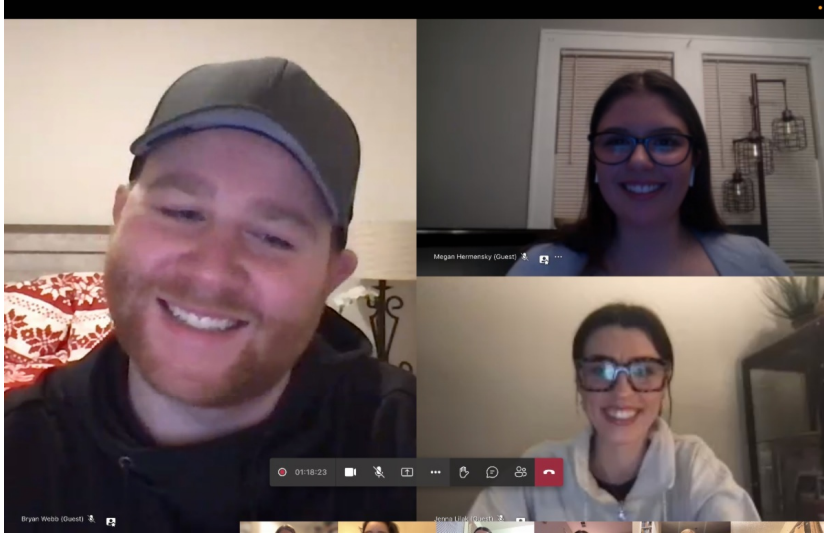
Black Pioneers of the PR industry

Joseph V. Baker

- First Black PR firm owner
- First Black man to earn an APR

Bayard Rustin

- Key adviser to MLK Jr.



PR Strategy Behind ShowBiz Recap

Emily King

It wouldn't happen without the people behind the scenes. Three PRKent alumni joined PRSSA Kent for our entertainment meeting this semester. The guests talked about their path into the entertainment industry, what sets them apart from others and advice for students on their college journey.

While learning to be a PR practitioner, we learn many different industry skills. Jenna Lilak, PRKent 2009 graduate and the current Activation Manager of the Lifestyle Division at Condé Nast, talked about this.

Read more about our first meeting here.

- Openly homosexual male

Inez Y. Kaiser

- First Black female owner of a PR firm
- Worked with NAACP during civil rights movement

Patricia L. Tobin

- Co-founded National Black Public Relations Society
- Founded her own PR firm

Click here to read more about these pioneers.

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