



PRSSA KENT
NEWSLETTER

January 22, 2018



HAPPY 2018 PRSSA KENT

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*Join us for our first
meeting of the
semester!*

*Wed. January 24
7:30 p.m.
Franklin Hall
Room 213*

Letter from the President

Latisha Ellison

Welcome back! I hope you all had a relaxing winter break, and enjoyed spending time with your friends and family. For me, starting the spring semester has always been exciting. Not only are we back for a new semester, but it's also the start of a new year. A new year feels like you have a clean slate, ready to be filled with new experiences, lessons, adventures and mindsets. The same applies to a new semester. I urge you to take advantage of the

opportunities at Kent State and in JMC. Try out for TV2, write for a student magazine, join a recreational sports team, join PRSSA (you know I had to plug it!). Challenge yourself to think outside-the-box, learn a new skill and meet new people. 2018 is your year to grow personally and professionally.

Please don't hesitate to reach out to me if you have questions about PRSSA, internships, classes or just college life. I'm more than happy to get Starbucks and chat! I hope to see you at our first meeting next week. Good luck this semester!



Learn how you can get involved in PRSSA

Join PRSSA Kent on **January 24th at 7:30 p.m. in 213 Franklin Hall** for the spring semester kick-off meeting! Learn what PRSSA can do for YOU!

We'll discuss all the perks of PRSSA, how it has helped students and graduates advance their careers and answer any questions you may have about the organization. You can enjoy pizza and snacks, too!

Apply for a PRSSA Kent Dues Sponsorship

We are offering a dues sponsorship for freshman and sophomore students. Our professional advisers will select five students to receive a PRSSA Kent dues sponsorship, which covers the full cost (\$55) of a one-year PRSSA membership. Applications are due by Feb. 2. If you have any questions, please contact Chapter President Latisha Ellison at lellis03@kent.edu.

Apply here: <https://goo.gl/forms/W2mILnYD1NIDpZ1I3>



Join committee for the KSU Flash-a-thon

Interested in being more involved 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. <http://www.ksuflashathon.com>

Questions? Email Sam Ross (sross39@kent.edu) or Holly Disch (hdisch@kent.edu).



New year, new professional you

Natalie Meek

What a great time of year to set new, professional goals for yourself! Take some time to commit to a few of these tips. They'll help you become a better student and aspiring professional.

Here are some great ways to kick off a great semester:

- **Update your LinkedIn.** Revamp that picture, update your information and make some new connections! Don't be afraid to reach out to connected professionals for career advice and mentorship, often times they're happy to answer questions from interested students.
- **Get involved.** There are so many great opportunities to create portfolio pieces and build your resume through PRSSA. You can gain social media experience on our social media committee, fundraising experience through our Flash-a-thon committee, and publish bylined articles in our PRSSA newsletters and blogs. Talk to PRSSA officers about becoming more involved!
- **Go to office hours.** All of your professors have office hours. USE THEM! Even if you don't have specific questions about your class, creating relationships with your professors is a great way to understand more about the field and their experiences. These mentoring relationships will be of great value when you are looking for internship and job recommendations.
- **Take time to relax.** You're working hard, it's okay that you feel a little stressed sometimes. Take some time out of every day to do something calming that makes you happy. Whether that's meditating, coloring, reading or just taking a few minutes to be by yourself. Your mental health should be a priority.



[Click here](#) to read the full article.

Surviving the Sequence

Sophia Iannelli

Advice for success in PR classes

It can be extremely overwhelming starting a course without knowing what to expect. VP of Membership Sarah Heber offered advice for surviving and succeeding in the course **Public Relations Publications (PUBS)**. Heber shared the following tips for surviving PUBS:

1. If you are not familiar with InDesign, ask questions and dedicate time to learning the program.
2. Use class time as much as possible.
3. When designing the different projects make sure you pick a client/brand that interests you.
4. Print your designs out days before they are due. When you print designs they can look entirely different than what you had anticipated. Allow yourself time to make edits.
5. Be mindful of your color choices and font choices. This may seem like a small irrelevant detail but, in this class, it can be the difference between a B or an A.

"Learning how to become an effective visual communicator is the most valuable skill PUBS gave me. I learned how to use InDesign more efficiently and what visual effects are attractive to the eye of my audience," Heber said.

Apply for the Greater Cleveland PRSA Student of the Year

Applications are now being accepted for the for the Greater Cleveland PRSA's 2018 Student of the Year program.

The top two applicants will receive a \$2,000 and \$1,000 scholarship, respectively, as well as the opportunity to be interviewed for an internship at one of the participating organizations (to be announced).

The deadline has been extended to January 31, 2018. For qualifications and to apply, visit:



<http://www.prscleveland.org/about/for-students/scholarship/>

Internship Opportunities

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

- Hello, LLC: A paid internship in Chagrin Falls, OH. Looking for someone with a strong understanding of PR and social media.
- Lupus Foundation of America: Unpaid internship in Brecksville, OH. Efforts will focus on design and event planning for the annual walk.
- Akron Rubber Ducks is looking for a social media intern (not in the database). Email Professor Moore for info.

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

Alumni Spotlight

Lauren Garczynski

Kent State alumna Brenna Parker, '17, recently started working on an Obama White House initiative. She named to the U.S. National Commission Youth Working Group to UNESCO.

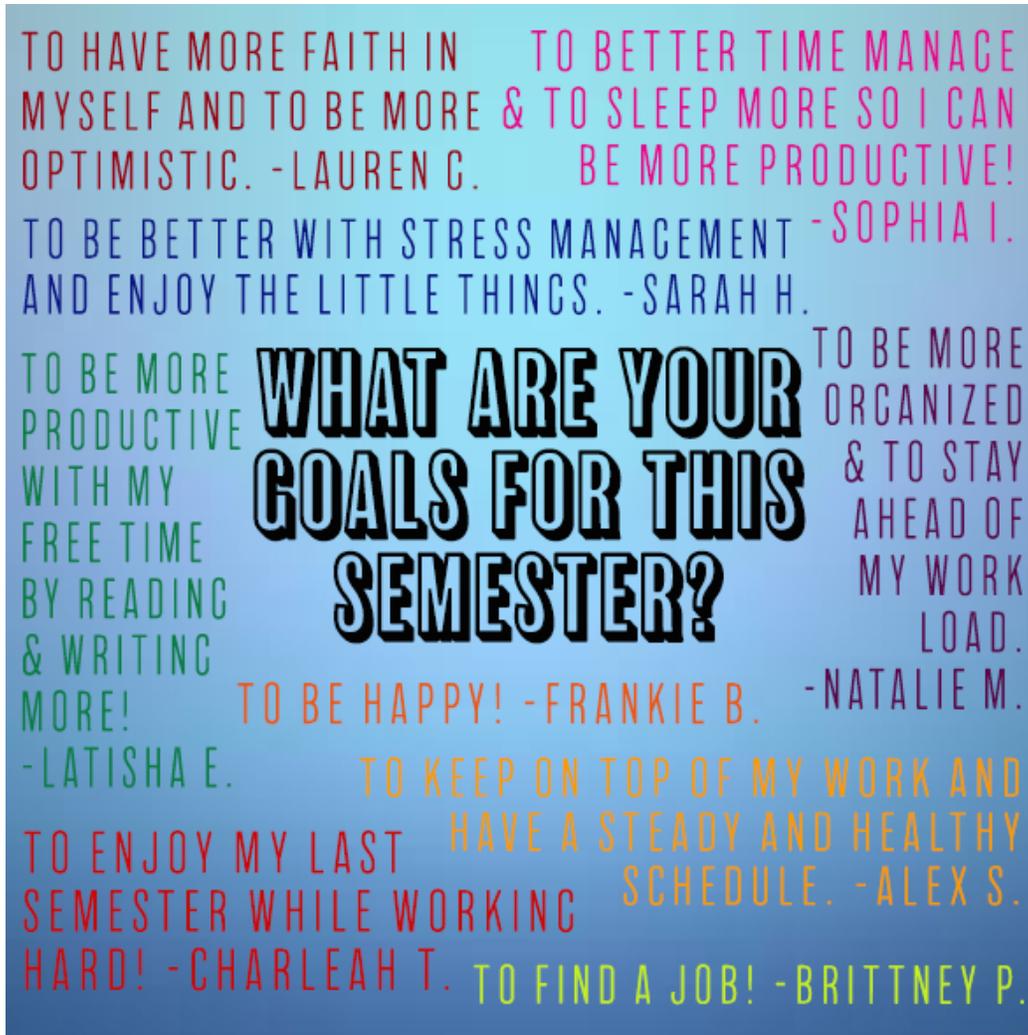
Parker is the digital coordinator for the College Promise Campaign, an initiative under the nonprofit Civic Nation. The campaign works to build momentum for free community college and is chaired by Dr. Jill Biden, a community college professor and former Second Lady of the United States.



During her senior year, Parker served as the Vice President of Professional Relations for the Kent State Chapter of PRSSA. In this role, she already demonstrated her initiative to help students by connecting them with guest speakers who could provide a perspective of what the professional world is like.

"Going to college was the greatest investment I made in myself," Parker said. "Higher education completely changed my perspective about the world and my place in it. I credit so much of who I am today to the education that I received at Kent State."

Click [here](#) to view the full article.



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