

The PReview

RMAP Survival Guide, Dear Betsy Plank, Meet Professor Moore & Dr. Lambert and more!

March 2023

In this edition:

Dear Betsy Plank
Apply for Knight Scholarship
Do you really know Professor Moore?
Do you really know Dr. Lambert?
Can be seen on the blog
PR Strategy Behind ShowBiz

PRacticing Publishing
Recipe for Success
RMAP Survival Guide
Sign-up for PR Pals
Internship Opportunities
Women's History Month Spotlight

Dear Betsy Plank

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

Dear Betsy Plank,
How do I avoid burnout?

Dear Reader,
Burnout can be very common among young professionals, but do not fret. There are many ways to deal with it!

Make sure you take time for yourself. I know that's what everyone says, but it's very true. Find time to do something you love when you feel overwhelmed and need a break. Go get a coffee or see a movie with friends! Take a walk and listen to a podcast you love. Your career is important, but not more than you. Always prioritize your mental health. At the end of the day, you are the only thing that matters.

Don't be afraid to ask for help. As I said, burnout is very common; I guarantee you that your supervisors have felt some degree of what you're feeling. Many professionals are willing to help! Supervisors are there to ensure your work is good. You won't perform well if you're not mentally well; therefore, it's in their best interest to help you when you're struggling. Asking for help can be the best thing you can do sometimes.

Keep track of your tasks and delegate them to different days. Looking at a giant list of the things you have to do will only stress you out more. Try splitting up the tasks and doing a few each day instead of saving them until the last minute. There are free online checklists that you can use for this!

You are an incredibly capable person, don't underestimate yourself and make sure you always put yourself first. Good luck!

PRACTICING PUBLISHING



Join a discussion with
PRSSA Kent and Connie Schultz,
Pulitzer Prize-winning columnist for
USA Today and author of a
New York Times bestselling novel.

Learn about:

- Working with publishers and authors
- Coordinating book tours and author events
- Pitching producers, journalists, bloggers, podcasters
- Writing copy for book covers, press releases and other promotional materials



Monday, March 20 at 7 p.m.
312 Franklin Hall
www.prssakent.com
All majors are welcome!

Youngstown Cookie Table Reception 6:30 p.m.

Join us to enjoy the tradition of a Youngstown cookie table. Try different cookies donated by MDJ faculty and talk about your favorite books.

RSVP HERE



PRacticing Publishing

Join PRSSA in welcoming Pulitzer-Prize Winning Journalist Connie Schultz in a discussion of publicity, book tours and publishing.

- When: Monday, March 20 at 7 p.m.
- Where: Franklin Hall 340

Enjoy a Youngstown cookie table prior to the event generously provided by MDJ faculty.

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

Recipe for Success: How to survive your first PRSSA conference

Evelyn Willett

I took a road trip to Columbus for my first-ever PRSSA conference Feb. 17. Where better to have it than at The Ohio State University's Fawcett Center? Public relations professionals discussed Wendy's entrance to the U.K. market, Buckeye's brand voice and using simple, fun national holidays to help get clients on TV.

However, my goal for the event was not to be entertained and fed incredibly delicious cookies. I wanted to learn valuable tips to take home to Kent and save for my future career and form meaningful connections with professionals.

Although I achieved them, there were things I liked and things I could have done better to achieve them. I suggest these dos and don'ts to any first-timer when attending a PRSSA conference.

Read More
Here



Apply for the Knight Scholarship

Details to apply:

John S. Knight, Ludel Savaugeot, Akron Press Club journalism and public relations scholarships are available to majors in all facets of journalism and public relations with permanent residence or attending school in Medina, Portage, Stark, Summit or Wayne counties in Ohio. Students must be in school in the fall of 2023 to receive the scholarship.

Students must submit up to three letters of recommendation, a scholarship statement, an autobiography, three work examples and an unofficial transcript.

Click Here to
Apply

Do you really know Professor Moore?

Katie Masko

Professor Moore's dream day includes shopping. "I have a shopping problem," she said. "I have a problem going into Costco."

Realistically... don't we all? If you have ever had Professor Moore in class, you know as well as I do that she's goofy, giggly and one of the most understanding people you'll ever meet.

Except if she weren't a public relations professional teaching us about crisis communications and everything digital, she

would be a pop star.



Professor Moore

Read more about what she might feed Harry Styles [here](#).

Research and Measurement in Ad and PR Survival Guide

Blake Serrano

Research and Measurement in Advertising and Public Relations, or RMAP, is one of the first courses a public relations major takes with an emphasis on group work.

When I got my group assignment, I did not know a single member. Fortunately, I can look back and say I was blessed with an amazing group that allowed me to finish the class with an A and with little stress during the semester.

Establish an easy way to communicate

My first tip of advice is to make sure your group has a group chat. Our group used our GroupMe to communicate if one of us could not make it to class one day, if we were confused about an assignment or if we needed feedback on something we were doing.

Effectively use class time for collaboration

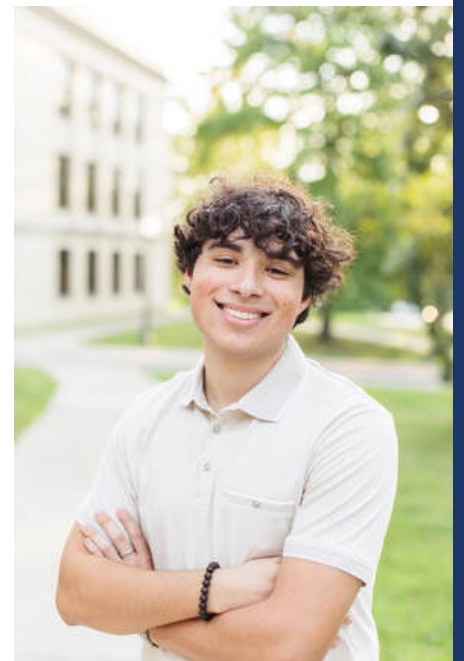
Another tip of advice is to take advantage of class time. This allowed our group to have minimal outside classwork, which was nice considering our busy schedules.

I also suggest getting a head start on secondary research. Our group utilized our first few classes to get this done and it helped tremendously when we were putting together key messages, objectives, etc. When researching, it is important to check all forms of communication that the client has to offer, their website, social media or newsletters.

Use the textbook

My last piece of advice is to read the textbook. Dr. Coombs's book offers wonderful insights into research, working as a group and presenting your findings.

Overall, RMAP was an enjoyable experience that gave me new friends as well as the confidence to research, understand and present data effectively.



Do you really know Dr. Lambert?

Katie Masko



Most of us know the PR faculty at Kent is a tight-knit group, but you may not know that Associate Professor Dr. Cheryl Ann Lambert was approached by Professor Michele Ewing to teach at Kent State.

Lambert grew up in Springfield, IL and throughout her education and career has lived in Philadelphia, Knoxville, Chicago and Boston. Her biggest accomplishment is running a marathon in Chicago.

Read more fun facts about her
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:

[Be You and Ace that Interview](#)

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:

- WTVH Media Summer 2023
- GIE Media Summer 2023
- Kleidon Spring 2023

Contact PR Internship Coordinator,
Professor Moore, with questions.



From Entry-Level to CEO: Ramona Hood Recap

Kayla Polansky

Women's History Month Spotlight with Instructor and Cultural Critic Ile-lfe Okantah

In celebration of Black History Month and Women's History Month, I was fortunate enough to sit down with Kent State Alumna and part-time adjunct instructor Ile-lfe Okantah to discuss her journalistic work in the entertainment industry.

Okantah graduated from Kent State University in 2018 with a bachelor's degree in

Ramona Hood, CEO and President of FedEx Custom Critical, proved that no feat is ever too large as she told her inspiring and insightful career journey to Kent State students.

Hood began as an entry-level employee at FedEx Custom Critical. She wanted a job with consistent hours and reliable employment as a 19-year-old single mother raising her daughter. She began to notice, however, after a few years of employment, that professional growth in this company was possible through hard work.

“A lot of the leaders had taken notice of me because I was a person interested in learning more than what my job was,” she said, “I began to cross-train and support when there was a need for that.”

[Read more about the meeting here.](#)

journalism and mass communication and a double minor in fashion media and public relations. She then graduated in 2021 with a master's degree in journalism and digital media. During her undergraduate years, Okantah served as co-editor-in-chief of UHURU magazine and presented a TEDx Talk on code-switching in the black community.

[Click here to read more about Okantah.](#)

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