



PRSSA KENT NEWSLETTER

May 11, 2018



PRSSA Kent members and professors at the Spring Banquet.

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Thanks for a great year, PRSSA Kent. See you in the fall!

Want to stay involved over the summer? Write for the blog, gain event planning experience and work with the 50th anniversary committee, share about your internship and more. Reach out to [Natalie Meek](#) for more info!

PRSSA End-of-Year Survey

We want to hear about your experiences with PRSSA this year and your ideas! Complete survey to share your input about programming, socials, events, newsletters and more.

We can only improve by understanding what our members want to get out of being a part of this organization. Thank you for everything! Stay connected with us over the summer, and we'll see you for a year of exciting new things in the fall!

[Click here to take the survey.](#)



Letter from the President

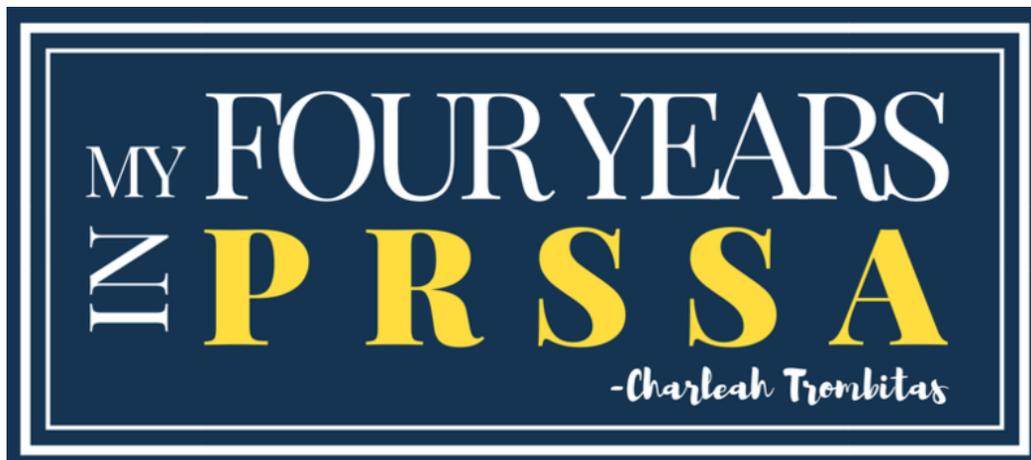
Latisha Ellison

Hi everyone!

Can you guys believe this is my final 'Letter from the President?!' Me either! PRSSA Kent has meant the world to me since my freshman year. It's where I met some of my closest friends and mentors, became a leader, traveled to new cities, learned from incredible professionals, gained peers across the U.S. and fell more in love with Kent State. I'm grateful for the opportunities and experiences I've had through this organization, and I will miss it greatly. Thank you for letting me serve as your president this year; it has been an honor! A special thank you to my incredible executive board who has been my rock throughout this whole year. We were a team that supported each other, hyped each other up and comforted each other when times were stressful. I'm proud of the work we did, and it's been a pleasure to serve alongside you and watch you all become stronger leaders. Congratulations to the newly-elected officers! You all are passionate and dedicated to this Chapter, and I have all the confidence in the world that PRSSA Kent is going to thrive under your leadership.



Graduating seniors, soak in these last few weeks of memories and check off that bucket list; our time is almost up! To those of you returning next year, get involved, have fun and enjoy the ride--it'll be your graduation day before you know it! Good luck with the rest of the semester, and don't ever hesitate to reach out if you need anything!



[Read the article here.](#)

PRSSA Kent raises awareness about organ donation

For the first time, PRSSA Kent's participated in the National Organ Donation Awareness Competition (NODAC). PRSSA Kent's campaign, "You Have the Heart to be a Hero," targeted students on the Kent State campus. The over-arching goal was to encourage students to think about, talk about and ultimately become organ donors. To effectively

reach this goal, the team partnered with Donate Life Ohio, the state's organ, eye and tissue recovery agency dedicated to educating Ohioans about donation and motivating them to join the Ohio Donor Registry. . .

Read the rest of the article [here](#).



YouToo can influence a brand: Insights from the social media conference

Frankie Barrett

In the social media-focused world around us, the public relations career field is constantly adapting and changing. At the YouToo Social Media Conference on Friday, April 20, the opening keynote speaker, Lee Odden, shared a new approach to marketing that PR specialists are transitioning to as social media progresses in importance in our society. . .

Read the rest of Frankie's article [here](#).

Two PRSSA students travel across the country with the National Millennial Community



Ava Moss at Universal Consumer Productions in Los Angeles.

This semester two students in the School of Journalism and Mass Communication (JMC) traveled to Los Angeles and Washington, D.C. with the National Millennial Community (NMC) to participate in think tank discussions with key influencers in entertainment, business, and government.

NMC works to change the conversation about the millennial generation and engage in meaningful dialogue with corporate, foundation, governmental and nonprofit leaders across the country. Founded in January 2016 by IW Group Inc. CCO Bill Imada, NMC has 36 member campuses in 35 states, ranging from Alaska to Florida and from Massachusetts to Hawaii, plus the District of Columbia.

Read the rest of the article [here](#).

PRSSA Kent earns national recognition

Kent State's Bateman Gold team, recently placed in the top-three finalists for the national Bateman Competition! The team developed a campaign for the nonprofit With Purpose targeting STEM students.

They will travel to Charleston, South Carolina next week to present their casebook to the client. Check our social media accounts for updates!



Bateman Gold team members Arkayla Tenney-Howard, Ashley Purnell, Samantha Ross, Molly Spillman and Abigail Winternitz.

Our PRSSA Kent Chapter also won first place in the Plank Center's competition for Betsy Plank Day! A special thanks to Holly Disch and Sam Ross for their hard work!

Have you seen our website? Check it out: www.prssakent.com

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PRSSA Kent Social



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