



***We can't wait to see you in the fall!***  
*Keep an eye on our social media platforms  
for updates coming this summer!*

## **A Letter from the President**

Jada Miles

It has been an interesting and unusual year for our Chapter! I'm thankful for the opportunity to serve as this year's president during this unprecedented time. We hosted some amazing speakers including Sean Greenwood of Ben and Jerry's, Meghan Caprez of Walt Disney World, Holly Mueller of Holly M Communications and so many more!

Our Chapter has also made significant strides in acknowledging the importance of diversity:

- Spoken on diverse topics
- Invited diverse speakers
- Created a Chapter diversity statement
- Created a new Diversity Equity & Inclusion position for the upcoming executive board



I had a wonderful time serving as the president of this year's executive board and appreciate all of our officers' hard work and dedication to the Chapter! I'm ecstatic to introduce Zach Zdanowicz as the 2021-2022 president, and I'm confident in the executive board who will be taking over for next year!

Thank you for this amazing experience,

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## Freelancing and building a business

by Troy Heatwole, Sam Farland

At an April PRSSA Kent meeting, Holly Mueller, a 2007 Kent State public relations graduate and founder of Holly M Communications, discussed how she transitioned from working in global corporate communications to building her own public relations business. Holly started this career transition through freelance work.



"Every job you get and every experience you get is a stepping stone for your career," Mueller said.

Mueller discussed how several jobs and a connection she made as a college student led her to landing her dream global corporate job at Eaton, a power management company with business in more than 175 countries. She met an Eaton executive at a PRSA Cleveland Student Day during her senior year, and she stayed in touch. When she returned to Cleveland years later, this connection helped her learn about the opportunity at Eaton. While she enjoyed her work at Eaton, Mueller said she always thought about running her own business.

"I had this burning inside of me," Mueller said. "You know what this is something I want to do. If I don't do it, I'm going to regret it. I have to at least try."

Freelance projects helped Mueller make the transition to building her own business. Connections are really important when it comes to the public relations industry, especially freelancing.

One of her recommendations for networking is to create an Excel sheet organizing every person you know through friends, professors, classmates, professionals, etc. She said to then send life updates every so often to keep those connections strong. With her updates, she includes a disclaimer at the end saying she only sends updates to people she cares about having in her life, and if you would like to be removed from the list to let her know.

Mueller emphasized the important role of networking in career and business development. She advised students to seek mentors to guide their freelance work and help them learn about finding work, developing contracts and estimating projects costs. She also shared that a range of online resources are available to help students learn about becoming a freelancer.

To learn more, visit <http://www.hollymcommunications.com/>

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## Senior Spotlights



### Amelia Workman

I'm extremely thankful for my time at Kent State, as well as PRSSA. It has given me wonderful opportunities to create new friendships and network with professionals. PRSSA Kent has also given me confidence and valuable experience as I head into my future. It provided me with more knowledge on what direction I wanted to take in the industry, as well as gaining valuable mentorship from students and professors. As someone who changed their major sophomore year, PRSSA helped me find my passion and direction. I wish everyone the best of luck and thank you for the memorable experiences. It has been a wonderful ride.

### **Samantha Farland**

PRSSA really shaped my journey at Kent State. It allowed me to gain experience on the executive board while connecting me with so many students, faculty and professionals. Since freshman year, this organization taught me so much about the industry and myself. I'm very thankful that Natalie Meek spoke in my Principles of PR class, or I may not have found my passion for public relations. I'll miss being a part of PRSSA, but I'll always have memories like National Conference and the Bateman Competition to look back on. I hope everyone stays in touch, and I'm excited to see where my degree takes me!



### **Katie Thompson**

PRSSA truly gave me my home at Kent State. Through my four years in this organization, I've been able to connect with my professors, classmates and professionals on a deeper level than I ever expected. The connections I made gave me the confidence to apply for the executive board, which has taught me so much about myself and the career path I want to go down. PRSSA has been a staple part of my college experience, and while I will miss it dearly, I will always be thankful for this organization and the friends I made within it!

### **Arianna Carleton**

Looking back on my college career, I can honestly say I am proud of myself for joining PRSSA and running for the Special Events Coordinator. I'm grateful for the experience to learn how to plan and execute special events, which I can carry with me into my post-grad job! As a member of the executive board, I became more confident and learned to break out of my shell I had been so accustomed to and comfortable inside. I learned to branch out and make connections with PR professionals and other PR majors. Something I will miss the most about PRSSA: meeting PR professionals from all backgrounds and hearing their stories, experiences and advice. I've learned so much about my career path and public relations through listening to them. Thank you for the wonderful memories, and I wish you all the best of luck in the future!



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## **Public Relations Campaigns Spring 2021 Teams**

The Spring 2021 PR Campaigns teams, 25 PR majors, worked with the Kent State Office of University Outreach and Engagement to enhance collaboration and two-way communication with targeted K-12 schools and City of Kent government and business leaders.

Congratulations to Alpha Communications, Affinity Communications, PR United and Fusion Communications for presenting their completed plans for their client.



### Alpha Communications

*(From left to right)*

Row 1: Arianna Carleton, Sydney Purtee, Emily Walters

Row 2: Griffin White

Row 3: Nicole Harness, Molly Adams, Samantha Farland

### Affinity Communications

*(From left to right)*

Row 1: Zaria Moore, Katie Thompson, Sierra Campbell

Row 2: Lea Horn, Abdulrahman Bukhari, Hannah Burkey



### PR United

*(From left to right)*

Row 1: Hannah Gooch, Katia Rodriguez, Riley Turner

Row 2: Emily Powell, Lauren Good, Dana O'Black



### Fusion Communications

*(From left to right)*

Row 1: Katie Null, Emily Williams, Gianna Cosentino

Row 2: Hailey Phillips, Lauryn Oglesby, Ciana White

## PRKent Spring 2021 Graduates

Congratulations to everyone who plans to graduate this month. We are so proud of your hard work! **PRSSA members are highlighted in gold.**

# Congratulations, PRKent 2021!

DANA BLACK

SIERRA CAMPBELL

**ARIANNA CARLETON**

ELISE DUNDICS

CONNOR EVERETT

**SAMANTHA FARLAND**

HANNAH GOOCH

LAUREN GOOD

**NICOLE HARNESS**

LEA HORN

**JADA MILES**

LINDEN MILLER

KATHERINE NULL

EMILY POWELL

SYDNEY PURTEE

KATIA RODRIGUEZ

**KATHRYN THOMPSON**

RILEY TURNER

EMILY WALTERS

CIANA WHITE

GRIFFIN WHITE



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## Senior Social Media Celebration

Help Celebrate #PRKent 2021 on Social Media!

1. Share a picture, video or text post on Twitter or Instagram. (Make sure your account is public so PRSSA Kent can see it!)
2. Use the hashtag **#PRKent2021** and **tag us!** (PRSSA Kent will be sure to repost)

Respond to one of these questions!

1. What's next? How do you plan to contribute to society with your degree?
2. What is one of your favorite memories of PRKent?
3. What will you miss the most?
4. What advice do you want to share with the next generation of students?

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## PRSA Cleveland Offers Graduates and Students Many Opportunities

### Learn about planning virtual or hybrid events

Join the Greater Cleveland PRSA Chapter: "PR Pros as Event Planners - How to Plan a Successful Virtual or Hybrid Event" on Thursday, May 20 from 12- 1 p.m. Event planning and special effects team, [Impact Communications](#), will talk about trends and challenges in hosting meetings, use of video, media relations opportunities and where the market is

headed. **Students are free!** Click [here](#) to register.

**Apply for a scholarship opportunity (students graduating after August 2021)**

Greater Cleveland PRSA is offering two \$1,500 scholarships to outstanding college students who study public relations or a related communications field. One of the scholarships is designated for an applicant who meets the above criteria and identifies as a member of a racial/ethnic minority group or as part of the LGBTQ+ community. **Applications are due June 15, 2021.** Learn more and [apply here](#).

**Join the email list for a chance to win a \$50 Visa e-gift card** – Stay apprised of Cleveland professional development events, including a social event for new and emerging communications professionals in late summer/early fall 2021 (health and local safety guidelines permitting). [Register by 11:59 p.m. June 4](#) to be automatically entered.

**Apply for a stipend covering free membership for a year** – Cleveland PRSA is offering a limited number of associate member stipends to individuals with three years of experience or less, covering all national and local dues for one year. [Apply for a stipend by June 4](#).

**Get matched with a professional mentor** – Any graduate who joins Greater Cleveland PRSA is invited to participate. We'll match them with a local communications professional with shared interests who can help navigate the local communications community, offer guidance and serve as a sounding board as emerging pros establish their career. [Complete the mentorship questionnaire by June 4](#) to obtain a mentor this summer. This program is exclusively available to members.



**THANK YOU FOR A  
GREAT YEAR!**

PRSSA Kent | [www.prssakent.com](http://www.prssakent.com)

