



In This Issue

Letter from the Editor

Join the NODAC Team

Utilizing the PRSSA Kent Website

PRSSA Student Day

Winter Break PR Bootcamp

Check out these Internships

Membership Spotlight

*We would love for you
to celebrate this
semester's success with
us at our fall banquet.*

*Need a ride to Franklin
for the banquet? Email
Natalie at
nmeek3@kent.edu!*

Letter from the Editor

Francesca Barrett

Hello, the PRSSA Kent editor here. As we head into the last weeks of the semester and with finals steadily approaching, writing might be rushed to complete our many projects.

I urge you to take a second and really understand what you're placing on paper or your computer screen. Writing is the most important aspect of a public relations major and a crucial skill in everyone's life.

As you sit down to write a paper, article or blog, take a look at this advice to make sure your writing is clear and concise. These steps can help you get all of your thoughts on paper, and make your 11:59 PM deadline.

- **Write down everything!**
 - It's okay to just take a minute to draft all of your ideas and notes down and see exactly what you're thinking on paper right in front of you. Sometimes we can mix-up our thoughts. Finding a way to organize everything physically in front of you can help.
- **Set a task goal timeline.**
 - If I have a paper due by midnight and start writing at 8:15 PM, I like to say to myself: "Okay, by 8:45 I will have three points of my paper completed and started on a new page." This way, I set myself smaller goals that are more achievable and rewarding.
- **Take a second look.**
 - We all struggle with time management throughout our collegiate careers; procrastinating is sometimes too easy. Editing shouldn't be cut due to your time crunch. Editing shouldn't be seen as a large burden that takes up all of your evening. Read your assignment out loud to yourself and make changes as you go.



I encourage you to apply advice to your own writing. With the semester coming to a close, I wish you good luck with your classes and finals. For more information about leadership in PRSSA Kent, visit www.prssakent.com.

Gain experience working on a National Organ Donation Advocacy Campaign

NODAC is the National Organ Donation Advocacy Campaign competition run by PRSSA National. The idea of the competition is to give students the opportunity to create and implement a campaign and event. For the first time ever, PRSSA Kent entered a team last year, which created the #BeAHero campaign to encourage students to sign up to become organ donors. [Read more](#) about our 2018 campaign.

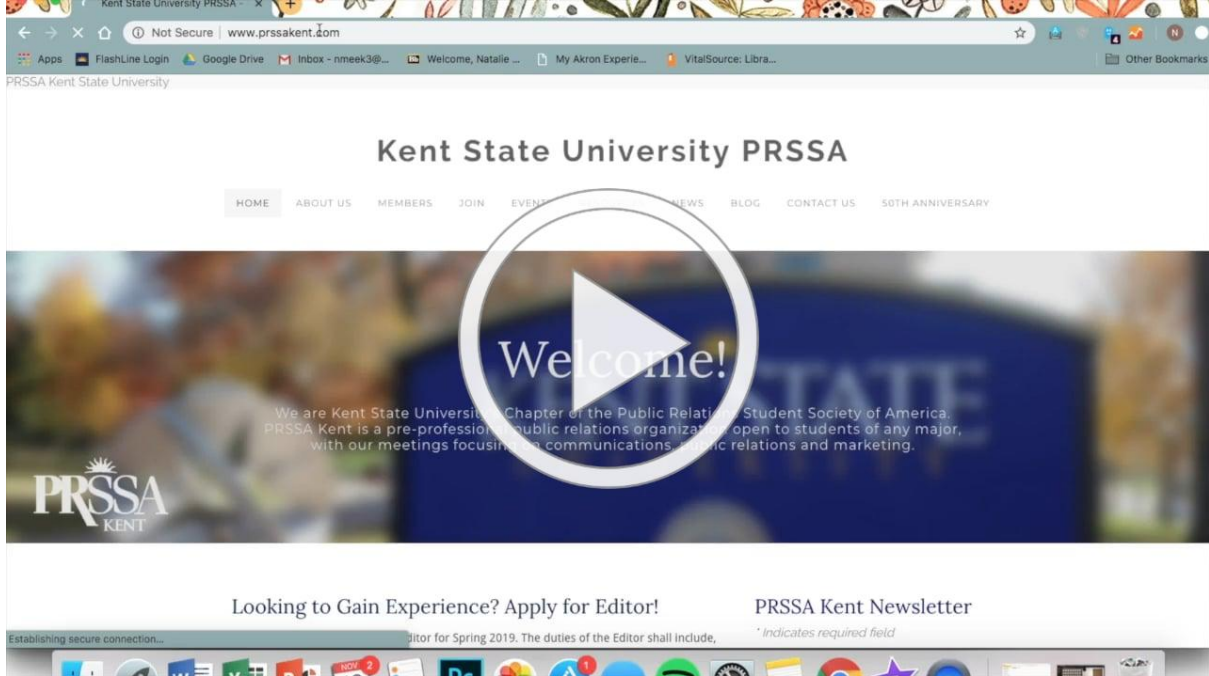
Being a member of this team is a great opportunity to learn about campaign creation before you have to do it for a grade in your classes. You will be guided by older PRSSA Kent Students and our professional advisers. PRSSA Officers Sophia Iannelli and Vanessa Gresley will serve as the student advisors for the 2019 team. This is a valuable chance to public relations experience while supporting a meaningful cause.

If you are interested in learning more about this opportunity, [email Sophia Iannelli](#) for details about the informational meeting.



Use the PRSSA Kent Website to find valuable resources for public relations students

Natalie Meek



[Click here to watch this video.](#)

Learn more about the features on the PRSSA Kent website. You'll find valuable information about gaining relevant PR experience including PRSSA writing and event planning opportunities, PR campus jobs and internships.

PRSA Student Day: Managing a brand and finding a PR job

Kassandra Kaczmerak



PRSSA Kent Students at the event

Last Friday, PRSSA students from various schools gathered at Eaton Center for the annual PRSA Student Day. The day consisted of three panels, professional headshots and resume reviews. This event was a great opportunity for PRSSA students to network with PR professionals in the greater Cleveland area.

The first session was "How I Manage a Brand." The panel was moderated by Ann Marie Halal, the manager of communications at Eaton. Three professionals, Alan Ashby, media relations officer for The Cleveland Foundation, Amanda McFarland, public information officer for the Ohio Department of Transportation (ODOT), and Lisa

Pocci, vice president of marketing for Fairmount Properties, spoke about how they reached their current positions and what it takes to maintain their brand's image.

It was interesting to see how the companies they work for differ in terms of audiences, crisis approach and digital tactics. The professionals discussed new trends in brand management, and one example of their way to gain engagement is ODOT's plan to create weekly video content for their social media and email newsletters. . .

Read the rest of Kassandra's blog [here](#).

Winter Break PR Bootcamp: Is Agency Life for You?

Are you thinking about joining agency PR? Try it out at the first-ever Falls Communications Agency Bootcamp!

On **January 4**, Falls will be hosting a select group of rock star students for an immersive day of learning, brainstorming, networking and fun! The day will include the chance to learn about all aspects of our industry, from media relations and PR to brand strategy to crisis

communications to social media and digital marketing. Plus, attendees will get hands-on and brainstorm solutions to real-world client challenges, and network with our staff of leading professionals. Attendees will gain real-world experience, plus learn more about our summer internship opportunities.

Deadline to register for the bootcamp is December 7, 2018. Learn more and view the downloadable form [here](#).



Internships

Some of the companies looking for PR interns right now include:

The Village of Woodmere

Newly-elected Mayor Benjamin Holbert is looking to expand the Village's efforts and support current communication roles with a part-time marketing communications intern. You will join an eager team with a big vision for the future of Woodmere. Mayor Holbert's administration seeks big-thinkers who aren't afraid to ask "what if" and suggest new ideas.

Cision

This position will work with the inside sales, customer content services and support teams. The position will report into one specific manager, with a chance to interact with multiple managers in various departments. This position is designed to give a perspective of the day to day operations that drives an organization like Cision and PR Newswire. This experience will provide a rewarding perspective into customer communication, daily operations and strategic initiatives all with a focus on improving the customer experience. (This is an unpaid internship.)

Falls Communications

An Intern is offered a rich learning experience in which they are expected to provide support for account service personnel in a variety of ways, including but not limited to, focusing on the basic concepts, procedures and functions of public relations activities. Responsibilities are discussed and assigned by various agency personnel on an as needed basis. Supporting client work is the primary function of an Intern. Through these activities, Interns are provided the opportunity to gain valuable exposure to and knowledge of the firm's basic operations, team structure and client service offerings. The specific scope of work within the Intern position is determined by the individual development of the Intern and his/her ability to perform and master the technical aspects of client-related work.

Check out the [PR internship database](#) for more information.

Membership Spotlight

Sarah Heber



Alexandria Viano is a sophomore public relations major from Canfield, which is just outside of Youngstown. As a first-time member, Viano is excited to build strong relationships with the friends she has made through PRSSA Kent, as well as begin to develop her network with professionals.

Viano decided to join PRSSA Kent because she wanted to learn more about her major and all things related to public relations. Additionally, she wanted to learn how to network more effectively and efficiently as a young professional.

While she is only a sophomore, Viano is interested in corporate communications, but is still looking into other PR career paths. Outside of PR, Viano enjoys yoga almost every day.

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

Forward this email

