



## PRSSA Kent earns national honors

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*Our next meeting:*

**Wed., Nov. 13**

*Join us to talk about crisis communication*

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***Dues deadline has been extended!***

You now have until Fri., Nov. 22 to pay your dues to become a PRSSA Kent member. Go to the [PRSSA website](#) to pay!

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## PRSSA Kent awarded 2019 Outstanding Chapter at PRSSA International Conference



At the PRSSA International Conference in San Diego two weeks ago, PRSSA Kent was named the most Outstanding Chapter in the nation! We're proud of the hard work from last year's board, the current board, our members, faculty advisers and alumni for making it possible. An application was submitted in June highlighting our meetings, events, fundraising, professional and PRSA relationships and much more. We summarized our work and outcomes for PRSSA Kent. Our plaque will be in the display case on the first floor of Franklin Hall. Be sure to check it out! Watch for details to celebrate!

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## What you missed at our Link Up on LinkedIn meeting

*Jill Golden*

On Oct. 16 PRSSA Kent held our Link Up on LinkedIn meeting with Shon Christy from Shon Christy Social Media. We learned about using LinkedIn and other social channels to promote our communication expertise and how to effectively network. Christy shared many different tips to optimize our online presence. Here are some key takeaways:

- **Include organizations, volunteer work and high school experience on LinkedIn:** LinkedIn is all about making connections. This doesn't just mean finding connections with people who are from the same major or college, there are other similarities people share such as Greek life involvement, volunteer experience, a club you were in in high school, sports you played, etc. It's possible that when applying to a job after college a future employer will be involved in the same non-profit you volunteered at which may spark up a conversation between you both.
- **Include key words in your LinkedIn title:** "Kent State University student" isn't enough. Forty thousand other students have that same title. What makes you different? What key words can you include in your title that will bring your name up in searches? Some keywords Christy includes in his [LinkedIn](#) title besides his profession are speaker, connector, Sigma Nu and disability advocate. Who would have thought SEO applied to LinkedIn as well!
- **Participate in conversations online:** In order to get the best out of LinkedIn, you need to participate and talk with people; don't just read posts. Christy recommends weekday mornings you should comment on someone's post, like another post and post an article. This helps you network with people and shows you are involved and engaged with your social channels and what's happening in the industry.

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## PRSSA Kent earns national awards and learns about PR practice at PRSSA International Conference



PRSSA Kent board on the first day of conference in San Diego, Calif. (from left) Jada Miles, Jill Golden, Ally Viano, Vanessa Gresley, Sophia Iannelli, Leah Marxen and Sam Farland

From Oct. 18-22, the PRSSA Kent board attended the PRSSA International Conference in sunny San Diego, Calif.! We enjoyed busy days of conference sessions and panels, as well as time to explore the beautiful city. Along with our Outstanding Chapter award, PRSSA Kent earned recognition as a Star Chapter and our VP of Professional Relations, Vanessa Gresley, was presented with a Gold Key award for her leadership and passion for PRSSA Kent.

Conference panels included topics such as personal branding, crisis communication, advice for graduating seniors, hidden PR tricks and much more. We were also able to attend PRSA conference sessions with renowned people such as Bob Woodward, author and Associate Editor at *The Washington Post*; Laura Ling, award-winning journalist and TV and web host at Z Living Network; and Vincente Fox, former President of Mexico.



Vanessa with her Gold Key award

You can learn about the International Conference by checking out the [officers' blog posts](#) that will be posted periodically throughout the next couple of weeks or the conference [itinerary](#). The 2020 PRSSA International Conference will be Nashville, Tenn. Talk to officers about the application process to represent PRSSA Kent next year!

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## Learn about crisis communication, join us at the Akron Zoo and attend PRSA events this month

### Nov. 7: Akron Area PRSA presentation

The Akron Area PRSA chapter has invited us to attend their Bleeps, bloopers and blunders: PR mistakes over the past 50 years presentation. Crisis communication expert Barb Paynter is the featured speaker for the event, which will be held from 11:30 a.m. to 1 p.m.

You can learn about infamous PR mistakes and how they could be avoided. For more about this presentation, visit the [Akron Area PRSA website](#). PRSSA Kent pays for at least two members to attend Akron Area PRSA events.

### **Nov. 8: PRSSA Zoo Trip**

We're collaborating with Akron PRSSA, Mount Union PRSSA and Baldwin Wallace PRSSA to learn about how the Akron Zoo manages its public relations and communication. This meeting will be held at the Akron Zoo from 2 - 4 p.m. on Friday, Nov. 8. Due to the meeting room size, only 12 spots are permitted for each Chapter. Unfortunately, not all members will be able to attend. If this meeting is interesting to you, reach out to [Jill](#) to see if you can attend. There are still open spots!

### **Nov. 13: Crisis Mode**

On Wed., Nov. 13 we will be back to our regular meetings in Franklin Hall learning about crisis communication from Roseann Canfora, the chief communications officer at the Cleveland Metropolitan School District. She will discuss some crises she has experienced and how she has handled them, as well as how to prevent crises. Join us in Franklin Hall, room 213, at 7:30 p.m.



Roseann Canfora

### **Nov. 15: PRSA Student Day**

Open to all PR and related majors, this must-attend event will be held at Eaton Corp. in Beachwood, OH, from 8:30 a.m. - 1:30 p.m. We'll listen to interesting panels, gain advice from professionals and obtain professional head shots. The two panels will be "Things I Didn't Learn in College" and "Your First Job." More information about Student Day can be found on the [registration page](#). PRSSA Kent will cover \$10 of the registration fee for the first 10 PRSSA members who register for the event and email a copy of their registrations to [Leah](#).

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## **Wanting to run for the board next semester? We have three open positions!**

We have three open positions for the PRSSA Kent board this upcoming Spring semester: the Vice President of Professional Relations (open to juniors and seniors), Vice President of Fundraising and Community Outreach (open to anyone) and Secretary (open to anyone). You can view the positions' requirements and applications on our [website](#) to see which one would be a good fit for you. If you have any questions about running feel free to [email Sophia](#). Applications are due November 25.

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## **Join the National Millennial Community**

*Madison Brattoli*

This semester, I am Kent State's senior National Millennial Community representative. The National Millennial Community gives millennials and Generation Z the opportunity to create a dialogue with professionals in the business world.

Some of these conversations with professionals include representatives from Disney, Coca-Cola and Walmart. Through these conversations, students are given the opportunity to ask questions and gain direct insight from professionals. These conversations are held via video chat and the occasional in-person focus



Madison visiting Flywheel in Omaha,

groups and informative interviews. Trips include cities such as Los Angeles, Chicago, New York and Omaha.

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On these trips, students visit various businesses and create a dialogue about millennial viewpoints in the professional world. I had the opportunity to attend the Omaha trip this past spring. We visited businesses such as The Greater Omaha Chamber of Commerce, Flywheel, Spreetail and Sprint. These large companies asked us questions regarding what attracts us to a company and what benefits we look for in a company.

I gained advice from professionals, insight from large companies, connections and friends from all around!

National Millennial Community is looking for more representatives for the Fall 2020 semester. Be on the look out for applications through PRSSA. Feel free to [contact me](#) if you have any questions!

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## Attend the Sports Career Combine at Rocket Mortgage Field House



If you're hoping to go into sports PR, communications or a related field, this is the event for you. On Nov. 23, the Cleveland Cavaliers organization is hosting the third annual Sports Center Combine to increase representation of women and people of color within the business side of the sports industry.

This free, all-day event will provide exposure, business development training and interviews centered around the following fields: sales, marketing, business intelligence, communications, corporate partners and game operations.

For questions about the event [email Jill](#). To sign up for the event you'll just need to complete the online [application](#).

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## Do you know how many points you have?

Attached is our [Google Doc](#) for everyone to check out how many membership points you have. You receive membership points by attending meetings, joining committees, writing for the newsletter or social channels, participating in group activities and being a board member. Points are important if you plan on attending National Conference in the future or to get first dibs on special events. If you have questions regarding your points reach out to [Margaret](#).

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## PRSSA Fall Schedule

You won't want to miss out on our meetings and events this semester! Check them out by clicking the link below.

View the fall schedule [here](#).

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Have you seen our website? Check it out: [www.prssakent.com](http://www.prssakent.com)

