



PRSSA Kent Executive Board 2020-21

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Do you know how many points you have?

*Have a great
Thanksgiving
break!*

Upcoming:
Officer Elections
Nov. 30 - Dec. 4
More info below!

Unleashing the Power of Storytelling: Win Hearts, Change Minds and Get Results

Amelia Workman

Each of us has a story. It's the experiences and passions that define who we are. Often when we are asked the simple question, "Tell me about yourself?" we immediately list our job experiences and credentials. We often regurgitate our resumes and LinkedIn

profiles instead of telling a story about our challenges and passions.

Power of Storytelling

At the 2020 International PRSA Conference (ICON), Rob Biesenbach, CEO of Rob Biesenbach LLC, discussed how to use storytelling to further career and personal goals in his session: Unleashing the Power of Storytelling: Win Hearts, Change Minds and Get Results.

"How many of us actually unleash our full story?" Biesenbach said. The key to telling powerful stories is to humanize yourself and tell your complete journey. We are hardwired for stories from an early age. Biesenbach even explained that when we hear a story, chemicals are released, stimulating the same part of the brain as when we experience an event. When we are composing our story, we must ensure it is emotionally, intellectually and physically stimulating.

Bring your Story to Life

Biesenbach explained "match.com syndrome," where on dating sites we explain who we are rather than show it. "If you say you are adventurous don't just say you are, include a picture on your profile of you doing something adventurous," Biesenbach said.

Read the rest of this story on our [website](#).

A practical guide for the workplace,
the marketplace, and everyday life

UNLEASH THE POWER OF STORYTELLING

WIN HEARTS, CHANGE MINDS,
GET RESULTS



ROB BIESENBACH

Image Credit: Amazon.com

PRSSA Updates

The next PRSA International Conference will be held in Orlando, Florida on Oct. 17, 2021 at the Orlando World Center Marriott.

Join the [Election Debrief](#) for free tomorrow at 2 p.m. with Henry Gomez, National Political Reporter, BuzzFeed.

PRSSA Kent Hosts First Star Kent State Academy Workshop

Jada Miles, Amelia Workman



first
star
putting students first

Image Credit: [Firststar.org](#)

This past summer, PRSSA Kent hosted branding workshops with the [First Star Kent State Academy](#), which is a college access program for youth in foster care impacted by the opioid crisis.

In the session, PRSSA officers advised students about crafting an effective elevator pitch and creating a personal brand. Students presented their pitches and discussed strengths and passions at the end of the sessions.

"Doing the branding workshops for the First Star Academy is super rewarding even if the sessions are over a Zoom call this year," said Kayla Polansky, PRSSA Kent VP of Fundraising and Community. "It's amazing to see the progress the

students make with their personal brands in a 30-minute session."

Bringing First Star Academy students and PRSSA Kent members together was a great experience for all. PRSSA Kent will be hosting another session with the academy this month.

"It was wonderful getting to work with the students to help them see their full potential," said Amelia Workman, PRSSA Kent Secretary. "The students did such a great job, and it was exciting to watch as a student myself."

If you're interested in getting involved in mentoring students in First Star Kent State Academy, contact Kayla at kpolans2@kent.edu.

PRKent Alumna Spotlight

Samantha Farland

Kelly Parker, the CEO and lead consultant at Kelly D. Parker Consulting, teaches entrepreneurs, business professionals and speakers how to create and deliver a memorable message.

Favorite Kent State Memory

As a public relations 2005 Kent State graduate, her favorite memory was winning the PR Campaigns competition in Spring 2005. "Easily one of the top 5 moments of my whole life!" Parker said.

Career Path Journey

She's a marketing professional with a career path that includes Sherwin-Williams, Cleveland Clinic and American Greetings. Parker said she has leveraged her communication skills to garner support for key business initiatives and influence C-level executives.

She created Kelly D. Parker Consulting to help introverts, like herself, learn the skills to influence, motivate, educate and persuade through the power of their words. "The best part about it is having the opportunity to run my company my way and meet lots of awesome people!" Parker said.

"A wife and mom of 3, I enjoy some good ol' peace and quiet in my free time, along with a good book," Parker said.

Advice for PR Students

She advised PR students to keep it simple, project your voice and speak as if everything you're saying is the most important thing the world has ever heard. Another thing to keep in mind is to know your audience. What is their most burning question? Make sure you answer it. Show energy, passion and personality, Parker said.

Tips to Launch Career

Her advice to graduating seniors is to build a network. Create relationships with people who can refer you for opportunities. Something to keep in mind is what



Kelly Parker, PRKent Alumna '05
School of Media and Journalism

are you good at? What do you like to do? Find opportunities that allow you to do those things.

"And when all else fails, just keep going," Parker said. "Refusing to give up is sometimes the only thing that separates successful people from average ones."

Become a PRSSA Kent Officer

PRSSA Kent has two positions opening for the Spring semester, which are Web and Social Media Manager and Secretary. Please visit our [website](#) for more information about the positions. You can also reach out to the current officers who hold these positions. [Sophia Iannelli](#) is the current Web and Social Media Manager and [Amelia Workman](#) is the current Secretary.

Applications must be emailed to the president, Jada Miles at jmiles16@kent.edu by Nov. 27 at 11:59 p.m. Voting will take place through KSU Engage from Nov. 30 through Dec. 4.

Thanks to all who joined the PRKent Mingle



From all the PRKent faculty, thank you to the students who joined our Halloween Mingle. We enjoyed a spooky time. Shout out to Professor Armour for leading the event planning and Professors Smith and Roberts for donating prizes.

Congrats to our prize winners: Doordash winner: Zoe Blank and Uber winner: Cassandra Siaus!

Here are a few reminders for questions about:

- Classes and scheduling: Prof. Ewing, meewing@kent.edu and Prof. Roberts, tarober1@kent.edu
- PRSSA Bateman Competition: Prof. Moore, smoore1@kent.edu
- Flash Comm or to apply (prereq Reporting): Prof.

Armour, larmour1@kent.edu

- Student Media marketing position: PRSSA Web/Social Media Manager
Sophia Iannelli, siannell@kent.edu
- PRSSA: President Jada Miles, jmiles16@kent.edu

Digital PR Podcast: Aerie's Authentic Marketing Approach



Listen to the podcast [here](#).

Do you know how many points you have?

Check out our [Google Doc](#) to review membership points. To earn membership points, attend meetings, join committees, write for the newsletter or social channels, participate in group activities and serve as 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 [Amelia](#).

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

[Forward this email](#)

