



PRSSA KENT NEWSLETTER

October 18, 2017



PRSSA Kent Members attended National Conference in Boston

In This Issue

Letter from the President

Join us for a PR Workshop

CommConn: Sign Up!

Join the Social Media Committee

Member Spotlight

PR In the News

Joy Cone Co. is Looking for a PR Intern

Additional Internship Opportunities

*Join us on Oct. 18
for a PR Workshop*

**Free for members
\$5 for non-members**

Bring a laptop!

*Franklin 213
7:30 p.m.*

Letter from the President

Latisha Ellison

Hi everyone!

Some of us just returned from the PRSSA 2017 National Conference in Boston, and we had a blast! We learned so much and can't wait to share our experience with you all; keep an eye out for blog posts recapping each session. This week we enjoyed a fun, Fall-themed social, complete with pumpkin decorating and Halloween cookies. Thanks to everyone who came to hang out with us! Tomorrow we are having a members-only workshop. This interactive

workshop will give you a peek into press release writing and how to handle a crisis situation. See you there!



Join Us for a PR Workshop

Charleah Trombitas

Looking for hands-on PR experience? Join PRSSA Kent on October 18th at 7:30 p.m. in Franklin Hall 213 for our PR Skills Workshop! Current professionals, Jim Houck of The Houck Agency and Stephanie Duffy of True Digital Communications, will provide a chance to learn and test your press release, social media and email skills. This workshop will give members the ability to draft communication elements and receive instant feedback from those who do it best. Come prepared **with laptops** and get ready to tackle a real-world PR scenario! This workshop is free for PRSSA Kent members. Non-members will be charged \$5 at the door.

CommConn: Sign up to Network with Ad & PR pros

Ian Gillan

CommConn will be Tuesday, October 24, 2017 at 5:30 p.m.
Registration is open! Sign up at commconn17.eventbrite.com

Each year, PRSSA Kent and Franklin Advertising co-host Communications Connection (CommConn). CommConn, a networking event, gives students the chance to build relationships with professionals and make connections with other students. This event offers the chance to make those connections from the comfort of Franklin Hall. You will have the opportunity to learn about internship opportunities at Joy Cone, FedEx and other companies.

Resume critiques and professional head shots will be available. Begin practicing your elevator pitch, dust off those business cards and come to CommConn!

If you have any questions or would like to be a part of the CommConn planning committee, please contact [Ian Gillan](mailto:ian.gillan@kent.edu).

Join the Web & Social Media Committee

Alex Seibt

Let's get social! I am looking for new and creative ways to develop content for the web. As a committee member, you can expect to help with blog writing, and search for newsworthy content that relates to PR news and PRSSA to post on our social media platforms. In addition, you will brainstorm new techniques and ideas to drive people to our website and social media.

If you have any questions or are interesting in joining the committee, please contact [Alex Seibt](mailto:alex.seibt@kent.edu).

Member Spotlight

Sarah Heber

Sophia Iannelli is new to Kent State this year. She is from Mason, Ohio in Cincinnati. In fact, she is from the largest high school in the entire state, William Mason High School.

Iannelli has a love for animals and is also bilingual with American Sign Language being her second language.

Being new to college can be tough but Iannelli has found a strong sense of community already.

"Being in the honors program has made academic life a little more hectic but it will be worth it in the end. I've made some really good friends within the program and my residence hall," Iannelli said. "My friends and I have become a little family which is nice since a lot of us are far from our real families."

Iannelli has also utilized PRSSA to begin her PR career and to discover more friendships. "I love that PRSSA has given me the opportunity to expand my knowledge of the PR field as well as surround myself with other people that are all working toward similar goals," Iannelli said. "PRSSA gives me a great sense of involvement at Kent State, and I'm really excited for the other doors to open."

Interested in being featured in the next Member Spotlight? Contact [Sarah Heber](#).



PR In the News

Frankie Barrett

Dove is in deep regrets.

Dove, a Unilever personal care brand, is known for its unique and empowering ad campaigns; however, Dove recently took a step backward when the personal care brand received harsh backlash for a video ad seen on Facebook. The short video showed a woman take off a layer of clothing and then transition into another woman underneath. The reason for the backlash was easy to see; the ad shows a black woman using Dove body lotion and then becoming a white woman after removing the top.



Dove: ad removed after being posted on Facebook (Credit: Naythemua/Facebook)

Dove's Twitter response to the backlash was timely and apologetic for its miscommunication: "An image we recently posted on Facebook missed the mark in representing women of color thoughtfully. We deeply regret the offense it caused." - via Twitter by @Dove.

Even with the ad removal from Facebook, the image is still being rapidly shared over social media and discussed. The company was quick to respond and apologized in recognition of its miscommunication to the public; however, there is still confusion on many social media platforms as to what exactly the company was looking to gain and achieve from the ad. Dove missed the mark for its idea of this self-care product ad. The question to be answered is: was the PR person in the room when this ad was approved?

Looking for an internship? Check out Joy Cone Co.

Joy Cone Co. is looking to hire a public relations intern. This internship would run from January 2018 - May 2018, and it can be remotely performed. The intern will work on the development of digital marketing campaigns and is responsible for supporting Joy's social media platforms, with a special emphasis on campaigns surrounding its 100-year



anniversary celebration and cause marketing partnership with St. Jude Children's Research Hospital®.

Please see [Professor Stefanie Moore](#) to apply or to receive additional information. You also can meet a Joy Cone representative at Comm Conn.

Additional Internship Opportunities

Check out the internships posted on the JMC internship database: <http://internship.jmc.kent.edu/index.php/school-of-journalism-and-mass-communication-internship-database.html>.

- Fahlgren Mortine is now accepting applicants for spring semester in Columbus, Cleveland and Dayton. The marketing and communications internships (paid) are expected to begin in January 2018. Contact Christopher Washington at Christopher.Washington@Fahlgren.com. Visit <https://fahlgrenmortine.com/> for more information.
- Gain public relations experience in a corporate setting with FedEx Custom Critical. Consistently recognized as one of the top places to work in Northeast Ohio, FedEx Custom Critical is seeking strong candidates for its marketing and communications intern position (paid). Contact Dave Hill at dhill@fedex.com or visit <http://customcritical.fedex.com/> to submit your application. Dave also is scheduled to attend Comm Conn.
- Community Legal Aid, a large nonprofit, is seeking an intern (unpaid) to help with communication activities. To apply: send volunteer application, cover letter, resume and reference contact information to volunteer@communitylegalaid.org and write Student Intern Position # V117 in the email subject line.

If you find an internship opportunity on your own, contact Professor Stefanie Moore in advance to ensure your internship will count for credit. For an internship to count for credit, you must be responsible for public relations work AND be mentored by someone with a communications/public relations degree/background. You must also meet the requirements and fill out an application here: <http://www.kent.edu/jmc/public-relations-internships>.

Send a follow-up email to [Professor Moore](#) once submitting your application.

Thanks to all who attended our Halloween Social!







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