



# PRSSA KENT NEWSLETTER

**October 2, 2017**



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*Join us for a panel discussion about Agency, Corporate and Non-profit PR.*

**October 4**  
**Franklin 213**  
**7:30 p.m.**

## **Letter from the President**

*Latisha Ellison*

Happy October!

It's my favorite month of the year, and we're back to our regular meeting schedule! A couple exciting updates I want to share with everyone: this year, our silent auction raised more than \$3,000, which will help us send 15 members to PRSSA National Conference in Boston this weekend. A special thank you to Holly Disch and Sam Ross, our Co-VPs of Fundraising and Community Outreach for all of the time and hard work they put into making auction a success. As I mentioned, National Conference is this Friday, so be sure to follow PRSSA

Kent, PRSSA National and #PRSSANC to stay up to date with the weekend's happenings. I'm excited to see everyone at this week's meeting where we will talk about the differences between corporate, agency and non-profit PR. This was such an influential meeting when I was a freshman because I had no idea what any of those meant. I hope to see you many of you this Wednesday!



## What PR career path should you follow?

*Charleah Trombitas*

Thinking about possible PR career paths? Join us at 7:30 p.m. on Oct. 4 for a panel of PR pros from non-profit, agency and corporate PR positions. The PR professionals will share career highlights, fails and advice:

- Christine DeAngelis, BioEnterprise
- Alan Ashby, The Cleveland Foundation
- Shannen Laur, PR 20/20

Take this opportunity to learn about three of the most popular career paths and seize the opportunity to network with accomplished professionals.

Questions? Contact Charleah at [ctrombit@kent.edu](mailto:ctrombit@kent.edu).

## PR Professor Point of the Week:

**I like to laugh. I've been told that I have a great sense of humor. But I find it hard to laugh when someone makes an unfair joke about public relations. Jokes about public relations tend to rehash stereotypes. These "jokes" dismiss our abilities, labeling us as spin-doctors more concerned with reputation than morality.**

**It is unsettling how often public relations is an adjective modifying something distasteful; for example, last summer the Associate Press advised journalists to avoid using the term alt-right "because it is not well known and the term may exist primarily as a public-relations device to make its supporters' actual beliefs less clear and more acceptable to a broader audience."**

**I'll admit that our field has historical ties to some unsavory folks. Nonetheless, my advice to you is this:**

**When you encounter erroneous assumptions about public relations, do not internalize it, but do recognize it.**

**Do not internalize others' sweeping generalizations about public relations. Such perspectives typically originate with a handful of high-profile incidents in which a practitioner did not practice ethical public relations. Do recognize it. Take note when someone disparages public relations. Some statements will be flat-out lies; others, distorted views. Reflect upon those statement that contain a kernel of truth.**

**But by all means, if you are a Public Relations major, and you believe that public relations professionals are manipulative, self-serving liars, you should choose another field of study. We do not want you here. That is not who we are, and that is not what we do.**

**Besides, who would want to major in a field of manipulative, self-serving liars?**

*-Cheryl Ann Lambert, Ph.D., Assistant Professor*

## Five Reasons to attend CommConn

CommConn will be in **Franklin Hall, Tuesday Oct. 24 at 5:30 p.m.**  
To register, email [Ian Gillan](mailto:Ian Gillan).

### Networking

This may be obvious, but it's also the most important reason. CommConn will bring professionals from across Northeast Ohio right to Franklin Hall. Most of the professionals are Kent State alumni who know exactly what you are going through, so it's low stress networking.

### Building your personal brand

CommConn is the perfect place to see how your personal brand stacks up to other students in the major. The event focuses on open conversation between professionals and students and aims to improve the students' networking skills.

### Discovering career interests and internships

The Advertising and PR professional professionals who are going to be at CommConn represent a wide range of industries and career paths. Need some career direction? Looking for an internship? Talk to Advertising and PR professionals and you may discover new career interests and internship opportunities.

### It's free

If you are a member of PRSSA Kent or Franklin Ad, everything is free. If you are not a member of either organization, you have a small \$5 charge. This gets you access to resume critiques, professional head-shots, time with professionals and food.

### Practice makes perfect!

Nervous about talking to professionals? Afraid you'll mess up your elevator pitch? Everyone is nervous the first few times at networking events. The more you do it, the easier it becomes.

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

## PR Job Opportunity:

The College of Business Administration is looking for PR students interested in a job on campus. Joni Bowen works in Marketing, Communications and Public Relations for the college and wants to hire two PR assistants who are sophomores, juniors or seniors.

The job would entail a lot of press release writing as well as social media writing, posting and analysis. This position offers many opportunities for someone who wants to gain experience with writing and social media.

If interested, contact [Professor Moore](mailto:Professor Moore) for more information.

## Tips for Social Media Etiquette

*Alex Seibt*

We all have social media accounts such as Twitter, Instagram and Facebook, and social media etiquette isn't a term we often hear, but it's very important.

Here are five tips for social media etiquette whether your social accounts are personal or professional:

1. **Get permission when tagging others in photos.**  
We all take pictures that we think are bad or unflattering. Before you tag others, make sure they want to be tagged.
2. **Understand your platforms.**  
Twitter is different from Instagram, which is different from Snapchat. These platforms have different ways of displaying content and information.
3. **Social media is not your diary.**  
You don't need to tweet what you're doing at every moment of the day, and oversharing can result in a lack of interest to your profile.
4. **Stay away from sarcasm.**  
Sarcasm is often misinterpreted when it is read through text. If you post with sarcasm, it's not uncommon for viewers to read and take your post the wrong way.

Always be cautious of what you are sharing. Anybody can see what you're posting on social media and deleting something doesn't mean it's gone forever. Keep in mind that your social presence reflects who you are. If you're posting private, hurtful or inappropriate content, it's out there forever and could potentially damage your reputation if you're not careful.

If you have any questions or are interesting in joining the web and social committee, please contact [Alex Seibt](#).

## Member Spotlight

*Sarah Heber*

Vanessa Gresley is a junior from Girard, Ohio which is just outside of Youngstown.

This year, Gresley is excited to get more involved with PRSSA Kent.

"I'm most excited about joining the web and social media committee, so I can collaborate with everyone to think of really awesome content," Gresley said. "I'm also excited to do more with this Chapter and go to PRSSA National Conference next year."



Gresley loves that she has found her place in the PRSSA Kent Chapter. She also said that the connections she is making through the Chapter will 'last her a lifetime.'

"I love how welcomed I feel here. Being a junior, I have joined other student organizations before PRSSA, and I have never felt more welcomed than I do here," Gresley said. "Being a member has helped me get out of my comfort zone, be more outgoing and push myself to do more. PRSSA has been great for me to meet people who can help me in my future."

Post-graduation, Gresley hopes to move somewhere West and enter the fashion industry.

"Wherever I go, I hope it's filled with adventure and fashion," Gresley said.

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

## PR In the News: President Trump, NBA & NFL

*Frankie Barret*



By now, controversy covering the National Basketball Association, the National Football League and Twitter are a hot topic for media outlets. This past week, President Trump issued an invitation to the Golden State Warriors to visit the White House in honor of the 2017 NBA championship title. After being invited, Golden State Warrior player Stephen Curry publicly stated in a press conference that he did not want to go to celebrate the championship win at the White House.

President Trump took to Twitter with the statement, "Going to the White House is considered a great honor for a championship team. Stephen Curry is hesitating, therefore invitation is withdrawn!" - via Twitter by @realDonaldTrump

In response, the Golden State Warriors issued a team press release stating that they respect the invitation and will use the trip in February to celebrate equality, diversity, and inclusion. This was a quick, timely response by the team.

Even after being under fire for his heated tweets, President Trump went back to Twitter with posts about NFL teams kneeling and sitting during the National Anthem; the movement inspired by Colin Kaepernick last year. President Trump said that if players do not stand for the anthem, they should be fired.

The NFL issued a press release highlighting their support for their players and community, and sense of unity they hope to achieve as an organization. Several NFL teams and owners followed suit with press releases showing support for their players. The NFL showed quick support for their players, as well as highlighting the good work the players have done in their communities.

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