

Resume, Business Card, Elevator Pitch, Interview Skills.

Oct. 24 | Franklin Hall 213 | 7:30 p.m.

In This Issue

Letter from the VP of Fundraising and Community Outreach

Resume and Branding Workshop

Everything You Need to Know About CommConn 2018

PRSA Cleveland Student Day

What PRSSA Membership Can Do For You

Crash Course: The Basics of AP Style

*Create a Resume,
Business Card and
Elevator Pitch:
Tomorrow,
Wed. Oct. 24!*

*Join us in Franklin Hall
214 at 7 p.m.*

Letter from VP of Fundraising and Community Outreach

Sam Ross

Hello,

I can't believe we're halfway through the semester! I know the middle of the semester can always get crazy with midterms, but just remember that it's almost over. Something to look forward to, Jenna and I are planning some great fundraising and community service opportunities. In the spring, we will be fundraising for Flashathon, which raises money for Akron Children's Hospital. If you are interested in participating in Flashathon, let me know. We can discuss at a meeting or send me an email.

We are always looking for fundraising and community service ideas. If you have any ideas, please reach out! I'm interested in a Sports PR career. If you'd like to talk about Sports PR or need school or life advice, I'm always down to meet up for coffee. Good luck with the rest of your semester!



Next Meeting: Building Your Brand

WE'LL HELP YOU WITH YOUR

**RESUME,
BUSINESS CARD,
ELEVATOR PITCH,
INTERVIEW TIPS.**

We're gearing up for CommConn, and this meeting will give you everything you need! For the first time ever, you will **leave this meeting with a resume, a business card, elevator pitch and perfected networking skills.**

That's right - you'll leave the meeting fully prepared to talk with professionals next week at Communications Connection. We want to help you build your brand. We'll also be giving a recap of PRSSA National Conference and telling you how you can get involved for next year.

.....
Bring a list of activities, internships, and classes you've completed to make the resume creation process faster!

Tomorrow, Oct. 24, in Franklin Hall, 214 at 7:30 p.m..



Communications Connection 2018

Meet Ad/PR pros and learn about career paths, internships and jobs

Vanessa Gresley

Finding an internship and an entry-level job can feel like an intimidating task. Where do you start? Who do you talk to? Attend Communications Connection, and let a weight be lifted off your shoulders.

CommConn will be on **Tuesday, Oct. 30**, in the first floor Franklin Hall lobby. Resume review will be at **5:30 p.m.** and the networking will begin immediately after.

You'll have the opportunity to meet professionals, obtain career advice and learn about different internships and jobs. Here are the companies scheduled to attend:

- Akron Children's Hospital
- Breakaway Communications
- JOANN Stores
- Smuckers
- and many more!

CommConn is organized by PRSSA Kent and Franklin Advertising. It is free for all members of these student organizations, and just \$5 (which includes dinner) for non-members.

Click [here](#) to register, and follow us on Twitter @CommConn for more information and updates. Seat are limited. Register today!

Attend PRSA Cleveland Student Day, Nov. 9

Join the Greater Cleveland Chapter of PRSA for Student Day 2018, Friday, November 9 at Eaton in Beachwood, Ohio. Student Day is for area college students to meet and learn from professionals in the Public Relations industry.

You can gain advice about searching for an internship and job through two panels: "How I Manage a Brand" and "Landing Your First Job."

PR professionals will review your resume. You can have a professional headshot taken and attend the "Women Who Rock" luncheon, which features a panel discussion with six event planning and marketing experts who planned and executed the recent Rock & Roll Hall of Fame Induction Ceremony. This luncheon is included in your registration fee. It will be a great opportunity to network with PR professionals.



Student Day 2018 Schedule:

- 8:30 a.m. Registration & Breakfast
- 9:00 a.m. Welcome
- 9:10 a.m. Panel: How I Manage a Brand
- 10:10 a.m. Panel: Landing Your First Job
- 11:10 a.m. Resume Review & Headshots
- 12 - 1:30 p.m. Women Who Rock Luncheon

Register by Oct. 26. The cost for the full day and luncheon is \$20 for students. Email [Natalie Meek](#) with questions. If you need a ride, let us know!

What PRSSA Membership Can Do For You

Sarah Heber

The deadline to become a PRSSA Kent member is quickly approaching! Make sure you fill out the dues application and pay the \$55 annual membership fee to Sarah Heber, VP of Membership, or another officer by Oct. 24! Still considering why you should become a member?

Check out these membership benefits:

- **Enhance your education.** PRSSA helps you network with PR professionals and students throughout the country. You also have many opportunities to gain relevant PR experience. You can attend the 2019 National PRSSA Conference in San Diego, CA.
- **Earn scholarships and awards.** Be recognized for your accomplishments and allow PRSSA to help fund your education.
- **Gain leadership experience.** Add to your résumé and obtain valuable leadership skills by running for office or joining various committees.
- **Launch Your Career:**
 - MyPRSA - All members are issued a MyPRSA login to access the Internship Center, register for PRSA Webinars and National events, access PRSA case studies and much more.
 - PRSA Jobcenter - Browse career resources and search for public relations employment opportunities all over the world with PRSA Jobcenter.
 - PRSSA Internship Center - Get job-hunting tips, upload your résumé and find the most recent internship opportunities through the PRSSA Internship Center.

If you have any questions, please reach out to Sarah Heber at sheber1@kent.edu

WHICH PRKENT PROFESSOR ARE YOU?

Are you like Professor Moore? Do you resemble Professor Tim Roberts? Take this quiz to find out and tweet us your results!

[Take the Quiz](#)

Crash Course: The Basics of AP Style

Hannah Wagner

Understanding AP style is crucial for a public relations professional. We use it in everything from media pitches to internal news stories. AP Style is always changing. Here are some recently updated and commonly misused AP style rules:

AP

- Today and tonight are ok in some instances: Use the day of the week, not today or tonight, in news stories. In news stories, use today or tonight only in direct quotations, and in phrases that do not refer to a specific day (Ex. Customs today are different from those of a century ago.)
- Two objects now don't have to be in motion to collide: The previous entry stated "two objects must be in motion before they can collide. A moving train cannot collide with a stopped train." This rule is no longer!
- Chronological days: Capitalize and spell out Day One, Day Two, etc., as a chronological device for summarizing multi-day events up to nine days. For more than nine days, the "d" in day is lowercase and numbers can be written as their numerical value. (ex. It's day 12 of my intense effort to learn AP style.)
- 3D is no longer hyphenated.
- Homepage: Now one word

Read about additional changes [here](#) and remember the importance of staying familiar with your AP stylebook!



PRSSA Kent was named a National Star Chapter for the 7th year in a row earlier this month at the National Conference in Austin, TX! Thanks for pushing us to strive for excellence.

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

Forward this email

