



Get involved, get rewarded!

By Lauren Garczynski

Dues paying members have the chance to earn points based on attendance and involvement within the Chapter. Acquiring points grant members the opportunity to earn exciting incentives including partial reimbursement for PRSSA National Conference expenses. There are many ways for members to earn points:

- Attending meetings and socials
- Serving on a committee
- Participating in PRSSA National Twitter chats
- Writing for the newsletter, blog, website and social channels
- Participating in community service initiatives
- Paying membership dues

Contact Lauren at lgarczyn@kent.edu for more information regarding the points system or visit our [website](#).

Committee: Fundraising Auction

By Samantha Ross

Our fundraising auction is quickly approaching, and we need your help! The auction committee will help make phone calls to donors, create bid sheets, create baskets and plan for the silent auction. The

Letter from the President

By Latisha Ellison

Hello!

My name is Latisha Ellison, and I will be serving as the 2017-18 PRSSA Kent President! I am so excited to be back and am looking forward to all that we have planned for you. If you are receiving this newsletter for the first time, or are a returning member, welcome to PRSSA! We have a lot of exciting events planned for this semester and we're excited to kick things off this week at our first general meeting on Sept. 6 in Room 213 of Franklin Hall. We want to introduce you to our Executive Board and our professional advisers who are here to help you throughout the year. Whether you like planning events, fundraising or social media, we have opportunities for you to get experience right away. Let's make it a great semester!



Join our First PRSSA Meeting of the Semester

Meetings are held on Wed., 7:30 p.m. - 8:30 p.m., Franklin Hall 213

PRSSA Kent will kick off the fall semester with a meet and greet introduction meeting on Sept. 6! You will have the opportunity to meet fellow students and learn about upcoming meetings and events. You can meet PRSSA professional advisers Allison Ewing of Allison Ewing Photography and Shantae Rollins of thunder::tech. PR Kent Alumna, Rebecca Oleska of Nationwide Children's Hospital, will also be joining the meeting. Be sure to stop by Franklin Hall 213 at 7:30 p.m.!

auction is on Friday, Sept. 22. Please contact Holly Disch (hdisch@kent.edu) or Sam Ross (sross39@kent.edu) if you are interested.

Committee: Web & Social Media

By 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 searching for newsworthy content that relates to PR news and PRSSA to post on our social media platforms, along with brainstorming new ways to drive people to our website and social media.

If you are interested or have any further questions please contact Alex at aseibt@kent.edu.

Committee: Calling all event planners!

By Ian Gillan

Communications Connection is a professional networking event hosted by PRSSA Kent and Franklin Ad. The event is scheduled for Tuesday, Oct. 24 and we need a committee to help plan the event. Committee members will contact professionals for the event, plan food and decorations for the event, create social media content and help with event set up. This committee will offer members the opportunity to interact and network directly with professionals in the PR and Ad field.

Interested members should contact Ian Gillan at igillan@kent.edu for additional information.



Attend Stereotyped 101™ Event

We are excited to partner with the Division of Diversity, Equity & Inclusion (DEI), the School of Journalism and Mass Communication (JMC) and Kent State Student Media to bring speaker, humorist, author and diversity engagement specialist Karith Foster to campus on Wednesday, September 13 at 7:30 p.m. Karith will discuss her program, Stereotyped 101™ "An Exploration in Unconscious Bias," to Kent State at a time in our country where humor, understanding, acceptance and respect are so desperately needed. Her motto is: "If you can laugh at it, you can get through it." Come listen to Karith as she shares her stories and creates a space for dialogue about modern day diversity and how we can practice compassion to inspire change. Join us Wednesday, September 13 at 7:30 p.m. in Franklin Hall room 340.



PR Pals are back!

PRSSA Kent is bringing back a mentorship program called PR Pals.

Underclassmen are paired with an upperclassmen PR Pal to help them navigate the first few years of college. PR Pals are encouraged to meet a few times a month to stay up to date on each other's lives and experiences.

Mentorship is extremely important in our industry, so we want to ensure you are matched with someone with similar interests. PR

Pals are great for freshman, transfer students and new students to the major. PR Pals will help with classes, connect you with ways to get involved in PRSSA and navigate the crazy college world. Pairing forms will be



available at the first meeting, or you can fill out the [online form](#).

Have more questions? Contact Sarah Heber at sheber1@kent.edu.

PR in the News: Hurricane Harvey Hits Texas

By Frankie Barrett

It has been nearly 12 years since the United States was hit with a major hurricane; the last one in 2005. Hurricane Harvey traveled to the Texas coast on August 25 with extreme rain and 130 mph winds. Harvey began as a Class 3 Hurricane but, since touching down in Southeast Texas, is now classified as a tropical storm and is still causing disaster.

The Federal Emergency Management Agency (FEMA), has already spoken on the matter upon President Trump signing a federal disaster declaration for the state. When Katrina hit the Southern Gulf Coast of the United States, public relations professionals would agree that "FEMA's initial response (to the disaster) was sluggish and ineffective" tarnishing the agency's reputation. Today, FEMA has spoken out about their methods of helping "disaster survivors" and how to prepare for any emergency situation. The agency has 5,000 employees in Texas in response to the occurring storm strikes. FEMA has communicated with the media and citizens in a strong, transparent way. Keep an eye out for the ongoing response in the aftermath to see how different agencies are handling the crisis.

Read the [full report](#).

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