



In This Issue

Letter from the President

First Meeting: Picnic with PRSSA Kent

50th Anniversary Celebration

PReparing for the Disney College Program

Crash Course: Digital Etiquette

Fall Schedule

Our first meeting:
Wednesday, Sept. 5!

*Join us on the lawn
outside of Franklin Hall
at 7 p.m.*

Letter from the President

Natalie Meek

Welcome back, everyone! Here's to a new semester full of growth and success. PRSSA Kent is back in full-swing, and I couldn't be more excited to share our plans with you.

This year we are committed to creating more meaningful and beneficial relationships, experiences and opportunities. We are also celebrating our 50th year as an established PRSSA Chapter! If you are unfamiliar with PRSSA Kent, we are a student development organization that provides you with PR experience and information outside of the classroom. We are excited to have you here, and we hope this student organization helps you



develop into the best pre-professional version of yourself. If you are a returning student who has been to a meeting before but is unsure, I urge you to come back again this semester and give us another try. Whether you are a freshman or a senior, this year will be designed around everything you hope to get out of your membership.

Please [reach out](#) for more information, I would love to talk with you. Otherwise, I will see you all at our first meeting this Wednesday!

First Meeting : Picnic with PRSSA



Our first meeting of the year is a Picnic with PRSSA. We will be eating and playing games in front of Franklin Hall on **Sept. 5 starting at 7 p.m.** Enjoy free food, games and all your PRSSA friends. Join us to learn more about what PRSSA Kent is, and what it means for you to be a member!

But wait, there's more! For the first time, we will be painting the 'famous' Kent State rock as a group! Come learn about PRSSA and cross rock-painting off of your KSU bucket list.

If you have any questions, contact [Sarah Heber](#).



Celebrate PRSSA 50th Anniversary on Friday, Sept. 14 at Franklin Hall, 340. PRSSA Kent and JMC are hosting the 50th anniversary of the Chapter and the retirement of Professor Bill Sledzik. Here's the schedule:

- 4 - 6 p.m. Networking with PR professionals and PRKent alumni
Bidding on the PRSSA silent auction.
- 6 - 7 p.m. Panel discussion about the future of public relations
Recognition of PRSSA Kent's 50th
Honoring Professor Sledzik

We hope you can join us! If you are interested in helping with this event, email [Katie Pavlick](#) ASAP. Hope to see you there!

Preparing for the Disney College Program

Katie Pavlick

Katie is a senior PRSSA member and spent last spring in Florida with the Disney College Program. Learn about her experience and how it affected her as a public relations major.

This past spring semester, I lived in Florida and participated in the Disney College Program. The program is made for college students to live, work, take classes and have various opportunities within the Disney Parks. Here's a list of things that I did to make the most of my program as PR student.



1. **Classes:** While registering for classes, I made sure that Kent would give me credit for the course and the course was beneficial to my major. I took Disney corporate communications and Disney organizational leadership. I learned a lot from both courses, especially corporate communications, which talked a lot about public relations and required us to write press releases.
2. **Network with your teachers:** My teachers worked for the Disney company for a very long time, and they shared some great stories from guest interactions and how Disney handled certain situations. In addition to that, my teachers knew A LOT of people within the Disney company. Talk to your teachers, ask them for advice and see if they can help you meet the person who has your dream role.
3. **Go to CPASS events**
: This is by far the most important thing on this list. CPASS stands for College Program Alumni Speaker Series. Disney recognizes the value of networking and makes it easy for students to get in touch with professionals.
4. **Go to Career Development Workshops:** Disney offers workshops once or twice a week on topics like networking, interviewing and building your resume. These workshops help students understand employers' needs and perspectives. If you attend five sessions, you even get a certificate!

Read the rest of Katie's article [here](#).

Crash Course: Social Media Etiquette

Hannah Wagner

Social media is everywhere. Billions of users push millions of content pushed out daily . Did you ever stop to think how the posts you make could affect someone else? Or how it would make others perceive you? It is important to be aware of the words and references you make when publishing online.



Scandals popping up in the news such as Laura Lee's racist tweets show just how easy it is to find negative posts, as well as the repercussions it could have on your career/personal life. If you take a scroll down memory lane, you may find some of your old posts embarrassing, ignorant or offensive. That offensive joke you wrote that got 50 retweets is not funny to your future boss. Maybe, that picture of you and your friends drinking at a bar isn't so flattering after all.

Take some time out of your day to clean up your social channels. Avoid things that are derogatory, racist or sexist, vulgar, include references to alcohol, violent or negative about your past or current job, coworkers or boss.

Watch what you retweet and comment! It may seem funny or entertaining at the time, but is it appropriate? My rule of thumb is this: If you wouldn't do it or say it in

front of a class of kindergarteners, don't put it or share it online!

PRSSA Fall Schedule

Personal branding, the Coca-Cola Co., creative advice, networking opportunities and more. You won't want to miss out on our meetings and events this semester!



[Click here to view the full schedule!](#)

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

Forward this email

