



In This Issue

The Story of PRSSA Kent

50th Anniversary Celebration

Thank You, Professor Sledzik

The Future of PR Panel

JMC Internship Help Session

Letter from the VP of Membership

Next meeting:

Wed., Oct. 3

**Share a Coke with
PRSSA**

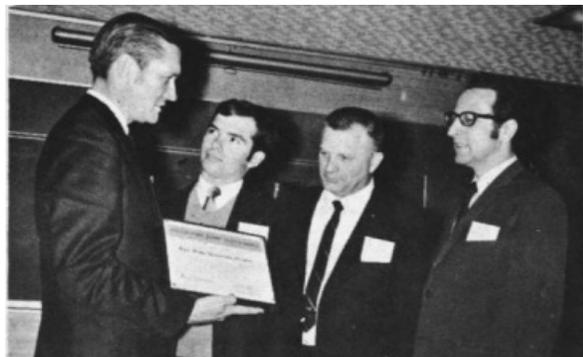
*Join us in Franklin Hall
room 214 at 7:30 p.m.*

The Story of PRSSA Kent

Katie Pavlick

In 1968, PRSSA Kent became one of 14 founding Chapters for the Public Relations Student Society of America, which includes 300+ Chapters today.

The first PRSSA Kent President Bob Truscello shared insight about his experiences founding the Chapter and the mentoring figures who guided him, one of which was Ralph C. Darrow.



Bob Truscello, the first PRSSA Kent president, accepts the Chapter's charter certification in April of 1968.

Darrow, a PRKent professor, served as the first faculty adviser of PRSSA Kent from 1968 to 1988. The PRSSA Kent board meetings are now called "Darrow meeting" in honor of Darrow who left a meaningful impact on PRSSA, and especially on Truscello.

"He was extremely supportive of me. He was always rooting for me and caring for me," Truscello said. "He's the kind of adviser and professor who made PRSSA Kent what it is today. I can't explain how important it is to have someone like him in your corner. To have someone correct you, but still trust you and love you."

Read the full article [here](#).

Professor Darrow, Bob Truscello and so many countless others have contributed to this Chapter, all of which have led to our continued success. We are proud of our 50 years of accomplishments. To name a few awards that PRSSA Kent has received are, the National Outstanding Chapter award in 2014, the PRSSA National Star Chapter Award six years in a row and other national awards.

Here at Kent State, PRSSA Kent has earned the University Student Leadership Excellence award five times in recognition of its efforts with professional development for students and community and University service.

Thank you for everything you do to contribute to PRSSA Kent. It is because of students and faculty like you that PRKent continues to set the standards for young professionals in the public relations workforce.

Students, alumni and faculty celebrate the PRSSA Kent's 50th anniversary and Professor Sledzik's retirement

Thanks to everyone who joined us on September 14 to celebrate our Chapter's 50th anniversary and the retirement of Professor Bill Sledzik. Nearly 100 students, alumni, faculty and staff attended the celebration. Alumni travelled from Chicago, NYC and all over Ohio to join us. We enjoyed reminiscing the past and anticipating the future of our organization.

"It was such a memorable night for all of us," said PRSSA Kent President Natalie Meek. "This celebration was more than just awareness of a milestone for our Chapter, it was a night of appreciation for every person who has taken a seat on the executive board, advised the Chapter or attended a meeting. Our unique circumstance as a leading PRSSA Chapter has allowed us to impact the lives of so many. It was humbling and exciting to hear those success stories from alumni in-person and on social media."

Among the many PR Kent alumni who attended the event to celebrate the two joyous occasions was 2017-2018 PR Kent President and 2018 graduate Latisha Ellison.

"I'm so proud of this chapter and know this is only the beginning of a successful year," Ellison on Twitter. "Your passion and dedication is so inspiring."

The 50th celebration included a networking reception, campus tours, a silent

auction and Future of PR panel discussion.

The silent auction featured 45 donations including Browns versus Chiefs tickets, Cleveland Monsters tickets, Playhouse Square gift certificate and an Emmy London Collection necklace. The auction raised more than \$2,000 to support participation in the National PRSSA Conference in Austin, Texas, as well as PRSSA Kent programming and activities.



Thank You, Professor Sledzik

Excerpted from "Never Stop Learning" by Molly Spillman '19 in Jargon



Professor Sledzik reflects about teaching in the Public Relations sequence.

Anyone who has met Professor Bill Sledzik will tell you he is an avid and passionate storyteller. Upon his retirement in December 2018, he will have an archive of memories spanning his 26-year tenure in the Kent State University School of Journalism and Mass Communication (JMC).

From advising PRSSA Kent and taking students to national conferences to watching former students become CEOs of their own agencies, Sledzik can name many student success stories that originated in his classrooms.

After graduating college, Sledzik landed a job at an agency in Detroit, which was the launchpad to his 16-year career in public relations. Years later, he taught an introductory public relations course for two semesters at the University of Buffalo.

Sledzik came to Kent State in 1992 as an assistant professor, eventually moving up to associate professor. In 2012, he began exclusively teaching online courses for a master's degree program in public relations. He also has served as a course designer.

Some of Sledzik's biggest accomplishments in JMC came from integrating a professional approach into the public relations curriculum. Sledzik's approach did not only revamp the academic curriculum; it impacted every student that has walked into a Kent State public relations classroom.

Thank you, Professor Sledzik, for your lasting impact on our Chapter and PRKent program.

The Future of PR Panel

Frankie Barrett

At the 50th celebration, a discussion panel of PRKent graduates and PR professionals shared insight about the future of the public relations field and advice to the next generation of PR practitioners.

Some of the topics included trends in PR, graduation expectations in the work force, storytelling, the role of PR in today's media, and advice for students in the PR world.



Carrie Kandes, a PR consultant and PRSSA Kent professional adviser, discusses social responsibility.

Carrie Kandes, a public relations consultant and '97 PRKent graduate, stated that a major trend she is seeing is that people are central to brands. "Social responsibility is becoming more central to a brand's reputation, and we need to be constantly planning and acting to constantly have our audience and people as the central focus to our organization," Kandes said.

Chris Baldwin, CEO of True Digital Communications and '94 PRKent graduate, said brands are looking for much more than public relations. "People no longer want PR, people want content, and that is a major trend among brands," said Baldwin. "It's important to keep people at the core of our brand and what we learn here at Kent is that our audience is the center of our brands, and to not forget that as PR changes."

Read about the rest of the panel discussion [here](#).

Check out JMC's Internship Help Session!

JMC is hosting an Internship Help Session at **10 a.m. Friday, Sept. 28**, in **340 Franklin**. PR Internship coordinator Stefanie Moore along with the coordinators for Advertising (Chance York), Digital Media Production (Joe Murray) and Journalism (Mitch McKenney) will explain the internship process, show you how to apply, offer tips and answer your questions. It's open to freshman through seniors. It's especially aimed at students who have completed the prerequisite courses and plan to complete their internship this spring or summer.

Learn more about the PR internship requirements and prerequisites on the JMC website. Be sure to create an account on the [JMC internship database](#) as you begin your search. If you have any questions about obtaining an internship, schedule an appointment with Professor Moore via email at **smoore1@kent.edu**. If you're already enrolled in an internship course for Fall 2018, you do not need to attend.

Letter from the VP of Membership

Sarah Heber



As the VP of Membership for PRSSA Kent, I want to let you know that becoming a member is a valuable opportunity to get more involved, develop your network and learn from your peers.

You can submit dues to any officer by Oct. 24. We only collect the National PRSSA due fee of \$55 as an annual fee, which can be paid by cash or check made out to PRSSA Kent. You also must complete a one-page application that all new members are required to fill out. You can download the application [here](#) to begin the application process.

Another aspect of my position is our mentorship program called PR Pals. This is open to anyone interested, regardless of your major or membership status. It's an opportunity for underclassmen to develop relationships with upperclassmen who share similar career goals. Mentees are encouraged to talk with mentors about classes, internships, and PR career paths.

If you have any questions about joining, please reach out to me or another officer! If you are interested in receiving a PR Pal mentor, please contact me [here](#)!



Thanks to everyone who joined us for our last meeting & painted the rock!

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

Forward this email

