

The PReview

September 2020



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Do you know how many points you have?

*Welcome back
Flashes!*

*Can't wait to see
you all virtually this
semester!*

Race, Culture & Communication: Learn about Ben & Jerry's brand activism

Katie Thompson

Join PRSSA Kent for a conversation with Sean Greenwood, Director of Public Relations and Communications at Ben & Jerry's on Wed., Sept. 23 at 7:30 p.m.

In his position, Greenwood has created communication strategies aligning Ben & Jerry's brand with social justice issues. Some campaigns include:

- "Save Our Swirled," a global climate initiative
- "Democracy is In Your Hands," a campaign highlighting systemic racism, implicit bias and voter suppression, which features a flavor called "EmpowerMint."

"As an aspiring social justice company, we try to get involved with issues that we believe we have the ability to impact with progressive social change," Greenwood said.



Sean Greenwood
Director of Public Relations and
Communications,
Ben & Jerry's

Over the years, Ben & Jerry's has spoken out on social media about ending systematic racism. Recently, Ben & Jerry's in partnership with Vox Media launched a podcast, "Who We Are: A Chronicle of Racism in America," which examines a ["lesser-known history of racial injustice."](#)

Greenwood will join PRSSA Kent on Sept. 23 at 7:30 p.m. via Microsoft Teams. RSVP at www.prssakent.com.

How Grateful I am for PRSSA Kent

Sam Farland



Sam Farland
PRSSA Kent VP of Public Relations

I first heard about the Public Relations Student Society of America (PRSSA) my freshman year of college. It was my second semester, and Natalie Meek, the current president of PRSSA Kent, visited my Principles of PR class. She spoke with so much enthusiasm about the organization. I decided to sign up, little did I know this student organization would change my student and professional career forever.

I am thankful I decided to get involved in PRSSA Kent. I hardly ever missed a meeting since I joined back in 2018. The meetings were informative and helpful to make professional and peer connections. However, I didn't really start to become passionate about public relations until April of 2019 when I was elected as the Web and Social Media Manager. Through this position, I learned about PRSSA and interacted with other Chapters across the country. I've had other social media positions before, but nothing compared to this opportunity. PRSSA Kent allowed me to be creative and take full reign of the social media platforms. I increased our Instagram's following by almost 200 followers.

I'm very appreciative for all of the experiences, connections and life-long friends that PRSSA Kent has given me. It's really shaped who and what I want to be when

I graduate. Without this organization, I would have felt so lost. It has helped me learn so much about the public relations industry, sometimes even more than my courses. I suggest that every public relations, communications or marketing major/minor takes advantage of this organization. It will help you find your place not only at Kent, but in the professional world.

Read the full blog [here](#).

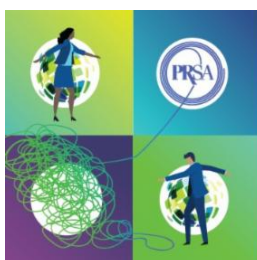
Reminder that membership dues are 25% off until October 15th.

9 Virtual Learning Tips from the E-Board

Amelia Workman, Katie Thompson, Sam Farland, Kayla Polansky, Sophia Iannelli, Troy Heatwole, Zach Zdanowicz, Jada Miles, Arianna Carleton

1. **Create a list for "brain dumps"** with any ideas or information you have throughout the day. - Amelia
 2. **Change out of your pajamas**, you don't have to put on a fancy outfit but the act of changing your clothes will shift your mindset from relaxing to working!
- Katie
 3. **Sit at a desk or table** during remote classes! Laying in your bed will confuse your brain and lead to restlessness when trying to fall asleep. - Sam
 4. **Stay organized every week** by reviewing your assignments! I create a to do list every week with my due dates in order and highlight the more important assignments. - Kayla
 5. **Change the scenery.** If you find it hard to focus or you're just getting bored of your room, it can help to have a change in scenery. I like to go somewhere else where I can do my work, like Starbucks or a library! This can really help you get more done and feel more accomplished! - Sophia
 6. **Clean work area.** Take time out of your day to clean up, it will put you in a better mindset. - Troy
 7. **Invest in a pair of blue light glasses!** They will ease the strain on your eyes and prevent headaches from staring at a screen all day. You can pick them up at Walmart or Target! - Zach
 8. **Reach out to your instructors** and communicate as much as possible to create meaningful connections even in a virtual setting. - Jada
 9. **Get up earlier for self-care.** Start your day before classes such as going for a walk, eating breakfast and taking a shower. Starting your day before your class helps create a healthy mindset and kickstart your day. - Ari
-

International Conference 2020



**Strategic
Communications**
Navigating a World Disrupted
DISINFORMATION. PANDEMIC. SOCIAL INJUSTICE.
OCT. 26-29, 2020
Be there — no matter where **you** are in the world



International Conference will be held virtually from Oct. 26 - 29. Registration is \$159 dollars for members and \$195 for nonmembers, which is almost a 50% discount from last year, plus no traveling fees! We hope to see you there for this amazing networking and educational opportunity. If you have enough PRSSA Kent points, you may qualify for reimbursement. If you have any questions reach out to PRSSA Kent President [Jada Miles](#).

A conversation with PRSSA Kent advisers and alumni

Amelia Workman



*(From left on top) Carrie Kandes, Latisha Ellison
(From left on bottom) Sheila Vandergriff, Bobby Batyko
(Far right) Shantae Rollins*

Six guest speakers joined us at our first meeting of the semester on Wed., Sept. 9:

- Shantae Rollins, Content Marketing Supervisor for nVent
- Sheila Vandergriff, Director of Development for Glenbeigh Outpatient Center
- Latisha Ellison, Account Executive for Public Communications Inc.
- Carrie Kandes, Communications and Brand Consultant, Amplified Communications
- Bobby Batyko, Social Media Strategist for University Hospitals.

After introductions of the PRSSA Kent E-board and an overview of the PRSSA organization, the speakers shared insight about college and their career journeys. Many shared their experiences with PRSSA Kent and the PR Program.

Get involved in PRSSA

Kandes noted the value of getting involved in PRSSA. "You build friendships with your peers, as well as networking and making early connections before you start applying for jobs," Kandes said.

Enjoy the creativity of the PR field

Vandergriff explained how the communications and PR field gives employees creative freedom over their work. "You have free range with your creativity in communications," Vandergriff said. "You never stop learning when you're working in this field."

Meet with your Professors and Network

Ellison emphasized the value of connecting with professors and public relations professionals. "Each professor offers different expertise," Ellison said. "They're your biggest champions, and PR professionals are willing to help college students."

Even though the meeting was virtual due to COVID-19, members were eager to see familiar and new faces. PRSSA Kent is ready for a great Fall semester!

Meeting Schedule



FALL 2020 SCHEDULE

SEPT. 9

THE INSIDE SCOOP ON PRKENT

PRKent Alumni, Latisha Ellison from Public Communications Inc. and Bobby Batyko from University Hospitals, and our PRSSA professional advisors, Carrie Kandes from Amplified Communications, Shantae Rollins from nVent and Sheila Vandergriff from Glenbeigh, will share insight about PRKent, the benefits of PRSSA and their PR careers.

SEPT. 23

RACE, CULTURE & COMMUNICATION

Join Sean Greenwood, Director of Public Relations and Communications at Ben & Jerry's. Learn about strategy for effectively communicating Ben & Jerry's values in it's brand story.

OCT. 7

FOR THE LOVE OF PR

Join us and Akron PRSSA as Apple Music's Bryan Webb, Boys and Girls Clubs' Ken Wood, Cleveland Clinic's Kristen Glaspell and Hello LLC's Victoria Manenti discuss their passion for public relations. Connect with our neighbor Chapter!

OCT. 21

PR ON THE CAMPAIGN TRAIL

From campaigning to elections, public relations play a significant role in politics. PRKent alumni, ACRONYM'S Brenna Parker, Coldspark's Rachel Walker and Northrop Grumman's Gabrielle Woodard, will discuss public relations in the political world.

OCT. 26-29

INTERNATIONAL CONFERENCE

PRSA's first virtual international conference, ICON, provides students with the unique opportunity to network and learn from PR professionals worldwide. *Registration fee required. Visit www.prssakent.com for more info.*

NOV. 9

CULTIVATE YOUR CONFIDENCE

In partnership with Her Campus, hear from **When The Gals Gather** motivational speaker, **Kelly Parker** (PRKent alum) share advice about communicating with confidence in a digital world.

DEC. 2

SPRING PLANNING DARROW MEETING

We need your input! Join the e-board as they begin planning the PRSSA spring semester.

**ALL MEETINGS WILL BE HELD VIRTUALLY
VIA MICROSOFT TEAMS @ 7:30
HEAD TO PRSSAKENT.COM TO RSVP**



Check our social media channels for weekly information on meetings & speakers! @prssakent

Do you know how many points you have?

Check out our [Google Doc](#) to review membership points. To earn membership points, attend meetings, join committees, write for the newsletter or social channels, participate in group activities and serve as a board member. Points are important if you plan on attending National Conference in the future or to get first dibs on special events. If you have questions regarding your points, reach out to [Amelia](#).

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

Forward this email

