PRSSA KENT

KENT STATE UNIVERSITY
School of Media and Journalism

The PRview

Travel and Publishing PR, Case Studies Survival Guide, Meet Professor Roberts, internships and more!

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Dear Betsy Plank

*Honoring a PR pioneer and champion of PR education, learn more about Betsy **here**.*

Dear Betsy Plank,
I've been worried about finding internships. I don't even know where to start. What should I do to find internships?

Dear Reader,
Hello! This is entirely understandable. The first thing to do is relax! If you don't hear back, just know that, for the most part, it's not you.

The first thing I suggest doing is reaching out to professors. Your professors have great professional connections. I know many students who have done this and secured fantastic internships. Your professors are here to help you more than you'd expect. **You can also talk to your peers in the PR program.** Many peers have completed internships and can help you navigate the process.

The second step I suggest is network online. Review websites such as Indeed.com or LinkedIn. You can find many companies looking to hire interns. Conduct some additional research to identify Kent State graduates who may work for these companies, and then send a personal note to request an informational interview. PRSSA members also have access to PRSA's job board, which can be a good resource, too!

Finally, don't be afraid to apply. I suggest casting your web as wide as possible! You're

The role of PR at Akron-Canton Airport

Kent State alumna and the Vice President of Air Services and Business Development, Lisa Dalpiaz, gave PRSSA Kent members a look into what airport public relations is all about during the Akron Canton Airport (CAK) visit on April 14th.

Dalpiaz discussed CAK's internal and external communications, media relations, crisis communications and social media. Dalpiaz also provided insight into CAK's community outreach and how the airport strives to provide visitors with a relaxing travel experience. Dalpiaz stressed the importance of not being afraid to say you don't know something and being a valuable team member.

PRSSA Kent had the opportunity to tour the

talented, I am sure, so don't be afraid to shoot for the stars. The only surefire way to fail is never to try.

Good luck,
Betsy Plank

Do you need to ask the godmother of PR for advice? Click here!

facility. The amenities provided create a personalized travel experience. The airport has a pet-friendly relief area for furry friends, a sensory room filled with items that can help decrease sensory overload, an AultCare mother's lounge to feed and change babies and an indoor activity area for children. There is also a beautiful interactive wall from the Akron Zoo that displays a video and pictures of animals in their natural habitats bringing the community to airport visitors.

Overall, this experience was an exceptional look into working with travel.

"Going to the airport opened me up to more opportunities I didn't know I could have," said Angie Robinette, a freshman public relations major. "Airport/airline PR is a new interest of mine after listening to Dalpiaz."

Do you really know Professor Roberts?

Maddie Goerl

Professor Roberts

Even if you haven't had the beloved Professor Roberts in class, you've likely run into him between classes. Despite rumors circulating that he spends his days roaming the halls, Roberts just doesn't like to sit still.

"I teach four classes a semester. However, I am kind of hyper and I do like to take a walk sometimes. Sometimes I do tend to run into students and that's great," Roberts said.

When asked what courses he enjoys teaching most, Roberts began to list things he loved about all of them.

Read more about what traits his alter ego would have here.

Case Studies Survival Guide

Blake Serrano

Public Relations Case Studies is one of the most essential courses you will take in the public relations program within your first two years in the program.

Before the class, I did not know what to expect. I was not slated to take this class until the beginning of my sophomore year, but was recommended by Professor Ewing to take it early.

On the first day of class, my friend AJ and I anxiously looked around as we were the only freshman in Professor Smith's class.

As the semester progressed, trials and tribulations would make up my class experience. The first stage of primary research was difficult, as my group was confused on what exactly the goal of our project was. Despite this, we prevailed and ended all three phases of the project with A's, as well as on our casebook and presentation.

Assign each group member roles for each phase. During Phase One, my group struggled with this and panicked within the last week of this phase. Telling group members to focus on one aspect of the phase and making sure it gets done effectively will save a lot of stress.

Make sure your group has a group chat. My group used our GroupMe to communicate if we could not make it to team meetings or needed clarification on tasks.

Talk to your professor. Professor Smith was very helpful in all stages of our project, especially in our Phases One and Three. She gave us advice on what to do for primary research and helped craft my ending on our presentation.

My last piece of advice is to have confidence in your work. My group had a challenging client, Community Engaged Learning, and overall objective, to increase awareness about the Civic Newman Fellowship, but we were able to prevail because we trusted each other and ourselves. Having confidence allowed us to push through all of the challenges and make the end result something that we were very proud of.

Overall, I am super grateful for the experiences and lessons my PR Case Studies class taught me. Taking this class was an eye opener, and I am so glad I was able to learn so much from it.

PRacticing Publishing with Connie Schultz

Genevieve Krejci

Connie Schultz, Pulitzer Prize-winning USA Today columnist, New York Times best-selling author and Professional-in-Residence at Kent State University, shared her wisdom and inspiring story with students at a recent PRSSA meeting.

Schultz worked at The Plain Dealer for nearly 20 years. Then

Thank you to our professors for hosting a cookie table:

- Candace Bowen
- Chic Canfora
- Michele Ewing
- Jacquie Marino
- Stefanie Moore
- Tim Roberts
- Stephanie (and Bill) Smith

worked as a nationally syndicated columnist with Creators Syndicate. In 2021, she joined USA Today.

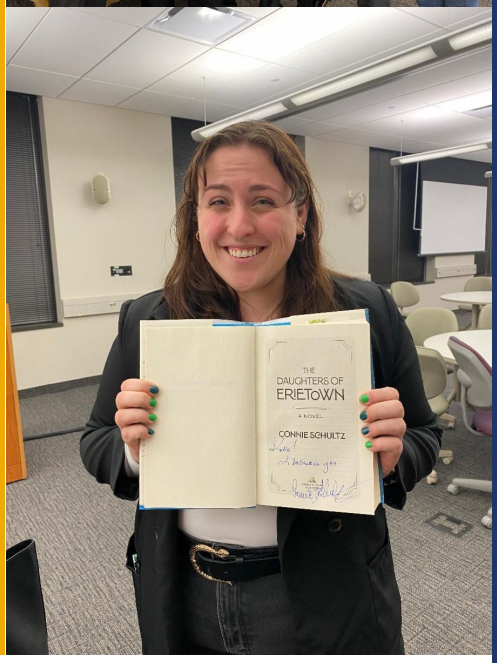
Schultz discussed a variety of topics, from the inspiration behind her bestselling novel, The Daughters of Erietown, to what motivated her to begin providing a voice for the underdog and underprivileged through her work in journalism.

Schultz has positioned herself as an advocate for those who sometimes cannot speak for themselves, and through her words of encouragement, some students were brought to tears.

“Not only was I inspired by the advice Connie provided, but it was truly an honor to host an event where she was able to share her story with a new range of students in her final days at Kent State,” Maddie Goerl (junior Public Relations major) said.

She told students to believe in themselves and never stop fighting for what they stand for. She mentioned how one of the best columns of her career was inspired by simply asking a girl where the tips in the tip jar go. When the girl replied they go to management, Schultz knew she had to expose bosses taking advantage of their employees. Her columns have changed lives, and that sense of inspiration was felt throughout the room at the meeting.

Her husband, United States Senator Sherrod Brown, also attended the meeting, provided unyielding support and took the time to introduce himself to students after the event. Overall, the meeting was one-of-a-kind and motivating to every person there.



Networking: Communications Connection

Emily King

Thank you to all of the companies that attended:

- **akhia communications**
- **Cleveland Clinic**
- **Destination Cleveland**
- **Ready North**
- **Falls & Co.**
- **Greater Cleveland Sports Commission**
- **Progressive**
- **Little Jacket**
- **Brokaw**
- **WTWH Media**
- **True Digital Communications**
- **Ruder Finn**
- **Davey Tree**
- **Live Nation Entertainment**

Communications Connection is an annual networking event hosted and planned by PRSSA Kent and Franklin Advertising. The event allowed students to network with public relations and advertising professionals in Northeast Ohio.

This year students were able to connect virtually with two out-of-state professionals. Kristin Collignon, associate director for talent acquisition for the MSLGroup in NYC. The second virtual speaker was out of D.C., Gabrielle Woodard, a PRKent graduate and a marketing manager for Intelligence and Homeland Security at General Dynamics Information Technology. The event included 15 in-person professionals from almost every facet of the industry present. More than half

- **MSL Group**
- **General Dynamics Information Technology**

of the professionals were Kent State Alumni.

Students participated in one-on-one resume reviews, headshots taken by Yufei Ren (senior Advertising major) and round table discussions. The discussions allowed students to mingle with two to three professionals at a time and learn about Ad and PR careers and tips for resumes, interviews and other career topics.

“I got to meet professionals and gain connections that will benefit me in the future by going to Communications Connection,” Chloe Wilson-Henline said. “I am excited to attend next year!”

PRSSA and Franklin Ad officers Emily King and Caleb McConnell started planning for the event in January. It was so fulfilling to see the event come to life, with 55 students in attendance. If you weren't able to attend this year, don’t fret, the event will be back next March!

Internship Opportunities

Looking for an internship? **Visit this document** for an updated list of Public Relations internships, which are crucial for gaining real-life skills and experiences. All Public Relations majors need at least one internship to graduate. Here are a few examples of available opportunities:

- **Shearer's** Summer 2023
- **Dix & Eaton** Summer 2023
- **Sherwin-Williams** Spring 2023

Contact PR Internship Coordinator, Professor Moore, with questions.

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