



**HELP  
PRSSA  
HELP  
OTHERS.**

PARTICIPATE IN THE  
DONATION DRIVE IN  
HONOR OF **BETSY PLANK.**

**THE WHOLE MONTH OF APRIL**

*We're collecting things like:*

- CANNED GOODS
- CEREAL
- RICE
- BAKING MIX
- SHAMPOO
- MENSTRUAL PRODUCTS
- LOTION ETC.

ALL DONATED PRODUCTS WILL DIRECTLY HELP  
THE KENT STATE WOMEN'S CENTER. DROP OFF  
BINS CAN BE FOUND IN FRANKLIN HALL ROOMS  
204 & 301.

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*Dues-paying  
members:*

*Join us on April 10  
at 7:30 p.m. to vote  
on the new PRSSA  
Kent Executive  
Board for 2019-20!*

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## Betsy Plank Donation Drive

This year for Betsy Plank Day, PRSSA Kent is hosting a donation drive for the Kent State Women's Center Pantry. Betsy Day is a day where we celebrate the legacy of Betsy Plank who is the First Lady of public relations and the "Godmother of PRSSA".

PRSSA will be collecting food and personal care items. Nonperishable food items are needed, but it doesn't have to be limited to canned foods. It also includes cereal, rice, instant meals, mac and cheese, peanut butter, tea, coffee and more. We are also collecting personal care items such as menstrual products, shampoo, conditioner, soap, toothbrushes and many more. [See the website for more information.](#)

## Probably PR Podcast



Did you know that PRSSA Kent has a podcast?

We are so excited to introduce our new podcast series: Probably PR! Listen to the first episode where our chapter president Natalie Meek and our treasurer Sophia Iannelli talk about mentorship, support systems and finding motivation to get involved!

You can follow [Probably PR on Soundcloud](#) to listen to the episode!

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## YouToo Social Media Conference 2019



**Join Akron PRSA and PRSSA Kent for the 12th Annual YouToo Social Media conference on April 26 from 8:30 a.m. - 4 p.m.**

### Why You Should Attend

1. Special discounts for students.
2. Special Student Session with Cleveland Indians Bob DiBasio, vice president of public affairs.
3. Great insights for the Public Relations, Communications and Marketing majors, but anyone can join.
4. Social media is a driving force behind the communications industry. Learn how to strategically use it to get ahead in the field.
5. Network and meet recognized professionals and hear about their successful work in social media and communications.
6. Learn to optimize your use of social media for a client. Learn what it takes to reach the audience you need and get the engagement you're looking for.
7. Have a chance to talk with students from other schools and make connections.
8. Breakfast, lunch and dessert provided.



### Pricing

Early bird specials lasts until April 12, so be sure to register as soon as possible!

Full time student, PRSSA Member (any chapter) is \$30.00 and for a full time student who is not a PRSSA Member, the cost is \$35.00

After April 12, the cost for for full-time students who are PRSSA Members (from any chapter) is \$35.00, and the cost for full-time students who are not dues-paying PRSSA Members is \$40.00

[Register Here!](#)

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## YouToo Keynote Speakers:



**"First Pitch" Keynote: Bob DiBiasio, vice president of public affairs for the Cleveland Indians.**

DiBiasio is in his 40th season with the Indians and 41st in Major League Baseball. He started with the Indians as Assistant PR Director in 1979, then PR Director in 1980. In 1987, he served as PR Chief for the Atlanta Braves, but returned to the Tribe in 1988 and became Vice President of PR. Currently, DiBiasio serves as President of Cleveland Indians Charities.



DiBiasio hosts the Indians Alumni Roundtable Show on SportsTime Ohio, as well as Tribe Tales. In 1986, DiBiasio was named the Public Relations Director to Sports Illustrated's Dream Team.



**Luncheon Keynote Speaker: Amanda Todorovich, senior director and content and creative services for the Cleveland Clinic.**

Todorovich was chosen as the 2015 Direct Marketing news 40 under 40, named the 2016 Content Marketer of the Year by the Content Marketing Institute and honored as a 2017 Boldest Healthcare Brand Marketer finalist.

Currently, Todorovich manages a team of writers, designers, digital engagement strategists and project managers to serve enterprise content needs both on and offline. Her team is responsible for the



number one most-visited hospital blog in the country, Health Essentials.

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## Find Your Summer Internship

Let PRSSA help you find your next internship. Check out the 2019 PR Internship document, where you'll find internships in locations ranging from Kent, Ohio, to across the country in California. Employers are looking for interns to work in social media, write news releases, plan events and much more. View the [list of internships](#) and how to apply. Learn more about requirements on the [JMC site](#).

Some of the available internships include:

### **Greater Cleveland Sports Commission, Cleveland, OH | Intern**

The Greater Cleveland Sports Commission is looking for the following internship positions:

- Event Management internship
- Communication and Public Relations internship
- Marketing internship
- Volunteer and Programming internship
- Community Programming internship

### **PR 20/20 Agency, Cleveland, OH | Intern**

This is a three-month internship with flexible start and end dates. The intern will support 1-3

client accounts, complete a customized professional development program, contribute one agency blog post and take away 3 - 5 portfolio pieces. This is a paid internship.

For more information on internships and requirements, contact the PR Internship Coordinator Stefanie Moore at [smoore1@kent.edu](mailto:smoore1@kent.edu).

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## PR in the News

*Alexandria Viano*

An Instagram video of rapper Cardi B from three years ago has resurfaced, and is currently circulating the web.

The video shows Cardi B explaining her past career as a stripper, and how she used to drug and rob men for money.

The video raised a controversy on social media, in regards to whether or not the rapper should be "cancelled" or not. The situation posed questions about double standards on men and women, and how the response to Cardi B would differ if she were a man.

"I made the choices I did at the time because I had very limited options," Cardi B wrote on an Instagram post. "I have a past that I can't change we all do."



After the video resurfaced, Twitter users began using the hashtag #SurvivingCardiB, in reference to the Lifetime docuseries *Surviving R. Kelly*. The media then began drawing comparisons between the two rappers' moralities, and questioning whether or not Cardi B's career should be negatively affected in the same way as R. Kelly's.

News media outlets have suggested that, for now, Cardi B's career remains intact and unaffected.

Voxwrites, "Cardi has always sold herself as a hustler. This story won't hurt her" in a story posted on March 27, 2019.

Whether the media decides to continue to "stan" Cardi or not, the question about double standards surrounding male and female public figures and what they can and cannot get away with, will remain.

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## Instagram Internship Takeover

PRSSA is giving the opportunity for students to share their daily internship activities on PRSSA Kent's Instagram story. It is a way for students to get an inside look at work other students are doing. If you have an internship and want to help students see the different work that can be done in PR, reach out to Hannah Wagner, social media coordinator, at [hwagner8@kent.edu](mailto:hwagner8@kent.edu).

The first student to share their work was Katie Pavlick, senior public relations major. Pavlick is a Disney Studios College Ambassador for Allied Global Marketing. In her position, she promotes Disney films on Kent State's campus. For Katie's takeover, she partnered with Kent State CHAARG, an organization that empowers women's health and fitness.

Pavlick set up a table outside of a CHAARG workout event to promote the upcoming release of *Captain Marvel*. She handed out promotional items and raffled off tickets to the film. Pavlick loves her position because she gets to have fun and share her love of movies. Pavlick was able to engage with students in all different majors and encourage interest in the movie. To see more about her event, check out the highlight on the [PRSSA Instagram](#).

Pavlick enjoys being able to share her story and work that she is passionate about.

"My favorite part was seeing how happy movies can make people



and getting people excited for Captain Marvel," Pavlick said. "I loved being able to share that in the PRSSA intern takeover!"

Follow PRSSA Kent on instagram @prssa.kent to stay updated on events and the next instagram takeover.

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## Membership Spotlight

*By Sarah Heber*



Janae McGhee is a sophomore communication studies major and is from Akron.

Although she is from Akron, a rival of Kent State, she picked Kent after hearing great things about the university and the programs within the College of Communication and Information.

She joined PRSSA for the first time this semester after hearing about the opportunities provided.

"I wanted to get involved with other career-minded individuals, network with professionals and most importantly, learn all that I can about the world of PR," McGhee said. "I think PRSSA will provide me a lot of information and resources that will be beneficial throughout my academic career and lead me to my professional career."

While McGhee is just a sophomore, she hopes that post-graduation she can work with an organization with beliefs that align with hers.

"An organization that welcomes and appreciates diversity is where I want to be," McGhee said. "I also want to be with an organization that is honest and has a positive impact in the world of media."

In addition to her membership with PRSSA, McGhee is the Director of Sisterhood for Sister Circle, an initiative based out of the student center.

"Sister Circle has taught me so much about myself and how important women empowerment is," McGhee said. "It also taught me how to break out of being shy and build meaningful relationships."

Outside of school, McGhee is part of the Praise Team at her church, which is a more exclusive version of a choir. She loves the community and support the people of her church provide.

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**Have you seen our website? Check it out: [www.prssakent.com](http://www.prssakent.com)**

**Forward this email**

