PRSSA KENT NEWSLETTER

December 11, 2017

PRSSA Kent Members at the Fall Banquet

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Thank you for a great semester, PRSSA Kent!

Stay tuned to our social media for the first meeting date in January.

Letter From the President

Latisha Ellison

Well, that's a wrap on the semester! I can't believe this semester is already over, and it's time for winter break. If your semester was busy like mine, I'm sure you are looking forward

to this much-needed break! Last week, we inducted 21 new, first-time members into PRSSA Kent and celebrated the success of the Chapter this semester. Thank you for spending some of your time with PRSSA Kent this semester. I'm really looking forward to coming back in the spring with new programming, but we need your help! Please take our planning survey to provide your feedback on how we can do better next semester. Good luck on your finals and finish the semester strong! Relax over the next few weeks,and enjoy the holiday season with your family and friends. I look forward to seeing you all in the spring!

PR Courses added for Spring '18

We encourage PR majors and minors to revisit the PR course schedule for Spring 2018. New sections for 48003 Digital Public Relations (formerly called Online PR Tactics) and 48002 PR Tactics have been added. Check your class schedule or meet with you adviser and consider taking these courses if you have completed prerequisite classes. Both courses will help you land PR campus jobs and internships.

Also, review the course prerequisites for the Internship requirement and PR Campaigns course. If you have any questions, please contact your JMC adviser and/or Professor Michele Ewing at meewing@kent.edu.

Help us improve PRSSA Kent

We want to know what you think!

PRSSA Kent needs feedback from YOU on what type of programming and activities to plan for the spring 2018 semester! Please give us your candid feedback and comments of this semester, and tell us what you would like to see in the future.

How to ace your interview

Professor Luke Armour

Congratulations - you've finally got that internship interview! Wait. Now what? Here are a few tips to make that interview go smoothly.

Dress appropriately. Seems obvious, but internship and job interviews are "business professional" events.

Be early. Obvious, but arriving early gives you a chance to relax, collect your thoughts, and get mentally prepared. Arriving "just on time" might increase your anxiety. Avoid that. Best to avoid the 5th cup of coffee prior to the interview as well.

Always take notes. When the interviewer is talking about the job, the hiring process, basically anything that isn't a direct question for you, take notes. It shows you care about the answers, and you can use those notes for your thank you note, which I'm also about to tell you.

Thank yous. Send a thank you email within 24 hours of the interview. If you want to send a hand-written note, kudos to you, that will also help set you apart from the rest. But still send the email.

Click here to read the rest of this article on the PRSSA Kent website.

Apply for the Greater Cleveland PRSA Student of the Year

Applications are now being accepted for the for the Greater Cleveland PRSA's 2018 Student of the Year program.

The top two applicants will receive a $2,000 and $1,000 scholarship, respectively, as well as the opportunity to be interviewed for an internship at one of the participating organizations (to be announced).

Applications are due January 15, 2018. For qualifications and to apply, visit:

http://www.prsacleveland.org/about/for-students/scholarship/

Welcome new members!

Wondering why you should pay for a PRSSA membership? There are so many great benefits to becoming a member!

As a paying member of PRSSA you are granted with many beneficial opportunities and rewards. First, you receive a MyPRSA login to access the Internship Center. You are eligible to register for PRSA Webinars and National events, able to interact with public relations students at events such as National and Regional Conferences and much more. You can enhance your resume and gain valuable leadership skills by running for office in our PRSSA Kent Chapter, or for a PRSSA National Committee. You can have your work published in one of the PRSSA National publications, and you're eligible for the many scholarships and awards PRSSA offers students each year.

If you are interested in becoming a member, contact our VP of Membership Sarah Heber.

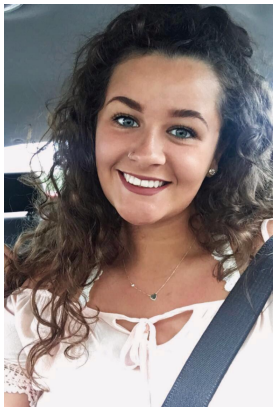
Congratulations to our newly inducted PRSSA Kent members!

Robyn Berardi '20
Jennifer Boyd '19
Cesar Bustamante, '20
Madison Delisio '19
Rose Driehaus, '20
Erica Fowler '20
Abby Hickey, '21
Sophia Iannelli '21
Mark Matos '18
Ava Moss, '18
Malcolm Murray, '18
Brynn Pennell, '20
Lydia Pope '19
Kayla Proctor, '20
Ashley Purnell '19
Angela Radesic '18
Athena Rex '21
Elizabeth Schrack '20
Jorden Shevel '20
Arkayla Tenney-Howard '19
Abby Winternitz '19

New members Malcolm Murray, Sophia Iannelli, Jennifer Boyd, Erica Fowler, Abigail Winternitz and Cesar Bustamante at the banquet.

Fall 2017 Top Point Earners

Congratulations to our Fall 2017 top point earners: Audra Gormley, Katie Pavlick and Hannah Coleman!



Points are earned for working on committees, writing for the blog, website and other communication tools, attending PRSSA Kent events, and volunteering for activities throughout the semester. Want to know how many points you have or have questions about membership points? Contact Lauren Garczynski at lgarczyn@kent.edu.

Four PRSSA Students Kickstart the KSU Chapter of the National Millennial Community

This semester four students in the School of Journalism and Mass Communication (JMC) joined the National Millennial Community (NMC), a group that works to change the conversation about the millennial generation and engage in meaningful dialogue with corporate, foundation, governmental and nonprofit leaders across the country.

Founded in January 2016 by Bill Imada, NMC has 36 member campuses in 35 states, ranging from Alaska to Florida and from Massachusetts to Hawaii, plus the District of Columbia.

KSU National Millennial Community

Kent State's chapter, a subcommittee of PRSSA, includes Bella Grossi, Natalie Meek, Ava Moss and Molly Spillman as the inaugural chapter members. Students actively participate in discussions and Think Tank conversations with key influencers in government, business and local communities.

"Being in the National Millennial Community is an opportunity to make my voice heard and know my opinions matter," public relations senior Ava Moss said.

NMC has met with more than 120 executives and more than 60 directors and managers from companies such as AT&T, eBay, Coca-Cola, Ernst & Young, Google, IBM, Lockheed Martin, McDonald's, Verizon, Walt Disney and Warner Bros.

Kent State is the only university in Ohio part of the NMC, so the students represent Ohio millennials during the nationwide discussions.

Public relations senior, Bella Grossi, said she has enjoyed the conversations with professionals and spoke to Susan Jin Davis, Chief Sustainability Officer at Comcast, last month.

"I answered a question about what millennials look for in the workplace and what values are important to us," Grossi said.

Public relations junior, Natalie Meek, is excited about the networking opportunities of the National Millennial Community.

"Having a platform that encourages positive conversation about millennials is so important," Meek said. "Speaking with professionals and students from across the country has been an amazing experience."

JMC Professors Stefanie Moore and Luke Armour serve as faculty advisers. Public relations alumnus, Chris Baldwin, founder and principal of True Digital Communications, also serves as a professional adviser for the group.

"I'm excited about the future of this community and how this group will evolve as our millennial students graduate and we usher in a new generation," Moore said.

Internship Opportunities

Check out current internships posted on the JMC internship database, including:

- Geometry Global
- Signet Jewelers
- The Cleveland Foundation
- FedEx Custom Critical
- PR 20/20
- WTWH Media
- Impact Group in Hudson.

Another great resource for dues-paying members is the PRSSA National Internship Center. Learn about these great opportunities across the country: http://prssa.prsa.org/internships-jobs/internships/

If you find an internship opportunity on your own, contact Professor Stefanie Moore in advance to ensure your internship will count for credit. To earn academic credit, you must be responsible for public relations work AND be mentored by someone with a communications/public relations degree/background. You must also meet the requirements and fill out an application here: http://www.kent.edu/jmc/public-relations-internships.

Send a follow-up email to Professor Moore once submitting your application.

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

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