Hannah Mayer <hmayer1@kent.edu>

EXT: Disney Recap, Valentine's Day Meeting, and much more!

1 message

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PRSSA KENT

The PRview

February 2022

PRSSA Valentine's Day Celebration

Join PRSSA Kent in Franklin Hall for a Valentine's Day Celebration! Come and share your love for PR and participate in various Valentine's Day activities. Attendees will also have the opportunity to enter into a raffle for a **free PRSSA membership.**

Stop by the social on **Monday, February 14th from 1-3 pm in Franklin Hall, room 212.** We look forward to seeing you there!

If you have any questions, email Camyrn Stephens @csteph22@kent.edu.

A Magical Day to be a Part of PRSSA

Macy Rosen

PRSSA Kent brought a little magic to Kent! In the first meeting of the semester, four Kent State School of Media and Journalism alumni who work for the Walt Disney Company spoke about their experiences with Disney.

- **Jay Shannon**, Director, Public Affairs and Executive Engagement for Disney Parks, Experiences and Products;
- **Paige McCalmon**, Project Integration Manager for the Walt Disney Company;
- **Kelli Fitzpatrick**, Senior Story Editor for the Walt Disney Company; and
- **Peggy Korecko**, Senior Application Support Analyst for Disney Parks, Experiences, and Products.

PRSSA Kent collaborated with the Kent State Southern California Alumni Chapter to host the meeting. Special thanks to Priscilla DeCapua, '08 PRKent alum, for helping PRSSA Kent VP of Professional Relations, Kayla Polansky, organize the Disney panel discussion!

As a freshman PR major, I loved watching and learning from the upperclassmen members and Kent State MDJ alumni. They are amazing role models and set an example for the underclassmen.

Three Ways to Spread Pixie Dust for a Successful Career

- **Network.** Each speaker emphasized the importance of connecting and networking and gave examples of how it has helped them get to where they are now.
- **Keep your skills sharp.** Make sure you are always improving your skill set by connecting with your peers and being open to learning new things.
- **Be authentic.** The interviewer doesn't owe you a job. Be sure to sell yourself to them and be true to your values.

Discover your Disney Magic

Disney offers numerous programs, internships, and career paths in its parks, resorts, film/TV, and other entities. You can learn more about these opportunities here. You also can read about former PRSSA Kent President, Meghan Caprez, and her Disney career.

Read the rest of the blog **here**.

Celebrating Black History in MDJ: Dr. Cheryl Ann Lambert

Joyleah Odom

In celebration of Black History Month, PRSSA Kent is fortunate to have Dr. Cheryl Ann Lambert, an MDJ associate professor at Kent State, who teaches undergraduate and graduate courses, share her most memorable experiences in her career.

After earning her master's degree in journalism from Temple University, Dr. Lambert spent several years working in the publishing industry and as a feature writer in Philadelphia. However, her need for a support system and sense of belonging ultimately drew her in a different direction.

The position of public relations in internal communications at Sears headquarters opened, and Dr. Lambert used her skills in journalism to aid her in this new position. Even with her prior experience as a writer, Dr. Lambert still had difficulty transitioning from journalism to public relations. It required her to do lots of "on-the-job learning," but she said that it was worth it. At Sears, Dr. Lambert could recognize the work the company did to celebrate and promote diversity and inclusion.

"... there was a strong tradition in corporate headquarters of promoting and celebrating diversity," Dr. Lambert said about the company. "There was a sense of belonging from well-regarded employee resource groups, which partially served as advisory organizations to the company CEO."

Dr. Lambert encourages students to seek outside opportunities to find new interests, and be content with not always getting accolades for your work. "I heard a tough saying once 'your paycheck is your praise,'" Lambert said.

Read the rest of the blog here.

Celebrating Black History in MDJ: Professor Gene Shelton

Joyleah Odom

In honor of Black History Month, we at PRSSA want to acknowledge and bring recognition to MDJ Professor, Gene Shelton, who has been an active participant in the advancement of black voices in the journalism and public relations fields.

Professor Shelton has enjoyed an expansive career working in journalism, media, and public relations. After graduating in 1972, he began his work as a reporter for *The Cleveland Press*.

He shifted in his career and moved to Los Angeles. He worked as a publicist and writer for different influential studios including Motown Records, Columbia Records, and Epic Records. His clients have included some of the greatest names in music: The Jacksons, Prince, Davis Ray Charles, Curtis Mayfield, Gladys Knight, The Temptations, The Beach Boys, Chaka Khan, and so many more. One of his most notable clients has been the reigning “King of Pop”, Michael Jackson. Shelton worked extensively with the musician’s album promotions of Off the Wall and Thriller.

"My advice to future practitioners is to be true to yourself," Professor Shelton said. "Work with a passionate drive to be the best at what you do. Any job that causes stress, is not the job for you. Always practice with a solid foundation of truth, integrity and empathy for others."

Read the rest of the blog here.

Celebrating Black History in MDJ: Professor Mike Jackson

Troy Heatwole

To celebrate Black History Month, PRSSA would like to highlight Mike Jackson, the Professional-In-House for the spring semester. Mike has a long and impressive career, one that we hope inspires you to be ambitious and never settle for less.

Professor Jackson is the founder of 2050 Marketing, a marketing consulting firm that helps companies build their brand to best fit the America of the future. 2050 has worked with clients ranging from Fortune 500 companies to start-ups.

He has worked with companies such as Coors, USAA, Vision Media, and several others. Additionally, he has served in executive leadership roles at Coca-Cola, PepsiCo, Coors, and GM. He shares his expertise as a marketing analyst, guest commentator and contributor for NBC, CNBC, ABC, NPR, CCTV, and USA Today.

Professor Jackson has returned to his alma mater to be a Professional-In-House to teach classes in the Advertising sequence and work with Franklin Advertising. When asked about what he enjoyed most about his career, he said he enjoys his ability to work with global brands. He is proud to be one of the few African Americans to lead advertising and marketing for General Motors. One of his favorite projects that he worked on was assisting Insurance and Financial firm, USAA, in the agency selection process after they terminated a seven-year relationship with their creative and media agency over a racist email controversy. "I worked closely with the USAA CMO, to define the values necessary for new agency partners and assisted with the selection of the new agency," Professor Jackson said.

When asked about how to achieve a common goal with a diverse group of people, he said “staffing your teams (internal or external) with a diverse set of thoughts and experiences is the key. My style is to respect everyone that I come in contact with while maintaining a focus on delivering outstanding results.”

Read the rest of the blog here.

PRKent Street Team

Grace Kindl

I cannot say that I’ve been involved with Kent State’s chapter of PRSSA for very long, one semester to be

exact, but I can say the time I have spent has been meaningful. PRSSA was one of the main reasons I actually decided to come to Kent.

Getting involved. From the first meeting, I felt a sense of belonging. The students on the board are kind and work tirelessly to ensure that everyone involved learns from these experiences. I met Madison Goerl, PRSSA Kent VP of Fundraising and Community Outreach, at the second meeting, and she has since recruited me and others to help on the "street team" to promote upcoming PRSSA meetings. This showed me just how dedicated the board is to getting everyone involved. There is a place and a job for all who want them. Needless to say, this is one of the most inclusive groups I have met on campus thus far.

Meeting PR Professionals. The meetings are full of interesting and informative stories from professionals and PRKent alumni. The advice they share paired with the public relations courses offered at Kent gives any PR student an education that is unmatched. I am grateful to PRSSA for all of the work that goes into the meetings, and I cannot wait to see what this semester has in store!

PR Case Studies: My Experience

Maddie Goerl

I had the most wonderful experience in PR Case Studies this past semester. In this course, you learn about various public relations practice areas, analyze PR cases and issues, and work with a team to conduct research and create a PR plan for a client.

Collaborating with the Wick Poetry Center. My group worked with the Wick Poetry Center to develop a PR plan to increase awareness in the surrounding community. One of my favorite tactics involved partnering with the Cuyahoga Valley National Park. We suggested Wick could host a Valentine's Day themed train ride and poetry reading called Romance on the Rails. At this event, guests could relax with their loved ones, listen to romantic poetry and take in views of a snow-covered Cuyahoga Valley National Park.

We also suggested Wick could participate at Haymaker Farmers Market where they can host interactive activities and spread awareness. They have actually put this tactic into action. I am so pleased to see our hard work is paying off. Wick was such a great client to have because they were so open and eager to collaborate with our class.

Building my Portfolio. Now that our project is finished, it is rewarding to see the client begin to implement our work throughout the community. I'm excited to see how Wick Poetry Center continues to grow. As for PR Case Studies, I am so grateful to have had such real-world experiences and the opportunity to grow my portfolio.

PRSSA

Join PRSSA Today

Become an official member of the Public Relations Student Society of America today to gain all the benefits the pre-professional organization has to offer.

With a membership, you are eligible to earn points to travel for national conference, receive a PRSSA Kent graduation stole, become sponsored for a PRSA membership post-grad, and much more! Visit prsa.org to pay your dues today. **The deadline for membership is March 1, 2022.**

Please reach out to PRSSA Kent's VP of Membership, Camryn Stephens, at csteph22@kent.edu for more information or if you have any questions.

Check out Internship Opportunities

Looking for a spring internship? See this Google document for a listing of internships. Check back regularly for updates. Internships are crucial for gaining relevant PR experience for your career (PR majors need one to graduate). Contact PR Internship Coordinator Stefanie Moore at smoore1@kent.edu if you have any questions about the process.

PR part-time jobs are available!
If you don't yet qualify for internship credit, or if you've already completed your required internship and you're looking for relevant PR part-time jobs, check out some PR on-campus opportunities here and in Handshake.

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 PRSSA Conference in the future or to get first dibs on special events. If you have questions regarding your points, reach out to Chapter Account Executive, Ashley Blood.

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