The PRview

February 24, 2020

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Wednesday, Feb. 26

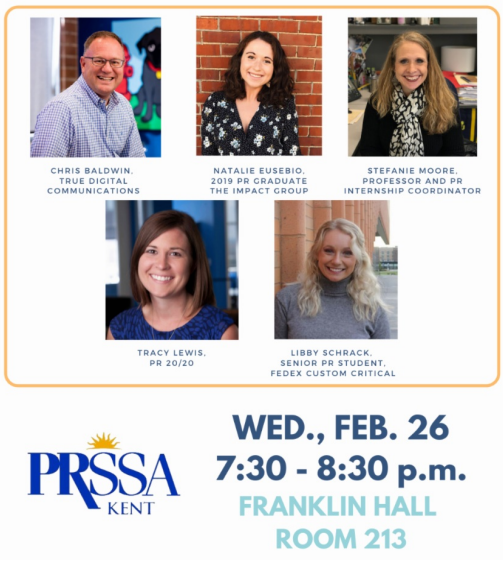
Hear from a panel of internship employers and previous student interns.

Our next meeting: Internship panel

Jill Golden

Looking for an Internship?
Just about all of us will need to complete an internship in order to graduate.
That is why PRSSA will be holding an internship panel with internship employers

Chris Baldwin, CEO and founder of True Digital Communications, and Tracy Lewis, VP of talent at PR 20/20; previous student interns Libby Schrack at FedEx Customer Critical and Natalie Eusebio who interned at Hello LLC; and the PR internship coordinator Prof. Stefanie Moore. They will share advice on how to look for an internship, how to prepare for an interview and how to succeed once you've got the position. Prof. Moore will also provide insight about completing an internship for academic credit. This panel is also a great opportunity to network since all of these companies hire interns! Be sure to come to the meeting this Wednesday, February 26 at 7:30 p.m. in room 213 at Franklin Hall to gain some advice!



Meet your new board members

Zach Zdanowicz, *VP of Communications*

My name is Zach Zdanowicz, and I'm serving as Vice President of Communications for the spring semester. I'm a sophomore Public Relations major with a Fashion Media minor. This semester, I am also a part of PRSSA's National Organ Donation Awareness Campaign. As the VP of Communications, I will be designing and writing our monthly newsletter, "The PReview." If you have any ideas or would like to contribute to our newsletter, please reach out to me at zzdanowi@kent.edu.

Kayla Polansky, *VP of Fundraising and Community Outreach*

Hi! My name is Kayla Polansky, a freshman PR major. I'm serving on the executive board as the Vice President of Fundraising and Community Outreach. I first joined PRSSA because I wanted to get more involved in the PR program and meet new people who share the same passion as I do. I've met so many great friends. I plan to coordinate a T-Shirt sale for all JMC students, serve on the YouToo Social Media Conference Committee, and reach out to area non-profits to find opportunities for our Chapter to volunteer. Feel free to reach out to me at kpolans2@kent.edu.

Join the YouToo social media conference

Jada Miles

Join Akron PRSA and PRSSA Kent for the 13th annual YouToo Social Media Conference. YouToo will be held on March 13th in Franklin Hall.

This is an excellent opportunity for students. They will have the chance to network with communication professionals and students from other schools while learning about new strategies and tactics with social media.

This year the opening keynote speaker will be Robert Rose, the founder and chief strategy officer for the Content Advisory. He has provided strategic marketing advice for global brands such as the Bill and Melinda Gates Foundation, Microsoft and more. Rose is also the author of three books including Killing Marketing and Managing Content Marketing.

This year's conference a luncheon keynote discussion with VMLY&R, an agency who runs social media for Wendy's.

Breakfast, lunch and dessert will be provided. For any questions email jmiles16@kent.edu or visit youtoosm.com to register today.

Meet the 2020 Bateman teams

Jorden Shevel

Bateman Gold (from left to right): Margaret Baah, Linden Miller, Katherine Null and Samantha Farland

Two things go together for PRSSA Kent and the national Bateman competition: delivering high quality work and earning national recognition.

Bateman clients and objectives change annually, but Kent State remains at the top of the judges' list.

The two teams, Bateman Gold and Bateman Blue, each have PRSSA Kent four members.

Bateman Blue (from left to right): Jorden Shevel, Jada Miles, Kayla Proctor and Hailey Barnett.

This year the Bateman students will work with the U.S Census Bureau to develop a PR plan to reach some of its more secluded audiences. The Census Bureau relies on the help of many third parties to implement the communications and raise awareness about the Census.

Connect with our Bateman teams on Instagram and help raise awareness for the 2020 Census!

Bateman Blue: @ksubatemanblue
Bateman Gold: @you.represent.kent

Click here to read more about Bateman and the PR sequence

A note from the VP of Membership

Ally Viano

Hello, My name is Ally Viano and I am PRSSA Kent's VP of Membership this year! The Public Relations Student Society of America is a preprofessional developmental organization that strives to prepare its members for a career as a public relations practitioner. As we progress through this semester at KSU, I wanted to shine a light on the benefits of joining the many students that are gaining real PR and communications experience right now through PRSSA.

PRSSA offers several benefits with membership including scholarship and awards opportunities, exclusive internship access, district and national events, professional and peer network opportunities, as well as many opportunities to gain experience.

Currently, members of PRSSA Kent are gaining experience planning the 13th annual YouToo social media conference, organizing a Flashathon team, and competing in the national Bateman Case Study Competition.

If you are interested in finding out more information about the benefits of joining PRSSA or any other questions about membership, feel free to reach out to me at aviano@kent.edu.

If you would like to become a paying member, you are able to pay dues online by clicking here.

The last day to pay dues is March 1, 2020.

Rockin' New Years Eve meeting recap

T.J Witham, director of communications for the Time Square Alliance

On January 29, we were lucky enough to Skype in T.J Witham of the Times Square Alliance in New York City. Through this event, Witham shared insight on the planning that goes into pre-New Years even ts as well as what this night looks like for him. New Years Eve does not serve as a party night with family and friends for Witham, it is a night that he must pay close attention to various events and ensure that everything runs smoothly. The planning does not solely involve the ball drop, Witham discussed the hard work and planning that begins months before New Years Eve and the pre-New Years events that he partakes in planni ng. Witham also gave advice to students who are interested in starting a career in New York City, he said "find what you are interested in and move there." It may take time to find your place, but eventually you will.

To learn more, read Sam Farland's blog post here

Want to share your opinion about the PR Kent

sequence?

Jada Miles

If you are a public relations student and want to share your opinion about the PR Kent sequence, join JMC Director Jeff Fruit for an informal open house for public relations majors on Thursday, February 27 from 4:00 to 5:30 p.m. in room 110. Come and go as you please, pizza and drinks will be provided too!

Do you know how many points you have?

Attached is our Google Doc to check out membership points. You receive membership points by attending meetings, joining committees, writing for the newsletter or social channels, participating in group activities and being 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 Margaret.

Click Here for PRSSA Spring 2020 Schedule

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

Forward this email