The PReview

January 2021

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Welcome back Flashes!

Upcoming Meeting:

Exploring Social Media Career Paths
Jan. 26
7:30 p.m.

RSVP here.

Meeting Recap: Cultivate Your Confidence

Kayla Polansky

PRSSA Kent teamed up with HerCampus to host Kelly Parker, a PRKent alum and founder of When the Girls Gather. Kelly shared advice about cultivating confidence in everyday life, as well as in the professional world. Parker landed her first job at American Greetings and later moved on to work at Sherwin Williams and the Cleveland Clinic.

Parker explains the five C's of communicating with confidence:

- **Competence**, or possession of required skills, which demonstrates someone is self-aware and able to separate facts and feelings.

- **Cues**, or verbal and nonverbal actions, suggest someone has co nfidence. Certain cues include passion, energy, stance and posture, eye contact, voice projection and image.

- **Clarity** indicates the way a message is conveyed to audience members. Using simple language and showcasing what is important will ultimately leave a lasting impression to listeners.

"It's not about perfect delivery," Parker says. It's about your passion and the message you are conveying."

- **Courage** is another important factor in cultivating confidence, which involves the ability to take action when you're scared.

Parker emphasized the stress many people place on themselves. "Sometimes you can be so hard on yourself, you sell yourself short, you cannot be perfect," Parker advises.

- **Connecting** with others is last factor in cultivating one's confidence. Whether this be through LinkedIn or in person, Parker emphasizes building relationships that may open doors for future opportunities.

"Start networking with people who you know and build relationships," she says.

Congrats Fall 2020 Graduates

Sam Farland

Congratulations to our PRSSA Kent and PR Kent seniors! Fall 2020 Graduates: **Sophia Iannelli, Margaret Baah, Jorden Shevel, Rachel Hale, Madelynn Dolin, Nathan Mehring, Andriana Ruscitto and Celetre Jones**

2020 Fall Campaigns Class

We wanted to recognized two of our most involved PRSSA members who left their mark on our Chapter. Congrats Sophia and Margaret!

Sophia Iannelli has been a member of PRSSA Kent since her freshman year. By her second semester, she was on sitting on the executive board as editor. That same semester, she joined the National Organ Donor Awareness Competition (NODAC) team and then advised future NODAC teams.

As a sophomore, she served as treasurer and was recognized as "Cleveland PRSA's 2019 Student of Year." From there, Sophia was elected PRSSA Kent president. Sophia has served as web and social media manager for her last semester at Kent. She travelled to Austin, Portland and San Diego with PRSSA Kent. Sophia is thankful for everything PRSSA has done for her, including introducing her to some of her best friends.

Sophia Iannelli

Margaret Baah

Margaret Baah started her journey in PRSSA her sophomore year. She helped with social media during Kent PRSSA's 50th anniversary and served on the Communications Connection committee two years ago. She served as secretary and editor for PRSSA Kent for a year.

She was also involved in the Bateman Competition this past Spring in which her team, Bateman Gold, earned honorable mention for developing and implementing a PR campaign for the U.S Census Bureau.

Alumni Spotlight

Arianna Carleton

At the annual National PRSA/PRSSA Conference, awards are given to professionals and students who have demonstrated outstanding work during the past year.

Carrie Kandes, Chapter Faculty Advisor

The Teahan award is the highest PRSSA Chapter honor, which is named after the former PRSA Vice President of Education and founding member of The Champions, the late Dr. F. H. (Chris) Teahan. PRSSA Kent's Professional Adviser Carrie Kandes won "Outstanding Professional Adviser" in 2020.

Carrie graduated from Kent State as a Public Relations major and has continued to be a professional adviser for the PRSSA Kent chapter since 2007.

"As a PRKent alum, I'm so grateful I had the opportunity to come through the sequence, and I attribute the successes I've had in my career to the foundation I built at KSU," Carries says. "So it's so fulfilling to be able to give something back to the program that has given me so much."

Kandes is a PR and marketing communications leader with more than 20 years of working for agencies and in-house for many powerhouse public relations organizations such as Marcus Thomas LLC, Akhia Communications and Mercy Health. She is a valuable member of the Public Relations Society of America community and has held many leadership positions for the Akron Chapter.

Read the full article.

Conference Blog: Addressing Imposter Syndrome in the Workplace

Jada Miles

Many students and professionals can relate to feeling like an imposter or having to tone down their true self in professional environments. It is common for people to feel like they don't deserve accomplishments or they "just got lucky."

Brandi Boatner, Digital & Advocacy Communications at IBM spoke about imposter syndrome and covering in the workplace and ways to combat this.

Boatner covered three main points during her session:

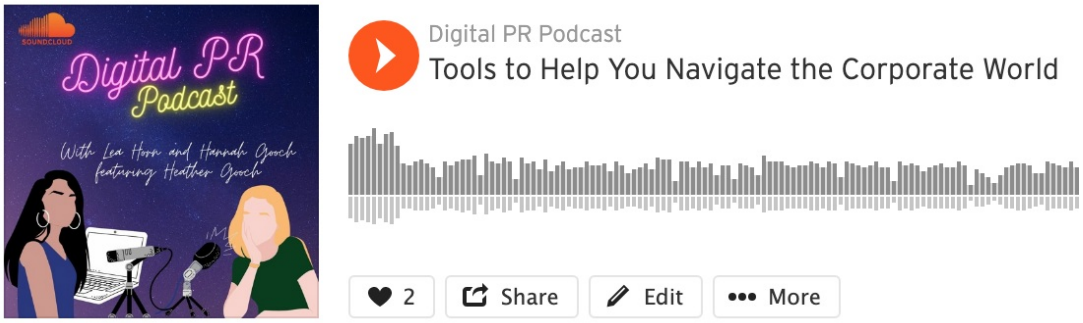
1. Disrupt diversity by defeating Imposter Syndrome
2. Understand the dynamics of the term "covering" and how it affects the employee experience
3. Develop a framework for how to infuse inclusion to drive employee engagement

The term Imposter Syndrome was created by two psychologists in 1978. Defined as "referring to high-achieving individuals marked by an inability to internalize their accomplishments and a persistent fear of being exposed as a 'fraud.' Boatner

explained imposter syndrome can lead to procrastination, over-working, self doubt and more when it goes unchecked. She also talked about the different types of Imposter Syndrome, and left us with a way to beat it: "You can beat imposter syndrome by embracing it," Boatner said.

Read the full blog.

Digital PR Podcast: Tools to Help you Navigate the Corporate World



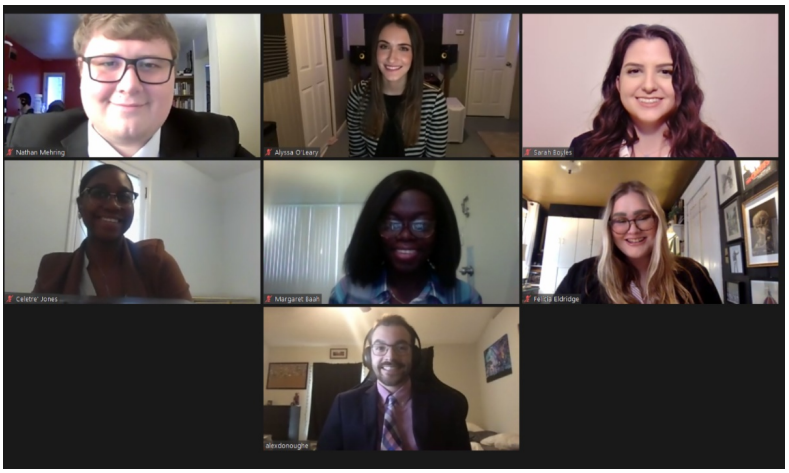
The Digital PR Podcast is produced by PR students in the Digital Public Relations course. This episode features an interview with an editor from North Coast Media, a trade magazine publisher in Cleveland, OH. Hannah Gooch and Lea Horn interview Heather Gooch to get the inside scoop on how public relations professionals can better communicate and connect with other people outside of our industry.

Listen to the podcast here.

Congrats Fall 2020 Campaigns Class!

Congratulations to the Fall Campaigns class! The students worked with MarshBerry, an insurance consultant, to develop a brand communication campaign. Congrats to PRADberry for earning judges' choice honors! Best wishes to all the Advertising and Public Relations Campaigns students!

Team 1: PRADberry
(from left) **Nathan Mehring, Alyssa O'Leary, Sarah Boyles, Celetre Jones, Margaret Baah, Felicia Eldridge, Alexander Donoughe**



Team 2: 360 Communications
(from left) **Linden Miller, Sophia Adornetto, Hannah Lattimer, Jada Miles, Christian Grant, Julia Anderson**

Team 3: Kent Royals
(from left) **Andriana Roscitto, Connor Everett, Asjaéa Troutman, Elise Dundics, Mary Elliot, Logan Giovannelli, Ethan Sargeant**

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 Conference in the future or to get first dibs on special events. If you have questions regarding your points, reach out to Amelia.

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

Forward this email