



# The PReview



January 27, 2020



**WELCOME  
BACK,  
PRSSA KENT**

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Do you know how many points you have?

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*Our next meeting:  
**Wednesday,  
Jan. 29***

*Learn about planning  
New Year's Eve  
festivities in the  
Big Apple.*

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## Letter from the President

*Sophia Iannelli*

Welcome back! I hope you enjoyed the long break and are refreshed. I am so excited for what we have planned for this semester. From planning the New Year's Eve Ball drop to managing the Washington Nationals' social media channels, we have quite the lineup. This year is the 13th annual YouToo Social Media Conference in March, which will feature professional development sessions about the latest digital media trends and an opportunity to network with communication professionals. As always, we are looking for people to get involved and help us maintain our title of most Outstanding Chapter in the nation! I hope to see you our first meeting Wednesday, Jan. 29. Please don't hesitate to reach out with any questions or if you just want to grab coffee! My email is [siannell@kent.edu](mailto:siannell@kent.edu).



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## Preview of the Spring 2020 Semester

*Zach Zdanowicz*

Our VP of Professional Relations, Jill Golden, has been hard at work planning new and exciting meetings. What to expect? In February, we'll dive into the world of sports PR with Dan Armelli, Manager of New Media for the Washington Nationals MLB team from Washington D.C. We'll host an internship panel open to all students interested in tips and tricks for finding an internship and obtaining a valuable experience. In March, we'll host the annual YouToo Social Media Conference and team up with Akron PRSA. We'll also collaborate with Akron PRSSA to host a panel with PR professionals discussing their work at the Boys & Girls Club, Cleveland Clinic, Hello, The J.M. Smucker Co. and Victoria Secret. In April, we're partnering with Her Campus with motivational speaker Kelly Parker.

### **First Meeting**

Our first meeting is on Jan. 29 at 7:30 p.m. in Franklin Room 213. We'll video chatting with TJ Whitham, Director of Communications for the Times Square Alliance. He'll discuss the role of public relations in preparing the New Year's Eve Ball Drop in NYC.

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# Save the Date

Friday, March 13, 2020

Lucky 13th Annual  
**YOU TOO**  
Social Media Conference

To learn more and register,  
visit [youtoosm.com](http://youtoosm.com)

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## Tips for Surviving the PR Sequence

*Jill Golden*

Who's ready to get this school year finished? While I have loved my time with Kent State's public relations program, I'm excited to finally graduate this May. Here are some tips to help you succeed in the public relations sequence.

**Get Involved:** This had to be my top tip since it has had the biggest impact on my life during college. Whether it's getting involved with PRSSA, another JMC organization or a non-educational group, getting involved will help you advance your knowledge in a new area you'd like to explore. This will also show future employers that you invested the extra time and effort to continue learning new things.

**Do Assignments Early:** When possible, I always try to get my assignments done 2-3 days before they are due. This has been extremely helpful throughout school because when things pop up last minute, I don't need to stress since my assignments are already completed in advance giving me some wiggle room.

**Keep an Organized Planner:** I would be LOST without my planner. At the start of each semester, I write in all of my assignments so that I am able to look weeks ahead to see what will need to be done. I also write a mini checklist at the beginning of each week so I know which assignments I want to complete each day of that week.

**Talk with your Professors During Office Hours:** This was something that took me a while to understand the value. As a naturally shy person, I found it difficult to step out of my comfort zone my freshman year to attend my professors' office hours. Once I started doing it, though, I noticed a huge difference in my grade since I was able to have one-on-one time with them to proofread my papers or help me better understand the lesson.

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# Learning About the National Millennial Community

Jada Miles



Jada Miles and Katia Rodriguez are the student representatives for the National Millennial Community this semester. Jada is a junior public relations major from Canton, Ohio. Katia is a junior public relations major from Chicago, Illinois.

NMC is a way for students all over the country to talk to professionals in different industries about changing the conversation about millennials and current trends in the communication fields. Students and professionals participating in monthly calls. This semester, the NMC representatives will host meetings to view and listen in on the calls. Watch out for more information on our social media channels. You also can learn more at [NMC site](#).

Contact Jada or Katia if you have any questions.



Jada Miles  
[jmiles16@kent.edu](mailto:jmiles16@kent.edu)



Katia Rodriguez  
[krodri14@kent.edu](mailto:krodri14@kent.edu)

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## Join our Flashathon team

Kayla Polansky

Flashathon is an annual fundraiser held in the Kent Recreational Center on March 7th. During Flashathon, different teams across campus help raise money for Akron Children's Hospital. If you are interested in helping our team raise money, please contact Kayla Polansky for further details at [kpolans2@kent.edu](mailto:kpolans2@kent.edu).

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## 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](#).

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[Click Here for PRSSA Spring 2020 Schedule](#)

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

Forward this email

