PRSSA KENT

The PReview

March 2021

Internship Opportunities

Flash Communications Intern (Paid)

Summer Publicity Internship - AMC Networks (Paid)

Marketing & Communications Intern - Cleveland Foundation *Deadline March 28* (Paid)

Summer PR/Marketing Intern - Greater Cleveland Sports Commission *Deadline March 26* (Stipends)

Upcoming Meeting:

Lights, Camera, PR!
March 24
7:30 p.m.

RSVP here.

Learn about Entertainment PR on Wed., March 24 @ 7:30 p.m.

Join us on Wed., March 24 at 7:30 p.m. via Microsoft Teams to hear from PR professionals working in the entertainment industry -- all graduates of the School of Media and Journalism. It's a great opportunity to make valuable connections!

Joe DiMiero
As the Global Communications Director of Games at 2K, Joe oversees comms across the label's award-winning portfolio, including franchises like Borderlands, BioShock,

CIVILIZATION, Mafia, PGA TOUR, WWE and more. After graduating from Kent State in 2005, Joe moved to Los Angeles where he got his first job in PR at Edelman, a global PR agency, and on the Xbox business (through a connection made via the PR Campaigns class!).

Thomas Moore
Thomas is in his fifth season as Director of Marketing for the Akron Symphony Orchestra. A content marketing specialist with more than 20 years of experience working with non-profits, Thomas is responsible for developing and implementing the Orchestra's multi-channel marketing efforts for the performance season, as well as serving as producer and co-host of the Orchestra's network of podcasts.

Meghan Caprez
Meghan is a public affairs manager at the Walt Disney World Resort in Orlando, Florida. Since she became a Disney Cast Member, Meghan has worked on a variety of teams and projects, supporting EPCOT's 35th anniversary celebration, the grand openings of both Toy Story Land and *Star Wars*: Galaxy's Edge and more.

Erica Carter
Erica, a Public Relations Assistant at Sunshine Sachs in NYC, works with clients ranging from travel, entertainment/media, social good/nonprofits and film. She's previously interned with HOT 97, WBLS, and BET Networks. While juggling school and work, she worked various industry events such as awards shows, conferences and festivals.

Reflecting about One Year of Covid-19
Sam Farland

On March 10 2020 Kent State University suspended all face-to-face classes and interactions for the remainder of the Spring semester. At first, we were excited for an extended spring break. One year later, we can reflect on what this year has changed.

Pivoting to digital campaign
A year ago, I was in the middle of implementation for the National PRSSA Bateman Case Study Competition. We implemented a campaign for the U.S. Census. My team, Bateman Gold, was forced to cancel nine events. Nonetheless, we shifted our efforts to digital and still earned Honorable Mention for our work. It went from being one of the most busy times of my life to the complete opposite in a matter of days.

Missing our connections on campus
One year ago, PRSSA Kent members attended Flashathon, which is pictured above, and helped raise funds for Akron Children's Hospital. I'm sure we all feel by now that these small interactions were taken for granted. This year, PRSSA Kent's meetings were shifted to Microsoft Teams while CommCon and the YouToo Social Media Conference were cancelled. National Conference was held virtually instead of traveling to Nashville,

Tennessee.

Reflecting on life lessons
Despite everything we have lost during this year, we have also gained so much. Each and every one of us has probably learned something about ourselves during quarantine. We were forced to get to know ourselves better. This experience has taught us new ways to communicate and learn, only making us stronger for the future.

Learning to Navigate Through Crisis with Confidence

Sophia Iannelli

Since March 2020 we have been hearing about how we are living through unprecedented times full of uncertainty. Though, one thing we can be certain about is that this year has been one of chaos and crisis. In a breakout session called Navigating Through Crisis with Confidence at PRSA ICON 2020, James Wright, global CEO of Red Havas and global chairman of Havas PR Global Collective, walked us through the seven lessons of leadership that are vital in times like these.

Build trust with transparency.
"Trust is the glue of life." This one is pretty simple. As PR practitioners one of the most crucial things we practice is transparency. Honestly is truly the best policy and recently we have seen that CEOs are actually becoming more comfortable accepting that they don't have all of the answers.

Connect to purpose.
During crisis, people are always searching for some sort of meaning. Unilever CEO, Alan Jope, released a statement touching on this topic saying, "Purpose counts. This will be even more in a post COVID-19 world. Young consumers will really care about the behavior of companies. People entering the workforce believe this. We will not once waver in our purpose."

Mind the six C's.
It is important to remember all messaging should be calm, candid, confident, credible, compassionate and consistent. Wright highlighted a quote from the Harvard Business Review. "Like a virus, words are infectious. They can instill fear and panic, or facilitate understanding and calm. Above all, they can spark action. So choose them carefully."

Read the full blog here.

Learning How to Build Your Personal Brand

Kristyn Hibbett

On Feb. 24, Ann Willets taught how to land a job and build a personal brand. Named PR Pro of the Year by the PRSA NJ Chapter, Willets places professionals in their dream jobs at her company GB Recruiting. Willets stressed the importance of networking and the four-step process to building a successful brand.

1. Discover your brand
2. Develop your brand
3. Communicate your brand
4. Maintain your brand

Willets said the best ways to network include LinkedIn, information interviews, industry job boards and recruiting services like her own. One of the most important things she stressed was to shift your perspective. "Even if you think you aren't qualified for something, you can do anything if you set your mind to it." Feel free to reach out and connect with Ann Willets on LinkedIn.

March Membership Mania: 25% discount offered

Zach Zdanowicz

If you are not yet an official member of PRSSA Kent, or if your membership expires this year, it is a great time to apply! Until March 31, you will receive 25% off of your membership!

Membership Benefits
Becoming a member of PRSSA Kent allows you to attend (and even travel) to PRSSA National Conference, become eligible to participate in the spring Bateman campaign competition, gain relevant PR and leadership experience, access the National PRSSA internship and job database and more! All majors are welcomed to join PRSSA Kent.

Also, becoming a member now will help PRSSA Kent participate in PRSSA's national Membership Mania competition! The top 5 chapters within our division will receive FIVE FREE registrations to the PRSSA ICON 2021 National Conference!

Join Today
If you have any questions about membership, please reach out to our VP of Membership, Zach via email at zzdanowi@kent.edu. To join PRSSA, visit National PRSSA.

2021-22 Executive Board Elections: Become a PRSSA Kent Officer

Jada Miles

Do you want to gain relevant experience and build your PR skills? Run for a position on PRSSA Kent's E-Board.

Spring elections will be held on KSU Engage from April 6th through April 8th. All executive board positions will be open, please review the bylaws on the website to ensure that you are eligible to run.

Submit Application
To run for a position, an application must be completed and sent to Jada Miles, PRSSA Kent President (jmiles16@kent.edu) by April 2nd. Click here to find and download the application. Only dues paying members will be eligible to run and/or vote in the elections. If you have any questions feel free to reach out to a current board member.

PRSSA Awards & Scholarship Opportunities

Take full advantage of your membership! Apply for PRSA scholarships and awards here. The deadline for most applications is May 31, 2021.

Reminder for Graduating Senior Members: Order your PRSSA Stole

Congratulations on graduation this upcoming May! All paying, graduating members are eligible to be reimbursed for **half the cos**t of a PRSSA stole.

Stoles usually cost around $48 each, if you are interested in being reimbursed for half the cost of a stole please fill out this interest form no later than **March 29th.**

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 toKristyn.

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