PRSSA KENT

KENT STATE UNIVERSITY
School of Media and Journalism

The PRview

Last Event of the Semester, ICON Recap, Internships and more!

November 2024

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An ICONic Trip!

Last month, 6 PRSSA Kent members had the opportunity to attend **ICON, PRSSA's International Conference, in Anaheim, California.** The group attended professional development presentations hosted by industry professionals, networked with PRSA members and **took home a Star Chapter Award.**

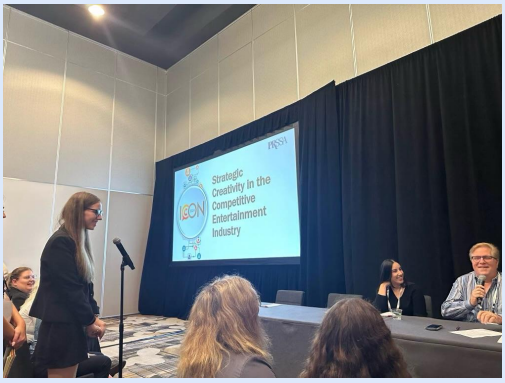
Not only did the group get to develop professionally, but they also got to enjoy the California sunshine. Some of their adventures include **Disneyland, In-and-Out, Downtown**

Disney and a tour of Taco Bell HQ!

To learn more about their insights from the conference and about all the fun the group had, check out our ICON landing page!

Read about Macy's experience at Taco Bell Headquarters

See Kylee's takeaways from Disney's VP of Communications



Click to see what Caitlyn learned about the entertainment industry

Silent Auction Thank You

On **Thursday, Sept. 26, PRSSA Kent hosted its annual Homecoming Silent Auction** in Franklin Hall led by **VP of Fundraising and Community Outreach Caitlyn Soya.** All MDJ students, faculty, alumni and friends had the opportunity to place their bids, enjoy refreshments and make their way back and forth to place higher bids.

We are so excited to share that we raised $2,045 from the auction, exceeding our goal of $2,000.

To view our **full list of donors and prize packages**, read our blog post below.

See the full donor list here!

Event Updates

Final Event of the Semester!

Day of Kindness

Got an old t-shirt? Bring it to our World Kindness Day Event!

Students will get the opportunity to celebrate World Kindness Day with PRSSA by making T-shirt tote bags for Flashes Fighting Hunger on **Tuesday, Nov. 12 at 5:30 p.m. in Franklin 317.**

World Kindness Day is all about promoting kindness not only to yourself and each other, but also to the world. To honor this holiday, PRSSA Kent has collaborated with Flashes Fighting Hunger to welcome anyone wanting to do a good deed for their community.

Bring your friends and some old t-shirts to participate in our festivities!

Register Here!

Behind the Scenes of Brand and Influencer Collaborations: Insights from Industry Experts

Saumi Chatterjee

Have you ever wondered how fashion and beauty brands collaborate with influencers to craft that perfect blend of style and strategy to bring their products to you?

On October 29, PRSSA Kent brought an opportunity for students to learn about how brands and influencers work together to create promotional content and all the behind the scenes work that goes into building successful brand alliances.

The panel featured **Aimon Ali, a fashion entrepreneur, Fashion Runway Show producer and influencer, Lauren Oglesby, an email and mobile digital marketing coordinator at American Eagles Outfitters and Kelly Gentile, vice president at Influential.**

The panelists provided valuable insights from their personal experiences on the essential elements of building brand partnerships.

Read more about what Saumi learned at the event here!

Small Business Spotlight

Gavin Zivoder

In an industry as oversaturated as public relations, finding a reliable firm to represent your business is like Batman trying to stop the Joker—it takes time. But when a firm conducts its own public relations as if the company depends on it (spoiler: it does), it gains an edge.

With a core belief in providing quality care since 1996, Akhia started by doing things differently, putting people and integrity first. Primarily working with manufacturing companies, Akhia has spent decades honing its ability to identify audience needs, address problems and respond effectively. Today, Akhia practices outstanding public relations marketing themselves while building strong relationships with clients.

Ben Brugler
CEO and President of Akhia
PRKent Graduate, 2000

Humanization of Business

Akhia avoids a purely transactional mindset, focusing instead on building relationships with the public through emotional engagement. **"Ben Thinking,"** a weekly post on Akhia's website, features CEO Ben Brugler sharing industry insights with humor and a casual tone.

This authentic approach builds trust and presents leadership as approachable. Employees also contribute through blog posts and podcasts, reinforcing Akhia's commitment to internal culture and external reputation.

Corporate Social Responsibility

At Akhia, a paid day off might mean volunteering in the community. Staff participate in **volunteer time off** (VTO) twice a year, giving back to organizations of their choice. Akhia also provides **financial support** to communities in need, youth programs, diversity initiatives and vulnerable groups, ensuring social responsibility and ethical care.

"You're seeing that we have transparency and our brand does have a human element to it," said Akhia CEO Ben Brugler. "We're essentially demonstrating the things we want to bring to our clients. These are the standards that they should be working to and should be expecting from us."

Visit **Akhia's website**, and every page tells a new story of authenticity, humanization, community efforts and personality—marketing themselves through public relations and looking darn good while doing it.

Meet the eBoard

My Student Day Experience

VP of Professional Relations Tanner Poe
Interviewed by Julia Greco

Q: What is your name, where is your hometown, and what are you studying?
A: My name is Tanner, I am from Mechanicsvillie, Virginia, and I am a PR major.

Q: How long have you been a member of PRSSA?
A: I've been a member of PRSSA for 3 years!

Q: Favorite movie and why?
A: One of my favorite movies is "Breakfast at Tiffany's." It's been my favorite movie for a while, and I love the simplicity of the movie and how it just follows the life of the main character, Holly Golightly. It's a perfect movie for fall, in my opinion!

Click to learn more about Tanner's hobbies!

Gavin Zivoder

Advocacy for social issues can lead to backlash and controversy. It's important to use shared stories and facts to support your message, said **Antony Fair**, communications manager at Preterm.

"You're selling values and a set of beliefs that people may or may not agree with, and your entire job is to tell them why they should care," Fair said.

This insight was just one of the many valuable takeaways shared at this year's PRSA Cleveland Student Day. I had the privilege of attending this event, hosted by the **Greater Cleveland PRSA Chapter** and Eaton, alongside fellow students from surrounding universities.

Read more about Gavin's experience here!

Student Resources

Internship Opportunities

Become A Member

Searching for an internship? **All Public Relations majors must complete at least one internship to graduate.** You can learn about the internships by viewing an updated document outlining current internship opportunities. Contact **Internship Coordinator Stefanie Moore** with any questions.

View the internship document

Public Relations Student Society of America is a national, pre-professional, public relations organization. PRSSA aids in the professional development of many young professionals by holding workshops, hosting speakers, attending workshops and more. A PRSSA membership allows you to grow your leadership skills and your network.

Contact our VP of Membership!

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