KENT STATE UNIVERSITY

Hannah Mayer <hmayer1@kent.edu>

EXT: Learn about internships, scholarships, Flash Comm and more!

1 message

PRSSA Kent <theatwol+kent.edu@ccsend.com> Mon, Nov 29, 2021 at 4:45 PM
Reply-To: theatwol@kent.edu
To: hmayer1@kent.edu

PRSSA KENT

The PRview

November 2021

2020-21 Board pictured left to right: Samantha Farland, Kathrine Thompson, Amelia Workman, Zachary Zdanowicz, Jada Miles, Sophia Iannelli, Troy Heatwole, Kayla Polansky

PRSSA Kent 2020-21 Board earns seven National PRSSA awards

by Isabelle Stewart

Congratulations to the PRSSA Kent 2020-2021 board and members on earning seven national awards for the work done throughout the 2020-2021 academic year! The National PRSSA awards were announced during a virtual ceremony at the International Public Relations Conference in late October.

For the first time in Chapter history, PRSSA Kent won two Teahan Awards, the highest Chapter honors:

- The Teahan Award for “Outstanding Newsletter”
- The Teahan Award for “Outstanding Website”

Both categories were judged on creativity, featured content, design and overall appearance. PRSSA Kent used its monthly newsletter and website to keep the community connected during the 2020-2021 school year when everyone was apart due to the pandemic.

Read the rest of the Blog here.

5 Tips to get through finals!

As the semester begins to wind down, the last two weeks can often be the most stressful. Here are some tips from PRSSA Kent board members to help you get through finals and finish the year off strong!

"Set time aside during finals week to take care of yourself and your mental health."

-Isabelle Stewart

"Focus on understanding! Memorizing means finding ways to remember and repeat facts. Understanding goes a little deeper and means you can apply new knowledge to various scenarios and know how it relates to other concepts."

-Ray Bukhari

"Have everything written out in a planner. It is stressful trying to remember which finals you have and which times they are scheduled at. Writing them in a planner or on a calendar will significantly reduce your stress."

-Brady Warmbein

"Take advantage of your break! Use this time to destress, do things you love and try to not think about school. When you come back, you'll feel refreshed and ready to finish the semester on a high note."

-Zachary Zdanowicz

"Make time for breaks while working! Everything can get overwhelming towards the end of the semester, so it's important to make time for yourself while working on your finals to help with burnout. This will help you come back to your work ready and refreshed!"

-Ashley Blood

There's light at the end of the tunnel, just keep going!

Join the Ugly Sweater Jingle Mingle with PR Faculty

Break out those ugly sweaters and join the PR Faculty on **Tuesday, Nov. 30th** from **10:30-11:30 a.m.** and **1:30-2:30 p.m.** in MDJ Reading Room 212 for the **#PRKent Ugly Sweater Jingle Mingle!**

Meet with professors to share feedback and ask questions about classes, internships and PR careers. You also can mingle with PR students to learn about their experiences.

Wear an ugly sweater and enter the sweater contest. You also can win prizes in a drawing! Hope to see you there!

Internship Experience at KeyBank

by Camryn Stephens

This past summer I had the opportunity to work as a marketing intern for KeyBank. This role really taught me how I can use the skills I've learned throughout my public relations courses and put them to use in a marketing role. I was able to learn so much from the various people I worked with and networked with over 100 individuals within the company.

Throughout my internship, I worked alongside four teams:

- The first team I worked with was enterprise digital. On this team, I worked on the company's artificial intelligence chatbot and I was able to make changes to the company's website.

- The second team I worked with was the consumer social team. During this part of my internship, I worked on competitive research for various social media platforms including LinkedIn and Pinterest.

- The third team I worked with was the B2B marketing team. B2B was a new term for me, but during this role, I helped to update the private bank portion of the website

- In my last role, which was by far my favorite, I worked with the enterprise brand team. With this team, I was able to work on the launch of Key's community campaign and was assigned to update the content calendar for social media posts.

Read the rest of the blog here.

Check out Internship Opportunities

Looking for a spring internship? See this Google document for a listing of internships. Check back regularly for updates. Internships are crucial for gaining relevant PR experience for your career (PR majors need one to graduate). Contact PR Internship Coordinator Stefanie Moore at smoore1@kent.edu if you have any questions about the process.

PR part-time jobs available!
If you don't yet qualify for internship credit, or if you've already completed your required internship and you're looking for relevant PR part-time jobs, check out some PR on-campus opportunities here and in Handshake.

Flash Comm is Hiring!

Flash Communications is looking to hire several students for spring semester. Flash Comm is a student agency inside the University Marketing and Communications office. Led by PR professor Luke Armour, Flash Comm helps tell the good stories across the Kent State community, developing and writes articles for the Kent State Today website and email (www.kent.edu/today), in addition to other projects.

The job is roughly 10 hours per week and is available to all MDJ students, specifically PR majors. If interested, please email Prof. Armour at larmour1@kent.edu with a list of all your MDJ classes taken (or planning for spring) and a copy of your resume. Having completed the "Reporting" class is encouraged. Interviews started this week. See more about Flash Comm at https://www.instagram.com/ksuflashcomm/or https://twitter.com/ksuflashcomm/

Apply for the Akron Meeker Scholarship

The Akron Area Chapter of the Public Relations Society of America (PRSA) is offering the $1,500 David A. Meeker Scholarship award to an outstanding student majoring in public relations or communications. **The winner will receive $1,500 and a one-year associate membership to PRSA following graduation**.

Students in their sophomore, junior, or senior years are eligible if they are attending an accredited college or university in Northeastern Ohio. The application deadline has been moved from late fall to January 14, 2022, and the entire process can be completed online at the Akron PRSA website.

YouToo 2021: What I Learned From the Opening Keynote

by Brady Warmbein

Members of PRSSA Kent virtually attended the 14th annual YouToo Digital Strategy Conference. Students heard from several digital and social media thought leaders and influencers who shared their experiences from the digital strategy industry.

The conference hosted two keynote speakers, a panel discussion of influencers, two professional tracks for students and breakout sessions from other presenters. Topics varied from social media content planning to artificial intelligence tools on the rise.

One of my favorite presentations was the opening keynote from Scott Lichtenauer, group creative director at VMLY&R. Lichtenauer discussed his involvement in Dick's Sporting Goods' recent influencer marketing campaign, which began as television advertisements but evolved into highly successful TikTok videos.

Read the rest of the blog here.

Image Above: YouToo street team to help get the word out. Maddie Goerl, Macy Rosen, and Grace Kindl.

Diversity in the Workplace

by Camryn Stephens

Thank you to everyone who attended our Diversity in the Workplace event earlier this month. During this meeting, we heard from five panelists and discussed the importance of diversity, equity, inclusion, and belonging. These PR and communication professionals spoke about their experiences with diversity, equity, inclusion and belonging in the workplace and provided attendees with valuable advice on creating a safe place for employees. Some of the meeting's highlights include:

Incorporating belonging into DEI. When we include belonging to the acronym we are ensuring that while everyone has a place at the table, they feel heard, valued and that they belong. Just because someone has a place at the table, doesn't mean they are being heard or valued. This is why the sense of belonging needs to be present.

Diversity, equity, inclusion, and belonging cannot live and strive on their own. DEI&B has to be integrated throughout an entire company or organization in order to survive and thrive.

Remember as communicators and PR professionals that we need a safe space. We need to be able to deal with our own feelings so we are able to deal with the feelings of others.

This is not easy work. You have to actually roll up your sleeves and do the dirty work and have the uncomfortable conversations that people are too nervous or scared to have. With that being said, it is incredibly rewarding.

Not everything is going to be done right the very first time. Mistakes happen, and they help us to create better, more well-thought-out diversity efforts.

A huge thank you to our panelists: AJ Leu, Daria Gather, Phylicia McCorkle, Joy Smith, and Amanda Hayes. Special shout out to PRSSA Kent DEI Co-Chairs, **Isabelle Stewart** and **Joyleah Odum,** for planning the meeting.

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 Chapter Account Executive, Ashley Blood.

PRSSA Kent | 550 Hilltop Dr., Rm 325, Kent, OH 44240

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