

Media Relations, Vote November 8, Become a PRSSA Member and more!

November 2022

Media Relations: Connecting PR and Journalism

LEARN HOW JOURNALISTS
AND PR PROFESSIONALS
CAN CREATE MEANINGFUL
RELATIONSHIPS TO SHARE
ACCURATE AND ENGAGING
STORIES.



CO-HOST
Maddie Goerl
VP of Professional
Relations for PRSSA Kent



RSVP BY NOV. 7
AT NOON



CO-HOST
Emma Andrus
Editor-in-Chief of The
Kent Stater and KentWired

NOV. 7 | 7:00 PM | 340 FRANKLIN HALL



Eric Mansfield
Assistant Vice President, Content
Strategy and Communications
Kent State University



Betty Lin-Fisher
Consumer reporter, columnist
and medical reporter,
Akron Beacon Journal



Michelle Jarboe
Enterprise reporter,
Crain's Cleveland Business



Carrie Ann Kandes
Director of Client Services
akhia communications



David Bemer
Public Relations Account Executive
Marcus Thomas

KENT STATE School of Media and Journalism PRSSA KENT KENT STATE College of Communication and Information

Media Relations: Connecting Public Relations and Journalism

Join Maddie Goerl, VP of Professional Relations, and Emma Andrus, Editor-in-Chief of KentWired and The Kent Stater to learn how journalists and PR professionals can create meaningful relationships to share accurate and engaging stories.

When: November 7 at 7 p.m.
Where: Franklin Hall, Room 340

Hear from our speakers:
Eric Mansfield, Assistant Vice President of Content Strategy and Communications, Kent State
Betty Lin-Fisher, Consumer reporter, columnist and medical reporter, Akron Beacon Journal
Carrie Ann Kandes, Director of Client Services, akhia communications
David Bemer, Account Executive, Marcus Thomas
Michelle Jarboe, Enterprise Reporter, Crain's Cleveland Business

Contact [Maddie Goerl](#) for more information.

[Click Here to RSVP by 11/7](#)



Sign-up for PR Pals!

The PR Pal program allows new PRSSA members to connect with a PRSSA Officer. Officers serve as mentors to new members and guide them through both the organization and the PRKent sequence.

Contact Genivieve Krejci, vice president of membership, gkrejci@kent.edu, with any questions.

[Click here to sign up!](#)

Voting: Your Civic Duty

Jacy Hollsberry

"Voting is your civic duty," is a common sentiment. Especially now, as the 2022 midterm elections approach. However, this sentiment does not have the impact we think it does as only **66% of registered voters** participated in the 2020 election.

Voting is essential to the democratic process, which is the foundation of American modern society. One of the best ways to enact change is by placing who you want to represent you in power. Voting, regardless of your party affiliation or candidate selection, is the way to ensure that your voice is heard.

Making younger voices heard

The student vote is a crucial vote that is often overlooked as students vote at **lower rates than the average American**. The government and politicians need to know that young people care about their futures and want to see change. Students organize protests and make their opinions heard on social media, but the way to enact change is by voting and making younger voices heard. Voting allows you to influence the future we will live in and the leaders that decide our fates.

Understanding where to vote

Students have the option to vote in person. This can be done on or before Election Day. Early voting is already happening in many states including Ohio. The in-person voting process is very simple. To vote in person you must go to your **designated polling place**. In Ohio, you are required to present a valid photo id before filling out an in-person ballot.

Voting is important for everyone regardless of your age, education level or employment status. The only way to create meaningful change is to vote and ensure that your voice is heard. If you are registered to vote, be sure to vote in person on or before November 8th. This year's election is crucial in deciding the fate of the nation.

Vote. Every Voice Matters



Sign-up to become a member of PRSSA!

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.

There are **only two times you can join a year**; join today!

Email Vice President of Membership, Eve Krejci, at gkrejci@kent.edu with questions.

[Click here for National PRSSA to become a member](#)

INTERNSHIP



Internship Opportunities

Looking for an internship? [Visit this document](#) for an updated list of Public Relations internships. Internships are crucial for gaining real-life skills and experiences. All Public Relations majors need at least one internship to graduate. Here are few examples of available opportunities:

- **Smuckers:** Intern, Corporate Communications
- **Dix & Eaton:** Public Relations Intern
- **Goodyear:** Visual Communications Internship

[Contact PR Internship Coordinator, Professor Moore, with questions.](#)

ICYMI: Akron Zoo Recap

Blake Serrano, Chapter Account Executive

PRSSA Kent and Mount Union PRSSA members and officers visited the Akron Zoo to learn

insightful media relations and public relations tips from Marketing and Public Relations Manager, Elena Bell.

Bell's primary role as marketing and public relations manager involves handling advertising and media relations for the zoo. She works with buyers to coordinate TV and radio ads and works with Northeast Ohio media outlets to promote new events happening at the zoo. In addition to talking about her day-to-day duties, Bell spoke about the financial challenges the zoo faced during the COVID-19 pandemic.

"It's gonna take us a few years to fully recover financially," Bell explained. "We lost about \$3 million not only from the three months of closure but also from reopening when you're only allowed to have 30% capacity."

Bell discussed her favorite zoo project, the *Wild Asia* area. The area featured animals native to Asian countries and incorporated a variety of Asian cultural elements. "It was our first campaign that was 100% us. No agency had any role in it so we got to develop everything from start to finish, and it's award-winning," Bell elaborated.

"We kind of created our own umbrella alley in our welcome center because that is actually based on Chinese culture and everything. So we use it as an element to promote wild Asia and then a bunch of other things," Bell stated.

Graphic Designer, Jimmy Young, and Public Relations Coordinator, Erica Rymer, offered advice for students who want to stand out to companies when searching for internships.

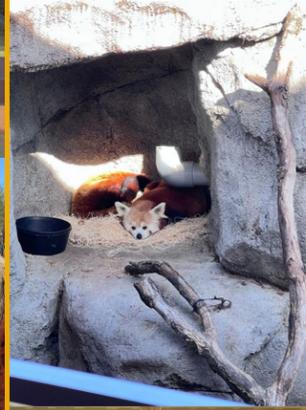
"Writing is a big one," Young said. "Staying up on the social media trends, and all that for social media. If you have design skills, even if they're just minimal to be able to get around Photoshop and InDesign."

"If you don't have access to those things, free resources online exist. Canva is fantastic," Reimer added.

Overall, students seemed to enjoy the day.

"I loved seeing the red panda and getting to spend the day with my friends," Kylee Coles, sophomore public relations major, said.

"I loved learning about all of the different events and tasks that come with being a PR professional for a zoo," freshman public relations major Angie Robinette said. "There were so many cool campaigns!"



Advocacy, Self-Acceptance and Inclusion in the Workplace

Sarah Petrovich

Success in the workplace goes beyond skills and dedication. Rather, it is a combination of being an advocate for yourself and your colleagues. Three guests joined PRSSA Kent to discuss how to practice self-advocacy, navigate your true identity in the workplace and maintain an inclusive and accepting work environment or more commonly known as Diversity, Equity, Inclusion and Belonging (DEI&B).

Emma Weihe, an accessibility specialist at Kent State, aids students by communicating what accommodations would work best for their given disability. Zachary Strickler, the neurodiversity coordinator at Kent State, works to create a better atmosphere for students who face neurodiverse challenges.

Our third speaker, Dr. Mary Ann Devine, is a professor at the College of Education, Health, and Human Services at Kent State. She focuses on Disability Studies and Community Inclusion. She wrote a book titled *Inclusive Leisure*, which advises people to, "look at what they can do, not what they can't do." Devine's perspective and expertise was aligned with the employer and ADA during our discussion.

[Click Here to Read More](#)



PRSA Cleveland Student Day Recap

Grace Kindl, Vice President of Fundraising and Community Outreach



PRSA Cleveland Student Day gave aspiring Public Relations Professionals a brief look into non-profit, healthcare, sports public relations sectors, as well as DEI initiatives within branding. Aspiring pros were given the opportunity to network with speakers, employers and other PR students.

City Dogs

Izzy Esler and Sydney Stone spoke about their experiences with City Dogs, a nonprofit organization focused on finding homes for "bully breeds" like pit bulls. They shared challenges the organization faces, such as the nationwide shelter capacity crisis and the effect that has on open intake shelters such as their own. One of the biggest challenges is working with dogs that are often "the most challenging to get adopted." To solve some of these problems, they have special lowered adoption rates and stage photoshoots with the dogs in fun costumes. Esler and Stone showed many of the students how PR can be used for good in organizations like City Dogs.

[Click Here to Read More](#)

The Impact of Action and DEI Initiatives

Mia Cadle, National Millennial/Gen Z Community

On May 25, 2020, George Floyd was murdered by police in Minneapolis, Minnesota. Since that day, the movement of racial reckoning has been spoken of nonstop. According to the [Carnegie Endowment of International Peace](#), this movement is calling for more intentional efforts of national proposals for truth and racial healing. But what does this mean for companies?

This September, I took a trip to New York City with the [National Millennial Generation Z Community](#) to meet with different executives from companies like Padilla, R/GA, and Nielsen. Here is where I learned the answer to that question for many companies: action.



[Click Here to Read More about Mia's New York Experience](#)

Do you know how many PRSSA Points you have?

Check out this [google doc](#) to view your membership points. Attend meetings, join committees, write for the newsletter, participate in activities or become a board member to earn points. If you plan on attending International Conference, points are extremely important to get first choice on special events.

[Contact Chapter Account Executive, Blake Serrano, with any questions.](#)

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