PRSSA KENT

KENT STATE UNIVERSITY
School of Media and Journalism

The PRview

The Superman Film Experience, Ways to Get Involved, Internships and more!

October 2024

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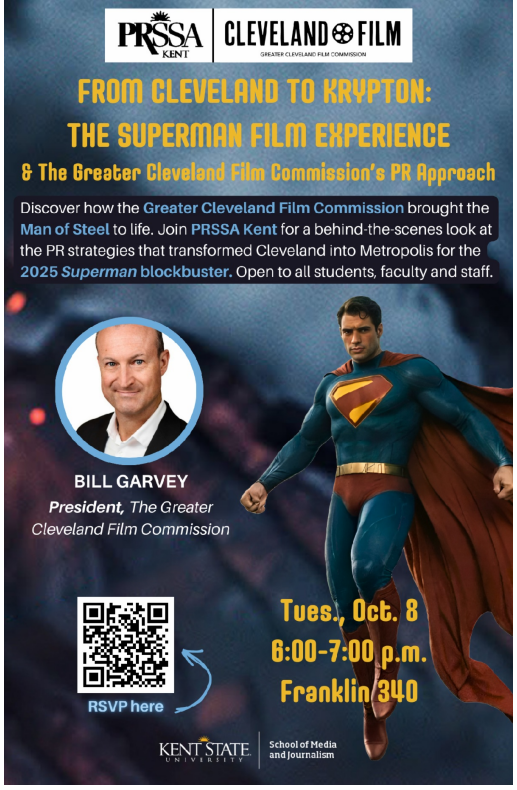
October Opportunities

There are **plenty** of ways to get involved with PRSSA this month! Take a look at our upcoming programming and opportunities below.

From Cleveland to Krypton: The Superman Film Experience

Unlocking AI Potential: Strategies for Using AI in Effective Communication

Bring your laptop to learn about the



It's a Bird! It's a Plane! It's Superman (in Cleveland)!

Superhero and film fans should all be in attendance f**or Cleveland to Krypton: The Superman Film Experience** hosted by PRSSA Kent, **Tuesday, Oct. 8 at 6 p.m. in Franklin 340**.

This summer, the city of Cleveland transformed into something out of this world while hosting the Superman film crew as they shot scenes for **"Superman: Legacy."**

Attendees will hear insight fro**m Bill Garvey, president of The Greater Cleveland Film Commission**, about the public relations practices used by the film commission during filming. This event is open to all students, staff and faculty. We hope to see you there!

Register for this blockbuster event here!

benefit of **Artificial Intelligence in public relation**s at PRSSA Kent's event, **Tuesday, Oct. 22 at 5:30 p.m. in Franklin 317.**

Students will learn how to ethically use AI in their field from **Cathy McPhillips, chief growth officer of the Marketing Artificial Intelligence Institute.** McPhillips, with assistance from **Kent State Professor Michele Ewing**, and **Professor Stefanie Moore**, will **lead a workshop on using AI responsibly,** and students will apply what they learn in real-time.

Do not miss this amazing opportunity to learn about this rapidly growing technology and how it can positively impact the public relations industry alongside other PR students.

Click here to RSVP for this interactive event!

PRSA Student Day

Calling All Members!

PRSA Public Relations Society of America
Greater Cleveland Chapter

PRSA Cleveland is hosting **Student Day on Friday, Oct. 25 from 8:30-2 p.m.**

Featuring speakers from the **Cleveland Guardians and University Hospitals,** the program is a great way to network with professionals and further connect with the PRSA community. **The student registration rate is $10.**

However, **if you are one of the first 10 registrants that sends their proof of registration to FILL IN, PRSSA Kent will reimburse your fee!** Keep in mind, this is first come first serve, so don't wait!

We hope you will take advantage of this great networking opportunity.

Click here to register!

Are you a PRSSA member **looking to get more involved?** Are you interested in...

- **writing for the PRSSA newsletter**
- **helping with event promotion**
- **creating social media posts**

If any of these areas sound interesting to you, **reach out to our VP of Membership, Paul Burlinghaus**, We hope you will use this opportunity to grow your PR skills!

Get in touch with our VP of Membership!

Internship Opportunities

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 here!

The Power of Friendship Bracelets and Lemonade: How music icons connect with fans and spark movements

Tanner Poe

Chances are if you ask someone on the street if they know who Taylor Swift and Beyoncé are, they would say “yes.” Both public figures have mastered building relationships with their audiences and using their influence to power cultural movements.

PRSSA Kent students had the opportunity to learn about how Taylor Swift and Beyoncé leverage social media

and media relations to build their influence. Speakers included **Hannah Wing, Ph.D., assistant professor at Wichita State University, and Carli Cichocki, a PRKent alum and freelance photographer and video producer. Marcus Collin, Ph.D., a professor at the University of Michigan joined via a video interview.**

Wing researches the impact of media narratives on personal narrative construction and examines the relationships between media consumers and media personae, most of which focus on Taylor Swift. Carli Cichocki worked on the Good Bus Tour for Foster the People and as a videographer for President Biden when he was serving as Vice President under President Obama. Collins, a former digital strategist for Beyoncé and author of For the Culture, shared insights about how it's not about building a community with fans but tapping into the believers of the artist and helping them (fans) evangelize on your behalf (the icon, celebrity, or brand).

Junior exploratory major Alexia Rivera said she enjoyed learning about the possibilities a career in PR could bring her and how it could allow her to help shape people or organizations into influencers. "I enjoyed hearing about what they do, it makes it easier for me to consider what I could do if I went into PR," Rivera said.

From the insights Cichocki, Collins and Wing shared, students learned how listening to your audience can help facilitate an online community that can become ambassadors for your brand.

Students ended the night by making friendship bracelets, sipping on lemonade, enjoying cowboy boot cookies made by Professor Ewing and discussing what they learned. PRSSA thanks our speakers for sharing their knowledge with our students and everyone who attended the event.

Check out KentWired's coverage of the event!

Meet the eBoard

Chapter Account Executive

Anneliese White

Internship Insider

Davey Tree Expert Company

Jess Edmisten

Q: Name, hometown, major/minor
A: “My name is Anneliese White, I am from Cincinnati, Ohio and I'm a journalism major with a double minor in PR and vocal performance.”

Q: What do you enjoy most about being on the board?
A: “I enjoy getting to know the freshmen and new members that attend our meetings. It makes me happy to see people getting involved in campus activities and organizations.”

Q: Favorite movie and why?
A: “My favorite movie is "Revenge of the Sith" because I think the settings and fight choreography are magnificent.

Click to find out Anneliese's hobbies and dream role!

Are you looking for good places to intern, but don't know where to start?

Read the newest ***Internship Insider*** by Jess Edmisten, our social media manager, and her experience at **The Davey Tree Expert Company** this summer as a **social media intern.**

Learn about what a day in the life was like for Jess, her favorite parts of the role, and what she learned about supportive team environments!

Read about Jess's experience here!

PR Career Paths panel shows the strength of the PRSSA Kent family

Shannon Russell

Small Business Spotlight

Scribbles Coffee Company

Julia Greco

In September, **PRSSA Kent hosted five PR professionals** from diverse industries for an educational panel. The conversation **highlighted the variety of careers PR students can pursue.**

All panelists were Kent State alumni, and four were former members of PRSSA Kent. The panel included: **Hannah Mayer,** regional marketing coordinator at Live Nation; **Camryn Stephens,** sponsorship marketing specialist at Key Bank; **Deanna Stevens Ulrich,** director of digital content at Kent State; **Zach Zdanowicz,** social media strategist at JOANN Stores; and **Caroline Willis,** a Film and Series Publicist and Account Coordinator at Allied Global Marketing.

This alumni-driven event was a testament to PRSSA Kent's strong community. Willis shared her desire to support the organization after graduating.

"The most valuable part of my PRSSA Kent experience was seeing our alumni network come to life at panels like this one! So I was happy to come back," Willis said.

For students who didn't attend, don't worry! We still have plenty of programming with Kent State alumni. **Our upcoming event: Fashion PR in the Age of Influencers panel on October 29th,** features Lauryn Oglesby, email and mobile digital marketing coordinator for American Eagle and Kelly Gentile VP of creator strategy at L'OREAL, both of whom are Kent State graduates.

Click this link to register now!

PRSSA Kent is proud of our alumni and their accomplishments. We appreciate them investing their time into the new generation of PRSSA Kent and highlighting the unity of the program.

The city of Kent is always bustling with people. Whether that be a Kent State student, a morning commuter or an active community member, the one thing most of these people need in their lives is coffee.

Since 2007, **Scribbles Coffee Company** has supplied this need. Bringing fair-trade organic coffee to Kent, this women-owned, family-operated business sources coffee beans from all over the world, including Uganda, Peru, Ethiopia and Costa Rica. Scribbles hand-crafts each drink ordered, from the dedicated employees personally roasting the coffee beans, to the friendly barista pouring you a cup.

In terms of public relations, Scribbles is a winner.

Practicing sustainability

Scribbles succeeds at creating mutually beneficial relationships with its publics by maintaining sustainable practices within its supply chain and product control and giving back to the community.

Sustainability is important in terms of public relations practice because it betters the reputation of the business. When Scribbles practices sustainability for its brand, it increases consumer demand, enhances its reputation and differentiates itself from competitors. Effective efforts towards sustainability can also increase the support from key stakeholders and investors.

Supporting the community

When Scribbles has wasted coffee grounds, it does not throw them away. Instead, Scribbles donates grounds to community members to use for compost, bath products, fertilizer and natural dyes for Kent State textile students. Not only does Scribbles give back to its community directly, but its sustainable roasting practice ensures that its customers get a quality drink

every time, which ensures a great benefit to the business with return-customer satisfaction.

Scribbles doesn't just promote its coffee; it tells a story through its brand values by having a long-term vision of corporate social responsibility, sustainability, and community support.

Become a Member!

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 to learn more!

Fall 2024 SCHEDULE

PRSSA KENT

Vision Board Night (social): Tuesday, Aug. 27 at 5:30 p.m.

Bring your laptop and join us as we create vision boards for the upcoming semester! While you're creating your vision board, you'll have the opportunity to learn more about PRSSA and ways to get involved this year. **Meet us in Franklin 312.**

PR Career Paths: Tuesday, Sept. 3 at 5:30 p.m., Franklin 340

Wondering what PR career path is right for you? **Hannah Mayer,** regional marketing coordinator at **Live Nation**; **Camryn Stephens,** sponsorship marketing specialist at **KeyBank; Deanna Stevens Ulrich,** director of digital content at **Kent State University; Zach Zdanowicz,** strategist of social media at **JOANN Stores;** and **Caroline Willis,** Film and Series Publicist/Account Coordinator at **Allied Global Marketing** are here to talk about their roles in the PR field and answer questions you may have.

Icons & Influence: How Beyoncé, Taylor Swift, and Celebrities connect with fans, shape behaviors and spark movements and cultural trends : Wednesday, Sept. 18 at 6 p.m., Franklin 340

Join **PRSSA** and **AAF Kent State** to learn about the strategies celebrities use to connect with fans and shape cultural trends. We will be joined by **Dr. Marcus Collins,** professor at the University of Michigan, best-selling author and former digital strategist for Beyoncé, and **Dr. Hannah Wing**, assistant professor at Wichita State University and researcher on Taylor Swift's brand

From Cleveland to Krypton: The Superman Film Experience and The Greater Cleveland Film Commission's PR Approach: Tuesday, Oct. 8 at 6 p.m. , Franklin 340

Join us as we hear from **Bill Garvey**, president of **The Greater Cleveland Film Commission**, about how the film commission navigated the filming of the Superman movie in Cleveland and the PR strategies and tactics used throughout the filming process.

Unlocking AI Potential: Strategies for Using AI in Effective Communication: Tuesday, Oct. 22 at 5:30 p.m., Franklin 317

How can we use AI responsibly while using it to positively impact the work we do? **Cathy McPhillips**, chief growth officer of the **Marketing Artificial Intelligence Institute** will lead a workshop about how we can ethically use AI tools in the field of Public Relations. **Bring your laptop** to practice what you learn in this workshop.

Fashion PR in the Age of Influencers: Tuesday, Oct. 29 at 5:30 p.m., Franklin 340

Social Media is constantly changing the landscape of how brands can connect with their audiences. Hear from influencer **Aimon Ali; Lauryn Oglesby,** Email and Mobile Digital Marketing Coordinator for **American Eagle Outfitters;** and **Kelly Gentile,** Vice President of Creator Strategy at **Influential** discuss how influencers impact how brands reach their audiences.

World Kindness Day: Tuesday, Nov. 12 at 5:30 p.m., Franklin 317

Celebrate World Kindness Day, Nov. 13, with PRSSA Kent by making t-shirt tote bags for Flashes Fighting Hunger. **Bring old t-shirts** to use if you have them!

Check our social media channels for all updates! @prssakent
RSVP at PRSSAKENT.com

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