Hannah Mayer <hmayer1@kent.edu>

EXT: Get involved with PRSSA, ICON Conference recap, YouToo, and more!

1 message

PRSSA Kent <theatwol+kent.edu@ccsend.com> Tue, Oct 26, 2021 at 4:30 PM
Reply-To: theatwol@kent.edu
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PRSSA KENT

The PRview

October 2021

2021 PRSSA Kent Board Members Left to Right:
Ray Bukhari, Isabella Stewart, Troy Heatwole, Maddie Goerl, Kayla Polansky, Zach Zdanowicz, Ashley Blood, Hannah Mayer, Brady Warmbein, Joyleah Odom

Diversity, Equity, and Inclusion Meeting

Join us on Nov. 1st at 7 pm in Franklin Hall 340 for the Diversity in the Workplace Panel. We're hosting a wide range of speakers from many different industries to talk about what they do and how they incorporate diversity, equity, and inclusion in the places that they work.

A huge thank you to DEI co-chairs **Isabelle Stewart** and **Joyleah Odom**. The DEI position is new to PRSSA Kent, and they have done a great job planning this meeting and making diversity, equity, and inclusion a part of this program. For more information or any questions, please contact istewar5@kent.edu. We hope to see you there!

Click here to RSVP

Get Involved with PRSSA

We encourage you to join and/or get involved with PRSSA Kent.

1. **Become a Member!**
Becoming a member of PRSSA is the most important thing you can do to get involved. To join, sign up for a one- year membership at the National PRSSA website. The deadline to become a member is **October 31st**! If you have any questions about membership, email

Camyrn Stephens (csteph22@kent.edu) or visit a tabling event outside Franklin Hall 340 this week.

2. **Attend meetings**
Meetings are a great way to network and learn more from public relations professionals, as well as meet new friends here at Kent!

3. **Write for the blog or newsletter**
We need writers for the PRSSA Kent newsletter and the blog. You can earn two points for each blog you write, which will be published on our website and/or featured in the newsletter. It's an opportunity to gain relevant experience and build your portfolio. For more info, contact VP of Communications **Troy Heatwole** (theatwol@gmail.com).

4. **Attend events**
Our Chapter plans and attends a lot of events throughout the year. Events range from the YouToo Digital Strategy Conference to national PRSSA conferences where you get to meet PR professionals from around the world. For every event you attend, you will receive two points.

5. **Participate in the National Bateman Competition**
PRSSA Kent members can apply to join the KSU Bateman teams. (See story below.)

6. **Meet mentors and friends**
PR Pals is our mentorship program where we pair you with an upperclassman who has similar interests and career goals as you. It's a great way to gain advice and create a lasting friendship within our Chapter. Contact our VP of Membership **Camyrn Stephens** (csteph22@kent.edu) for more information.

Scroll to the bottom of the page to access the Google Doc to view the number of points you've earned.

Image above, PR students and faculty attended CSU Student Day. From left to right: Aj Scilla, Brady Wiembarn, Stephanie Moore, Izzy Stewart, Ray Bukhari, Kayla Polansky, Camyrn Stephens, Ashley Blood, Grace Kindl, Maddie Goerl, Macy Rosen

Apply to join 2022 PRSSA Kent Bateman teams by Oct. 29

Bateman is a national PR campaign competition where students will conduct research, and develop, implement and evaluate a public relations plan for a real-world client.

This year's client will be the Lymphoma Research Foundation. As a member of a Bateman team, you'll have the opportunity to conduct research and design and implement a plan to raise awareness for resources available to those touched by the disease, including patients, survivors, caregivers and loved ones. Bateman is a great way to apply the skills you learn in class and give you a competitive edge to launch your career.

Bateman Blue took home an honorable mention in 2021. Listen to some of the team members discuss their experiences on the MDJ Around the Sphere podcast.

Learn more about the competition here.

If you are interested in joining, fill out the application.

How to Tell Stories that Change Narratives, Inspire Actions and Get Oprah's Attention.

Isabelle Stewart

The “How to Tell Stories that Change Narratives, Inspire Actions and Get Oprah’s Attention” Icon 2021 session led by the Founder of Blackbelt Media, Adena White, really inspired my post-graduation motive. During college, I have learned how to use the power of storytelling to amplify the voices of the oppressed, which has become my passion. A passion so big that it is what I want my professional career to revolve around.

Discover. Refine. Amplify.
Adena White created Blackbelt Media to tell the stories of the change-makers working to make the South a better place for all. In the session, she explained the importance of stories that are lived and stories that are told. Stories lived being the communication with others that co-create our social worlds and stories told when we talk our stories lived with others. The “three-step process for social impact storytelling” that she introduced was new to me and something that I will carry along with me throughout my life. The three steps are: discover, refine and amplify.

I believe my storytelling can become stronger by focusing on these three steps revolving around how to tell diverse stories that are overlooked in the best way. The way the session took each educational component and used it in a real-life example with how Blackbelt Media runs helped me realize I can turn my passion into a profession. Storytelling is so powerful and important in the current world we live in. I am excited to continue my journey of helping the voiceless tell their stories.

Image above: Isabelle Stewart, DEI chair for PRSSA Kent

Alumni Spotlight: Sophia Iannelli

For our first Alumni Spotlight of the year, we asked the 2019-2020 PRSSA Kent President Sophia Iannelli a few questions about her time here, as well as what she has been up to.

What is your current job, and what does it entail?

I am currently a marketing specialist for Mike Albert Fleet Solutions in Cincinnati, OH! Our company has five lines of business (fleet solutions, car rental, vehicle subscription, used car sales and truck & van equipment), and I lead our marketing efforts for rental, subscription and sales. My tasks vary day to day but include social media management, email marketing, display/video advertising, influencer management, website optimization, graphic design and internal communications.

What is your favorite PRSSA Memory?

My favorite PRSSA memory would have to be the travel. I was lucky enough to attend International Conferences in Austin, TX, and San Diego, CA, and National Assembly in Portland, OR. Those trips not only grew me as a PR practitioner but also allowed me to bond with my fellow PRSSA members and create what I know will be lifelong friendships!

Read the rest of the blog here

Image above, Sophia Iannelli, former PRSSA President and current Marketing Specialist for Mike Albert Fleet Solutions

P(R)assion for Fashion

Kayla Polansky

Interested in fashion PR? Corporate PR? Join PRSSA Kent in hosting New York City Press Consultant Stephanie Smith for our **Nov. 15** general meeting. Learn more about how and why the world of fashion can easily intertwine with the field of public relations. This meeting will be held virtually on Microsoft Teams at 7 p.m. We are open to all majors and minors! To RSVP for this meeting, visit prssakent.com For more information or any questions, please contact kpolans2@kent.edu. We hope to see you there!

RSVP for this meeting here.

Still on the fence about going to the YouToo Digital Strategy conference? It will be one you won't want to miss!

- **Interact with Influencers.** YouToo is featuring an influencer panel with influencers from different fields. Get the opportunity to ask questions about their careers and how relationship management and effective partnerships play into the influencer lifestyle.
- **#WhatWouldPopTartsDo?** Brandi Barton, the social media manager at Kellogg's, will speak on how she used TikTok to leverage the iconic Rice Krispies Cereal & Pop-Tarts brands.
- **Learn about influencer-led campaigns.** Learn how the agency supporting DICK'S consumer experiences built out a successful influencer program year after year.
- **Think like a boss.** Bridgette Klein will walk you through how to manage your career like a business by Thinking like a boss, Evaluating like a recruiter, and Acting liking a marketer (T-E-A).
- **AI in PR?** Artificial intelligence isn't science fiction or hype. It's real technology being used by forward-thinking brands to transform PR and communications. The discussion will highlight the promise (and peril) that next-generation AI technologies hold for brands, from robot influencers to lifelike deepfakes.

Thank you to PRSSA Kent's YouToo Student Chair, **Brady Warmbein**, and Special Event Coordinator, **Ray Bukhari,** for their work with planning and promoting the event. #YouToo21 would not be possible without them, and their work is much appreciated!

Check out the #YouToo2021 social media contest on PRSSA Kent's social channels.

Register for YouToo here

Learning about PR Career Paths

Thank you to everyone who showed up to our second meeting. We talked to PR professionals representing non-profit, agency, corporate and healthcare. These professionals shared great advice for students about networking, internships, and much more! Some highlights include:

Use your connections to help make ethical decisions. When faced with an ethical dilemmas, remember that you're not alone. You have your PR connections, PRSA/PRSSA, friends, and colleagues who will help you through these situations.

Your LinkedIn profile matters! Your professional experience helps set you apart, as well as your efforts outside of a professional realm (volunteering or a passion a for a cause, hobby or other things). This information helps show your personality.

Develop your writing skills: Writing is a vital skill you'll learn in college, and you'll really understand the importance of good writing skills when you're working in the PR profession.

Learn about your career interests. When you are looking and applying for internships, it is extremely important to look at job descriptions. This will help you figure out where you fit in within the PR professional world. You also can strategically apply to opportunities that interest you and gain experience aligning with those interests.

A huge thank you to our panelists: **Erica Batyko, Carrie Kandes, Stephanie Duffy, Natalie Meek,** and **Sheila Vandergriff**! They did an amazing job giving us an insight into their careers.

Image above: Carrie Kandes, PRSSA Kent Professional Advisor, accepts the National PRSA Teahan Professional Adviser award from Zach Zdanowicz, PRSSA Kent President

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.

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