PRSSA KENT

The PReview

October 2020

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Do you know how many points you have?

Deadline for membership dues: Nov. 1st

Next Meeting:
Wed., Oct. 21st
PR in Politics & Government

Get Involved in PRSSA Kent

There are many ways to get involved in our Chapter, and your efforts are recognized. You can earn points, which help to determine reimbursements for events and conferences.

1. Attend meetings.
You gain one point for each meeting you attend. The meetings are great ways to network with professionals in the communications industry. Recently, we've been able to bring in more well-known speakers from brands like Ben & Jerry's due to our virtual meeting setting this semester.

2. Write for the blog or newsletter.
You can earn 2 points for each blog you write, which will be published on our website and/or featured in the newsletter. For more info, contact VP of Communications Sam Farland.

PRSSA members in
San Diego, CA at ICON 2019.

3. Attend National Conference.
This year's conference will be held virtually on Oct. 26-29. We are excited to have our executive board represent our Chapter. You also earn 2 points for attending. Contact our President Jada Miles if you are interested in this opportunity. Last year, our members were fortunate to attend the conference in San Diego, CA. The 2021 conference will be held in Orlando, FL.

4. **Participate in the National Bateman Competition.**
PRSSA Kent members can apply to join the KSU Blue or the KSU Gold Bateman team. PR faculty invite students to participate in the national case study competition, which involves creating and implementing a real public relations campaign. Teams also create a professional casebook, which is a great piece to add to portfolios.

5. **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 Zach Zdanowicz for more information or visit our website.

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

Apply for PRSSA Awards and Scholarships

PRSSA awards and scholarships are a great way to build your portfolio. Recently, our former VP of Professional Relations Jill Golden, Spring 2020 KSU graduate, was awarded the National Gold Key Award. This award is the highest honor a PRSSA member can receive. It recognizes students for their leadership, academic achievement and dedication to their Chapter.

"I am honored to be selected as one of

PR Kent Alumna Jill Golden

PRSSA's National Gold Key Award recipients," Golden said. "During my three years being involved with PRSSA, I tried my best to fulfill my roles to the best of my ability and offer guidance and mentorship to younger members when needed. I'm happy to see my work be recognized!"

Learn about leadership awards here. PRSSA also awards members and Chapters across the country each year with over $30,000 in scholarships. Apply for scholarship opportunities here.

Akron PRSA is seeking applicants for the David A. Meeker Scholarship. Students have until Jan. 31, 2021 to apply and the winner will receive $1,500 and a free PRSA associate membership.

Get the Most Out of Your PRSSA Membership

As a PRSSA member, you receive access to countless benefits to improve your professional and personal goals. Not only can you be involved in PRSSA Kent activities and events, but you can also take advantage of the many opportunities the PRSA website has to offer. These include many professional development opportunities like webinars, an internship database, access to scholarship opportunities and much more. Listed below are some exciting upcoming events and resources that PRSA offers members. These virtual events/resources are free of charge with your PRSA membership.

Webinars

Unleash the Power of Storytelling: Nov. 10, 2020
Registration ends Tuesday, November 10, 2020

Getting it Right: Diversity and Inclusion in LGBTQ and Latin Communications:
Live Nov. 12, 2020 3-4pm EST

Liven Up Your PR Writing: Nov. 19, 2020 (Times TBD)

Career Resources

- Undergraduate Career Resources
- Career Building Articles
- Resume Writing Tips
- Resume Review
- Subscribe to the Strategies & Tactics award-winning newspaper
- Professional Interest Sections: communities focused on specific areas of PR

To access the full database of PRSA opportunities and resources, click here.

Upcoming Meeting

Don't miss our meeting tomorrow! RSVP here.

Our Last Meeting: For the Love of PR

On Oct. 7, we partnered with Akron PRSSA to host a meeting about finding your passion in PR. We welcomed four seasoned professionals to this panel discussion:

- Ken Wood, director of communications, Boys & Girls Club of Northeast Ohio
- Bryan Webb, producer, Apple Music
- Victoria Manenti, director of engagement, Hello LLC
- Kristen Glaspell, marketing account specialist, Cleveland Clinic

We covered a wide variety of topics in this meeting, from how they got into PR and working with journalists to what it's like working in healthcare during COVID-19. Here are some of the highlights from our conversation:

Finding Your Passion
When asked how it is each of these professionals ended up where they are, they each shared a similar story: they were open to new opportunities. Glaspell reminded us how important it is to stay open to opportunities even if it seems like something we may not see ourselves doing. Wood also emphasized that it's normal to be unsure about what you want to do when you are young; it takes time, don't rush yourself!

"I'm not sure it's as much finding what makes you happy as it is finding what you are passionate about," Wood said.

The Best Parts of PR
As public relations practitioners, it is our job to tell the world's stories in a meaningful way. Manenti said telling people's stories that may have otherwise gone untold is one of the best parts about her job. In the case of COVID-19 taking over many aspects of the workplace, Glaspell explained that even though she isn't on the frontlines, it feels good to know she can still help through the power of communication.

Landing That Internship/Job
It can be tough to find the right internship or post-grad job, especially during a pandemic, but there are specific things you can do to help get you closer. Webb recommends taking time on your own to go the extra mile. Network with public relations professionals and try to set up informational interviews. Monitor social media of potential employers and their teams. Analyze their strategies and tactics. Your research will shine in an interview. The panel presenters agreed that sharpening your writing skills and asking the right questions will give you an edge during your job search. Remember, it may take a little more time than you expect, give yourself some grace!

Make sure to join us at our next meeting on Oct. 21! We will be talking PR in Politics and Government.

PRKent Mingle, October 29 @ 5 p.m.

Join the PR faculty and PRSSA Kent for the virtual #PRKent Mingle on Thursday, Oct. 29, 2020. Take this opportunity to get to know the faculty, ask questions about the program, win prizes and learn about PRSSA. Costumes are encouraged! Register here to receive the meeting link.

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 Amelia.

Have you seen our website? Check it out: www.prssakent.com

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