PRSSA KENT

# The PReview - Senior Issue

May 2020

**In This Issue**

A letter from the President

Senior Spotlights: Jill Golden and Leah Marxen

PR Campaigns during COVID-19

Senior Social Media Contest

PRKent 2020 Graduates

Senior Zoom Celebration

Campaigns 2019-20

*We can't wait to see you all next year!*

*Stay tuned for our Fall 2020 schedule.*

## A letter from the President

*Sophia Iannelli*

Wow. It's been a year already, and a crazy one at that. I have been blessed to serve as your president this year and although the end has been a bit rocky, I will cherish it forever. Thank you for making this year one to remember. We

went to San Diego; we won most Outstanding Chapter in the nation; a PRKent 2019 grad, Vanessa Gresley, won a National Gold Key; raised $1,000; visited the Zoo; networked with some amazing people; elected a new executive board and as always, we had a good time doing it. I am so excited to spend my last semester as your web and social media manager and am excited to introduce Jada Miles as your 2020-21 president. Although we are all distant right now, we will come back together for another killer year.

Sophia Iannelli

To our graduating seniors, keep your head up. I know this isn't the end you were looking forward to, but you still did it! We love you and thank you for everything you have contributed during your time in our Chapter.

Thank you again, everyone, you have made this the experience of a lifetime.

Signing off for the last time as your president,

*Sophia Iannelli*

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## Senior Spotlights

Jill Golden
VP of Professional Relations

### Jill Golden

Looking back on my college career, the one thing I can honestly say I am so proud of myself for doing is joining and participating in PRSSA. It taught me confidence and how to be a leader, something I feel I lacked during high school and my freshman year of college. So thank you PRSSA Kent for not only expanding my knowledge of my industry, but helping me grow as a better more confident person. Something I'll miss most about PRSSA is being a mentor in the PR Pal program. I am very passionate about assisting others in areas that I was once nervous about and didn't have someone there to help me through. Thank you for all of the great memories, and I wish you all the best of luck in your futures. If you have any questions feel free to shoot me an email; I'm more than happy to help out!

### Leah Marxen

As a public relations student at Kent State University, I have been given so many amazing opportunities and met some incredible people along the way. Coming into the public relations program after being an

exploratory student was a welcoming and passion-filled experience. I could tell how much the JMC professors cared about me and how much value they saw in me as a student. Although it took me a little bit of time to join PRSSA, I am forever thankful I did. The connections I made, the experience I gained and the lessons I learned will be remembered, especially in my professional life. I wouldn't be where I am without the amazing support of the PR program and PRSSA!

Leah Marxen
Treasurer

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## Public Relations Campaigns during COVID-19

Jesssica Skitzki

Jessica Skitzki

This Spring 2020 Campaigns was probably the most unconventional semester the PR program has ever experienced. That being said, Campaigns was nothing short of the rumors we've heard throughout the program. We were faced with the challenge of bringing awareness about the First Amendment and the Media Law Center for Ethics & Access to students on campus. For the last fifteen weeks, each team has worked diligently to create a campaign that will do just that.

We did not get to implement one of our tactics on campus nor did we have a normal presentation for our client and judges, but Prof. Ewing and each team kept the spirit alive. We bonded as a class and as teams. I got close to people I've gone through the program with, but never had the opportunity to grow rel ationships with, and now I am calling them friends!

We still had our fair share of stress, late nights and tons of editing. Each team spent time with the client and judges for a Q&A and now it's a wait to find out which team won!

This is not how I ever imagined my senior semester, however, what are you to do when there's a pandemic? We made the best of the past few weeks and each casebook shows it.

## Public Relations Campaigns Spring 2020 Teams

Golden Media Group

Starling Relations

Echo Communications

Crusader Communications

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## Senior Social Media Contest

Join the #PRKent 2020 Social Media Celebration

1. Share a picture, video or text post on Twitter or Instagram (Be sure your account is public.)
2. Use the hashtag **#PRKent2020**
3. Nominate one of your fellow PRKent 2020 grads to participate by tagging them.
4. You'll be entered into a drawing for a $25 gift card.
5. Post as many times as you'd like.

Pick one of these questions to respond to:

1. What's next? How do you plan to contribute to society with your degree?
2. What did you learn about yourself?
3. What is one of your favorite memories of Kent State or PRKent?
4. What will you miss most?

5. What advice do you want to share with the next generation of students?
6. What words of encouragement do you have for your fellow 2020 graduates?

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## PRKent 2020 Graduates

Provided by Michele Ewing,
*Public Relations Sequence Coordinator, PRSSA Kent Chapter Advisor*

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## Senior Zoom Celebration

All seniors are invited to join PR faculty for a virtual celebration. You should have received an invite from Prof. Ewing. If not, please contact Prof. Ewing at meewing@kent.edu.

## PR Campaigns 2019-20

PR Campaigns Fall 2019 Class Celebration

PR Campaigns Spring 2020 Class

**Thank you**

**for a great year!**

**Have you seen our website? Check it out: [www.prssakent.com](http://www.prssakent.com)**

Forward this email