PRSSA KENT NEWSLETTER

September 19, 2017

In This Issue

Letter from the President
Auction is This Week
Order Your PRSSA Shirt
Sign Up for PR Pals
CommConn: Coming Soon
Join the Social Media Committee
Member Spotlight
PR In the News

Thank you to all who joined us to talk #Inversity with Karith Foster!

Join us for a panel discussion about Agency, Corporate and Non-profit PR.
October 4
Franklin 213
7:30 p.m.

Letter from the President

Latisha Ellison

Hello everyone!

Wow! What an amazing two weeks we have had with PRSSA! Thank you to everyone who showed up to our first meeting of the semester and shared their thoughts for the year. The beginning of the school year is always a little overwhelming for everyone, so I'm glad we were able to talk about it and get some tips from each other. I hope many of you learned how to C.A.R.E. last week with Karith Foster at our Stereotyped 101™ event. It was a great environment full of laughter and learning. Our schedule is a little different the next couple of weeks and our next general meeting will be October 4. In the meantime, check out all of

the committees and get involved! Our officers need your help! Until then, see you around campus!

Auction is This Week

Sam Ross

Auction is this week! Every year, JMC and PRSSA host a silent auction as part of the alumni awards ceremony. Auction is Friday, Sept. 22 and we need your help creating baskets, bid sheets and other last minute details. If you are interesting in helping, please contact Holly Disch (hdisch@kent.edu) or Sam Ross (sross39@kent.edu).

Order Your PRSSA Kent Shirt

Interested in a PRSSA shirt? The deadline is approaching! Shirts are $16.50 and orders need to be placed by the end of the week.

Contact Natalie Meek at nmeek3@kent.edu ASAP to place your order!

Sign Up for Our PR Pals Program

PRSSA Kent is bringing back a mentorship program called PR Pals. Underclassmen are paired with an upperclassmen PR Pal to help them navigate the first few years of college. PR Pals are encouraged to meet a few times a month to stay up to date on each other's lives and experiences. Mentorship is extremely important in our industry. We want to ensure you are matched with someone with similar interests. PR Pals are ideal for freshman, transfer students and new students to the major. PR Pals will help with classes, connect you with ways to get involved in PRSSA and navigate the crazy college world.

You don't want to miss this opportunity, fill out an online form here.

Have more questions? Contact Sarah Heber.

PR Professor Point of the Week:

> **"Research is the alpha and omega of public relations. It gives us insights and tells us how to go forward."**
>
> **-Professor Tim Roberts**

CommConn: Coming Soon

Ian Gillan

Every year PRSSA Kent and Franklin Advertising co-host Communications Connection (CommConn). CommConn, a networking event, gives students the chance to build relationships with professionals and make connections with other students. This event offers the chance to make those connections from the comfort of Franklin Hall.

Resume critiques and professional head shots will also be available. So start practicing your elevator pitch, dust off those business cards and come to CommConn!

If you have any questions or would like to be a part of the CommConn planning committee, please contact Ian Gillan.

Join the Web & Social Media Committee

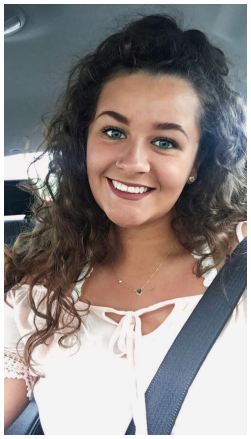
Alex Seibt

Let's get social! I am looking for new and creative ways to develop content for the web. As a committee member, you can expect to help with blog writing, and searching for newsworthy content that relates to PR news and PRSSA to post on our social media platforms. In addition, you will brainstorm new techniques and ideas to drive people to our website and social media.

If you have any questions or are interesting in joining the committee, please contact Alex Seibt .

Member Spotlight

Sarah Heber



Hannah Coleman is a senior public relations major from Eastlake, Ohio. Although she is a senior, she still struggles to believe it at times.

"It feels surreal to be a senior," said Coleman. "People always say that life comes at you fast but I had no idea how fast until real life was at my doorstep, ringing the doorbell and demanding to be let in."

This year, Coleman is heavily involved in the Chapter. She has been on numerous committees and plans to do more.

"I am most excited to be involved this year. In the past, I have had little involvement but I'm going into my third year and don't want that again," said Coleman. "I would definitely encourage new members to be as involved as they can."

While she may not have always been active as a member, she still utilized PRSSA's meetings to direct her toward her career goals.

"My plans are to move to Toronto and work for an entertainment PR firm, boutique agency or as a publicist for a public figure," said Coleman. "Being a member of PRSSA reminds me that this is exactly where I want to be and what I want to do in my life."

Before her time at Kent State University reaches an end, she wants to make sure that new PR students experience the PRSSA Chapter.

"I spent the first two years as a member feeling left out. If I have any advice for new students or members, it's to get involved," said Coleman. "I'm nearing the end of my college

career and I owe much of my excitement to the things I've learned and experienced to PRSSA. This organization is a sturdy bridge in finding your passion and helping you figure out what you want to do with your career."

Interested in being featured in the next Member Spotlight? Contact Sarah Heber.

PR In the News

Equifax scores 'below the bar' for its handling of this crisis.

By now, you've probably heard about the Equifax data breach that has affected as many as 143 million Americans. Equifax is a nationwide credit-reporting company that tracks and rates the financial history of consumers. It receives information about credit cards, loans, missed utility payments and more to determine one's credit score.

Equifax has been under fire for the cyber attack and its handling of the crisis after it became public. First, the company was notified of the breach July 29, but didn't release this information to the public until Sept. 7. Digging themselves into a deeper hole, Equifax revealed that three of its top executives sold large blocks of stock after the discovering the breach; two sold their stock on Aug. 1 and the third on Aug. 2. Equifax didn't notify its customers that the breach had occurred, instead it set up a website, which didn't work properly for a couple of days.

Equifax should have been more transparent about the attack to maintain its integrity. It should have alerted those affected immediately and set up secure methods to find out if someone was affected. They should be showing genuine concern for those affected and doing everything they can to ensure this doesn't happen again.

Forward this email PRSSA Kent Social

PRSSA Kent, Franklin Hall, Kent, OH 44240

SafeUnsubscribe™ {recipient's email}

Forward this email | Update Profile | About our service provider

Sent by meewing@kent.edu in collaboration with

Constant Contact

Try it free today