



**We want  
you  
to join  
PRSSA**

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*Our next meeting:  
**Wednesday,  
Oct. 2***

*Join us in Franklin  
Hall to learn about  
live event coverage.*

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## Letter from the VP of Membership

*Ally Viano*

Hi PRKent! My name is Alexandria Viano, and I'm serving on the 2019-20 executive board as the Vice President of Membership.

My goal for this year is to continue strengthening the connections that our Chapter strives to build between students and professionals in the industry. Our speaker meetings are the perfect opportunity to connect with other students in the PR sequence at KSU, as well as network with professionals practicing public relations.

If you'd like to take the next step toward developing a mutually beneficial connection with another PRKent student, I encourage you to fill out an application for our mentorship program! PR Pals will pair you with another student in PRSSA who has expressed similar interests in relation to the public relations field. Ask me or another officer for an application. Students can officially join PRSSA in November and March. We'll be sharing details about how to join throughout October.

If you have any questions or concerns about membership, the mentoring program or anything else, please feel free to [reach out to me](#). Have an awesome semester Flashes!



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## Learn about promoting events and building your brand on LinkedIn and network with communication pros in October

### **Wed., October 2: We're Live in 3, 2, 1...**

A big part of public relations is event promotion and execution. We will be Skyping with [Katie Fox](#), owner of [Blooming Footprint](#) in Denver, Colorado. Her firm specializes in working with clients in the arts and music industry. Katie will share her expertise in live event promotion. To learn more, join us Wed., Oct. 2 at 7:30 p.m., in room 213 at Franklin Hall.



*Katie Fox*

### **Wed., October 16: Link Up on LinkedIn**

LinkedIn is essential in the current job market, no matter what industry you're trying to enter. We're excited to host a LinkedIn presentation by [Shon Christy](#), president of [Shon Christy Social](#). He will share tips to help students build their online presences and brands on LinkedIn. This meeting is beneficial for all majors! Bring your friends on Wed., Oct. 16 at 7:30 p.m. to Franklin Hall 213.

### **Tues., October 29: Communications Connection**

You won't want to miss Communications Connection, which is a networking event co-hosted by Franklin Advertising and PRSSA Kent from 5:30 p.m. - 8 p.m. in the Franklin Hall lobby. For more details, see Jada's story below.

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## Network with PR, Advertising and other communication professionals in Franklin Hall, Oct. 29

*Jada Miles*

On Tuesday, Oct. 29th, PRSSA and Franklin Advertising will co-host Communications Connection in Franklin Hall. This is a valuable opportunity for

students to network with communication professionals working in Northeast Ohio, as well as other markets. The event features roundtable discussions about cover letters and resumes, internships, entry-level jobs, practice areas, and hot trends and topics in the communication world. The event is free and open to all students.

If you're interested in joining the planning committee, [email me](#) or reach out to another officer to connect you with me. Keep an eye out on our social media for more information on how to sign up and learn about the communication professionals who'll attend.

Read more about CommConn on our [website](#).



CommConn in Franklin Hall

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## How to get the best out of your PRSSA membership

*Jill Golden*

Joining PRSSA a year and a half ago has been one of the best things I have done for myself and future career. While at first it was difficult to step out of my comfort zone, I am so happy I stuck with it because of all the benefits. I wanted to outline a few for you to show how beneficial our organization is for your future.

- **Resume builder:** Everyone in your class will graduate with the same degree as you. You need something to add to your resume that puts you above your peers. Joining a pre-professional organization is what you need. Showing employers that you took the time to participate in an organization focused on public relations demonstrates passion for the field and willingness to advance your knowledge. This extra effort makes a huge difference.
- **Portfolio pieces:** Yes, you'll create some portfolio pieces from your classes, but so will everyone else in your class. The portfolio pieces you can add to your resume through PRSSA are great because they involve you creating something and then implementing it, which is super important to show future employers. You have opportunities to write for the newsletter, web and blog; plan meetings and events; create content for social media and hone your leadership and project management expertise.
- **PR Pals:** This mentoring program is probably my favorite part about our organization. I know how intimidating it can be stepping into a new group, we've all been there and are here to help! [Email Ally Viano](#) to get paired up with a pal to give you a friendly face to talk to who can guide you through your classes!
- **Make Friends:** You'll meet other Kent State students interested in communication careers. You'll also have the opportunity to meet students from other colleges through meetings, regional events and the National PRSSA Conference.
- **Meet PR pros:** You have the opportunity to connect with PRKent alumni and other PR professionals who advise our Chapter, serve as speakers and assist with planning the annual YouToo Social Media Conference. These connections can help you find your career path, internship and/or first PR job.
- **Participate:** You'll get out what you put into it. It's as simple as that. Attending meetings, participating in events and being present will make the difference when it comes to applying for internships, getting into the "tough" courses and graduation.

I strongly encourage everyone to join PRSSA. Our national organization is a great thing to



add to your resume to put you above your peers and help you advance your knowledge of the industry. See you around!

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## Public Relations Case Studies survival guide

*Leah Marxen*

Case Studies is one of the first fully immersive public relations classes we take as PR majors and minors. It can be challenging and intimidating to work with a real client and create a case study that the client can actually use. These tips will give you a boost of confidence before taking on this class.

- **Try to assign roles in your team:** Make sure each team member is assigned a role so there is no overlapping in work and to ensure each team member stays accountable.
- **Communicate with your team:** Discuss all of your ideas and motives for the case study with your team. Don't leave each other in the dark; it will only make for a confusing semester!
- **Play to your strengths:** Find tasks that align with your expertise and interests; you're more likely to then excel. It's all about the team dynamic and teams work best when they are confident in each other's abilities.
- **Don't be afraid to ask questions:** Always ask questions to your team members, your client and your professor. That's what they are there.
- **Be transparent with your team:** If you're struggling with something in your team or with your client, tell them. Don't leave your team hanging. Don't overwork yourself.
- **Plan out-of-class work time with your team:** Although out-of-class work time isn't ideal, it is absolutely necessary. The best way to keep each other on top of things is by working together in person.

With these tips, you'll be sure to wow your client. Good luck Flashes!

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## Looking forward to PRSSA International Conference



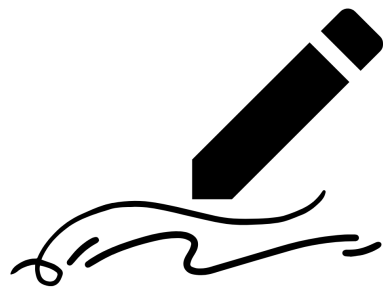
On Oct. 18, your PRSSA Kent board will be traveling to San Diego, California, for the PRSSA International Conference! We are all super excited to advance our knowledge on the industry, network with new professionals from across the country and bond as a board while on the west coast. There are a wide variety of breakout sessions and keynote speakers that we can't wait to tell you all about.

Keep an eye on our social channels while we're gone, from Oct. 18-22. We'll also post blogs about the sessions so we can share what we've learned with all of you. You can read more about [PRSSA's International Conference](#) on the site's page. Talk to PRSSA officers about how you can attend the PRSSA International Conference next year.

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## Newsletter opportunities

Looking for something to add to your resume? You can write a blog for the next newsletter! Writing an entry for PRSSA Kent's newsletter is a great resume builder since our newsletters are published and emailed to a wide audience. We can track the analytics for your entry too, which is something employers will be interested in seeing. Email me, [Jill Golden](#), to find out more.



## PRSSA Fall Schedule

You won't want to miss out on our meetings and events this semester! Check them out by clicking the link below.

View the fall schedule [here](#).

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

Forward this email

