The PRview

Beyoncé & Taylor Swift Event, Meet PRSSA Officers, Internships, and more!

September 2024

In this edition:

President's Welcome
Beyoncé & Taylor Swift Panel Discussion
Mood Board Social Recap
Internship Opportunities
Meet the Executive Board
Upcoming Silent Auction
Internship Insider
Become a Member!
Small Business Spotlight
Fall 2024 Schedule of Events
Connect with Us!

President's Welcome

Macy Rosen, PRSSA Kent President

Hi everyone,

I hope you all had an awesome summer and your semester is treating you even better. My name is **Macy Rosen**, and I'm ecstatic to serve as your **PRSSA Kent President** this semester.

I'm a senior public relations major with a minor in journalism, and I graduate in December. I've been involved in PRSSA for

Upcoming Panel

Icons and Influence: How Beyoncé, Taylor Swift, and Celebrities connect with fans, shape behaviors and spark movements and cultural trends

Anneliese White

the past four years, and I've made invaluable connections with students, professors and professionals. I cannot begin to express how important PRSSA has been in my college journey. This organization has been a key driver in my professional and personal success and has allowed me to practice myriad skills in real-world settings.

I'm excited to meet you all, and I hope you stick around for the rest of the year. **Tanner Poe, our VP of Professional Relations**, has worked very hard to recruit speakers from across the PR industry, from fashion PR to the Greater Cleveland Film Commission. I can assure you that no matter what field you're interested in, you'll find value in PRSSA.

We'd love for you to join us in promoting the chapter and upcoming meetings if you're interested. **If you'd like to get more involved** or grab a coffee and learn more about how PRSSA Kent can help you achieve your professional goals, email me at **mrosen6@kent.edu**. As a senior, I'm also more than happy to share advice about classes, internships or anything else.

I'm so happy you're here, and I can't wait to see what the semester has in store!

All my best,
Macy

Internship Opportunities

Looking for an internship? **Visit this document** for an updated list of Public Relations internships. Internships are crucial for gaining real-life skills and experiences. All

Calling the BeyHive and Swifties!

Don't miss this collaborative panel discussion **hosted by PRSSA Kent and AAF Kent** on **Wednesday, Sept. 18 at 6 p.m.** in **Franklin 340.**

Attendees can learn about strategies and tactics used by Taylor Swift and Beyoncé to create their cultural influence from:

- Dr. Marcus Collins, **award-winning marketer** and Clinical Assistant Professor of Marketing in the Ross School of Business at the University of Michigan, and **former digital strategist for Beyoncé**
- Dr. Hannah Wing, **assistant professor in the Elliott School of Communications** at Wichita State University

Join us for our encore after the discussion to make friendship bracelets and enjoy lemonade and Cowboy cookies!

Register to attend this star-studded event here!

Mood Board Social

Anneliese White

PRSSA Kent started the semester off with a bang at the Vision Board Night event on Tuesday, Aug. 27. Students learned more about PRSSA and visualized their goals for the semester and for their future careers.

Public Relations majors need at least one internship to graduate.

Contact Professor Moore, Ad & PR internship coordinator, with any internship questions.

Cassie Tyler, a freshman public relations and psychology major said, **“I thought it was really fun. I think doing the vision board on top of the actual information was a really good way to break the ice and also to have something fun.”**

Executive board members sat with the students to answer any questions about PRSSA throughout the meeting. Members and non-members got to know each other and made connections in their program.

We were so glad to meet all of you who came to the social, and we cannot wait to see you all again at our **next meeting on Sept. 18!**

Upcoming Homecoming Silent Auction

Caitlyn Soya

PRSSA Kent will be hosting its **annual Homecoming Silent Auction on Thursday, Sept. 26th.** The auction is held **at the School of Media and Journalism (MDJ) Franklin Hall,** outside the Murray Powers Reading Room on the second floor, Kent Main Campus. A Cleveland Guardians ticket package, airfield tour, restaurant gift cards, and more will be available to bid on.

The auction will **raise funds to support conference travel to the 2024 International Public Relations Conference** in Anaheim, California in October. ICON will have panels, networking events, and more which have secured internships in the past for members. **Funds will also support other PRSSA Kent events and programming for PRSSA Kent members.**

Any faculty, students, alumni and friends of MDJ are invited to attend the auction, (no RSVP is necessary). Being part of the MDJ community is a chance to show support for student organizations that help expand the community. Fundraising is an integral part of helping any organization expand its efforts.

To support the auction by donating, you can contact the Vice President of Fundraising and Community Outreach, Caitlyn Soya. Any support of the organization is appreciated and PRSSA hopes to see you in a few weeks.

Click here to support the auction!

Internship Insider

Chania Crawford

This summer, I had the pleasure of interning at**Vitamix**

Corporation in Olmsted Falls, Ohio.

I had an amazing experience learning about the company and corporate public relations. This internship **helped me figure out that I want to go into Agency PR** so I can work with different clients and agencies. I hope to use this experience to guide me in my job search after graduation. I previously thought I wanted to go into corporate public relations, but I enjoyed the work I did with **Vitamix's partnering agency, Marcus Thomas.** I'm looking forward to getting agency experience.

While at Vitamix, **I worked on a variety of tasks, ranging from writing press releases to conducting competitive media audits to assess our performance in comparison to our competitors.** During my first full week, I was tasked with writing a press release to coincide with a Mother's Day event the company had held before I worked with the company. The press release was on the results of a maternal wellness survey Vitamix conducted to find out what the barriers are for mothers to achieve whole food nutrition and wellness in their lives. We found that by utilizing small kitchen appliances like blenders, mothers can save time in the kitchen and focus more on their health and not just their families. This was the first time I wrote in the brand voice, and I enjoyed it. **The press release secured the highest syndications and pick-ups ever since partnering with Marcus Thomas in 2020.** I was extremely proud of myself and glad I got to do that for the company. I also got the chance to do a couple of creative projects that utilized my creative and design skills.

I encourage all young Public Relations students to get an internship in a sector of Public Relations they want to go into and also a sector they do not want to go into so that they can diversify their public relations skills pre-graduation. This internship showed me that corporate public relations is an industry I am good at and should consider pursuing a career in.

Meet the Executive Board

Shannon Russell
VP of Communication

Q: Where are you from, and what are you studying?

A: "I am from New Philadelphia, OH, which is a small town about an hour from Kent. I am majoring in Advertising and minoring in Public Relations."

Q: How long have you been a member of PRSSA Kent?

A: "I have been involved with PRSSA events since my first semester at Kent, but I became an official member during Spring 2024! I was then inspired to become an officer and am the current VP of Communication."

Q: What is your dream company/role and why?

A: "My dream role would be a promotional content writer for a company in the travel and tourism

Learn more about Shannon's hobbies and favorite movie!

industry. I have always enjoyed writing, and I was able to work in the tourism industry through my internship over the summer at a local museum and loved it!"

Become a PRSSA Member!

Public Relations Student Society of America is a national, pre-professional, public relations organization. PRSSA aids in the professional development of many young professionals by holding workshops, hosting speakers, attending workshops and more. A PRSSA membership allows you to grow your leadership skills and your network.

Get in touch with our VP of Membership!

Small Business Spotlight - The Crow's Nest Diner in North Canton, OH

Lara Kilchenmann

In every edition, PRSSA Kent will shine a light on a small business in Northeast Ohio for their model Public Relations practices.

People are creatures of habit. They often prefer to dine at restaurants they're familiar with because they know what they like. But **the Crow's Nest Diner**, a local North Canton spot serving classic American cuisine, managed to break that routine and attract new customers. **This summer, the Crow's Nest Diner collaborated with 11 other local restaurants to launch a summer-long challenge.** Participants needed to visit all 12 restaurants, collect a stamp at each one, and turn in the finished stamp booklet to earn a T-shirt as a reward. By participating in this challenge, customers discovered new places and supported local businesses.

This business deserves this month's spotlight because it effectively utilized two key PR

strategies in this campaign.

First, Crow's Nest Diner knew its audience—locals who've lived in North Canton for most of their lives and love supporting their community. The challenge was perfectly tailored to appeal to this sense of local pride and community support.

Second, they found the right partners. By teaming up with a diverse mix of local businesses—ranging from a coffee shop to a cupcake shop – they shared customer bases and created a collective strategy that benefited everyone involved.

By creatively engaging their community and collaborating with other local businesses, the Crow's Nest Diner has not only energized the local dining scene but also demonstrated how **effective PR strategies can bring people together and support the growth of a vibrant, interconnected community.**

We have an exciting semester ahead! Take a look at our Fall schedule here!

Fall 2024 SCHEDULE

PRSSA KENT

Vision Board Night (social): Tuesday, Aug. 27 at 5:30 p.m.

Bring your laptop and join us as we create vision boards for the upcoming semester! While you're creating your vision board, you'll have the opportunity to learn more about PRSSA and ways to get involved this year. **Meet us in Franklin 312.**

PR Career Paths: Tuesday, Sept. 3 at 5:30 p.m., Franklin 340

Wondering what PR career path is right for you? **Hannah Mayer,** regional marketing coordinator at **Live Nation**; **Camryn Stephens,** sponsorship marketing specialist at **KeyBank; Deanna Stevens Ulrich,** director of digital content at **Kent State University; Zach Zdanowicz**, strategist of social media at **JOANN Stores;** and **Caroline Willis,** Film and Series Publicist/Account Coordinator at **Allied Global Marketing** are here to talk about their roles in the PR field and answer questions you may have.

Icons & Influence: How Beyoncé, Taylor Swift, and Celebrities connect with fans, shape behaviors and spark movements and cultural trends : Wednesday, Sept. 18 at 6 p.m., Franklin 340

Join **PRSSA** and **AAF Kent State** to learn about the strategies celebrities use to connect with fans and shape cultural trends. We will be joined by **Dr. Marcus Collins,** professor at the University of Michigan, best-selling author and former digital strategist for Beyoncé, and **Dr. Hannah Wing**, assistant professor at Wichita State University and researcher on Taylor Swift's brand

From Cleveland to Krypton: The Superman Film Experience and The Greater Cleveland Film Commission's PR Approach: Tuesday, Oct. 8 at 6 p.m. , Franklin 340

Join us as we hear from **Bill Garvey**, president of **The Greater Cleveland Film Commission**, about how the film commission navigated the filming of the Superman movie in Cleveland and the PR strategies and tactics used throughout the filming process.

Unlocking AI Potential: Strategies for Using AI in Effective Communication: Tuesday, Oct. 22 at 5:30 p.m., Franklin 317

How can we use AI responsibly while using it to positively impact the work we do? **Cathy McPhillips**, chief growth officer of the **Marketing Artificial Intelligence Institute** will lead a workshop about how we can ethically use AI tools in the field of Public Relations. **Bring your laptop** to practice what you learn in this workshop.

Fashion PR in the Age of Influencers: Tuesday, Oct. 29 at 5:30 p.m., Franklin 340

Social Media is constantly changing the landscape of how brands can connect with their audiences. Hear from influencer **Aimon Ali; Lauryn Oglesby,** Email and Mobile Digital Marketing Coordinator for **American Eagle Outfitters**; and **Kelly Gentile,** Vice President of Creator Strategy at **Influential** discuss how influencers impact how brands reach their audiences.

World Kindness Day: Tuesday, Nov. 12 at 5:30 p.m., Franklin 317

Celebrate World Kindness Day, Nov. 13, with PRSSA Kent by making t-shirt tote bags for Flashes Fighting Hunger. **Bring old t-shirts** to use if you have them!

Check our social media channels for all updates! @prssakent
RSVP at PRSSAKENT.com

KENT STATE UNIVERSITY | School of Media and Journalism

KENT STATE UNIVERSITY | College of Communication and Information

We can't wait to see you there!

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