The PRview

Fall meetings, internships, Bateman and more!

September 2022

Welcome back, PR Kent!

Kayla Polansky, President

Hello everyone, and happy fall semester! My name is Kayla Polansky, and I am this year's PRSSA Kent president.

I am a senior public relations major with a minor in fashion media. I have been involved in PRSSA Kent since my first semester here at Kent State and was elected to the executive board in my second semester. PRSSA Kent has given me so many opportunities to grow not only as a student but as a PR professional. This professional organization allows our members to connect with professionals that are actively practicing public relations practice in the workforce.

As we look forward to a busy semester, we have a variety of topics to be covered, including PR in the food industry, DEI&B, blogging and even a trip to the Akron Zoo!

If you have any questions, concerns or want to grab a coffee to chat about PR classes, please feel free to email me at *kpolans2@kent.edu*. I can't wait to meet you all this semester and help you become involved in PRSSA!

All the best,
Kayla

Click here for more information about our Fall 2022 schedule.

Come to the Fall Social!

Have you been in the mood for a picnic lately? Perhaps you're a little country? Or country club? Maybe you want to make some new friends or new connections in the College of Communication and Information? You should come to PRSSA's Fall Social!

Theme: Country vs. Country Club
Where: Outside of Franklin Hall, near front entrance steps
When: September 12th at 7:00 p.m.

The Fall Social is a fun way to interact with our new officers on the executive board. It is the perfect opportunity to ring in the fall semester with some great company and food. We hope to see you there!

Click here to RSVP by 9/9

Executive Board members, Eve and Maddie, talking to potential members at Blastoff!

What is PRSSA?

Katie Masko, Vice President of Communications

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.

Email Vice President of Membership, Eve Krejci, with questions.

Click here for National PRSSA to become a member.

PRSSA's National Bateman Competition!

Apply now to be considered for the prestigious national PRSSA Bateman Competition!

This national competition challenges student teams to research, plan, implement and evaluate a public relations campaign. It's an outstanding real-word experience for students that translates into portfolios, internships and even jobs. The competition is part of a three-credit-hour practicum course, which can serve as an elective for your major or minor.

This year's client will be announced on Sept. 19.

Email Professor Moore with questions.

Click here to apply!

Meet the new Executive Board!

From Left to Right
Front row: Kayla Polansky (President), Mia Cadle (NMGZ Chair),
Maggie Werren (Social Media Manager), Cami Lanning (DEI&B Co-Chair)
Middle Row: Chania Crawford (DEI&B Co-Chair),
Grace Kindl (VP of Fundraising and Community Outreach),
Maddie Goerl (VP of Professional Relations), Katie Masko (VP of Communication)
Back Row: Macy Rosen (Web Manager), Blake Serrano (Chapter Account Executive)
Eve Krejci (VP of Membership), Emily King (Special Events Coordinator)

Learn more about the Executive Board.

A day in the life of a PR Intern

Social media is a much more complex job than most people think. It's a fast-moving world, whether it is staying on trends or keeping the voice the same throughout posts. I think social media is an unrespected job that not a lot of people fully understand. I got to see what real businesses do every day and I will forever respect companies who have a great social media presence because it's one tricky world.

Special Events Coordinator, Emily King, recaps her summer internships.

Read more about Emily's internships.

National Millennial and Gen Z Community

NMGZ, also known as the *National Millennial + Generation Z Community*, is a community designed to allow individuals to express their ideas and meet new people. Students receive opportunities to sit down one on one with executives from companies like McDonald's, Paramount Studios, and Walt Disney. By being a part of this community, students have the chance to ensure executives hear their thoughts and secure opportunities to travel and network.

To be part of this community is to be part of a group of people who want to change the world. Professors Luke Armour and Stefanie Moore, professors of public relations courses in Kent State's School of Media and Journalism, advise the chapter. They hope to encourage students to embrace their uniqueness and be proud of their ideas.

Click here to email NMGZ Chair, Mia Cadle, with any questions

Internships and Job Opportunities

Looking for an internship? *See this document* for an updated list of Public Relations internships. Internships are crucial for gaining real-life skills and experiences. All Public Relations majors need at least one internship to graduate. Here are few examples of available opportunities:

- **Allied Global Marketing:** Field Marketing Internship
- **Iron Horse Logistic Group:** Marketing Intern
- **Stow-Munrow School District:** Technology and Public Relations Intern

Contact PR Internship Coordinator, Professor Moore, with questions.

Are you looking for an on-campus Public Relations related job? Search on Handshake for job openings and applications. Use Flashline credentials to make an account. Some opportunities include:

- **Student Communications Coordinator, Institutional Advancement:** Division of Philanthropy and Alumni Engagement
- **Student Media Marketing + Promotions Specialist:** Kent State Student Media
- **Student Assistant (MDJ Resources Lab):** School of Media and Journalism

Click here for Handshake.

Do you know how many PRSSA Points you have?

Check out this *google doc* to view your membership points. Attend meetings, join committees, write for the newsletter, participate in activities or become a board member to earn points. If you plan on attending International Conference, points are extremely important to get first choice on special events.

Contact Chapter Account Executive, Blake Serrano, with any questions.

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