

ISSUE 1 | MAY 2026



Thank you to our Members

This past semester, our chapter held events and welcomed guest speakers that ignited our passion for the public relations field. We also attended conferences and built relationships with other PRSSA chapters around the world. While this past semester has been very exciting for our organization, we are ecstatic for what's to come. Thank you to our members for making this past semester one for the books.

Toastmasters leadershapes public speaking strategies

On March 25, 2026, Jennifer Magas, J.D., assistant professor of public relations, and PRSSA welcomed Susan Vineta, Ed.D., a Toastmasters leader and experienced public speaker, as a guest speaker for SPCH 2000 Fundamentals of Human Communication. Vineta shared practical strategies for improving public speaking skills, focusing on preparation, audience engagement and body language. "Before you utter your first word, stand still, make eye contact with three different people in the room, and smile," Vineta said. "It signals confidence before you even say hello." She also discussed the "power of posture" as a key element in building confidence and connection with an audience.



During Professional Development Week, Jennifer Magas, J.D., assistant professor of public relations, and NSU PRSSA hosted a series of workshops designed to prepare students for career success. "Resume and Refreshments," held March 20 via Zoom, focused on resume development and job application strategies, while "LinkedIn and Lattes" on March 30 provided an interactive session on building a professional brand and expanding networks. The series continued with "S'mores and Social Media" on April 1, featuring guest speaker John Deptulski, who shared insight on social media strategy and branding, and concluded with "Pastries and Portfolios" on April 3, guiding students on how to effectively showcase their work. The workshops offered hands-on learning to support their professional growth.

Professional Development Week 2026

Students gain industry insight at Miami Sports and Entertainment Conference

On Jan. 15, DCMA students attended the Miami Sports and Entertainment Conference at the Kaseya Center, gaining firsthand insight into careers across the sports and entertainment industry. The trip was organized by Jennifer Magas, J.D., assistant professor of public relations and NSU's PRSSA chapter, with several DCMA students serving as student ambassadors and promoting the event on social media before, during and after the conference.

Hosted by the IMPACT Learning Institute and Felisa Israel, the conference brought together 135 students from multiple schools for an immersive experience at the home of the Miami HEAT. Students participated in



interactive panels featuring sports, public relations and marketing professionals, including Andy Elisburg, senior vice president of basketball operations for the Miami HEAT, and Aubrey Walton, executive director of host cities commercial and strategic management for the FIFA World Cup 2026. Attendees also experienced a live recording of the Legends of Sport Podcast, offering a behind-the-scenes look at sports and media production.

NSU PRSSA attends 2026 PRSSA Leadership Assembly

NSU PRSSA President Kayla McGee and Vice President Yasmin de Andrade Rodrigues represented the chapter at the 2026 Public Relations Student Society of America Leadership Assembly held April 10–12 in New Orleans. The event brought together student leaders from chapters across the nation for roundtable discussions and keynote sessions focused on authentic leadership, chapter development, collaboration, and navigating the communications industry amid the rise of artificial intelligence. Sessions emphasized



strategies for strengthening student organizations, early-career development, and maintaining human-centered leadership in public relations. McGee and de Andrade Rodrigues also connected with PRSSA members worldwide, exchanged best practices with other chapters, and participated in the organization's governance by voting in the next international board. The experience provided valuable insight and new perspectives that will help guide the continued growth of NSU PRSSA.

GUEST SPEAKERS



Victor Aimi

Founder, Else Public Relations | PRSA SunShine District President



Allison Montgomery

External Communications Manager at Disney Cruise Line



Cami Sarria

Creative Director and Strategist | Founder @selftheagency.



Toby Srebnik

Manager, Public Relations and Communications, Truly Nolen | PRSA Greater Fort Lauderdale Immediate Past President



Victoria Seremeta

Sr. Communications Strategist & Brand Communications Lead, JM Family Enterprises



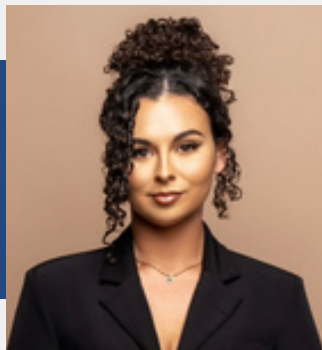
Allison Collett

Senior Communications Specialist, JM Family Enterprises, Inc. | PRSA Greater Fort Lauderdale President



Claudia Ruiz Levy

Owner, CRL MEDIA LLC



Bella Giaquinto

Public Relations Associate, Tidehouse Agency



John Deptulski

Owner, Hello Media



NSU PRSSA SELECTED TO HOST ICON 2026

NSU's Public Relations Student Society of America chapter has been selected to host the PRSSA track of ICON 2026, the organization's premier international conference, set for Oct. 17 to 20 in Orlando, Fla. The selection follows a competitive bid process led by student leaders Kayla McGee, Nicolette Sobit, Yasmin De Andrade Rodrigues and Alexandra Hernandez, positioning NSU on the national stage among top PRSSA chapters.

As host, the NSU PRSSA team will play a key role in shaping the conference experience, working with speakers to develop programming and coordinating sessions, workshops and special events. Students will gain hands-on experience in event planning, strategic communication and large-scale collaboration while contributing to a high-impact professional conference that brings together students, educators and industry leaders from across the country.

UPCOMING EVENTS

INFLUENCERS AND ICE CREAM

DATE: APRIL 6TH
TIME: 2-2:50PM
LOCATION: UC 354

Joined by guest speakers Cami Sarria and Allison Collett, Influencers and Ice Cream allowed our students to engage in conversations about influencer marketing, brand collaborations, and the power of social media storytelling.

CV WORKSHOP

DATE: APRIL 8TH
TIME: 12-1PM
LOCATION: ASL 1040

During this informative workshop, our students learned how to build, refine, and elevate their CV's while gaining tips that will set them apart in internships, jobs, and beyond.

LINKEDIN'S AND LATTES

DATE: MARCH 30TH
TIME: 2-2:50PM
LOCATION: UC 354

As part of our workshop series this semester, our students learned to elevate their LinkedIn presence, build their professional brand, and connect with others- all while enjoying a latte.