

PRSSA Attends Leadership Assembly

by Timmy Kwong

As a Junior Executive Board member of Manhattan College's Public Relations Student Society of America (PRSSA) Chapter, Madison Mulkgian, a current sophomore, had the honor of attending the annual PRSSA 2021 Leadership Assembly.

The Leadership Assembly is a unique opportunity for PRSSA members to not only expand their leadership skills within the field of PR, but also to learn new ways to improve the future of the industry. Due to the ongoing pandemic, the PRSSA

National Committee opted to hold a virtual assembly on April 15 and April 16. The assembly had a series of live and recorded webinars for attendees to participate in during the two-day virtual event.

"It is really interesting to see how the committee made it virtual this year, yet I am still able to interact with people from different [places] without being there," Mulkgian commented. "Every event I attended had an open chat so you could discuss a certain topic or ask any questions [to the panelists]."

“It is really interesting to see how the committee made it virtual this year, yet I am still able to interact with people from different [places] without being there –Madison Mulkgian

she felt overwhelmed when she realized that PR professionals take on major responsibilities in their respective roles.

"I am sure I will input what I have learned [in the PRSSA 2021 Leadership Assembly] into my academic work as well as my future career endeavors," Mulkgian reflected. "As a Junior Executive [board] member, I am grateful for the experiences to help me better prepare [for an] active role in the Executive Board in the upcoming semester."

Mulkgian will run for the Operation Coordinator spot in Manhattan College's PRSSA chapter's upcoming executive board election. ★

