SLS 16RS-1328

2016 Regular Session

SENATE RESOLUTION NO. 46

BY SENATOR MILLS

SENATE. Commends JoLena Broussard for winning the Ruth Edelman Public Relations Student Society of America Award.

1	A RESOLUTION
2	To commend JoLena Broussard for winning the Ruth Edelman Public Relations Student
3	Society of America Award.
4	WHEREAS, the Ruth Edelman Public Relations Student Society of America
5	(PRSSA) Award recognizes student members of the society who have demonstrated
6	achievement in women's leadership, women's studies or have contributed significantly to the
7	field of public relations to promote women's issues; and
8	WHEREAS, JoLena Broussard, a senior in the Louisiana State University Manship
9	School of Mass Communications, is a native of New Iberia, Louisiana, and the second
10	Manship student to receive this prestigious award, which has been in existence only three
11	years; and
12	WHEREAS, Broussard is a public relations major with minors in business
13	administration and leadership development and is currently the PRSSA executive board
14	member and has been the director of ImPRint Communications, a nationally affiliated
15	student-run public relations firm at LSU for the past two years; and
16	WHEREAS, JoLena has worked closely with Hands Producing Hope, a social
17	enterprise whose mission is to invest in the lives of women in Costa Rica and Rwanda by
18	offering education, employment and life skills workshops; and

SLS 16RS-1328

1	WHEREAS, Broussard will receive a fifteen hundred dollar cash award and the
2	opportunity to complete a three-month paid internship in the Edelman's United States office
3	of her choice; and
4	WHEREAS, Edelman is the world's largest public relations firm, with more than five
5	thousand employees in sixty-five cities, as well as affiliates in an additional twenty-five
6	cities; and
7	WHEREAS, the award is presented in partnership with Edelman's Global Women's
8	Executive Network to recognize young women of promise in the public relations field; and
9	WHEREAS, students vying for the award are evaluated on their leadership,
10	career-related achievements and activities and social media and digital presence in addition
11	to recommendations from faculty members and industry professionals; and
12	WHEREAS, Broussard will graduate in May from the Manship School and has been
13	accepted into the LSU Flores Masters of Business Administration program; and
14	WHEREAS, JoLena Broussard states that her ultimate goal is to own her own public
15	relations firm and she expects that the experience and connections she makes at Edleman
16	will assist her in eventually taking her firm to the international and global level.
17	THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana
18	does hereby commend JoLena Broussard for winning the Ruth Edelman Public Relations
19	Student Society of America Award.
20	BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to
21	JoLena Broussard.

The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Mary Dozier O'Brien.

SR 46 Original

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