

SENATE RESOLUTION NO. 46

BY SENATOR MILLS

A RESOLUTION

To commend JoLena Broussard for winning the Ruth Edelman Public Relations Student Society of America Award.

WHEREAS, the Ruth Edelman Public Relations Student Society of America (PRSSA) Award recognizes student members of the society who have demonstrated achievement in women's leadership, women's studies or have contributed significantly to the field of public relations to promote women's issues; and

WHEREAS, JoLena Broussard, a senior in the Louisiana State University Manship School of Mass Communications, is a native of New Iberia, Louisiana, and the second Manship student to receive this prestigious award, which has been in existence only three years; and

WHEREAS, Broussard is a public relations major with minors in business administration and leadership development and is currently the PRSSA executive board member and has been the director of ImPRint Communications, a nationally affiliated student-run public relations firm at LSU for the past two years; and

WHEREAS, JoLena has worked closely with Hands Producing Hope, a social enterprise whose mission is to invest in the lives of women in Costa Rica and Rwanda by offering education, employment, and life skills workshops; and

WHEREAS, Broussard will receive a fifteen hundred dollar cash award and the opportunity to complete a three-month paid internship in the Edelman's United States office of her choice; and

WHEREAS, Edelman is the world's largest public relations firm, with more than five thousand employees in sixty-five cities, as well as affiliates in an additional twenty-five cities; and

WHEREAS, the award is presented in partnership with Edelman's Global Women's Executive Network to recognize young women of promise in the public relations field; and

WHEREAS, students vying for the award are evaluated on their leadership, career-related achievements and activities and social media and digital presence in addition to recommendations from faculty members and industry professionals; and

WHEREAS, Broussard will graduate in May from theanship School and has been accepted into the LSU Flores Masters of Business Administration program; and

WHEREAS, JoLena Broussard states that her ultimate goal is to own her own public relations firm and she expects that the experience and connections she makes at Edelman will assist her in eventually taking her firm to the international and global level.

THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana does hereby commend JoLena Broussard for winning the Ruth Edelman Public Relations Student Society of America Award.

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to JoLena Broussard.

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PRESIDENT OF THE SENATE