

May 2018 Newsletter



Managing Today's Complex Digital Landscape & Changing Algorithms

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President's Letter

We're in good hands. With the college semester coming to an end, I had the chance to catch a glimpse of new talent in the making.

Our Rollins PRSSA chapter has elected its new slate of board officers for the coming school year and it's quite impressive. Alexis Perez will be taking the helm and will begin by participating in the National PRSSA Rally in Scottsdale. She's looking forward to learning about innovative ideas to help Rollins PRSSA continue successfully down its newly charted path. They already have some great ideas for new programs in the fall.



On April 27, I was honored to represent PRSA Orlando at UCF's Senior Salute: Night of the Stars! The Nicholson School of Communications presented the best and brightest from the Class of 2018, and rising senior, Stefi Marcowicz, was named recipient of the PRSA Orlando/Frank R. Stansberry Scholarship. She'll have three internships under her belt by the end of the year. Frank, himself, was there to welcome her to the profession! Through this scholarship, the Orlando chapter of PRSA is a proud partner to the University of Central Florida and is committed to helping develop a talent pipeline supporting the future of our profession.

Make sure to come to our May breakfast program to meet these ambitious young professionals. Let's make sure we support - and keep up with - this emerging generation! "Managing Today's Complex Digital Landscape & Changing Algorithms," will be presented by Edelman Orlando VP of Digital, Josh Greenberg, and Edelman Orlando Senior Account Executive of Digital, Matt Giacalone on Thursday, May 17 at

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New Members

Kevin Gibson

Trent Joseph Perrotto

Dain Weister

the Citrus Club.

Also don't miss the PRSA Orlando Spring Social Mixer at 6 p.m. at Ace Café on Thursday, May 24. It will be "bad to the bone."

Sincerely,

Scott McCallum, APR

2018 President, PRSA Orlando Regional Chapter

Don't Forget to Register for Our May 2018 Event!

PRSA Public Relations Society of America
Orlando Chapter

MANAGING TODAY'S COMPLEX DIGITAL LANDSCAPE & CHANGING ALGORITHMS

Edelman

Josh Greenberg
Edelman Orlando
VP of Digital

Matt Giacalone
Edelman Orlando
Senior Account Executive of Digital

Whether you manage the entire function or contribute to an organization's communications, social media continues to quickly evolve in an ever-changing atmosphere. Navigating platform trends and developing content requires an ongoing understanding of the rules of engagement. Edelman Orlando VP of Digital, Josh Greenberg, and Edelman Orlando Senior Account Executive of Digital, Matt Giacalone, will discuss the complexities of today's digital landscape, such as how social platforms are addressing "engagement hacking" through algorithms, how to shift your brand's social focus to encourage conversations and selecting the right content and spokespersons for your brand. Also learn how to leverage Edelman Trust Insights to create meaningful and trustworthy content.

Thursday
05.17.18

TIME: Registration – 7:30 a.m.; Program – 8 – 9:30 a.m.
LOCATION: Citrus Club, 255 Orange Ave., Suite 1800, Orlando, FL 32801
We will keep you updated at PRSAOrlando, Twitter, Facebook, LinkedIn.

REGISTER NOW

REFUND POLICY Refunds will not be issued unless cancellation order is received at least 48 hours prior to event.

• \$25 for members • \$40 for nonmembers • \$15 for students

We want to give a big thank you to our May program sponsor:

xperientsm

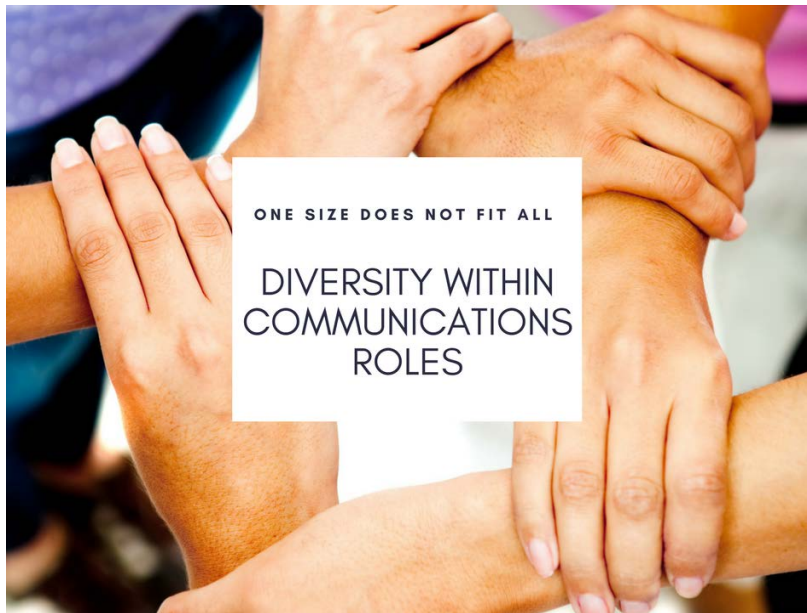
Spring Social Mixer - See You There?



Our upcoming Spring Social Mixer will be held on Thursday, May 24 at Ace Cafe Orlando at 6:00 p.m.! Interested in attending? Click [HERE!](#)

Also, we would like to thank Ace Cafe Orlando for letting us host our monthly Board of Directors meetings there for free every month. We sincerely appreciate it!

Diversity Blog - Diversity Within Communications Roles



By Alyssa Badalenti, Diversity & Inclusion Chair

One size does not fit all: Diversity within communications roles

I previously led communication strategies for an accounting firm and gained invaluable experience from this role. However, I remember feeling a little “out of the group” among my peers who had the traditional PR role for the local agencies who market for big brand names. Here I was, building out tax marketing lingo for a campaign I was proud of, yet sensed it wasn’t “sexy” enough to share with others.

Then, a PRSA member asked me to lunch so I could share some advice on best practices for email headlines based on what I’ve learned from my job. I was honored. Although I knew that I could write a book on the subject, I assumed this person would rather ask someone else since my financial audience may have been too lackluster.

Removing bias and embracing differences

This encouraged me to remove my own bias within the diversity of communications roles and instead embrace the differences between us. PRSA has given me reassurance that all of us have something sexy about our jobs because we all have something the others do not. Each of us brings something unique to the table. That’s what makes us stand out from the crowd.

Besides, we already have diversity in most other aspects of our roles, despite the strength that unifies us by being in the same industry. Some of us are single executives. Others have three children and two pets. Some work from home. Some communicate to employees and some communicate to the media. Some work on websites while others tweet.

One size does not fit all

Just like how our society continues to make changes to be more inclusive, we as a profession are doing the same thing. Last year, PRSA changed the use of “public relations professional” to “communications professional.” This will better reflect our membership base and avoid having members

feel “out of the group” because our profession expands beyond traditional PR roles. This change will help show that PRSA encompasses a society for all communications roles to learn and advance from.

Our network of members provides a huge benefit to continuing your professional growth. So no matter what company you work for, what title you have, or what audience you communicate to, we are all unique and diverse within communications; and we all have something to learn from one another.

Congratulations to the PRSA Orlando Frank R. Stansberry Scholarship Recipient



Congratulations to the PRSA Orlando Frank R. Stansberry Scholarship Recipient Stefi Markowicz.

Stefi is majoring in public relations, and recently completed her public relations internship at Curley & Pynn Public Relations.

The PRSA Orlando/Frank R. Stansberry Scholarship at UCF helps encourage bright, eager young men and women to major in public relations and become the next generation of practitioners.

Apply for a Scholarship to

Attend the International Conference in Austin!



PRSA Sunshine District is offering one scholarship to a Sunshine District member to attend the [2018 PRSA International Conference](#). This year's conference will be held October 7-9 in Austin. The scholarship will cover ONE conference registration (\$1,295 value). Transportation and hotel costs will be the responsibility of the recipient.

To be considered, please [submit a completed application by Wednesday, May 20](#). A selection committee will choose the scholarship recipient by Wednesday, June 20.

Rollins PRSSA Elects 2018-2019 Officers

In April, Rollins PRSSA elected its slate of officers for the coming 2018-2019 school year. The chapter is going into its third year on campus. As President and National Assembly Delegate, Alexis Perez will attend the PRSSA 2018 Leadership Rally in Scottsdale, AZ June 1-3. She will network with other PRSSA student leaders and begin charting a course for her leadership role and the chapter's priorities in the coming year. She is supported by a board of six student officers. Positions are as follows:

Incoming President/National Assembly Delegate:
Alexis Perez

Outgoing President:
Silvia Luengo

Vice President:
Hannah Jureller

Secretary/Treasurer
Chandler Kansey

Public Relations Director:
Lya Dominguez

Historian:
Olivia Johanson

Community Relations:
Sydney Pultman



Kudos:

Melissa Dodd, APR, Ph.D.

Congratulations to Melissa Dodd, APR, Ph.D. who earned tenure and promotion to Associate Professor at the UCF Nicholson School of Communication at the University of Central Florida.

Kena Lewis, APR

Congratulations to Kena Lewis, APR who received a certificate of appreciation from the FBI's Department of Justice in recognition of her exemplary contributions to the investigation of the Pulse Night Club terror attack.

Jessi Blakley, APR

Congratulations to Jessi Blakley, APR on being an Orlando Business Journal Woman to Watch.

Findsome & Winmore

Kudos to the team at Findsome & Winmore for moving into a two-story office space in Winter Park.



[Do you have kudos to share? Submit to VP of Communication, Jaylen Christie.](#)

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