

# June 2018 Newsletter



## The Power of Community Engagement: What Ever PR Professional Should Know

[REGISTER](#)

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## President's Letter

The past few months have been an interesting study of how some of the world's most visible brands respond to bad behavior by its ambassadors, to say the least. After an April incident when Starbucks employees called the police on two black men for using the bathroom without making a purchase, the company closed its stores on May 29 to deliver racial sensitivity training. On the exact same day, ABC canceled its hit comeback sitcom, "Roseanne," after its namesake posted a racist Twitter statement, undoubtedly costing the network millions of dollars in ad revenue and potential large payouts to its writers and other actors.



And then, here we go again... the following day on May 30, late night talk show host, Samantha Bee, referred to President Trump's daughter using extremely vulgar language. Parent network, TBS, admitted its mistake of allowing it but has not fired the comedian. Although, some sponsors have pulled their advertising.

We don't yet know the PR function's role in these companies putting purpose above short-term profits, but we do know that long-term reputational damage does impact the bottom line. This is a real-time learning opportunity for our profession. Where do you draw the line? When do you drop the hammer - swiftly - to ensure your organization is proactive and clear about its core values?

A recent study conducted by Cone Communications and Porter Novelli discussed how "Purpose-driven brands will lead in the marketplace." Brand purpose is described as how an organization defines what it stands for, its values, and its

## Board

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Linda Costa  
Communications

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Appleton Creative

[Marketing Communications Manager](#)  
Hale Fire & Safety

[Social Media/Content Strategist](#)  
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## Resource Links

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[Member Benefits](#)

[APR Accreditation](#)

## Refer a friend to PRSA



Facebook Twitter Website LinkedIn

## New Members

Claudia Arbona

Julie Ann Demmig

authentic role in society. The research indicates that more than three-quarters of Americans believe it's no longer acceptable for companies to just make money. Survey respondents said companies need to identify, communicate and live their purpose to maintain relevance, trust and competitive advantage. They feel that a company's operations should be in alignment with its unique purpose, with corporate social responsibility as the primary way to articulate and share their purpose. "Companies must walk-the-talk to demonstrate their purpose in action," the study concludes.

Our June program could not be more timely. "The Power of Community Engagement: What Every PR Professional Should Know" will be moderated by Mark Brewer, CEO of the Central Florida Community Foundation and feature experts in corporate social responsibility from Florida Hospital, Orlando Magic, and Edyth Bush Institute at Rollins College. Come hear how building strategic and authentic community relationships can help forge a long-term, esteemed reputation for your company, enhance its brand, and make a positive impact in your community. Hope to see you there.

Sincerely,

**Scott McCallum, APR**

2018 President, PRSA Orlando Regional Chapter

# Don't Forget to Register for our June Event!

# THE POWER OF COMMUNITY ENGAGEMENT:



## WHAT EVERY PR PROFESSIONAL SHOULD KNOW

Community relations. Corporate social responsibility. Community engagement. Philanthropy. Volunteerism. What do these phrases have in common? They are valuable tools every PR professional should employ for brand building. Building strategic community relationships between your company and your community can help forge a long-term, esteemed reputation for your company and make a positive impact in your community.

Are there community outreach strategies that work best for certain companies or industries? Does being a good corporate citizen also make a positive impact on the bottom line? Join us to hear from leading brands and community engagement experts to learn how investing in community relations initiatives builds brands and leverages non-profit organization's community impact.

The panel discussion will be moderated by **Mark Brewer**, CEO, Central Florida Community Foundation.

#### Panelists include:

- **Kecia Carroll**, Corporate Social Responsibility Advisor to Edyth Bush Institute at Rollins College
- **Samantha Kearns-O'Lenick**, Director of Community Health and Impact at Florida Hospital
- **Linda Landman Gonzalez**, Vice President of Social Responsibility at the Orlando Magic

#### PANELISTS

#### MODERATOR



KECIA CARROLL



SAMANTHA  
KEARNS-O'LENICK



LINDA  
LANDMAN GONZALEZ



MARK BREWER

# THURSDAY 06.21.18

**TIME:** Registration begins at 7:30 a.m.; Program begins promptly at 8 a.m.

**LOCATION:** Citrus Club, 255 Orange Ave., Suite 1800, Orlando, FL 32801

**REFUND POLICY:** No shows will be invoiced. Refunds will not be issued unless cancellation order is received at least 48 hours prior to event.

We will keep you updated  
at PRSAOrlando, Twitter,  
Facebook, LinkedIn.



PRESENTED BY:



**REGISTER NOW**

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

#### Support the PRSA Orlando/Frank R. Stansberry Scholarship at UCF

The PRSA Orlando/Frank R. Stansberry Scholarship provides financial assistance to one full-time University of Central Florida student majoring in public relations each year. PRSA Orlando recently reached its financial goal of endowing the scholarship by raising \$25,000, but there is still much more to do. Your contribution to the PRSA Orlando/Frank R. Stansberry Scholarship at UCF will help encourage bright, eager young men and women to major in public relations and become the next generation of practitioners. Donating is easy and tax deductible. Just click to donate today:  
<http://www.prsaorlando.org/about-us/stansberry-scholarship.html>

Special shout-out to Finfrook for

sponsoring this month's program!



## **We've got some exciting news to share! Join PRSA now to receive membership to a special Section!**

Join PRSA between now and June 30, 2018 and you can receive membership to a Section of your choice free\* (\$60 value) when you use the code SECTIONS18. Explore each Section to see which is right for you!

### **Eligible Professional Interest Sections:**

- Association/Nonprofit
- Corporate Communications
- Counselors to Higher Education
- Educators Academy
- Employee Communications
- Entertainment and Sports
- Financial Communications
- Health Academy
- Independent Practitioners Alliance
- Public Affairs and Government
- Technology
- Travel and Tourism

### **As a Section member, you'll receive:**

- A Section newsletter
- Professional development opportunities
- Networking opportunities online and at select events

- Volunteer opportunities
- Discounts to Section sponsored events (when applicable)

Have questions? Please email Beth Swanson, Co-VP Membership Recruitment at [beth@swansoncomm.com](mailto:beth@swansoncomm.com).

\*This offer does not include the Counselors Academy or New Professionals Sections and is not available to Associate member types (\$200 or less annual dues) and current or renewing members. Refer to <https://www.prsa.org/membership/membership-categories> for details.

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## Diversity Should Be Celebrated All Year Long

*By Alyssa Badalamenti, Diversity & Inclusion Chair*

*"Diversity is the one true thing we all have in common. Celebrate it every day." - Anonymous*

June 12 marked two years since the Pulse nightclub tragedy in Orlando. 49 beautiful lives were taken senselessly. Through the heartbreak, our city has since become more unified in its strong voice for diversity and inclusion because of who we are and who we represent. But when remembering this tragic incident and many others along the way, it's hard not to be reminded of how much hate still exists in the world.

*"Ultimately, America's answer to the intolerant man is diversity." - Robert Kennedy*

That being said, while we can't raise a magic wand this minute, we can do our part to build a greater immunity to hate and be more representative of diversity by deliberately being inclusive within our companies, our associations, and our own daily lives.

Just [check out this list of 26 companies](#) who celebrate diversity all year long. These companies are LIVING their differences, not just preaching it. Embracing all types of people, ridding the norms, and seeing a good person as a good person are what help shape D&I for all members of society.

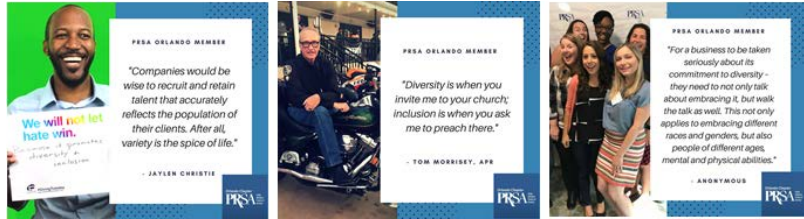
*"Our ability to reach unity in diversity will be the beauty and test of our civilization." - Mahatma Gandhi*

Recently our PRSA Orlando chapter board of directors decided we wanted to make a statement to our members that reflects our chapter on diversity and inclusion in addition to [PRSA's national defined role](#). After some brainstorming, we quickly realized....ONE STATEMENT? That's like trying to sum up 200+ resumes on one Post-it note. Rather than providing one local statement that represents our chapter, we decided to reach out to our members to gather their own thoughts directly about D&I and use it to enforce our policies more authentically. Because like true practice, we should always

incorporate our members into the discussion.

*"We need to give each other the space to grow, to be ourselves, to exercise our diversity. We need to give each other space so that we may both give and receive such beautiful things as ideas, openness, dignity, joy, healing, and inclusion." - Max de Pree*

Here's a little glimpse of what's to come:



My PRSA  
Learning

## Webinar: Supercharge Your PR Writing for Better Results!

Participate in this webinar to sharpen the core writing skills required for social media posts, news releases, blog posts, speeches, media pitches and any other PR document. After this session you'll be writing faster, using fewer words, and achieving bigger impact. But don't expect to sit back and zone out - you'll be pecking away at your keyboard during the session, learning by doing the exercises that demonstrate the new techniques.

[Click HERE to learn more!](#)

## Save The Date: Media Mashup!

*BREAKING NEWS*

# 2018 MEDIA MASHUP

UCF Rosen College - 9907 Universal Blvd., Orlando



**SAVE THE DATE!**  
**JULY 20 8A-1P**



Breakout Sessions | Speed Networking | Panel Discussions  
Breakfast and Lunch Keynotes

Learn the latest tips and tricks for media placement, tech tools, social media, influencing executive policy and more -- straight from top reporters, editors and producers.

[Click HERE to learn more!](#)

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**Learn More: PRSA  
Sunshine District  
Conference!**



[Click HERE to learn more!](#)

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## PRSA International Conference Scholarship Available!

As a benefit to our valued members, PRSA Orlando is excited to offer a member scholarship to the 2018 PRSA International Conference in Austin, TX, October 7-9, 2018!

The PRSA International Conference in Austin will spotlight the intersection of technology and media, and lead the competition by providing unparalleled information, strategies and tools for the new trends impacting the industry – essential to your professional success. This year's Conference will expand your network with powerful colleague connections and enhance your skill set with the latest best practices.

[Click HERE for more information.](#)

The winner will receive a stipend of \$750 to cover a portion of your attendance expenses. The recipient must have a financial need and be willing to submit an article to the PRSA Chapter newsletter highlighting conference takeaways within 30 days of return.

The deadline to apply is Monday, August 13, 2018.

[Click HERE for full details and application.](#)

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### Kudos:

**Susan Ennis, APR**

Congratulations to Susan Ennis, APR for being appointed to Vice President of Communications at Girl Scouts of Citrus Council.



## Finfrock

Congratulations to Finfrock for landing on the Orlando Business Journal's 2018 Residential Real Estate Awards!

## Image Award Winners

Congratulations to the following Image Award winners: &Barr, Curley & Pynn, Florida Municipal Power Agency, Orange County Government, Orlando Health, OUC -- The Reliable One.



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

Become a Member of PRSA Orlando



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