

August 2018 Newsletter



Behind the Opening of Universal's Volcano Bay: The Good, the Bad & the Ugly

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President's Letter

Are the public relations and communications professions diverse? Is PRSA diverse? And what roles in our organizations should we play in promoting and influencing diversity and inclusion?

These are healthy questions to be asking ourselves in August when PRSA celebrates Diversity and Inclusion Month. Searching for answers, I dug into our PRSA Orlando chapter demographics to learn more about who we are. It was interesting... We're very diverse when it comes to age, years of experience, the type of organizations we work for, and the industries we represent. We're also highly educated—60 percent hold bachelor's degrees and 25 percent hold Master's. But here's an obvious fact: our membership is predominantly white and female.

PRSA National recognizes this disparity by saying, "While the practice of public relations in the United States has undergone dramatic changes, a lack of diversity in communication management positions persists. Many studies indicate that the industry still struggles to attract young Black, Asian and Hispanic professionals to pursue public relations as their career of choice."



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Costa Communications Group

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[Public Relations Fall Intern](#)

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In an age when more organizations aim to communicate inclusively, and cultural and other differences among people are as celebrated and valued as much our similarities, we need to learn from one another how this should shape our communications and our profession. PRSA Orlando will begin this journey through our inaugural “Dinner, Diversity, and Dialogue” project: an informal gathering of hand-selected diverse communications practitioners. We aim to extract and document greater thinking around diversity and inclusion in our communities, in the workplace, and within our association. We will publish the results in an upcoming thought paper and consider turning the dinner gatherings into a series of ongoing opportunities to convene people and ideas.

One key observation of our membership composition is that nearly 20 percent serve the tourism, travel and hospitality industries. There’s no doubt our members play a key role in helping promote and sustain this key driver of our local economy. It’s always interesting to learn about the exciting PR activities and strategies of our local tourism players and theme parks. So, I hope you’ll join us on Aug. 16 at the Citrus Club for “Behind the Opening of Universal’s Volcano Bay: the GOOD, the BAD, and the UGLY.” Thank you to our sponsor, Curley & Pynn. See you there!

Sincerely,

Scott McCallum, APR

2018 President, PRSA Orlando Regional Chapter

Behind the Opening of Universal's Volcano Bay: August 16

In 2017, Universal Orlando Resort opened its third theme park: Volcano Bay. It was a launch that provided great communication opportunities and challenges, as hundreds of media guests from around the world traveled to experience and cover the monumental grand opening. Alyson Lundell, APR, CPRC, senior director of corporate communicators for Universal Orlando, will share the strategy as well as the good, the bad and the ugly in this PR case study.

[Register now.](#)

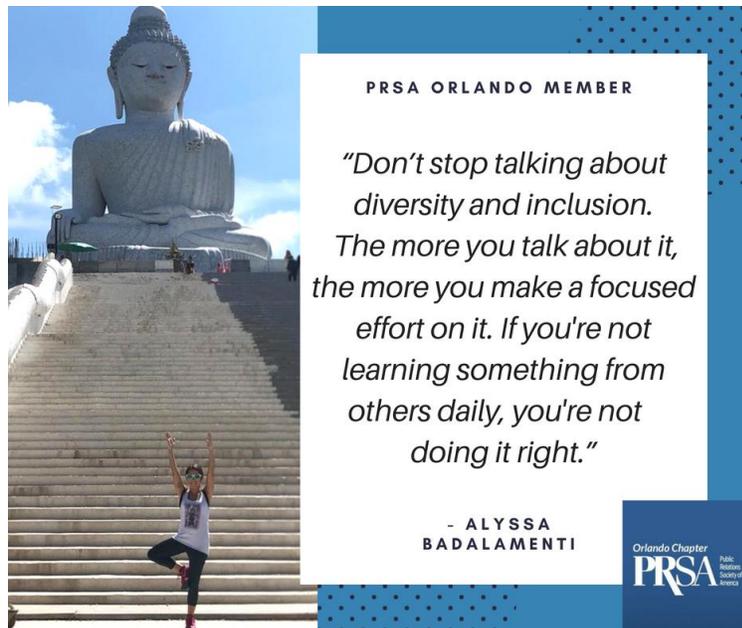
New Members

Cheryl Carson - Central
Florida Presbytery

Doragnes Bradshaw - DeBe
Unlimited, LLC

Thank you to our sponsor: [Curley & Pynn](#).

August is PRSA Diversity & Inclusion Month



By Alyssa Badalamenti, PRSA Diversity and Inclusion Chair

PRSA recognizes August as its Diversity and Inclusion month, a time to focus the spotlight on advancing the profession through representation of the hardworking communications professionals of diverse backgrounds and thought.

Throughout the last couple of months, we've asked our members to share with us what diversity and inclusion means to them. Through these messages, we've been able to gain a better understanding of how our chapter defines diversity and inclusion. Check out our [Twitter](#) and [Facebook](#) as we share more quotes this month and in the long-term so that we can continue to shape what diversity and inclusion means to the PR profession.

PRSA's National Diversity and Inclusion Committee has also been working diligently to advance the diversity discussion through industry events, mixers, awards and more. The PRSA Orlando chapter has followed suit. We will continue to work toward making diversity and inclusion a yearlong

recognition by increasing the visibility of our members and providing best practices and resources to advance diversity in all levels of the profession.

Do you have a quote to share? Send an email to [Alyssa Badalamenti](#) on what diversity and inclusion means to you.

PRSA International Conference Scholarship: Apply by Aug. 13

As a benefit to our valued members, PRSA Orlando is offering a 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 also expand your network with powerful colleague connections and enhance your skill set with the latest best practices.

The winner will receive a stipend of \$750 to cover most of your attendance expenses. The recipient must be a member with a financial need and must submit a conference recap article and real-time social media and/or video during the conference.

Deadline to apply is next Monday, Aug. 13 by noon. [APPLY NOW.](#)

Congrats New APRs



From left to right:

- Alayna Curry, APR, Orlando Health, FPRA Immediate Past President
 - Mandy Kimmer, APR, CPRC, Orange County Government, FPRA VP of Accreditation
 - Alyssa Chandler, APR, Orange County Animal Services, New APR
 - Tommiea Jackson, APR, UCF Nicholson School of Communications, New APR
 - Morgan Shepard, APR, &Barr, New APR
 - Heather Keroes, APR, Curley & Pynn, PRSA Orlando President-Elect
 - Susan Ennis, APR, CPRC, Girl Scouts of Citrus, PRSA Accreditation Chair
 - Rich Donley, APR, Mort Crim Communications, PRSA Accreditation Chair
- Not pictured: Jennifer Roberts, APR, Adventist Health System, New APR



Upcoming Webinars

Webinars are free to PRSA members.

[Timely Talent Training and Talk](#)

Sept. 4, 2018

[How to Prepare a Personal Crisis Plan](#)

Be Prepared to Be Ethical

Sept. 13, 2018

[NEW! Get Opened, Clicked, Read & Shared](#)

How to write e-zines and email blasts

Sept. 20, 2018

[Driving Earned Media and Student, Alumni and Community Engagement through Record Breaking Experiences](#)

Sept. 25, 2018

Reminder: New Member Promo!



Use promo code SUMMER18 on your membership application before August 31 and receive a \$25 Amazon gift card and waived initiation fee (\$65). For less than \$300 a year, you can connect with colleagues in PR, marketing and communications for advice and fun! Questions? Contact [Beth Swanson](#).

Gain Visibility and Support PRSA Orlando Through Sponsorship

By sponsoring one or more of PRSA Orlando's signature programs or communication platforms, your organization and products gain visibility among professional leaders while supporting the premier professional society for public relations professionals. We offer a variety of sponsorship opportunities including events and the PRSA Orlando job board, seen by thousands of professionals monthly. Discounts also are available through packaging multiple sponsorships throughout the year. To learn more about how your organization can benefit from sponsorships, please contact PRSA Orlando Sponsorship Chair [Heather Wilson](#).

 **Kudos:****Kathy Pierson**

Congrats to Kathy Pierson who recently celebrated the ninth anniversary of Kathy Pierson Communications.

Lauren George

Congrats to Lauren George, APR, who was recently promoted to Senior Manager, External Communications at Hilton Grand Vacations.

Andrea Farmer

Congrats to Andrea Farmer, APR, CPRC, who returned to the Kennedy Space Center Visitor Complex as director of sponsorship.

Carter Flynn

Congrats to Carter Flynn for her promotion to Senior Marketing Specialist at BDO USA, LLP.



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

Become a Member of PRSA Orlando 

Orlando Regional Chapter: PRSA · PO Box 1212 · Orlando, Florida 32801 · USA

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