

# July 2018 Newsletter



## 2018 MEDIA MASHUP

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### President's Letter

This column is dedicated to our outstanding 2018 PRSA Orlando Board of Directors. Looking back at this year so far, I'm truly proud of all they've accomplished in giving back to our profession and delivering valuable experiences and benefits to our members.



- Finance: The Board of Directors of PRSA Orlando takes our fiduciary responsibilities seriously. This is our top priority. By counting your pennies and budgeting for what we can afford, we have a healthy treasury. We maintain reserves at 50 percent of our operating budget (indicated as best practice by PRSA National), and we steward our surplus according to ongoing (and rising) expenses.

- Programs: High quality and relevant monthly PRSA Orlando programs continue to draw communications professionals from throughout Central Florida. With an attendance of nearly 50 people at each event, topics have included the response to the 2017 hurricanes, the rise of UCF, the story of a nationally recognized whistleblower, Arnold Palmer's legacy, the continued evolution of social media, and corporate social responsibility. I hope you agree it's been a good year for PRSA Orlando programs!

## Kudos

### PRSA Orlando Job Board

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[Director of Communications](#)  
Hilton Grand Vacations

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Give Kids the World

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### Resource Links

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### Refer a friend to PRSA

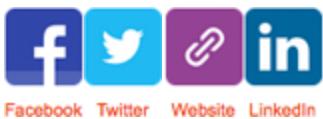
- **Membership:** We continue to maintain a large presence in the local PR community and we are more than 240 chapter members strong. We've welcomed 30 new members just this year! These healthy membership numbers allow us to have three Assembly Delegates representing our interests at the annual national Leadership Assembly. Interestingly, 30 percent of our members have been part of PRSA Orlando for more than 10 years, and 10 percent for more than 20 years! Shout out to Belton Jennings, APR who joined PRSA Orlando in 1973 and still maintains his membership!

- **Accreditation:** More than a quarter of our current membership has earned the Accreditation in Public Relations (APR) designation. And through our partnership with the Orlando chapter of the Florida Public Relations Association, we hosted Spring APR Workshops for 11 people interested in pursuing Accreditation. The Orlando region continues to be one of the most successful communities in the nation for preparing and passing Accredited PR professionals.

- **Student Relations:** PRSSA has entered year-three of its presence on the Rollins campus and continues to solidify itself as the premier student organization for communications majors. Students enjoyed two extremely popular Spring programs, and the 2018-2019 Chapter President just returned from National PRSSA Leadership Assembly in Austin ready to kick off the school year in August. We again were pleased to award a UCF student with the endowed PRSA Orlando/Frank R. Stansberry Scholarship to encourage bright, eager young men and women to major in public relations and become the next generation of practitioners.

- **Diversity:** Diversity is important in our profession now more than ever. That's why PRSA Orlando established a Diversity & Inclusion board chair in 2017 and continues to discuss D&I through our monthly Diversity Blog featured in the newsletter and on the Blog tab of our new website. An upcoming PRSA Orlando social media campaign will feature our members describing what D&I means to them.

- **Communications:** PRSA Orlando launched a new website for 2018 reflecting our modern profession, hosting 22,200 page views and 3,281 visitors. The website is dynamic through continuously updated content, eye-catching graphics, and a scrolling slider graphic that promotes a variety of content on the homepage. On the social media front, PRSA Orlando launched a LinkedIn page and gained 78 new Facebook followers and 274 Twitter followers since January 1. That's an 11 percent increase for both social channels in just six months! Our most direct communication continues to be through emails



Facebook Twitter Website LinkedIn

## New Members

Barbara Smith

Yasir Mercado

Stephanie Rolon

and this newsletter. Since January 1, these communications have been opened 3,785 times. And guess who opens them up most frequently: **Laura Lord!**

- Leadership: Every board member is a leader and a team member. We understand the power of contributing individually and collectively. We are fortunate to have the guidance of our Immediate Past-President, President-Elect, and VP of Administration. They support and drive the success of each aforementioned accomplishment.

Thank you for taking the time to read this lengthy column and taking a few moments to understand how much your Board cares about your PRSA Orlando experience. As Chapter President, I'm honored and lucky to be supported by such enthusiastic and passionate professionals. Take a moment to refresh yourself on [who they are](#), and feel free to thank them by clicking on their photos to access their email addresses.

Sincerely,

**Scott McCallum, APR**  
2018 President, PRSA Orlando Regional Chapter

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**Deadline for Media Mashup  
Registration: Noon,  
Wednesday, July 18!**



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 register!](#)

**Rollins PRSSA Chapter  
President Attends National  
Student Leadership Rally**



On June 1, incoming leaders of PRSSA gathered in Scottsdale for the student organization's annual Leadership Rally. PRSA Orlando sponsored Rollins PRSSA President Alexis Perez to attend the unique professional development opportunity.

"This past weekend has been such a wonderful experience! Along with making a group of friends I hope to see at future PRSSA events, I've learned so much information that will be useful in helping grow PRSSA Rollins," said Perez. "The leaders at the rally had lots of great insight on how to expand our chapter and give members of PRSSA Rollins the knowledge and skills they need to succeed in their field. I can't wait to share the notes and ideas I've taken down during this conference with everyone."

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## Easy, Breezy Value for New Members

*By Beth Swanson, Co-VP of Membership Recruitment*



We've got a hot offer for new members!

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!

[Click HERE to learn more!](#)



## Three Upcoming Webinars!

Webinars are free to PRSA members -- and there are three upcoming ones we believe are worthy of interest!

- [Turn on Your Idea Machine](#) (to Generate More Public Relations and Marketing Buzz) -- July 17, 2018
- [Writing Boot Camp](#) | Catch Your Readers with These Writing Basics -- July 19, 2018
- [Deciphering the HR Lingo](#) | Learn What Employers are Really Looking for When Building their Communication Teams - July 26, 2018

Be Sure to Register for  
Our August Program!

**PRSA** Public Relations Society of America  
Orlando Chapter

**UNIVERSAL** ORLANDO RESORT

**Behind the Opening of Universal's Volcano Bay:**

**the GOOD, the BAD and the UGLY**

In 2017, Universal Orlando Resort opened its third theme park, Universal's Volcano Bay, redefining the water theme park experience. 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 communications for Universal Orlando, will share the strategy created to launch this massive development, as well as the good, the bad and the ugly in this PR case study. A PR practitioner for more than 15 years, Lundell has spent the majority of her career in the tourism industry promoting Central Florida's major attractions.

**Thursday 08.16.18**

**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.  
 • \$30 for members • \$45 for nonmembers • \$15 for students

Sponsored by:  
**curley & pynn**  
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[Click HERE to learn more!](#)

## Maintaining Quality and Value!

PRSA Orlando strives to provide high-quality programs, activities, and benefits for our members, students and the

local public relations profession. And like most organizations, our costs for doing business go up over time. To responsibly maintain the level of service you're accustomed to, the price for attending the monthly program will increase by \$5 for both members and non-members to \$30 and \$45, respectively, beginning in August. The student price will not change and remains at \$15. It has been more than 10 years since the program registration price has been adjusted for inflation. We hope you understand the economics of this decision and continue to enjoy all our PRSA Orlando chapter has to offer.

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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:****Betsy Culpepper**

Congratulations to Betsy Culpepper for being promoted to Vice President of Marketing & Communications at Habitat for Humanity Greater Orlando and Osceola County.

**Finfrock**

Congratulations to Finfrock for being ranked as the number one construction company in Central Florida by the Orlando Business Journal and for landing the #17 spot on the Orlando Business Journal's Fast 50 list!

**Corkcicle**

Congratulations to Corkcicle for landing a spot on the Orlando Business Journal's Fast 50 list!

**Edelman Orlando**

Thank you to Edelman Orlando for speaking about the Trust Barometer at #PRSASunCon!



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

Become a Member of PRSA Orlando



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

