



Orlando Chapter

November 2018 Newsletter



PRSA ORLANDO

FALL MEMBER MIXER

REGISTER

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President's Letter

Admittedly, we should practice gratitude year round; but I do use November as a perfect opportunity to remind myself of the numerous blessings for which I should be thankful. Here's my top-five list that I hope resonates with you.

1) I am grateful for the Public Relations Society of America. Our organization serves as a guiding light throughout our careers. It has not only been a source of cherished professional and personal relationships, but it also provides continuous learning opportunities and the framework for ethical professional behavior, which is the cornerstone of our profession.



2) I am grateful to the inspiring pros in our Central Florida market and around the U.S. who generously share their time, expertise and passion to help us all become better at our profession. If you've made a presentation at a PRSA program or have published thought leadership - thank you. If you have mentored a student or young professional - thank you. And if you are an educator cultivating the next generation of PR leaders - thank you. We need more people like you.

3) I am grateful for a profession that is thriving, evolving and growing with endless opportunities to achieve great things, to shape the world we live in, and to make a difference in the lives of others. Our roles have expanded, earned more prominence, and become more valued as media and technology continue to change. It's exciting to think about what our work will look like 10 years from now.

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New Members

Kaleigh DeHart

Krystal Diaz

companies creating new jobs. From tourism and healthcare to technology and agriculture, Central Florida has it all and is only getting better.

5) I'm grateful to my fellow PRSA Orlando board members who volunteer countless hours (in addition to their day jobs) to plan our programs and activities, solicit sponsors, coach APR candidates, retain and recruit new members, mentor college students, champion diversity and inclusion, represent our interests to National, oversee our finances and governance, and keep you up-to-date via the website, social media, and this newsletter. Please take a moment to show your thanks when you see them.

What are you thankful for? Tweet @PRSAOrlando with the hashtag #Grateful4PRSA.

Sincerely,

Scott McCallum, APR

2018 President, PRSA Orlando Regional Chapter

P.S. I'm also grateful for two fantastic opportunities to engage with PRSA Orlando this month. Click the banner above to learn about our Fall Member Mixer at Disney Springs on Nov. 15. And if you're an APR, don't pass up the opportunity to earn maintenance credits at the Professional Development Summit on Nov. 30!

Don't forget to Register for Our November Event!



Sponsored by:

PAN
COMMUNICATIONS

FPRA
Florida Public Relations Association

IA BC
International Association
of Business Communicators
Central Florida

FRIDAY 11.30.18

Rosen Shingle Creek

7:30 a.m. - 12:00 p.m.

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AGENDA

- 7:30 - 8:00 a.m. – Registration and Networking
 8:00 - 9:30 a.m. – Keynote address
 9:30 - 9:45 a.m. – Break
 9:45 - 10:45 a.m. – Breakout Session 1
 10:45 - 11:00 a.m. – Break
 11:00 - 12:00 p.m. – Breakout Session 2

Breakfast included. Conference concludes after the second breakout session.

Qualified attendees will receive one APR Maintenance credit.

KEYNOTE ADDRESS



MOIRA VETTER
*Author and Founder and
 CEO of Modo Modo Agency*

The Great Untold Story of The Entrepreneur

The invaluable role of PR in giving voice to greatness
**Moira Vetter, Author and Founder and CEO of Modo
 Modo Agency in Atlanta, she has also been featured in
 Forbes, Fox News, and CNBC**

Entrepreneurs are the inventors and creators in our society. But often, while being great story-makers, they often are not great story tellers. Entrepreneurs who want to lead in business rely heavily on PR to help them tell their stories, gain visibility, secure capital and achieve their place among the greats.

BREAKOUT SESSIONS: *(Choose two to attend)*

"ALWAYS IN A HURRY"...ENSURING ACCURACY IN WRITING/PROOFING

MODERATOR:

Doreen Overstreet, Senior Public Information Officer for Orange County Government

PANEL:

Jack Roth, Writer/Author/Producer

Mary Tindall, Writer/Editor/Content Strategist, president of Mary Tindall Communications

Mark Walker, Creative Director, Vistana Signature Experiences

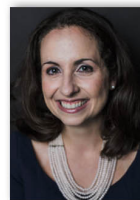
In the fast-paced world of public relations, we're all in a rush ... so how can we prioritize our editing and know what is most important? How can we make our message stronger when we're short on time? The panel will discuss some tips and offer examples to help "slow down" and ensure both accuracy of grammar and content? Join us for an interactive panel with various editing experts.



DOREEN OVERSTREET, APR



JACK ROTH



MARY TINDALL



MARK WALKER



DINA MAGDOVITZ

OWNING YOUR CONTENT: THE KEYS TO IMPACTFUL BRAND STORYTELLING

Dina Magdovitz,

Senior Account Executive, PAN Communications

This session will focus on owned content – what it is, what it can do for your business/brand, and key best practices for making it impactful. From mastering voice, style and flow to honing in on specific thought leadership messaging platforms to drive industry engagement, attendees will gain a deep understanding of how to boost their personal or business brand through owned content.



RICH DONLEY

THE C-SUITE: GAIN THEIR RESPECT TO EARN (AND KEEP) YOUR SEAT AT THE TABLE

**Rich Donley, APR, Senior Vice President, PR/Marcom,
 MCCI - Mort Crim Communications, Inc.**

So, you want to be heard and taken seriously by the C-suite? How do you earn this often-elusive position? What does it take to keep it? Through an interactive discussion and drawing on industry examples and decades of personal experiences that range from routine to bizarre. Rich will provide PR/communications

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11/30/18 | Rosen Shingle Creek
 Registration 7:30 a.m. - Program 8 a.m.

2019 PRSA Orlando Board Nominees

It is our honor to present the following nominees for PRSA Orlando Regional Chapter's board of directors in 2019. The following list has been reviewed and approved by a nominating committee consisting of past chapter officers and representatives. It shall be presented for vote during the next annual meeting of the chapter, to be held during our professional development summit on Friday, November 30, 2018. If approved by the majority of members in attendance, the new board will serve a term beginning January 1, 2019 through December 31, 2019.

Proposed Board Slate:

Heather Keroes, APR	President
Rich Donley, APR	President Elect
Scott McCallum, APR	Immediate Past President
Morgan Shepard, APR	VP, Finance
Suzanne Eamigh	Assistant Treasurer
Laura Lord-Blackwell, APR	VP, Accreditation
Maria Wyatt-Uhl	Co-VP, Membership Recruitment
Carter Flynn	Co-VP, Membership Retention
Betsy Culpepper	Co-VP, Programs
Michele Plant Kroupa	Co-VP, Programs
Heather Wilson	Co-VP, Programs
Jaylen Christie	VP, Communications
Kimberly Devitt	VP Administration
Morgan Roush	Social Media Chair
Andrea Dennis	Website/Job Bank Chair
Alyssa Badalamenti	Diversity & Inclusion Chair
Ellie Hodgkins	Sponsorship Chair
Wendy Roundtree	Scholarship/Student Relations Chair
Lauren Leetun, APR	Assembly Delegate
Stefanie Macfarlane, APR	Assembly Delegate
Beth Swanson, APR	Assembly Delegate

Diversity Blog



By Alyssa Badalamenti, Diversity & Inclusion Chair

By now, everyone has replaced ‘millennials’ with ‘Gen X’ in their editorials, and millennials are looped in with the previous generations who grew into having negative stereotypes of the newest generation. Why is it that with every generation we get into this cycle of comparing habits and perceiving them to be negative? Why does it have to be this way? Often, I hear it’s because “they don’t understand.” As communicators, it’s our job to understand our audience, but how can we communicate properly if we don’t shape our messages for a diverse audience? Rather than writing the same way we always have because it makes sense to *us*, we could instead seek input from generations outside our own. How we work, communicate, and consume is different among generations. By understanding why we have differences and what they are, we can communicate more effectively to our audiences.

Take a look at this chart taken from Dr. Susan MacManus’ editorial column, [“Shining the Spotlight on Florida’s Youngest Registered Voters: A Generational Approach.”](#) In her column, Dr. MacManus writes, “Each generation is different demographically and in its exposure to various major economic, social, technological, and political events that can impact vote decisions.” Each generation has had its own shaped opinions based on major life events and the presidential office held. Each life event also holds different weight in terms of importance. Add on differences in race, gender, religion, etc...it’s no wonder why we often hear that “they just don’t understand.”

Jennifer J. Deal, a research scientist with the Center for Creative Leadership, argues that the generations now of working age value essentially the same things as older generations. **“The so-called generation gap is, in large part, the result of miscommunication and misunderstanding, fueled by common insecurities and the desire for clout,”** she says. It’s easy to understand that each generation has had different experiences and thus probably has a unique perspective to communications and how they represent their work and their organizations. And naturally through the growth of resources, technology and transparency, public relations is going through its own generational growth. However, public

any generation could benefit by understanding generational differences and seeing the value in working as part of a multigenerational team. We just need to ask the right questions.

By working with multigenerational teams, we can more effectively communicate by seeking input on how key messages come across to different generations. According to the Pew Research Center, there was a drop in media viewership from the last calendar year across most modes (newspaper, cable/network/local television, and digital-native news), with the exception of radio and social media. Communicators have always needed to be aware of how their audiences consume media and adapt to the changing trends; this is true for any generation. Communicators can be successful by understanding how each generation consumes media, and by using a variety of communication types to reach their target audience. Example: “Check it out” versus “You may find the video below;” It’s especially important for internal communicators when talking to employees of diverse age groups. Communicators would benefit from studying and/or talking to generations different than their own to ensure key messages reflect the audiences being communicated to. Just remember, one way of communication is not better than the other; they’re just different approaches to relaying the same key message to an audience that understands it better.

Key Takeaways from the 2018 PRSA International Conference



Submitted by Lauren Leetun, APR

Many people associate Austin with “keeping it weird,” and while I did happen to come across one or two locals who were

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up in one word, it would be inspiring. I must thank the Orlando chapter for providing me with a scholarship to attend. As an independent practitioner, expenses surrounding a conference of this scope and magnitude can sometimes feel a bit out of reach. But thanks to the scholarship, I was able to see and hear from some of the most interesting public relations and marketing minds around the globe. Leaving ICON, I felt energized and ready to take on new challenges for my current and future clients.

One of the recurring themes among keynote speakers at the conference was how much of a difference public relations professional can - and should - make during a time when many audiences feel more divided than ever. Perhaps Former U.S. Secretary of Labor Robert Reich put it best when he said: "You have a great deal of influence over the tone of our national communications. You have a great deal of influence over your clients in terms of helping them to understand that civility - and by that, I mean just merely being respectful - is critically important and is good for them as well as for the country."

The overarching theme of this year's conference was communications convergence, and it's a concept I'm sure most of us grapple with from time to time. What really constitutes a journalist nowadays? What is considered real news and what isn't? I can tell you that there were several encouraging statements I heard from those in PRSA leadership at the national level that made me feel well-represented and defended. There are people in some of the highest positions of our organization that are consistently going to bat for PR professionals who may feel embattled or tired of having to fight against the notion that we provide 'fake' news on behalf of our clients. I was also encouraged to hear that leadership is turning its attention to the value that PRSA's sections provide members; as a section leader myself, I have witnessed firsthand how important it can be to meet - even if it is virtually - with others who are in similar roles to brainstorm ideas, discuss hurdles, and even partner from time to time.

One of the most exciting pieces of news I heard during conference was that ICON will be held in beautiful, sunny climates for at least the next two years. San Diego is next up in 2019, and, believe it or not... ORLANDO is slated to play host in 2020. As you well know, a lot can happen in any given profession in two years' time, and given our current political climate and the fact that Orlando's 2020 ICON will be held right before a presidential election, I think we've got a great opportunity to showcase just how critical public relations professionals are when it comes to leading both a national, and international, narrative.

Leaving Austin, I was grateful for the opportunity to reconnect with some old friends and to meet some new ones, and I was especially appreciative of the opportunity to learn from some of the best and brightest in this business. I'm excited to put what I learned into action in the weeks and months ahead, and look forward to what I'll most certainly learn in San Diego, Orlando, and beyond.

great city.

PRSA Adds Grievance Process, Amends Two Bylaws at Annual Leadership Assembly

Submitted by Laura Lord-Blackwell, APR, Assembly Delegate

PRSA delegates gathered at Leadership Assembly in Austin, TX to review and vote on proposed changes to the bylaws. Two of the six proposed amendments to the bylaws passed. These amendments update the definition of a “member in good standing” and establish a grievance procedure for the organization.

“These bylaw changes establish that PRSA is committed to defining precisely the standards of our membership, and to instituting procedures that address any concerns or allegations about activities that do not uphold those standards,” said Anthony D’Angelo, APR, Fellow PRSA, 2018 National Chair, Public Relations Society of America.

Four other proposed amendments put up for a vote at the Leadership Assembly failed to pass. PRSA encourages and respects spirited and constructive debate on the organization’s governance. PRSA Orlando was represented at Leadership Assembly by Heather Keroes, APR (proxy for Kathleen Prihoda, APR); Laura Lord, APR; and Wendy Roundtree (proxy for Mandy Taylor, APR). PRSA Orlando and the Society thanks all voting delegates, volunteers and members for their thoughtful contributions and ongoing commitment to improving the society.

Kudos:

Orlando Health Media Relations Team

Kudos to Orlando Health's media relations team -- Kena Lewis, APR, Sabrina Childress, Alayna Curry, APR, Desmond Jordon, Geo Morales, APR and Reather Dawson -- on moving from 73 West Underwood Street to a new office at 1401 Lucerne Terrace!

Shayla Cannady

Kudos to Shayla Cannady, senior manager of public relations for Orange County Public Schools for being recognized among the honorees of the 35 Under 35 Class by the National School Public Relations Association!

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