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Orlando Chapter

# December 2018 Newsletter



## Cutting Through The Digital Noise

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## President's Letter

The Public Relations Society of America is essential. Our organization unifies us in a way that adds value to the work we do, to our organizations and clients, and to our identification as practitioners and professionals. Whether it's the vast network of members throughout the country, or the professional development and networking available through conferences and ongoing programs provided by National, district and our local chapter, PRSA offers a long list of benefits and opportunities to keep you relevant and connected. Our Code of Ethics, guidance, awards programs, and Accreditation in Public Relations (APR) are the foundation for professionalism in the field of communications and public relations.



I hope that as you set your goals for the coming year, you will consider how engaging with PRSA can help you achieve success. Make it a priority to attend local programs and networking events. You can check all that is new by visiting our website [www.prsaorlando.org](http://www.prsaorlando.org). If you've been thinking about pursuing the APR, 2019 just might be your year. And setting up a coffee date with one or more of your peers is made easy by logging into [www.prsa.org](http://www.prsa.org) and accessing the online directory at MyPRSA. One of the best ways to make the best use of your PRSA membership is by getting involved. We always welcome your input and involvement at all levels of our organization.

Thank you for allowing me to lead the Orlando Regional Chapter of Public Relations Society of America. I've been honored to work alongside a dedicated and passionate board of directors who give of their time generously. I know Heather Keroes, APR will lead an energized board and will chart the course for another successful year. Happy holidays! May you have a blessed and prosperous New Year.

Sincerely,

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## Resource Links

[Board of Directors](#)[Member Benefits](#)[APR Accreditation](#)

## Refer a friend to PRSA



Facebook Twitter Website LinkedIn

## New Members

Kristine Concepcion

Joseph Culotta

Kathryn Deen

Jo Marie Hebler

Heidi McBurney

Edith Monllor

# Registration Now Open For Our January Program

Kick off the new year with PRSA Orlando during [our first event of 2019](#). Join us the morning of **Thursday, January 17** as the co-founders of [CTS Agency](#) - Greg Trujillo and Carolyn Capern - share practical techniques to cut through the digital noise on online marketing platforms and make an impact with your audience. Key takeaways will include:

- Identifying the key differences between audience-first marketing and brand-first marketing;
- Understanding what it takes to craft 'thumb-stopping content' for digital media; and
- Developing practical promotions strategies to get your message in front of your audience.

Thanks to [FINFROCK](#) for their sponsorship of our event. [REGISTER HERE](#).



# PRSA GIVES BACK

**SATURDAY, DECEMBER 15****8:30 a.m. - Noon**

PRSA Orlando invites you to give back by volunteering at the Member Share Grocery Program at Up Orlando: United Against Poverty. Bring your family and friends, and spread some cheer before the end of the year! Dress in holiday attire and enjoy time with your friends from PRSA Orlando.

**Project Description:**

Volunteers will assist with the Member Share Grocery Program with cleaning, stocking, and organizing shelves. There's not much heavy lifting involved, but there is a lot of bending, squatting, standing, etc. Volunteers will also help with the Emergency Food Pantry by taking inventory and restocking items.

**Attire and Requirements:**

Wear comfortable, family friendly attire and closed toe shoes. Feel free to wear your favorite holiday shirt, or holiday themed outfit. We encourage you to bring family and friends. Children under 18 must be accompanied by a parent/guardian.

**Parking & Transportation:**

We are located at 150 W. Michigan St. Orlando, FL 32806. [Volunteers are to park in our South Lot](#), which is right past our member lot on Joseph Street in the white fenced in area.

RSVP to [scott.c.mccallum@disney.com](mailto:scott.c.mccallum@disney.com).



RSVP by clicking [here](#).

# Wrapping Up The Year: Best of #PRDiversity Twitter Chat Dec. 18

## Best of #PRdiversity



Chat | Tuesday, Dec. 18 @ 2 pm EST

National Diversity & Inclusion Committee co-hosts with 2018 Chapter Diversity Award Winners:

1<sup>st</sup>) Southeastern Wisconsin Chapter (@PRSAWis)

2<sup>nd</sup>) Orlando Chapter (@PRSAOrlando)

3<sup>rd</sup>) Nashville Chapter (@PRSANashville)

@PRSADiversity | #PRdiversity

Join us Dec. 18 at 2 p.m. on Twitter as we discuss why diversity and inclusion should be CONSTANTLY addressed and incorporated within our profession. We'll talk best practices and share ideas from the three PRSA chapters recognized this year for PR diversity initiatives, including yours truly, PRSA Orlando! We were honored to receive such a recognition, especially because we know that we have A LOT more work to do.

This year, our goal for the PRSA Orlando chapter was to stay proactive and listen to our members' feedback and concerns when it came to diversity and inclusion within the profession. We addressed timely topics in [blog posts](#), shared [members' opinions](#) on the topic, hosted a Dinner, Diversity & Dialogue event to cultivate discussion and ideas, and started weaving diversity and inclusion within everything we do. We have a lot more in store for next year, including more diversity-focused programs, educational whitepapers, and partnerships with other diverse organizations.

As always, we encourage you to send suggestions/comments/ideas to Diversity and Inclusion Chair [Alyssa Badalamenti](#). It takes all of us to make an impact.

## 2019 Sponsorship Opportunities

The [PRSA Orlando Regional Chapter](#) would like to invite you to explore the incredible sponsorship opportunities available in 2019 that are sure to highlight your business in front of the area's most skilled PR practitioners, communicators and influencers. As you know, our PRSA chapter is one of the largest in the state!

There are several levels of commitment to match any budget, including:

- \$150 - \$350: Newsletter, Mixer or Headline Event Sponsorships
- \$350 - \$1,200: Website (Job Bank) Sponsorship

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Please consider supporting your local PRSA chapter in 2019. For more information, contact Ellie Hodgkins: [ehodgkins@thestrategicfirm.com](mailto:ehodgkins@thestrategicfirm.com).

## Explore PRSA's Certificate Programs!



PRSA is the preeminent learning organization for PR and communication professionals and offers a wide variety of events, programs and webinars throughout the year. Additionally, the organization also offers certificate programs.

Learn more by clicking [here](#).

## Kudos:

### Allison Montgomery

Kudos to Allison Montgomery for earning her APR!



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

Become a Member of PRSA Orlando



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