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Orlando Chapter

January 2019 Newsletter



Cutting Through The Digital Noise

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President's Letter

Professional development. Lifelong connections. A guiding voice for the industry. These are the possibilities and attributes that drew me to the Public Relations Society of America (PRSA) when I was a younger professional seeking to enhance my career, and they're what have kept me a member in all the years that have followed. As the new president of PRSA's Orlando Regional Chapter, I have the honor of serving you - fellow PRSA members - by working with our board to offer engaging professional development and networking opportunities, as well as a myriad of programs designed to enhance the profession and the professional.



We have an exciting year in store, starting with our January program, "[Cutting Through the Digital Noise](#)." The program, sponsored by FINFROCK, features the co-founders of [CTS Agency](#), known for their digital wizardry. I encourage you to register and join us as we kick off 2019 with this event.

Do you know your 2019 PRSA Orlando board? We would love to hear from you and invite you to connect with us at our next event, to set up a coffee date, and of course, "friend" us online. You can check out our smiling faces (and email addresses) [on our website](#) or reach any one of us at info@PRSAOrlando.org.

In the most recent issue of [Strategies & Tactics](#), PRSA National Chair Debra Peterson, APR summed up her goal for 2019 in one word: growth. She then expounded upon this to not only encompass membership numbers, but also opportunities for

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Refer a friend to PRSA



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New Members

Steve Rainwater

Beth Maloney Watson

Lesley Harris

Mario Roberts

Chapter are very similar. We want 2017 to be a year of continued growth for our organization and our members.

Here's to a year full of growth and success, however you may define it.

Sincerely,

Heather Keroes, APR

2019 President, PRSA Orlando Regional Chapter

Don't Forget to Register for Our January Event!

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CUTTING THROUGH THE DIGITAL NOISE



Greg Trujillo
Partner | Marketing Technologist | Mind Sorcerer



Carolyn Capern
Partner | Digital Storyteller | Writer & Strategist

Sponsored by:

FINFROCK

Want to inspire loyalty? Raise awareness about what you do? Attract new customers? You've probably already been using online marketing platforms for a while, but here's the problem: so has everybody else. The rise of social media and an increased sense of content overload has challenged organizations to stand out amid the day-to-day 'life in the digital noise.'

CTS Agency co-founders Greg Trujillo and Carolyn Capern will share practical techniques that your business can use to cut through digital noise and make an impact. They've created and implemented effective digital and traditional marketing strategies for FINFROCK, Harbor House of Central Florida, Orlando Science Center, the Central Florida Commission on Homelessness, United Against Poverty – amongst many others; and are regularly featured speakers at digital conferences.

At the end of this session, you will be able to: 1) Identify the key differences between audience-first marketing and brand-first marketing; 2) Understand what it takes to craft 'thumb-stopping content' for digital media; and 3) Develop practical promotions strategies to get your message in front of your audience.

Thursday 01.17.19

PRSA
Public Relations Society of America
Orlando Chapter

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.

REFUND POLICY Refunds will not be issued unless cancellation order is received at least 48 hours prior to event.

REGISTER NOW

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

Register for our January Program and Save the Date for February!

Don't forget to kick off the new year with PRSA Orlando during our first event of 2019 (kindly sponsored by [FINFROCK](#)). Join us the morning of **Thursday, January 17** as the co-founders of [CTS Agency](#) share practical techniques for cutting through the noise on online marketing platforms. [REGISTER HERE](#). Also, save the date of Thursday, February 14 (Valentine's Day!) for our next exciting program. More details will be shared soon.

PRSA International Conference Scholarship Available!

As a benefit to our valued members, PRSA Orlando is excited to offer a member scholarship to the 2019 PRSA International Conference in San Diego, CA October 20-22, 2019!

At the PRSA International Conference in San Diego, you'll be able to choose from a wide range of programs spotlighting the latest in public relations and communications strategies and tactics. At the same time, you'll enjoy opportunities to enhance your personal and professional network while connecting with some of the world's most influential companies and organizations. [Click here](#) for more information.

The scholarship will cover the cost of conference registration. The recipient must have a financial need and be willing to submit an article to the PRSA Orlando Chapter newsletter/blog highlighting conference takeaways within 30 days of return.

The deadline to apply is Friday, February 15, 2019. [Click here for full details and application.](#)

Recap on What Happened at the Best of #PRDiversity Twitter Chat

Best of #PRdiversity



Chat | Tuesday, Dec. 18 @ 2 pm EST

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

1st) Southeastern Wisconsin Chapter (@PRSAWis)

2nd) Orlando Chapter (@PRSAOrlando)

3rd) Nashville Chapter (@PRSANashville)

@PRSADiversity | #PRdiversity

By Alyssa Badalamenti, Diversity & Inclusion Chair

@PRSAOrlando, your chapter implemented a consistent

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PRSA Orlando: We heard feedback from our members that it was refreshing to hear our chapter address #PRdiversity topics in a casual way - just like we were talking at lunch -- rather than a formal “by the book” approach. We learned that being direct in addressing #PRdiversity topics allowed opportunity for more focused discussion with our members. This inspired us to create a new event called Dinner, Diversity & Dialogue to continue those conversations.

Read more on our blog by clicking [here!](#)

Don't Miss Out on APR Workshops

We're gearing up for the 2019 Spring APR workshops, dates to be announced the coming weeks. The workshops, which are free to PRSA members, are not required “classes” but rather a professional development networking group of mentors prepared to help you succeed through the APR process.

For more information, contact our APR Co-VPs:

- Laura Lord-Blackwell, APR (Laura.Lord@ocfl.net)
- Mimi Flatley, APR (mflatley@tcco.com)

Enter the Silver Anvil Awards



PRSA's Silver Anvil Awards recognize outstanding strategic public relations programs that represent the highest standards of the profession. Entries are now being accepted for programs that have occurred in 2018. Members can save by entering their work by the early deadline of February 8. To learn more about this prestigious award program, [click here](#).



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Kudos to Morgan Shepard, APR for being promoted to Public Relations Director at &Barr!

Kena Lewis, APR

Kudos to Kena Lewis, APR with Orlando Health who was inducted into the Central Florida Association of Black Journalists & Broadcasters Hall of Fame for her work as a founding member.

Cappy Surette, APR

Kudos to Cappy Surette, APR, who recently participated in a career advice panel discussion with other Disney leaders at the 2019 Student Veterans of America National Conference.

Mike Ertel, APR

Congratulations to former PRSA Orlando president Mike Ertel on being named Florida Secretary of State.



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

Become a Member of PRSA Orlando

