

April 2019 Newsletter



The Science of PR and Integrated Marketing
– How the Orlando Science Center
Is Making An Impact in Central Florida

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President's Letter

April showers bring May flowers, but did you also know that April is APR month? In the world of communication professionals, the Accreditation in Public Relations (APR) is a mark of distinction achieved through a rigorous and fulfilling process. It is a wonderful testament to our PR community in Central Florida that more than a quarter of PRSA Orlando members have earned their APR. [Accreditation workshops and panels](#) - just some of the many benefits of chapter membership - are ongoing, and we hope to welcome more accredited professionals into the fold later this year.



This is a great time to be a public relations practitioner in Central Florida. [Opportunities](#) abound and we have new talent joining our ranks each semester as students graduate from local universities. As a chapter, we strive to foster connections with these new professionals, in the hopes they will stay and grow with us in Orlando.

For those of us who have more than a few seasons under our belts, PRSA is here to foster continued development and connections. One of the best ways to connect is by attending our monthly events; I hope to see many of you in April as we explore the Orlando Science Center and hear how public relations has played a pivotal role in its growth (more on that may be found below!).

Speaking of events, PRSA Sunshine District Conference is set for July 25-27. This year's conference will be hosted by our PRSA friends in Tampa Bay - not a long drive for us in Orlando!

[Vice President](#)

Poston Communications

[Account Executive](#)

Poston Communications

[Account Supervisor](#)

Poston Communications

MORE JOBS

Sincerely,

Heather Keroes, APR

2019 President, PRSA Orlando Regional Chapter

Be Sure to Register for Our Upcoming April Program!

Resource Links

[Board of Directors](#)

[Member Benefits](#)

[APR Accreditation](#)

Refer a friend to PRSA



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New Members

Laura Dossett



THANK YOU TO OUR GOLD SPONSOR PAN COMMUNICATIONS!

Orlando Chapter

**ORLANDO SCIENCE CENTER***Inspire Science Learning for Life!*

The SCIENCE OF PR and INTEGRATED MARKETING:

How the Orlando Science Center Is Making An Impact in Central Florida



JEFF STANFORD
VICE PRESIDENT
OF MARKETING
ORLANDO SCIENCE CENTER

Join PRSA Orlando on April 25 for breakfast, inspiration and a personal tour of the Orlando Science Center with Jeff Stanford, Vice President of Marketing. Over its 63-year history, public relations has played a pivotal role as part of an integrated marketing strategy to position OSC as an invaluable asset to the Central Florida community. The OSC has recently completed Phase I and II of the Unlock Science Campaign – a multi-year fundraising year initiative – and is currently fundraising for Phase III, which includes a \$10 million grant to support a complete re-imagining of their Nature and Environment exhibit to include animal habitats and immersive technology to engage and educate visitors about our impact on the planet.

THURSDAY 04.25.19

TIME: Registration/Networking begins at 7:30 a.m.;
Program begins promptly at 8 a.m.; Optional OSC tour at 9 a.m.

LOCATION: Orlando Science Center, 777 E. Princeton St., Orlando, FL
Event will be held in the Founders Room on the third floor.

PARKING: Complimentary parking is available in the OSC garage
(across the street from the Center)

REFUND POLICY: No shows will be invoiced. Refunds will not be issued
unless cancellation order is received at least 48 hours prior to event.

For updates, connect with PRSA Orlando on LinkedIn, Facebook & Twitter.

PRESENTED BY: **CTS** {agency}

REGISTER NOW

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

REGISTER NOW

4/25/19 | Orlando Science Center

Registration at 7:30 a.m. - Program at 8:00 a.m.

Don't Miss Out! Register for the Sunshine District Conference!



Set sail to join Florida's top communications professionals and industry leaders at the 2019 PRSA Sunshine District Conference, held July 25-27 in Tampa Bay. Discover hidden treasures during professional development workshops presented by nationally recognized experts in digital strategy, media relations, social media, crisis communications, measurement, corporate communications, campaigns and more. [Register by April 26](#) to take advantage of the early bird rate!

District Conference Scholarship Available

As a benefit to our valued members, PRSA Orlando is excited to offer a member scholarship to the 2019 PRSA Sunshine District Conference in Tampa, July 25 - 27, 2019.

Set sail this summer for Tampa Bay and discover your hidden treasure at the [PRSA 2019 Sunshine District Conference](#). Join hundreds of public relations and communications professionals as well as industry leaders from across the state and throughout the country. This premier event features professional development programming presented by nationally recognized experts in media relations, social media, crisis communications, measurement, corporate communications, campaigns and more.

meats, etc. The winner 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 Friday, April 26th. [Click here for full details and application.](#)

Sunshine District Radiance Awards



The Radiance Awards recognize outstanding strategic public relations programs by Florida practitioners and organizations. The statewide awards recognize the highest levels of professional achievement. The awards highlight PR campaigns and tactics that demonstrate excellence in research, planning, implementation and evaluation, as well as individuals who have shown great commitment to the profession.

Submissions are now open for the 2019 PRSA Sunshine Radiance Awards. [Click here](#) to start your entry.

Considering Your APR?



2019 marks the 55th anniversary of Accreditation in Public Relations (APR) -- and our Orlando chapter has a lot to celebrate. Join us at the April [program](#) for a special recognition of our 60+ APRs in Central Florida.

The APR symbolizes distinction and demonstrates an

Are you a current APR? Help us celebrate this month using #aprmmonth and #ittakesapro on social media. Are you considering your APR? Connect with our co-chairs to learn more about the process:

Mimi Flatley, APR -- mflatley@tcco.com

Laura Lord-Blackwell, APR -- laura.lord@ocfl.net

DECA Volunteers Needed

DECA, a not-for-profit student organization with more than 215,000 members, needs your expertise at their upcoming International Career Development Conference in Orlando this spring.

Make an impact in the lives of students by either signing up as a mentor or a judge at various competitive events.

Judging opportunities:

April 15 & 16, 2019

Collegiate DECA International Career Development Conference

April 29 & 30, 2019

DECA International Career Development Conference
(high school students)

Opportunities to mentor will take place April 27-30, 2019.

To sign up for specific volunteer shifts, visit www.deca.org/volunteer. If you'd like to sign up a group or have general inquiries, contact Stacey Sickler at Stacey@deca.org.

Save The Date: Our Spring Mixer Is Coming Up

Did somebody say tacos? Join your PRSA Orlando friends for our much anticipated spring mixer. Held at [Reyes Mezcaleria](#), you'll enjoy a taco bar featuring a delicious assortment of fresh ingredients, wonderful cocktails and sangria, and good company! A selection of complimentary welcome beverages will be offered, courtesy of Reyes Mezcaleria.

Your registration includes offerings at the taco bar, a welcome beverage, one raffle ticket and networking with the best communications and PR pros in town!

April Membership Promotion

Not a member of PRSA yet or considering rejoining? In April, new and reinstated members pay no initiation fee and receive one year of [Section membership](#) for free. That's a savings of up to \$130! Use code "APRIL19" [on sign-up](#) and don't forget to select PRSA Orlando Regional as your local chapter.



Kudos:

Morgan Sheppard, APR

Kudos to Morgan Sheppard, APR, our VP of Finance, on accepting a new role at High Key Snacks as the company's Director of PR & Influencer Marketing!

Jaylen Christie

Congratulations to Jaylen Christie, our VP of Communication, for being one of the five 2019 initiates of the Delta Xi Lambda Chapter of Alpha Phi Alpha Fraternity, Inc.!



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

Become a Member of PRSA Orlando



