



Orlando Chapter

October 2019 Newsletter



PRACTICE FEARLESS PR
Even when it's easier to
hide in the weeds

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PRSA Orlando Job Board

[Community Relations Manager](#)
 University of Central Florida

[Public Relations Account Executive](#)
 &Barr

President's Letter

It may not feel like fall, but here we are, entering the fourth and final quarter of 2019. Our [next chapter breakfast](#), featuring the chief communications officer of Carnival Cruise Lines, will also serve as our annual meeting. PRSA Orlando members in attendance will be asked to vote on the chapter board slate for 2020. The candidates to lead and serve our chapter in the coming year are listed in this newsletter for your review ahead of the meeting.



Are you interested in getting more involved with PRSA Orlando? You don't have to be a board officer to serve with our chapter, and in fact, we highly encourage participation in the board's supporting committees as a stepping stone to future leadership. And with PRSA's International Conference coming to Orlando in 2021, we'll certainly need more than a few hands to volunteer!

If you'd like to explore how you may further support PRSA Orlando and its members (and in turn, our profession), please email president elect, Rich Donley, APR. But of course, you are welcome to reach out to [any member of our board](#) to speak with you about opportunities and why we decided to serve. We look forward to hearing from you!

Sincerely,

Heather Keroes, APR
 2019 President, PRSA Orlando Regional Chapter

[Account Executive
Accelerator](#)
MICROJIG

[Public Relations &
Communications
Specialist](#)
Solodev

MORE JOBS

Resource Links

[Board of Directors](#)

[Member Benefits](#)

[APR Accreditation](#)

Refer a friend to PRSA



Facebook Twitter Website LinkedIn

New Members

Mirna Chamorro

Suzanne Lynn Cheesman

Tenecia Wood Mitchell

Tory Marie Moore

Christina Beth Nicholson

Nominees

It is our honor to present the following nominees for PRSA Orlando Regional Chapter's 2020 board of directors. The following list has been reviewed and approved by a nominating committee consisting of past chapter officers. It shall be presented for a vote during the next annual meeting of the chapter, to be held during our next monthly program, "[Practice Fearless PR](#)," Friday, Nov. 15. If approved by the majority of members in attendance, the new board will serve a term beginning January 1, 2020 through December 31, 2020.

We are seeking members for one open board position (Assistant Treasurer - experience in budget management preferred) and also for a number of committees. To be considered or for more information, please contact Rich Donley, APR at rdonley@mccicorp.com.

Proposed 2020 Board Slate:

Rich Donley, APR -- President

Stefanie Macfarlane, APR -- President-Elect

Heather Keroes, APR -- Immediate Past President

Alyssa Badalamenti -- VP, Finance

(Open Position) -- Assistant Treasurer

Laura Lord-Blackwell, APR -- Co-VP, Accreditation

Mimi Flatley, APR -- Co-VP, Accreditation

Wendy Roundtree, APR -- Co-VP, Membership Retention

Kelly Ferris Duckworth -- Co-VP, Membership Recruitment

Heather Wilson -- Co-VP, Programs

Kimberly Devitt -- Co-VP, Programs

Betsy Culpepper -- VP, Administration

Michele Plant Kroupa -- VP, Communications

Jacqueline Logan -- Social Media Chair

La Toya Hodge -- Website/Job Bank Chair

Jazmyn Reed -- Newsletter Chair

Carter Flynn -- PR/Media Relations Chair

Veronica Figueroa -- Diversity & Inclusion Chair

Ellie Hodgkins -- Sponsorship Chair



THANK YOU TO OUR GOLD
SPONSOR PAN COMMUNICATIONS!

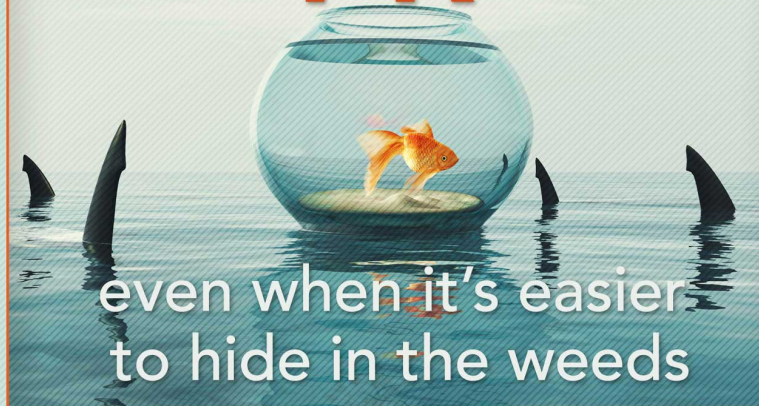
Lauren Leetun, APR -- Assembly Delegate

Beth Swanson, APR -- Assembly Delegate

Stefanie Macfarlane, APR -- Assembly Delegate

Don't Miss Our Upcoming November Program!

PRACTICE FEARLESS PR



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PR pros have long advocated for corporate communications to have a seat at the table where key business decisions are made. Once we get there, how do we influence decision-making that has a large impact on the brand? How do we balance the need to be corporate truth-teller with that of maintaining the appreciation and respect of peers? And how do we balance the need to challenge CEOs views for the good of the brand?

Chris Chiames, VP and Chief Communications Officer of Carnival Cruise Lines, addresses these questions and offers important insight into the role of the corporate communications executive. Chiames will also share lessons learned throughout his impressive career that can benefit those who seek to climb higher in their PR career.



CHRIS CHIAMES,
VP AND CHIEF
COMMUNICATIONS OFFICER
OF CARNIVAL CRUISE LINES,

PRESENTED BY:



FRIDAY 11.15.19

TIME: Registration begins at 7:30 a.m.; Program begins promptly at 8 a.m.

LOCATION: Citrus Club, 255 S. Orange Ave., Suite 1800, Orlando, FL 32801

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

Connect with PRSA Orlando on Facebook, Twitter and LinkedIn.   

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

Diversity Blog -- How Hip-Hop Culture Can Enhance Your Career As A Communications Professional



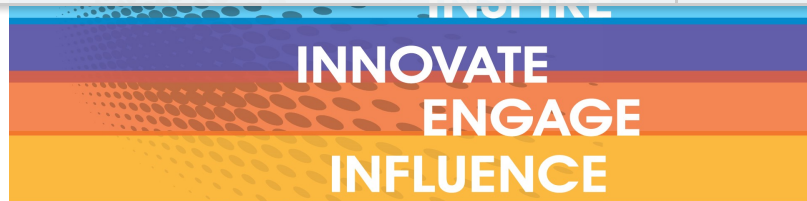
Embracing a diverse palette of culture can make you a more robust communicator

By Tyrone Law, PRSA Orlando D&I Committee Member

According to the [2019 Nielsen Music Mid-Year Report](#), the R&B and hip-hop genre is America's preferred musical style, accounting for 26.5 percent of the total volume of all music consumption in the country. In turn, hip-hop culture influences many of the trends and key moments that engulfs society today. Having a working understanding of popular culture, which currently is heavily driven by hip-hop culture, can help communications professionals create more comprehensive and trendy campaign messaging, cultivate strategic partnerships and expand upon or introduce new target audiences.

[Read more!](#)

Last Call to Register for PRSA ICON



PRSA 2019 International Conference

Oct. 20-22, 2019 | San Diego, Calif.

Don't miss out on what's shaping up to be an incredible conference! This is your last chance to register and join thousands of fellow PR practitioners in San Diego.

[Learn more!](#)

Membership Promotion -- Triple Play Continues!



Want to take advantage of PRSA's best membership deal of the year? Use code FALL19 to get a FREE Chapter, Section and initiation/reinstatement fee!

Learn more here:

<https://prsaorlando.org/fall-is-in-the-air-and-so-is-prsas-best-membership-deal-of-the-year/>

Upcoming Webinars -- Free for PRSA Members!

MyPRSA
Learning

[Think Like a Reader](#)

[Follow the Feeling: Brand Building in a Noisy World](#)

[Writing Hacks: Quick Tweaks to Dramatically Boost the Readability and Persuasiveness of Your Work](#)



Kudos:

Eryka Washington

Kudos to Eryka Washington who has joined Reedy Creek Improvement District as Communications Manager.

Shayla Cannady and Jaylen Christie

Kudos to Shayla Cannady and Jaylen Christie for being invited to Florida A&M University to participate in the "Hot Topics in PR" panel for Grads Are Back Homecoming Week 2019.



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

Become a Member of PRSA Orlando



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