

PRSA Public Relations Society of America

Orlando Chapter

April 2018 Newsletter



HONORING A NAMESAKE'S LEGACY:

REGISTER

The Arnold Palmer Invitational

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Are you getting the most out of your membership? Think about it. Are you leveraging the opportunities from PRSA Orlando, the Sunshine District, and PRSA National? Go ahead and mark your calendars right now for the following activities.

April 19: Hear how the [Arnold Palmer Invitational](#) has continued to honor its namesake to shape the tournament into one of the most prestigious stops on the PGA Tour.



April 24: FPRA Orlando's 2018 [Image Awards](#) sponsored by PRSA Orlando. Receive member pricing on admission!

May 1: [In the Wake of Tragedy: Best Practices from Orlando's Nightclub Shooting](#) webinar moderated by Heather Fagan, deputy chief of staff for Orlando. It's free for members.

May 17: Gain insight into managing today's complex digital landscape and changing algorithms at our May program led by speakers from Edelman Orlando.

June 5 and 7: Two free webinars from PRSA National discuss "[Making Video Work For You](#)" and "[Trending Technology Tactics for the Communications Professional](#)."

July 12-14: Join Florida's leading public relations professionals and industry leaders at the [2018 PRSA Sunshine District Conference](#) at the Wyndham Harbourside in Jupiter.

July 20: Don't miss FPRA Orlando's Media Mashup, sponsored by PRSA Orlando. Receive member pricing on admission to this annual meet-up with local and national media outlets.

PRSA Orlando Job Board

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University of Central Florida

[Director of Marketing and Communications](#)

Orlando Philharmonic Orchestra

[Corporate Communications Specialist](#)

Wyndham Vacation Ownership

[PR Manager](#)

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New Members

Dain Weister

Haley Thalheimer

Nicole Ray

Patricia Presswood

August 16: PRSA Orlando gets an inside look at Universal Orlando's launch of Volcano Bay.

Are you looking for a new professional opportunity? Visit our local [PRSA Orlando Job Board](#) and [PRSA National's Job Center](#). Do you take time to read [Strategies & Tactics](#)? April's issue focuses on employee communications. Want to connect with other professionals with similar interests? PRSA National offers more than 10 distinct [Online Communities](#).

Other opportunities to engage this Spring... Calling all APRs. We'll need volunteers to help with APR Panel Presentations. This is a great way to give back to the profession and maintain your Accreditation. Keep your eyes open for our Spring Networking Mixer! And connect with other members to enhance your network through the [PRSA Member Directory](#). Interested in supporting PRSA Orlando through board service? There's no shortage of ways to get involved.

So are you getting the most of your membership? Email me at scott.mccallum@charter.com and we can talk about ways to ensure you leverage the fullest value from your PRSA experience.

Sincerely,

Scott McCallum, APR

2018 President, PRSA Orlando Regional Chapter

Don't Forget to Register for Our Upcoming Event!



HONORING A NAMESAKE'S LEGACY:
THE ARNOLD PALMER INVITATIONAL
Presented by Mastercard

In 1979, Arnold Palmer brought a fading Florida tournament to his cherished Bay Hill and created one of the premiere-event jewels on the PGA Tour, the Arnold Palmer Invitational Presented by Mastercard. The tournament bears a special aura in professional golf, annually attracting one of the strongest fields of the season to one of the circuit's finest courses that was overseen and directed by one of the game's all-time greats - Arnold Palmer.

The Arnold Palmer Invitational Presented by Mastercard has attained such high stature during more than two decades at Bay Hill, attributable primarily to Mr. Palmer and the tremendous respect that he garnered among his peers. How do you celebrate the man who became larger than the sport while honoring his legacy and building upon the tournament's success?

Marci Doyle, Chief Operating Officer, will present how strategic partnerships, communications and honoring the Arnold Palmer legacy have played a key role in shaping the tournament into one of the most prestigious stops on the PGA Tour.



MARCI DOYLE

THURSDAY **04.19.18**

TIME: Registration - 7:30 a.m.; Program - 8 - 9:30 a.m.

LOCATION: Citrus Club, 255 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.

We will keep you updated at PRSAOrlando, Twitter, Facebook, LinkedIn.

PRESENTED BY:

ORLANDO HEALTH[®]



REGISTER NOW

• \$25 for members • \$40 for nonmembers • \$15 for students

Check out the latest
 webinar on PRSA's national
 site!



Our very own Heather Fagan, deputy chief of staff for Orlando Mayor Buddy Dyer, is presenting a webinar entitled "In the Wake of Tragedy: Best Practices From Orlando's Nightclub Shooting." On June 12, 2016, as the worst mass shooting in our country's history unfolded, public relations practitioners in varying capacities throughout Central Florida found themselves in the limelight, responding to intense and relentless press inquiries, and having to immediately implement communication strategies to update the media, calm the public's fears and build community unity. Panelists from the City of Orlando, Orlando Health and Pulse nightclub will share how they communicated in the hours, days and weeks following this horrific tragedy, providing a unique perspective from each of their roles.

This webinar will walk through a timeline of events, share crisis management plans and provide tips and lessons learned. Hear how behind the scenes, various government agencies, businesses and hospitals worked in a coordinated effort to provide accurate, timely information to reporters, residents and people across the world. This panel also will discuss how each agency leveraged multiple social media channels to disseminate timely and accurate information while concurrently building civic resiliency. Learn techniques for preparing your organization for what to expect in the midst of a crisis and how to best respond to varied audiences including reporters, the community at large and elected leaders when the entire world is watching.

Click [HERE](#) to learn more!

District Conference Scholarship Available!

As a benefit to our valued members, PRSA Orlando is excited to offer a member scholarship to the 2018 PRSA Sunshine District Conference.

Join Florida's leading public relations professionals and industry leaders July 12-14, in Jupiter, FL. The premier event features professional development workshops presented by nationally recognized experts in media relations, social media, crisis communications, and more.

The scholarship includes conference registration, hotel accommodations and additional stipend towards mileage, meals, 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 Monday, April 30 . [Click HERE for full details and application.](#)



Kudos:

Lorie Parker Matejowsky, APR

Congratulations to Lorie on her new position at the University of Central Florida as Senior Communications Coordinator.

Cristina Calvet-Harrold

Congratulations to Cristina Calvet-Harrold, President of CCH Marketing, for being selected and completing training at a conference for certified Google partners in Atlanta.

Jessi Blakley, APR

Congratulations to Jessi Blakley, APR for being promoted to Senior Director of Strategic Communications at Tavistock Development Company.

Jamie Floer, APR

Kudos to Jamie Floer, APR for participating in a PR related panel discussion at the University of Central Florida.

Alyssa Badalamenti, Jaylen Christie, and Wendy J. Roundtree

Congratulations to board members Alyssa Badalamenti, Jaylen Christie, and Wendy J. Roundtree for participating in the "Beyond Your Resume" panel discussion at Rollins College in affiliation with its PRSSA chapter.

Edelman Orlando

Kudos to Edelman Orlando for winning a PRWeek Award for PR Communications Best in Crisis for the work they did to help the community set up The One Orlando Alliance.



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

Become a Member of PRSA Orlando



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