



**PRSA** Public Relations Society of America  
Greater Cleveland Chapter  
NEWSLETTER

**6 TACTICS YOUR CONTENT MARKETING STRATEGY IS MISSING**  
[LEARN MORE ▶](#)

This edition of the newsletter is sponsored by:  
**ROOP & Co.**  
Strategic Integrated Communication

Share our newsletter with others who are interested in the Greater Cleveland communications and public relations industry:

[Join our mailing list](#)

[Join PRSA](#)

[Chapter News](#)

[About Us](#)

[Become a Sponsor](#)

Follow us!



Join the conversation using **#PRSACLE**

This edition of the



## A farewell from our 2015 president



As our chapter wraps up another great year in 2015, I am very honored and proud to have had this opportunity to serve as your chapter president.

I'd be remiss if I didn't publicly thank Lisa Smith for asking me to join the board in 2012 during her tenure as president. Since then, I've been fortunate to learn and grow personally and professionally from the chapter and the collaborative brainpower of the board. Additionally, I've formed some pretty great friendships! The work of the entire board and staff throughout the year is truly impressive, and our chapter is benefiting greatly from it.

Throughout the year, we stayed true to our goal of providing greater value to our members. Through the wonderful speakers and professional development programs, to our annual events, like the Hill, Lighthouse, Young Awards; Student Day; Business and the Media; and, of course, our Cleveland Rocks Awards. Be sure to check out the photos from this year on [Facebook](#) and mark your calendars to attend next year!

We also continued our 'Meet the Media' breakfast series this year, and was introduced to fantastic new media

newsletter sponsored by:



representatives to Cleveland. Last month, our chapter also was highlighted as one of only two chapters in the country that was granted a new PRSSA charter. We're proud to congratulate the new Public Relations Student Society of America chapter at Baldwin Wallace University!

In the coming year, I'd encourage you to share PRSA with those around you - peers, friends, bosses, family, other organizations, etc. Be proud to be part of our exciting chapter and get the most out of your membership by getting more involved.

Again, thank you for entrusting me with the opportunity to serve the chapter. Happy holidays and best wishes for a prosperous new year!

All my best,  
Christian Hunter, APR  
Greater Cleveland Chapter PRSA President



**HAPPY HOLIDAYS!**

FROM THE 2015 PRSA GREATER CLEVELAND BOARD



➔ Thanks for rocking 'n' rolling with us!



The 2015 PRSA Rocks Awards literally ROCKED! We wanted to take a moment to not only congratulate the winners but thank everyone for your continued support of this amazing

event through sponsorship, entries and attendance.

Your support allows us to continue to do great things and bring you the latest news in PR to our chapter. We look forward to seeing everyone next year and the amazing ingenuity of your projects. We wish you and yours a Happy New Year and great holiday season!

Anne H. Doyle & Lorraine Schuchart, APR  
PRSA Rocks Awards Planning Chairs

---

## → 2015 Sponsors, thank you!

Our chapter events and promotions couldn't be possible without the support of our amazing sponsors. The PRSA Greater Cleveland Chapter Board would like to take a moment to say thank you to those who give their support throughout the year:



---

## → Duplicate Rocks Awards

Duplicate awards are available for \$85 each. To order, contact

Lorraine Schuchart ([lorraine@prosperforpurpose.com](mailto:lorraine@prosperforpurpose.com)) by  
December 31 with your company name and winning entry title.

---

## Join the 2016 Nonprofit Committee

Our chapter is looking for interested members to join the Nonprofit Committee, which will be reviewing the nonprofit series and Pro Bono Day.

Please contact Lorraine Schuchart at [lorraine@prosperforpurpose.com](mailto:lorraine@prosperforpurpose.com) or 216-469-7977 for more information.

---

## We want to hear from you!

If you have questions, suggestions or comments about this newsletter or would like to submit a story idea, email **Cari Wildasinn**, VP of communications for the Chapter, at [cari.wildasinn@fahlgren.com](mailto:cari.wildasinn@fahlgren.com).

---

The Public Relations Society of America (PRSA) is the world's largest organization for public relations professionals.

The society has nearly 32,000 professional and student members. PRSA is organized into more than 100 Chapters nationwide, 19 professional interest sections and affinity groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. PRSA Greater Cleveland is the professional organization that brings together public relations, communications and marketing practitioners throughout Northeast Ohio.

Cleveland Photo Credit: Cleveland Plus